

purely

purée



branding / identity design
amir hadjhabib

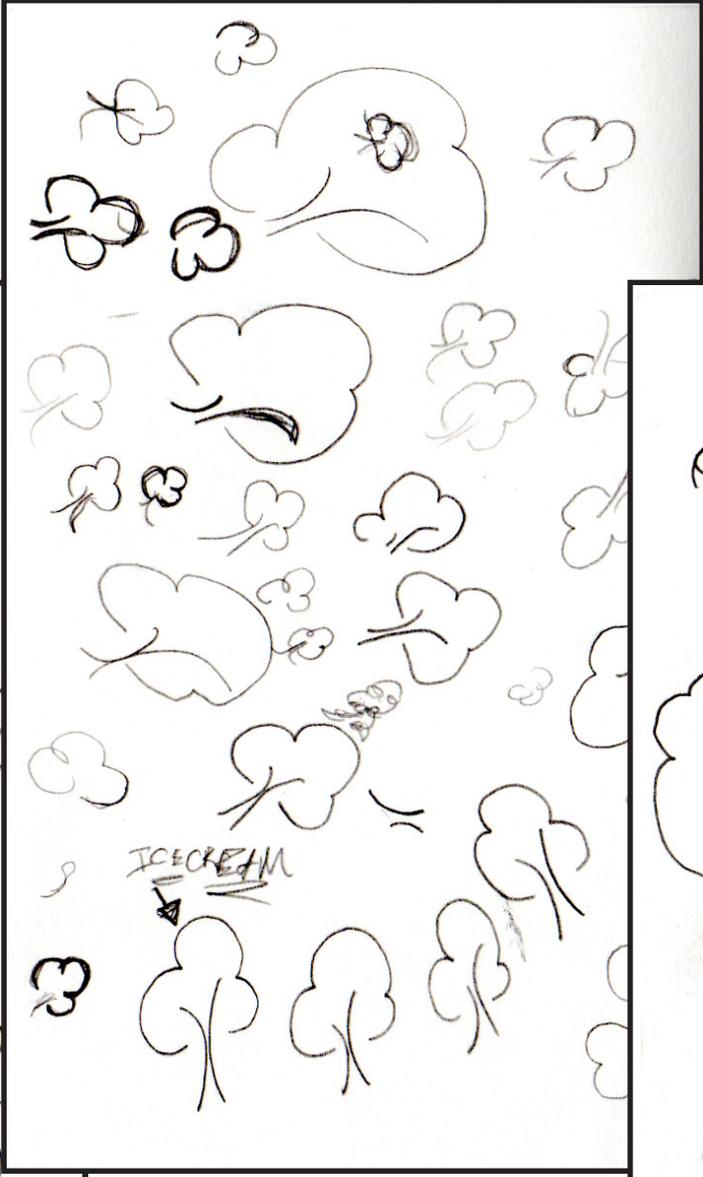
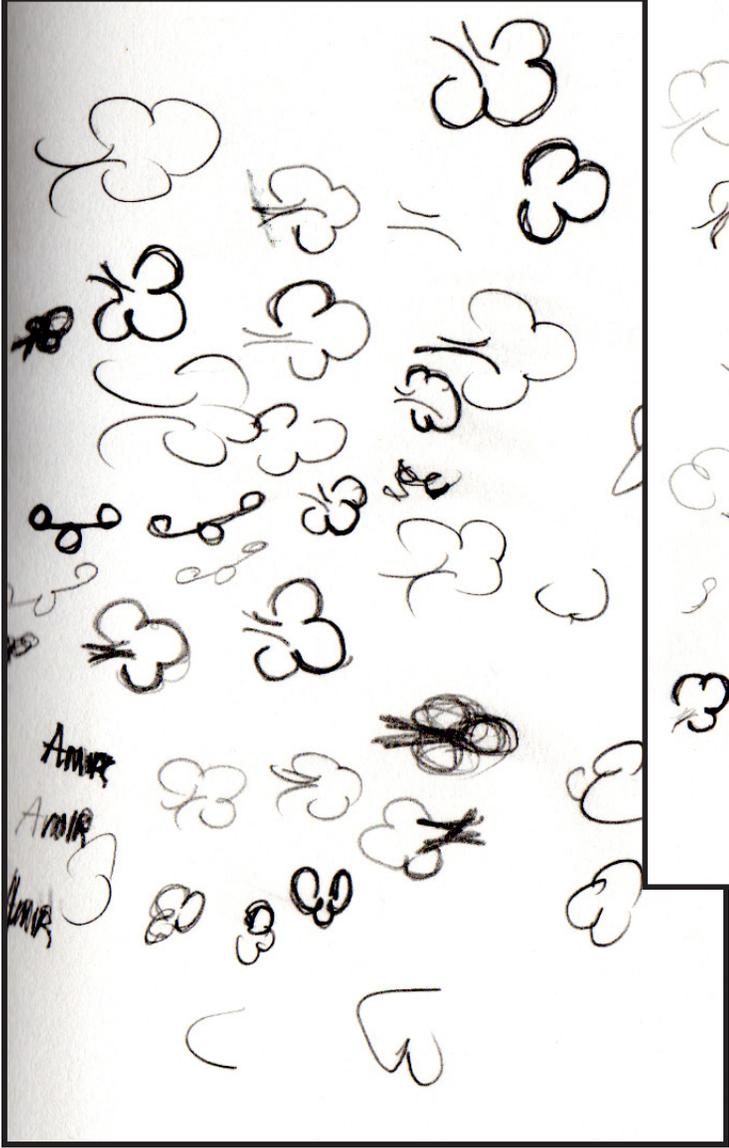
juicy · healthy · refreshing

