



Revitalizing the Identity of the brand American Classic - M.H Enterprises

Case study



Brand Architects and Designers of Demand

SCOPE OF WORK

- Re-brand the American Classic logo to evoke heritage and credibility, integrating American colors and themed elements.
- Enhance the brand's premium positioning through packaging that highlights product focus and American identity.
- Develop consistent packaging variations with a modern appeal for over 70 SKUs, ensuring cohesive branding across the product line.



Old Designs



New Designs

