



Creating Brand Identity  
and Packaging for  
a Fast Food Brand

PIE  
CHALET

# Creating Brand Identity and Packaging for a Fast Food Brand

Fast food brand Pie Chalet asked Base Creative to design branding elements and packaging that would enhance the customers' in-store experience and increase familiarity for a relatively new brand.

## Brand Guides

### Business Strategy

Business Model Adaptation  
Business Process Changes  
Organisational Empowerment

### Brand Strategy

Management Interviews  
~~Brand Workshop~~  
Brand DNA  
Brand Differentiation  
~~Brand Architecture~~  
~~Brand Strategy Book~~  
~~Ongoing Brand Management~~

### Design and Touchpoints

Brand Identity  
~~Brand Grid Refreshment~~  
Product Photography  
Writing & Translation  
Booth Design  
Advertising Design

## Packaging Design

### Digital & Social Media

UI and UX Design  
Brand Website  
Ecommerce Website  
Social Media Management  
Social Media Advertising  
Analytics

# Pie Chalet Brand Creation

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Base Creative developed a distinctive brand identity and applied it across an array of touchpoints from utensils to packaging.

#### Scope of work

#### Business Strategy

- Business Model Adaptation
- Business Process Changes
- Organisational Empowerment

#### Brand Strategy

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- Brand Architecture
- Brand Strategy Book
- Ongoing Brand Management

#### Design and Touchpoints

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#### Digital & Social Media

- UI and UX Design
- Brand Website
- Ecommerce Website
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- Social Media Advertising
- Analytics