Purely purée is all about one ingredient at a time. We take pride in that we make a light, healthy alternative to ice cream. To do this we only use 100% pure fruit purée. So you can be sure you're only getting what you want. Our company is in touch with nature and we want to share this experience with you.



competitor's branding





purely fruit purée

purely fruit purée

purely fruit purée
nature's our only ingredient



purely
fruit purée

fruit purée
purely

purely
fruit purée

purely
FRUIT PURÉE

FRUIT PURÉE
purely

fruit purée
purely

purely fruit purée
natures our only ingredient



purely fruit purée
natures our only ingredient



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natures our only ingredient



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natures our only ingredient



purely  purée

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purely purée 

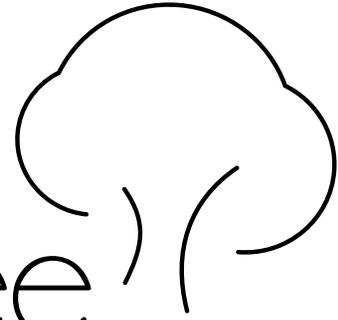
purely purée 

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purely purée



purely purée



purely purée 

purely purée



Pantone:
DS 220-2 U
CMYK:
90.72
51.55
21.35
2.63

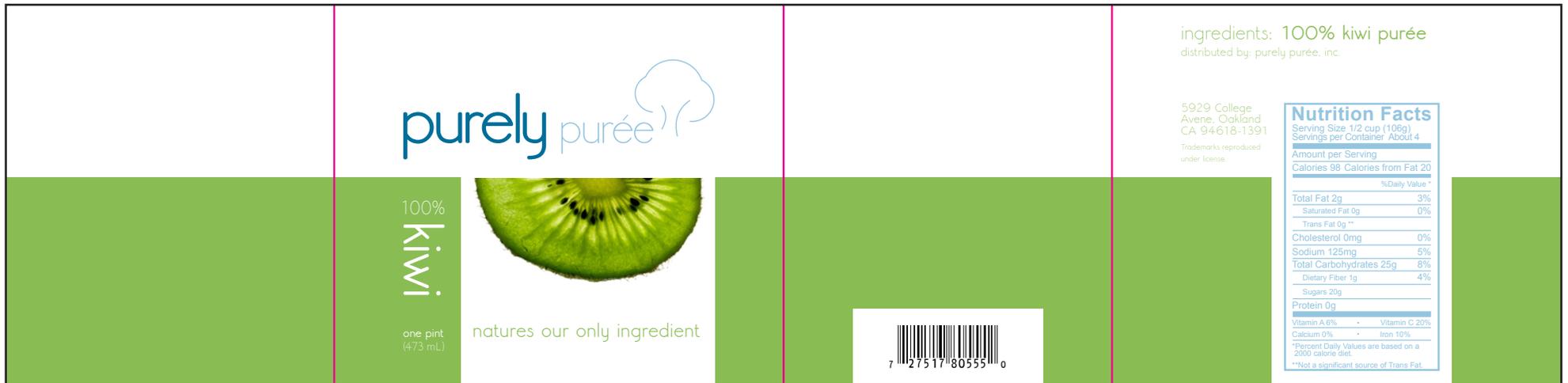


Pantone:
DS 211-7 U
CMYK:
39.77
10.13
5.21
0

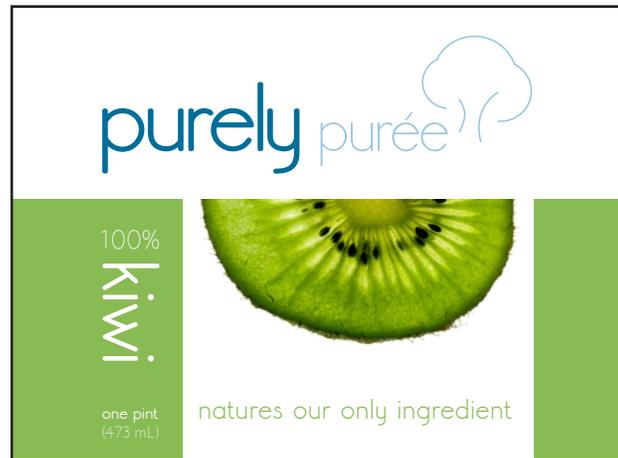
purely purée 

nature's our only ingredient

packaging layout side v1



packaging layout top v1



packaging layout side v2

Purely purée is all about one ingredient at a time. We take pride in that we make a light, healthy alternative to ice cream. To do this we only use 100% pure fruit purée at a time. So you can be sure you're only getting what you want.

nature's our only ingredient



purely purée

Purely purée is all about one ingredient at a time. We take pride in that we make a light, healthy alternative to ice cream. To do this we only use 100% pure fruit purée at a time. So you can be sure you're only getting what you want.

ingredients: 100% apple purée
distributed by: purely purée, inc.

5929 College
Avenue, Oakland
CA 94618-1391

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under license.

100%
apple
one pint
(473 mL)



Nutrition Facts	
Serving Size 1/2 cup (106g)	
Servings per Container About 4	
Amount per Serving	
Calories 98 Calories from Fat 20	
	%Daily Value*
Total Fat 2g	3%
Saturated Fat 0g	0%
Trans Fat 0g**	
Cholesterol 0mg	0%
Sodium 125mg	5%
Total Carbohydrates 25g	8%
Dietary Fiber 1g	4%
Sugars 20g	
Protein 0g	
Vitamin A 6%	Vitamin C 20%
Calcium 0%	Iron 10%
*Percent Daily Values are based on a 2000 calorie diet.	
**Not a significant source of Trans Fat.	

packaging layout top v2



packaging layout side v2

Purely purée is all about one ingredient at a time. We take pride in that we make a light, healthy alternative to ice cream. To do this we only use 100% pure fruit purée at a time. So you can be sure you're only getting what you want.

