

PGR Healthfoods
Corporate identity, stationery, packaging & advertising



We were appointed by PGR Healthfoods to design, from scratch, an identity and form a brand for a range of promotional material for a new pasta range especially for people with coeliac disease.

Red and green, the traditional colours associated with pasta, were complemented by a deep yellow to form a strong, identifiable brand. For the logo, a solid serif typeface was used to give solidity and longevity. This was accented by the abstract 'sun' to emphasise the natural and organic qualities of the business.

