

Red Sky

Brand creation, brand positioning, naming, brand identity,
graphic packaging design

It's not just about delighting the shepherds. 'Red Sky at night...' is nature's promise of a good day to follow and Walker's poshest-ever crisps; following that thought, has sustainability at its heart. We created an identity for the brand that's all about sourcing the best of nature - from the ingredients to the packaging which is - as far as possible - supplied from forests accredited by the Forest Stewardship Council.



NATURE'S PROMISE OF A GOOD DAY

**RED
SKY**

The logo is set against a background of a sunset sky with orange and yellow clouds. It features a stylized sun with rays on the left and a crescent moon on the right, both in black. The text 'NATURE'S PROMISE OF A GOOD DAY' is written in a serif font, following the curve of the moon. The words 'RED' and 'SKY' are stacked vertically in a large, bold, black serif font.



NATURE'S PROMISE OF A GOOD DAY

RED SKY

WEST COUNTRY BACON
& CREAM CHEESE
FLAVOUR POTATO CHIPS

100% NATURAL
INGREDIENTS





