

**Opinions on corporate and brand identity work.**

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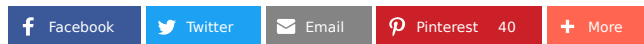
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What would you like to f

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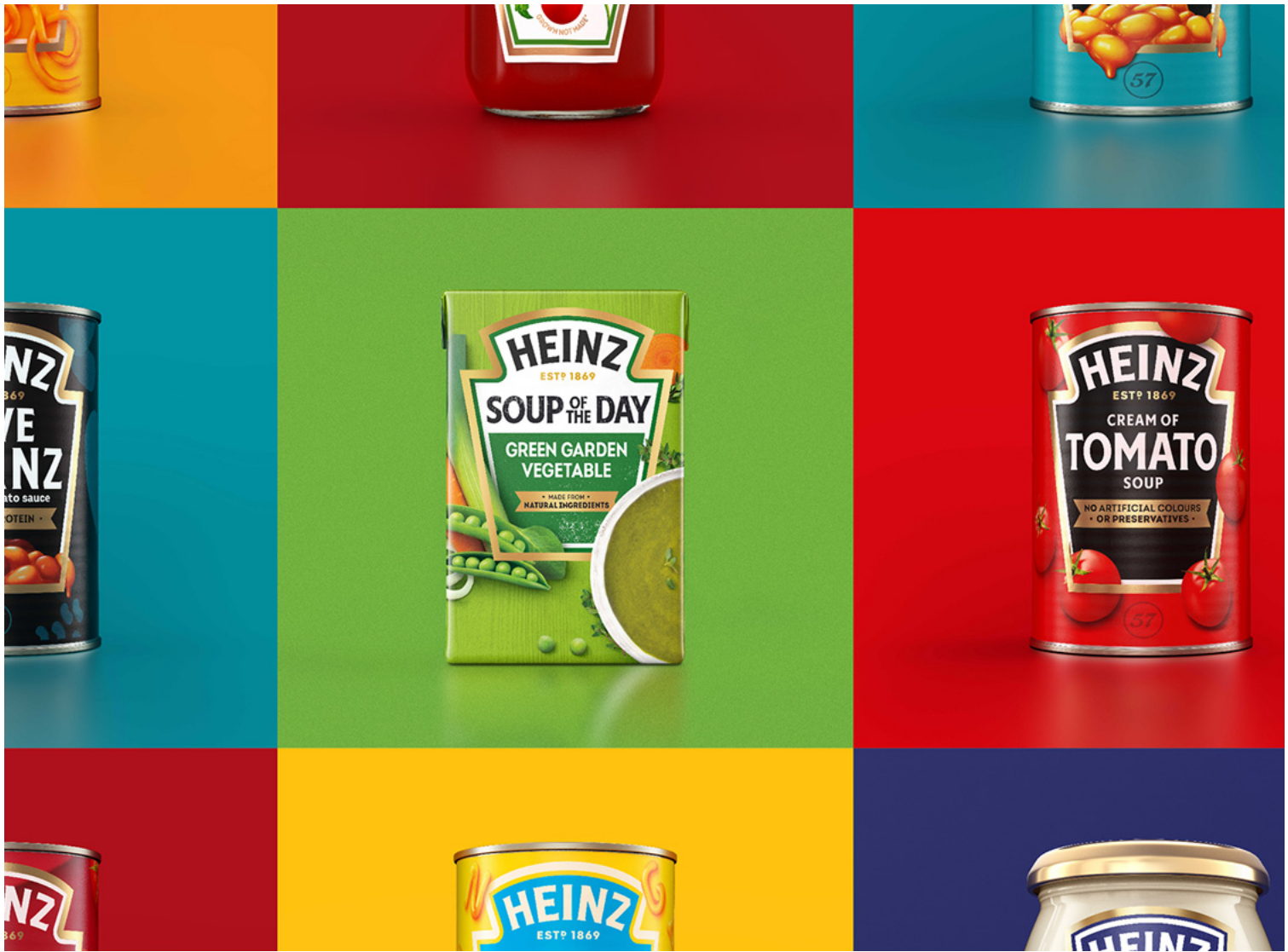
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## [New Master Brand for Heinz by Jones Knowles Ritchie](#)