nature's our only ingredient



purely purée

Purely purée is all about one ingredient at a time. We take pride in that we make a light, healthy alternative to ice cream. To do this we only use 100% pure fruit purée at a time. So you can be sure you're only getting what you want.

ingredients: 100% berry purée
distributed by: purely purée, inc.

5929 College Avenue, Oakland CA 94618-1391
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100%
berry

one pint
(473 mL)



Nutrition Facts
Serving Size 1/2 cup (106g)
Servings per Container About 4

Amount per Serving		%Daily Value*	
Calories 98 Calories from Fat 20			
Total Fat	2g	3%	
Saturated Fat	0g	0%	
Trans Fat	0g**		
Cholesterol	0mg	0%	
Sodium	125mg	5%	
Total Carbohydrates	25g	8%	
Dietary Fiber	1g	4%	
Sugars	20g		
Protein	0g		
Vitamin A	6%	Vitamin C	20%
Calcium	0%	Iron	10%

*Percent Daily Values are based on a 2000 calorie diet.
**Not a significant source of Trans Fat.

packaging layout top v2



packaging layout side v2

Purely purée is all about one ingredient at a time. We take pride in that we make a light, healthy alternative to ice cream. To do this we only use 100% pure fruit purée at a time. So you can be sure you're only getting what you want.

nature's our only ingredient



Purely purée is all about one ingredient at a time. We take pride in that we make a light, healthy alternative to ice cream. To do this we only use 100% pure fruit purée at a time. So you can be sure you're only getting what you want.

ingredients: 100% plum purée
distributed by: purely purée, inc.

5929 College Avenue, Oakland CA 94618-1391
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100%
plum

one pint
(473 mL)

purely purée



Nutrition Facts
Serving Size 1/2 cup (106g)
Servings per Container About 4

Amount per Serving		%Daily Value*
Calories 98 Calories from Fat 20		
Total Fat 2g		3%
Saturated Fat 0g		0%
Trans Fat 0g**		
Cholesterol 0mg		0%
Sodium 125mg		5%
Total Carbohydrates 25g		8%
Dietary Fiber 1g		4%
Sugars 20g		
Protein 0g		
Vitamin A 6%	Vitamin C 20%	
Calcium 0%	Iron 10%	

*Percent Daily Values are based on a 2000 calorie diet.
**Not a significant source of Trans Fat.

packaging layout top v2



packaging layout side v2

Purely purée is all about one ingredient at a time. We take pride in that we make a light, healthy alternative to ice cream. To do this we only use 100% pure fruit purée at a time. So you can be sure you're only getting what you want.

nature's our only ingredient



purely purée

Purely purée is all about one ingredient at a time. We take pride in that we make a light, healthy alternative to ice cream. To do this we only use 100% pure fruit purée at a time. So you can be sure you're only getting what you want.

ingredients: 100% pear purée
distributed by: purely purée, inc.

