

## CASE STUDY

DELICIOUSLY  
DIFFERENT  
CAKE CO.

*'Lambkin Design used great creativity and attention to detail throughout this project resulting in a vibrant and contemporary look for our brand and packaging.'*

*Tony Kane - Managing Director*

**Background:** The Deliciously Different Cake Co. has been selling high quality bakery products into the own brand market successfully for several years. They decided to create a brand using their own name to establish a market presence for themselves.

**The brief:** Create a new brand identity for the Deliciously Different Cake Co. that would reflect the young, dynamic brand personality and apply it across the whole range of products. Quality photography to create appetite appeal was an essential element within the packaging designs.

**Key benefits of project to Deliciously Different:**

- A new brand presence in the market
- Differentiation from competitors
- Bright appetising packaging style
- Consistent look across all packaging
- A style that is distinctly Irish



LAMB  
KIN

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Firstly Lambkin Design created the new brand identity based on the Celtic triskel swirls. Bold lowercase letters were used for the typography to reflect the contemporary personality of the company. Earthy burnt orange, ochre and rich brown tones were combined with a vibrant green to suggest the natural ingredients used in the bakery range.

The new identity then formed the basis for the packaging design combined with high quality photography.

The new visual style was applied to:

- Labels
- Cake domes
- Sleeves
- Banner stand
- Signage



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