### [Reviewed](#)

## [Beheinz Every Great Ketchup is a Great Tomato](#)



New

[Reviewed Jun. 10, 2020 by Armin Comments \(13\)](#)

Industry / [Consumer products](#) Tags / [#colorful#flared#jones knowles ritchie#packaging#red](#)

Established in 1869, [Heinz](#) is an American food processing company headquartered in Pittsburgh, PA, where it was founded by Henry J. Heinz 151 years ago when he first started selling horseradish, pickles, and vinegar. Today, Heinz manufactures thousands of food products in plants on six continents and markets these products in more than 200 countries and territories. In 2015, Kraft and Heinz merged to form [The Kraft Heinz Company](#), the third-largest food and beverage company in North America and the fifth-largest food and beverage company in the world. Earlier this year, Heinz introduced a new master brand designed by [Jones Knowles Ritchie](#).

(Yes, I'm aware we've had a lot of Jones Knowles Ritchie-ness this month with Popeyes last week and Foot Locker yesterday. For the record, they are not being given any kind of preference or priority, it's just how the brand rollouts and case study publications have synched.)

The new cohesive brand identity unites Heinz's expansive portfolio across over 20 product categories globally and features refreshments to the logo, visual identity, brand strategy, packaging, tone of voice and brand experience touchpoints. Since the redesign began to hit shelves in the UK earlier this year, Heinz has reached over 32 million customers and seen an 11% average lift in year on year sales volume.

**Jones Knowles Ritchie provided text**



Packaging examples, after.

When I first received the project I was having a hard time framing my thoughts around it because everything made sense and looked very attractive as presented but I was missing a point of comparison to get a better sense of how much real improvement was happening here. So I used the very pretty image above to cobble together some "before" examples to help me (and you). As a disclaimer, these may not be the 100% correct before images or they may differ from what's available in your market but I limited the image search to images from the last year so it should be fairly representative of what existed before and, yup, it was all over the place.



NO "BEFORE" FOUND



Packaging examples, before.



Packaging examples, before and after (GIF).





Beans.





**HEINZ**

ESTD 1869

CREAM OF

**TOMATO**

SOUP

NO ARTIFICIAL COLORS  
• OR PRESERVATIVES

57



Tomato soup.