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100%
pear
one pint
(473 mL)



Nutrition Facts
Serving Size 1/2 cup (106g)
Servings per Container About 4

Amount per Serving		%Daily Value*
Calories 98 Calories from Fat 20		
Total Fat	2g	3%
Saturated Fat	0g	0%
Trans Fat	0g	**
Cholesterol	0mg	0%
Sodium	125mg	5%
Total Carbohydrates	25g	8%
Dietary Fiber	1g	4%
Sugars	20g	
Protein 0g		
Vitamin A	6%	Vitamin C 20%
Calcium	0%	Iron 10%

*Percent Daily Values are based on a 2000 calorie diet.
**Not a significant source of Trans Fat.

packaging layout top v2



packaging layout side v3

ingredients: 100% apple purée
distributed by: purely purée, inc.

5929 College Ave
Oakland, CA
94618-1391

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Nutrition Facts

Serving Size 1/2 cup (106g)
Servings per Container About 4

Amount per Serving		% Daily Value *
Calories 32	Calories from Fat 0	
Total Fat 0g		0%
Saturated Fat 0g		0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 12mg		1%
Total Carbohydrates 8g		1%
Dietary Fiber 1g		4%
Sugars 20g		
Protein 0g		
Vitamin A 70%	Vitamin C 100%	
Calcium 0%	Iron 10%	

*Percent Daily Values are based on a
2000 calorie diet.
**Not a significant source of Trans Fat.

We use only the finest hand picked
apples from Eastern Kazakhstan.
The Wild Malus Sieversii apples are
known throughout the world for their
great taste and texture. That is why we
import them directly to you.

nature's our only ingredient



100%
apple

purely purée

Purely purée is all about one ingredient
at a time. We take pride in that we
make a light, healthy alternative to ice
cream. To do this we only use 100%
pure fruit purée. So you can be sure
you're only getting what you want.



one pint
(473 mL)

packaging layout top v3



packaging layout side v3

ingredients: 100% berry purée
distributed by: purely purée, inc.

5929 College Ave
Oakland, CA
94618-1391

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Nutrition Facts
Serving Size 1/2 cup (106g)
Servings per Container About 4

Amount per Serving		%Daily Value*
Calories 25	Calories from Fat 0	
Total Fat 0g		0%
Saturated Fat 0g		0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 5mg		1%
Total Carbohydrates 25g		8%
Dietary Fiber 1g		4%
Sugars 20g		
Protein 0g		
Vitamin A 60%	Vitamin C 80%	
Calcium 0%	Iron 10%	

*Percent Daily Values are based on a
2000 calorie diet.
**Not a significant source of Trans Fat.

Our berries are always ripe because
our farms in Southern France know
that you can not rush nature. We
carefully wait for the perfect time of
the season to gather only the highest
in quality Fragaria Gariguettes berries.

nature's our only ingredient



100%
berry

purely purée

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at a time. We take pride in that we
make a light, healthy alternative to ice
cream. To do this we only use 100%
pure fruit purée. So you can be sure
you're only getting what you want.

one pint
(473 mL)



packaging layout top v3



packaging layout side v3

ingredients: 100% plum purée
distributed by: purely purée, inc.

5929 College Ave
Oakland, CA
94618-1391

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under license.

Nutrition Facts
Serving Size 1/2 cup (106g)
Servings per Container About 4

Amount per Serving		% Daily Value *
Calories 38	Calories from Fat 0	
Total Fat 0g		0%
Saturated Fat 0g		0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 15mg		5%
Total Carbohydrates 16g		4%
Dietary Fiber 1g		4%
Sugars 20g		
Protein 0g		
Vitamin A 80%	Vitamin C 75%	
Calcium 0%	Iron 10%	

*Percent Daily Values are based on a
2000 calorie diet.
**Not a significant source of Trans Fat.

