

BALANCED FOR LIFE BALANCED FOR FLAVOUR



A Familiar Face

The brief

Our brief to Randak Design was to move the **LoSalt** branding and packaging forward from the clinical, educational and utilitarian presentation. Create a fresher more contemporary feel to appeal to the new well informed consumer while respecting the distinctive look of this world brand leader.

The solution

Since the initial launch, the response has been extremely positive internationally. Randak's branding and packaging, which ranges from labelling and advertising to creation of a verbal and visual brand language has been forward planned to minimise the impact of world wide export standardisation and has created an "it's good for me and it looks good with my lifestyle", assured re-positioning.

Key elements

- Fresher cleaner shelf presence
- The development of the **LoSalt** signature 'heart' butterfly which opens this website and is integral to the Brand Identity.
- Clear, unequivocal product descriptors and information
- A contemporary presentation which looks good on the table or in the kitchen



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