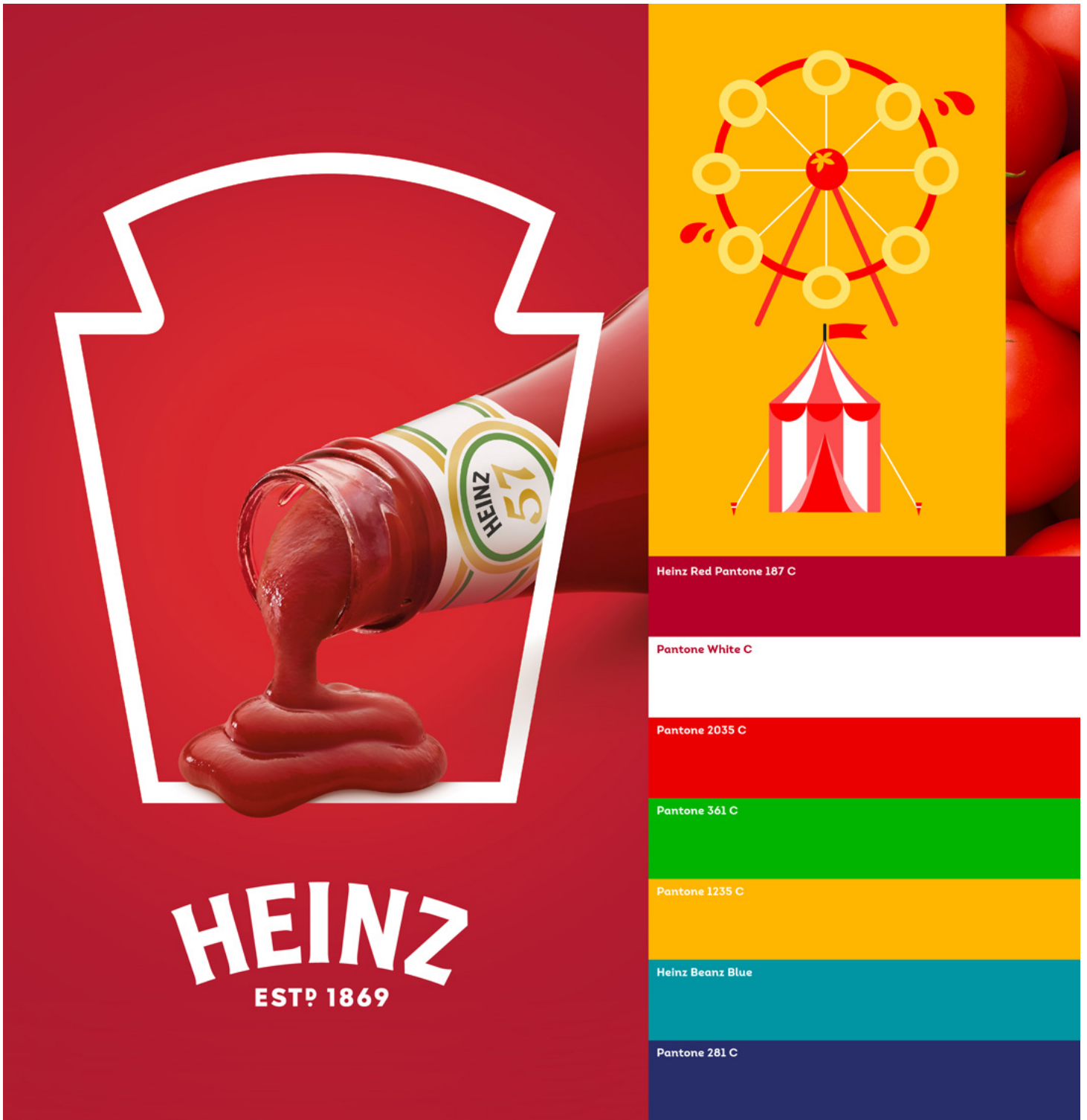


Hoops.

The premise of the packaging hasn't really changed from the previous versions: whatever the container is, the iconic keystone shape is placed front and center (and large) with product photography and descriptions in it. There are a few significant improvements: There is now only two strokes to the keystone graphic, whereas before it could be three, it could be four, or it could be an inline treatment — the ketchup bottle seems to get a pass, as it still has four strokes. There is no more curved typography other than the Heinz logo, which now allows it to stand out more instead of blending in with all the other type-on-a-curve treatments. There is now a limit on typefaces used with only a few examples using anything other than the brand typeface, Label Sans. This instantly creates not just more consistency but *elegant* consistency, which is not something we often associated with Heinz products. Finally, the obligatory depictions of the ingredients and/or product on the packaging seem to have a more realistic illustrative style. Overall, the new packaging system looks infinitely better while retaining everything that is recognizable about Heinz.

"We know that iconic, distinctive assets are key to enhancing the effectiveness of your brand through all channels - whether that be paid, earned or owned. Working with JKR, we have created a cohesive set of assets that will help align the Heinz brand across all markets, uniting everyone behind the brand purpose to help deliver growth long-term" said Victoria Sjardin, Vice President of Marketing for the International Zone at Kraft Heinz.

**Jones Knowles Ritchie provided text**



Identity elements.



Brand typeface, Label Sans.

Part of what makes the new master brand work so well is the custom typeface that builds on the flared sans serif logo (below) to give Heinz a consistent and cohesive typographic visual language that is Heinz-ish from beginning to end. Also, condensed flared sans serifs are not all the rage right now so this helps set them apart quite easily. The identity is complemented by Fontfabric's [Intro](#), which comes in a variety of styles including script and inline, all of which are very happy and bouncy.



Logo detail on a can.

