



Hagyomány és minőség 1900 óta



Győri Édes[®]

**Rejuvenate the
Győri Édes logo
and create new
package design**

About Györi Édes

Heritage plain sweet biscuit
with wide flavour selection.

Made with **100%** of ingredients
sourced from **nature**.

Tasty, melting biscuit without
any artificial additives.

Reliable quality for more
than **120 years**.





Joy to Share

BRAND PLATFORM

Our Target Group

Families with kids, who are seeking joyful time together.

They value naturalness, local roots and tradition, and priorities quality over quantity.



Brand Character & Tone of Voice

Friendly

Warm, cosy

Reliable

Positive, open

Authentic

Natural

Caring



The Brief

The Győri Édes logo originated decades ago, and has remained intact in the last 15 years.

We believe it's time to explore rejuvenating the brand's visual identity to **resonate with today's families**.

Our goal is to maintain and further **strengthen the brand's relevance for young families** by infusing it with **a modern, fresh look, while honoring its heritage** to foster trust, familiarity, and emotional connections.



The Task

Create the **new, rejuvenated Győri Édes logo design concept.**

Craft **new packaging** for its core product (150g Eredeti Recept).

We seek **a visible evolution, not a complete revolution,** ensuring the brand remains **easily recognizable.**

Present your package design concept for the 150g core product only; demonstrating its application across the entire product portfolio is unnecessary.



Mandatory assets to include and redesign

LOGO

- The “Farm” visual and the “Hagyomány és minőség 1900 óta” claim is **optional** to use
- The Győri umbrella brand logo is currently part of the Győri Édes logo (upper left corner of the logotype), which is **also optional** to use



Mandatory assets to include and redesign

PACKAGING

- Use **primary colors** but you can utilize new ones and play with proportions
- Use **stripes** in some way since it is like the red dots for Pöttyös
- Use **grain clusters** in some way you feel appropriate
- Use **iconic heart shaped cookie**
- Use the **Harmony Program badge** in original form
- **Redesign and use the claims** (the format is up to you):
 - “Eredeti Recept”
 - “100% Természetes eredetű összetevők”



THE WINNING DESIGN

- brings the brand platform to life
- looks contemporary but built on tradition
- is clean but recognisable at a glance
- uses elements that can be utilized throughout the whole portfolio
- is mindful of the product's properties and how it is usually consumed

All in all: the winning design is not just decoration.

Appendix

PORTFOLIO



RECENT COMM.



[Facebook page](#)