

Soleo

Rebranding

Soleo

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A small version of the Soleo logo in a dark red, cursive script font.

SOLEO logo

WHY ARE WE DOING THIS?

- ➔ We did a reconnaissance of packaging in the countries that are our markets.
- ➔ We had a lot of conversations with our Clients who drew our attention to the need for rebranding.
- ➔ We ourselves felt that SOLEO needed a refresh, because the brand and packaging had become outdated.

The old Soleo logo, featuring a dark red cursive script with a thick white outline and a slight 3D effect.The new Soleo logo, featuring a dark red cursive script without the outline, appearing cleaner and more modern.

WHAT'S NEW?

- ➔ A logo corresponds to current graphic trends.
- ➔ Simplification of the logo colors.
- ➔ A logo close to the expectations of younger generations.

Soleo`

A new
energy.
the same

Soleo`



➤ **Basic version
of the logo**

- Presentations
- Posters
- Documents



HOW TO EXPRESS SOLEO ENERGY?

- Different colour versions of the background and logo can be used on the packaging.



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New packaging design



Packaging in one color to match each flavour.

Distinguishing features and short notes on consumer advantages.

Easier identification of the product inside the package.



Flavour name at the top of the package for better visibility on the shelf.

The shape of the window depends on the type of product.

Information about the change of logo on the back of the packaging.

Soleo[®] sticks[™]



Soleo

STICKS



Soleo'

pretzels



Soleo[®]

CLASSIC PRETZELS



Design of the window
inspired by classic shape
of a pretzel.

Soleo

HEART-SHAPED PRETZELS



Design of the window
inspired by the shape
of heart.

Soleo'

snack
mix



Soleo

SNACK MIX

Classic pretzels
with salt



Four-Leaf Clover
pretzels
with salt



Hexagon crackers
with salt



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A twist of flavors and shapes



Soleo'

get a
crunch





PEANUTS & COATED PEANUTS



- Fried peanuts
- Crunchy shell
- Sprinkle full of taste
- Popular and favourite flavours
- Perfectly-sized single serving portion
- Handy packaging
- Easy opening