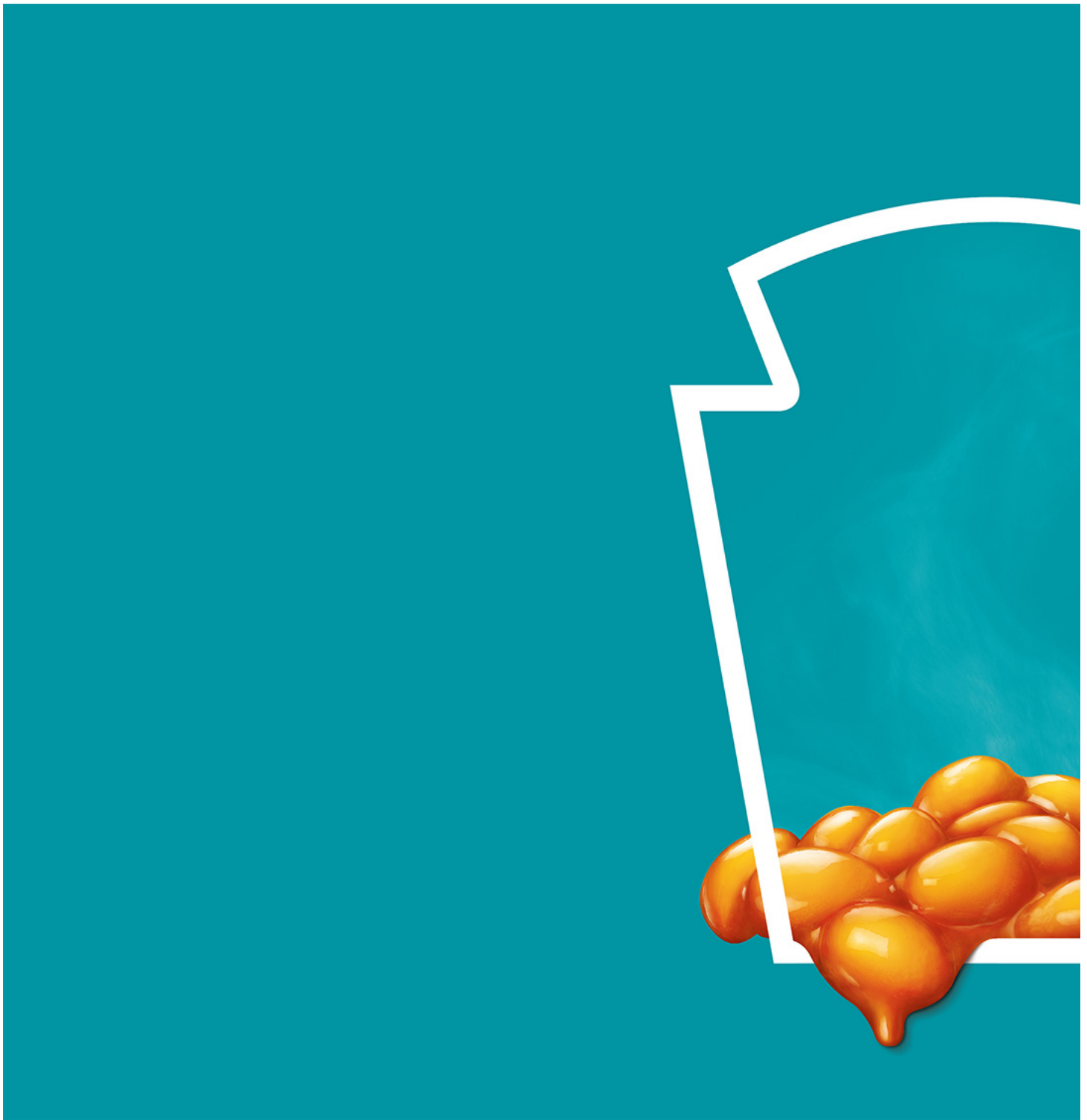
“Heinz is a brand for everyone, loved by everyone. You can find it in Michelin-starred restaurants through to roadside cafes around the world,” said Jonny Spindler, Managing Director at JKR. “With that in mind, we wanted to create brand unification across categories, geographies and brand experience touch points so that no matter how or where you experience Heinz, you’re able to celebrate its simple greatness.”