The weather in Western Serbia is ideal for creating the finest blossoms every year. The cold winters to the warm springs creates the juiciest and plumpest harvest of Prunus Cerasifera plums in the world.

nature's our only ingredient



100%
plum

purely purée

Purely purée is all about one ingredient at a time. We take pride in that we make a light, healthy alternative to ice cream. To do this we only use 100% pure fruit purée. So you can be sure you're only getting what you want.



one pint
(473 mL)

packaging layout top v3



packaging layout side v3

ingredients: 100% pear purée
distributed by: purely purée, inc.

5929 College Ave
Oakland, CA
94618-1391

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under license.

Nutrition Facts
Serving Size 1/2 cup (106g)
Servings per Container About 4

Amount per Serving		% Daily Value *
Calories 18	Calories from Fat 0	
Total Fat 0g		0%
Saturated Fat 0g		0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 8mg		1%
Total Carbohydrates 2g		1%
Dietary Fiber 1g		4%
Sugars 20g		
Protein 0g		
Vitamin A 95%	Vitamin C 100%	
Calcium 0%	Iron 10%	

*Percent Daily Values are based on a
2000 calorie diet.
**Not a significant source of Trans Fat

A specific region in Northern Japan
is the only place in the world that
our *Pyrus Pyrifolia* pears grow. It is a
combination of the perfect altitude with
the exacting seasons that makes these
rare pears flourish.

nature's our only ingredient



100%
pear

purely purée

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at a time. We take pride in that we
make a light, healthy alternative to ice
cream. To do this we only use 100%
pure fruit purée. So you can be sure
you're only getting what you want.

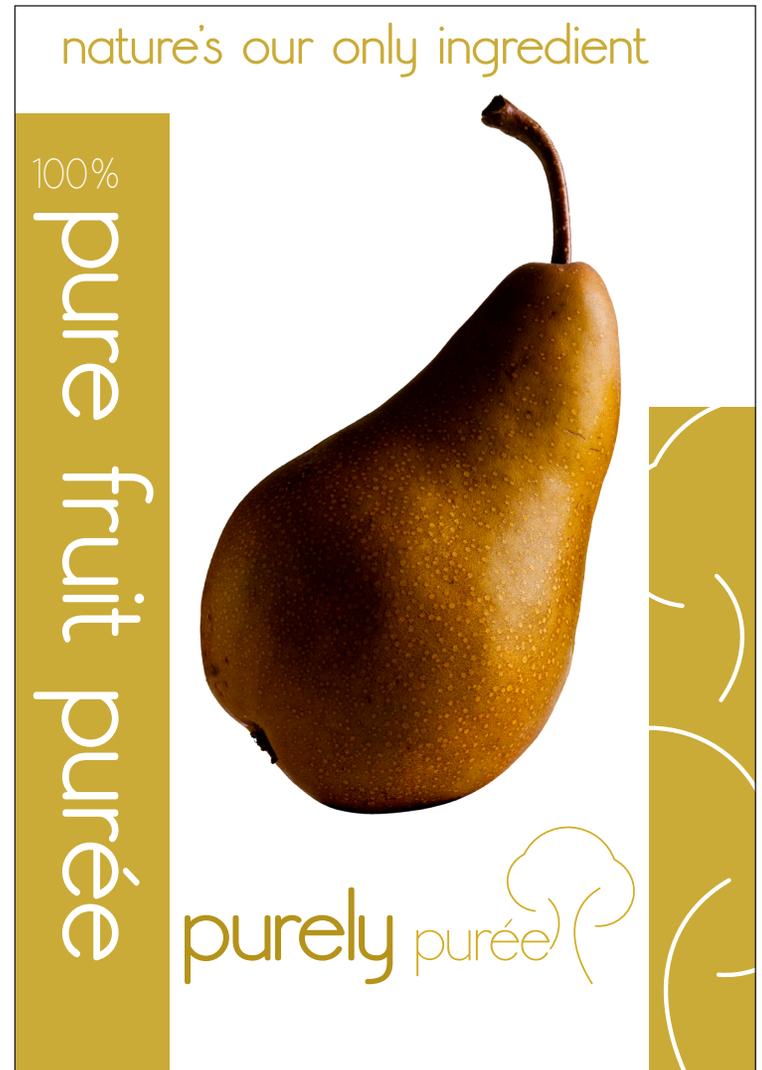
one pint
(473 mL)



packaging layout top v3



poster design v1



poster design v2



poster design v3



magazine layout v1

nature's our only ingredient

100%
pure fruit purée



purely purée

Purely purée is all about one ingredient at a time. We take pride in that we make a light, healthy alternative to ice cream. To do this we only use 100% pure fruit purée. So you can be sure you're only getting what you want.

www.purelypuree.com

web design v1

