



Kleenex® Brand Architecture Adaptation

When Kimberly-Clark revamped the architecture of its iconic facial tissue brand, they needed adaptive design expertise in order to achieve a consistent, unified brand presentation throughout the product lines within the brand.



Challenges

- Adapt the new brand architecture and communication hierarchy across multiple package sizes
- Ensure consistent results and brand identity using a range of packaging substrates
- Adapt architecture and design for product variants within the brand

Results

- Adapted architecture for carton designs, carton overwraps and bundles with consistent, quality results and provided final art files
- Created support materials for marketing presentations
- Provided information for the brand style guide
- Created new guidelines for European Kleenex® brand packaging design, based on established North American architecture
- Created logo standards to be used across different media

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Directions is an integrated marketing communications and packaging agency with more than 50 years of experience in connecting clients' brands with their customers. To learn more and explore how Directions can help your business connect, contact Kay Halbrook at khalbrook@directions.com.

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CS-CPG-064-09