“Our primary ambitions were to distinctively connect each element of the brand’s design ecosystem and to utilise iconic assets, like the Heinz keystone, in new and interesting ways,” said Spindler.

**Jones Knowles Ritchie provided text**









**CELEBRATE  
SIMPLE  
GREATNESS**



Keystone treatments.

Using the keystone graphic in these more “abstract”, minimalist compositions is a great way of building even more equity into this iconic shape and establishing an instant connection between it and staples like ketchup, mayo, and ~~beans~~ Beans.



Phone cases.



Pins.

Overall, this is a really great evolution that integrates the existing iconography of Heinz as a more purposeful set of ingredients that come together in a more sophisticated way but without becoming too fancy or trying to be anything it's not. I can also see this leading the way to a slew of covetable brand merch a la [KFC](#) or [Dunkin'](#), which not all brands can pull off.

## Your opinion...

### On Brand Typeface

- Great
- Fine
- Bad

Total

### On Keystone Treatment

- Great

- Fine
- Bad

Total

[vote](#) [view results](#)  
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## On Packaging

- Great
- Fine
- Bad

Total

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# ON THIS DAY

since publication began in 2006

each year

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**tmgtheperson** • 4 hours ago

Love everything about this new unified style, except for those rounded corners on the inside of the keystone. On the product packaging they make some more sense, but as a standalone element it might've been better to copy the new brand font and give them a wee flare, or even a slice like the Z in the logotype. Those two corners sort of look like someone just put a stroke on the inside of the path, and that was that.

If this new rollout makes it all the way down here unscathed, I'd be pretty happy. Heinz wasn't a thing in ZA growing up, but I can't remember a time since moving to NZ that we didn't have Heinz ketchup in the fridge.

4 ^ | v • Reply • Share >



**sarago** → tmgtheperson • 25 minutes ago • edited

Agreed - I think the keystone line weight could be thicker too (like we see with the pins) and make it more of an iconic standalone shape which could become a stronger defacto logo in it's own right. Hard to argue with the overall brand evolution as a whole though.

^ | v • Reply • Share >



**GraphicDough** • 4 hours ago

A nice brand evolution. Though I will always have a soft spot for their look from the 70's and 80's.

^ | v • Reply • Share >



**Art of Jeff Epp** • 4 hours ago • edited

That keystone label is almost as iconic as the Coke bottle. Well done refresh on a brand this big.

^ | v • Reply • Share >



**Erik Geens** • 4 hours ago

[...]the ketchup bottle seems to get a pass, as it still has four strokes.

I really love the consistency they're creating so I'm a bit disappointed that they didn't dare to apply it to their most famous product. Compared to the Fritta and Polpa, the ketchup looks less sharp and a bit dated. The mayonaisse label is also not following the new rules, by the way.

Voted great on all 3 aspects anyway because I think it's a great improvement nonetheless.

^ | v • Reply • Share >



**dāvology** • 3 hours ago • edited

Nice work. It's in the can.  
Pin Generator again! Some of those might be hard to attach...  
Also this gave me old Sesame Street Big Bird vibes ☹️:

[View](#) — uploads.disquscdn.com

^ | v • Reply • Share >



**Mauke** • 3 hours ago

This is great, a proper modern elevation of their brand. Took it about as far as the public would allow without really changing a huge amount. That's not a slight on it as Heinz is such a big brand anything too drastic would probably be detrimental.

I really like where they can take the keystone graphic in social and advertising, it's like their own bottle shape that's now synonymous with Coca-Cola. Well done as always JKR.

Sidenote: I'll never understand why there's so many Branston bean lovers...

^ | v • Reply • Share >



**DCBurb** • 2 hours ago

The presentation of the new packaging is really well done. Sitting the product on the same color as the product label adds a lot to the perception of consistency across all the items. It's almost a color presentation instead of a design presentation.

^ | v • Reply • Share >



**Barrett Bodine** • an hour ago

Fantastic refresh. Other brands will have to... catch up...

