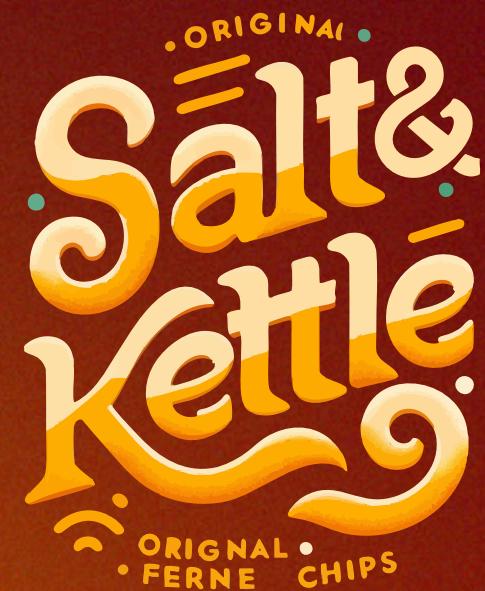
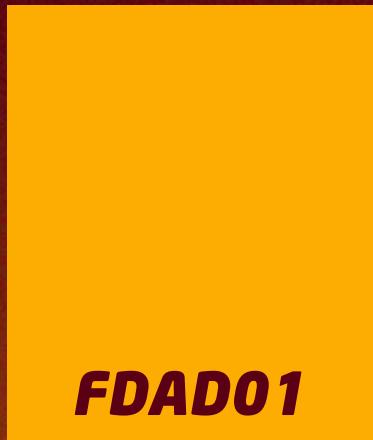


• ORIGINAL •  
Salt &  
Kettle  
• ORIGINAL •  
• FERNE CHIPS

# SALT&KETTLE



LOGO



**FDAD01**



**86A255**



**1A3378**



**EF6124**

*Secondary colors*



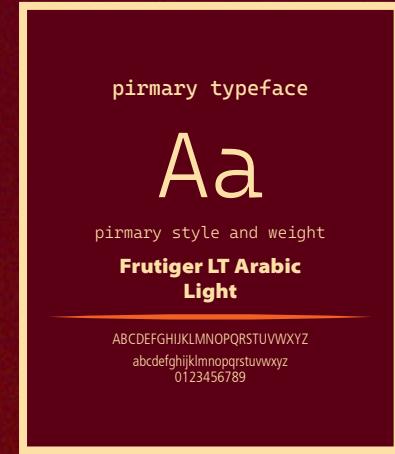
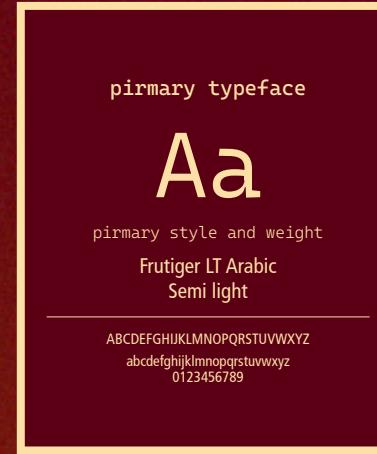
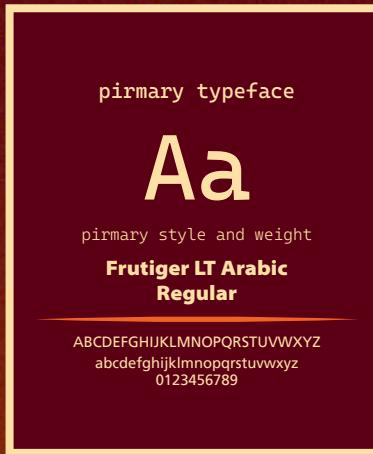
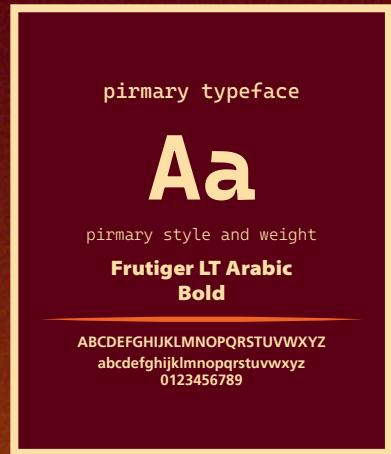
**5B0014**



**FDE0A6**

*Primary colors*

**COLOR BALETTE**



## *English typography*



## *Arabic typography*



## *Headlines*

# TYPOGRAPHY

# ORIGINAL CHIPS

SOUR  
CREAM  
ONION



# PACKAGING

# ORIGINAL CHIPS

SOUR  
CREAM  
ONION



# PACKAGING

**CLASSIC  
SALTED**



**PACKAGING**

**CLASSIC  
SALTED**



**PACKAGING**

SPICY  
CHILI



PACKAGING

SPICY  
CHILI



PACKAGING

# FERNED CHIPS

SOUR  
CREAM  
ONION



# PACKAGING

CLASSIC  
SALTED



PACKAGING

SPICY  
CHILI



PACKAGING

البيجيدي  
البيجيدي

BRAND TAGLINE

# اشتراك في المكالم



CAMPAIGN SLOGAN

**SOCIAL MEDIA**

# SPICY CHILI



# CLASSIC SALTED



**CLASSIC  
SALTÉD**



CHEESE  
CHEDDAR  
JALAPENO



SOUR  
CREAM  
ONION



لَا يَأْتِي  
الشَّمْرُ  
إِلَّا مَبْلَغًا





Feel  
the Heat!

Simply  
Irresistible!

low fat!  
100% Crunch  
Approved!

Creamy  
Dreamy  
Delicious!

**FERNED CHIPS**  
LOW FAT CHILI  
SPICY CHILI

**FERNED CHIPS**  
LOW FAT SOUR CREAM SOUR CREAM

**FERNED CHIPS**  
LOW FAT LOW FAT CLASSIC SALTED

اشتراك  
لـ كوكا-كولا



**THANK YOU**