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GYÖÖRI ÉÉDES LOGO & PACKAGING



Young Cannes Lions Design Brief



Brief recap

Keep the
tradition but
make it fresh

Rejuvenate the Győri Édes logo and
create new package design

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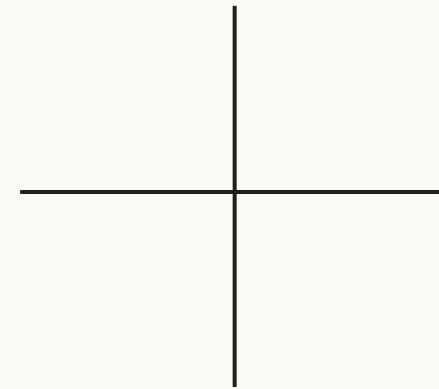
Colors



Yellow



Red



Purple



Logo

The logo got a fresh cut, but it follows the old logo's shape and dynamic.

The new typeface brings the clean and modern built, and **the dynamic shape** represents the most important element of the snack, the wheat: which gives the traditional element to it, keeping the recognisability.



Put us on the map

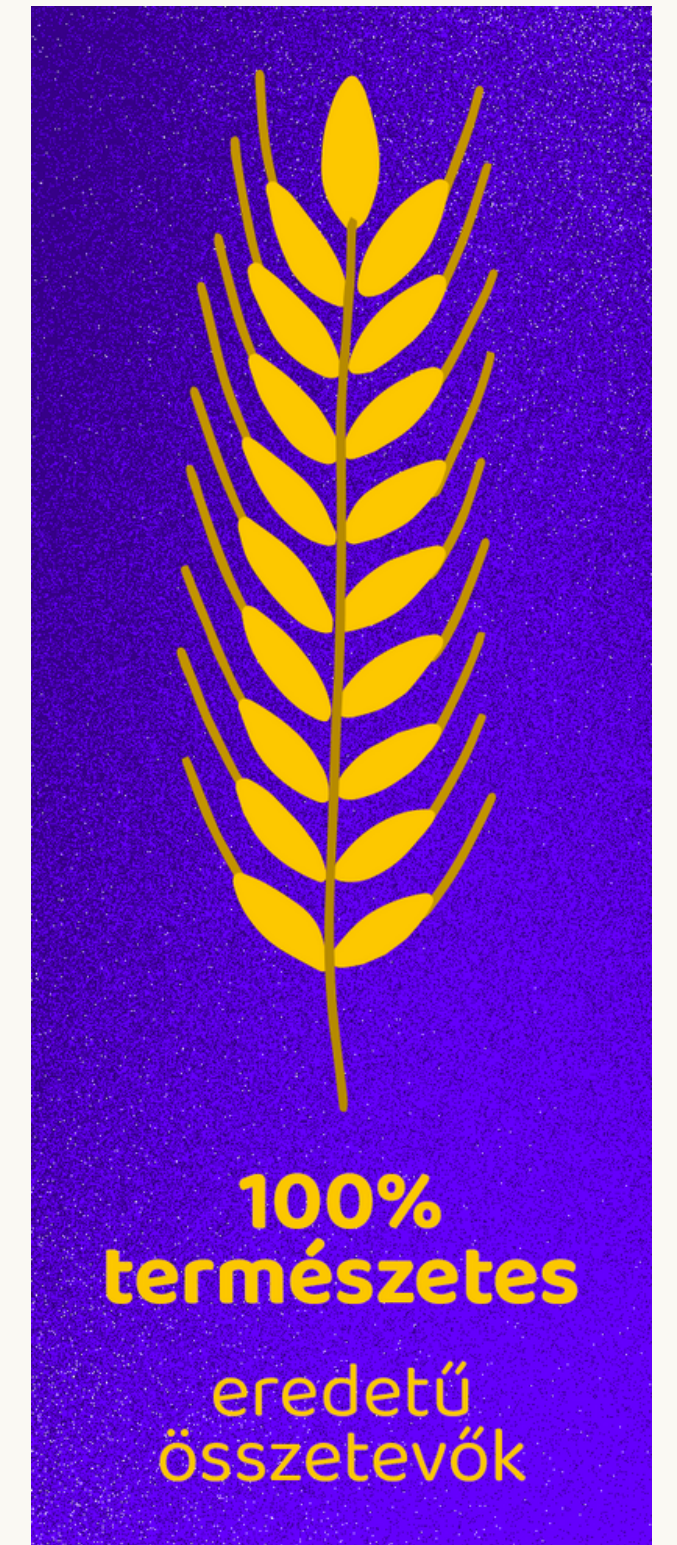
We aimed to show the environment where the all natural ingredients are made, in a **family-friendly design**.

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Final concept

We designed a **front side** and a **tag**, usable to seal the bag back to keep it fresh. We took the primary yellow color for the entire background, decorating it with our chosen purple. The **red only serves for the logo**, making it pop from the rest.



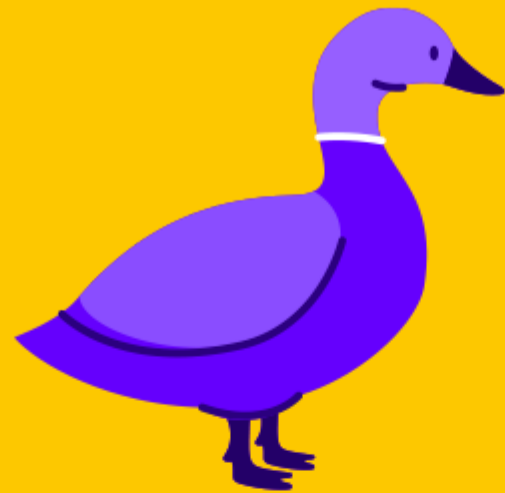
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Full bag design



The shape of the bag represents the oldschool grain sack, bringing the tradition to the form.

The iconic heart-shaped biscuit of Győri Édes still recognisable in the middle, but this time in a more design-friendly way, **blending in with the concept's storyline.**



Illustration

Through the illustration **you can follow how the cookies are made**, and the playful elements can be utilized in any other brand visual too.