1 ^ | v • Reply • Share >



**Logan Ouellette** • an hour ago

[View](#) — uploads.disquscdn.com I've got a dog named beans and got a tattoo a couple of years ago to celebrate getting her. Real fresh here

^ | v • Reply • Share >



**AaronMakesArt** • an hour ago

Makes me wonder if there's anyone in my life who would actually use/buy a Heinz phone case...

1 ^ | v • Reply • Share >



**disqus\_tSPNdXkjop** • an hour ago

A reference of The Office?

[View](#) — uploads.disquscdn.com

^ | v • Reply • Share >



**Jon Swerens** • 42 minutes ago • edited

Do I detect a little Warhol callback in these mockups?

[View](#) — disq.us

[View](#) — disq.us

2 ^ | v • Reply • Share >



**Packaging**

**Brand Typeface**

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**Spotted Around the web**

**[New Logo for Atria by BrandMe](#)**

**Atria**<sup>®</sup>

The logo features the word "Atria" in a bold, red, cursive script. A thick, green, diagonal underline is positioned beneath the text, starting from the bottom left and extending towards the right.

-  
Spotted Jun. 9, 2020  
[Comments \(0\)](#)

[\*\*New Logo for National Safety Council\*\*](#)





-  
Spotted Jun. 9, 2020  
[Comments \(4\)](#)

[New Name and Logo for Kalamazoo Mac Daddies \(for 3 Games Only\)](#)



Spotted Jun. 8, 2020  
[Comments \(9\)](#)

[New Logo for Thrivent](#)



**THRIVENT**  
**FINANCIAL®**

-  
Spotted Jun. 8, 2020  
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[New Logo and Identity for Uppsala Innovation Centre by Jesper Holm](#)



-  
Spotted Jun. 4, 2020  
[Comments \(1\)](#)

[New Logo for Higgle by Kanhaiya Sharma](#)

# Hiigo

Spotted Jun. 4, 2020  
[Comments \(11\)](#)

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**[New Logo and Identity for GoDaddy done In-house](#)**

# GoDaddy



Posted Jan. 15, 2020  
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[New Logo and Identity for Warner Bros. by Pentagram](#)



Posted Nov. 18, 2019  
[Comments \(152\)](#)

[\*\*New Logo and Identity for Reebok done In-house with Darrin Crescenzi\*\*](#)

# Reebok

Posted Nov. 12, 2019  
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[New Logo and Identity for Kroger by DDB](#)





Posted Nov. 7, 2019  
[Comments \(198\)](#)

[New Logo for Facebook, Inc. done In-house with Dalton Maag and Saffron](#)

FACEBO

Posted Nov. 5, 2019  
[Comments \(137\)](#)

[New Logo and Identity for Staples](#)

# STAPLES®



-  
Posted Apr. 2, 2019  
[Comments \(188\)](#)

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[Curated](#) **THE ITALIC JOB**

[New Logo for Lifetime](#)



-  
Posted Mar. 26, 2020  
[Comments \(36\)](#)

[\*\*New Logo for Football Association of Iceland\*\*](#)



Spotted Feb. 28, 2020  
[Comments \(16\)](#)

[New Logo and Packaging for Welly by Partners&Spade and Prime Studio](#)

*wel*

Posted May. 7, 2019  
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[New Logo and Identity for Vrbo by FÖDA](#)

# VRBO®

Posted Apr. 3, 2019  
[Comments \(60\)](#)

[New Logo and Identity for Alexandria Ocasio-Cortez 2018 Campaign by Tandem](#)



Posted Jul. 2, 2018  
[Comments \(65\)](#)

[New Logo, Identity, and Livery for Alaska Airlines by Hornall Anderson](#)



-  
Posted Jan. 26, 2016  
[Comments \(74\)](#)

## About

Brand New, is a division of UnderConsideration, displaying opinions, and focusing solely, on corporate and brand identity work. [More...](#)  
[UnderConsideration](#) is a graphic design firm generating its own projects, initiatives, and content while taking on limited client work. Run by Bryony Gomez-Palacio and Armin Vit in Bloomington, IN.

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## Typography

Brand New uses [Mercury Text ScreenSmart](#) and [Operator ScreenSmart](#) from [Hoefler & Co.](#)



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