

Press Release

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Focus Design to Create a New All Natural Brand

Focus Design, a San Rafael design and branding communications firm, has been retained by Golden West Specialty Foods to launch a new, all natural food product line. Work will include developing the brand name, package design and point of sale materials.

“With everyone’s attention on good health and healthy eating these days, we expect this program will be very successful and fulfill a very special niche,” said Brian Jacobson, Focus Design Creative Director. “Even though the field is becoming more crowded, the target audience tends to be much more sophisticated and knowledgeable about all natural foods. Therefore, it’s even more demanding to appropriately name the product line and clearly communicate their healthy value.”

“It’s also great to continue working with healthy foods, from our early work with Dr. McDougall’s to our packaging for the Mariani Nut Company, we’ve not only enjoyed the working process with our clients and the fact that we’re helping bring good things to light, but we’ve also enjoyed discovering and enjoying their products, too.”

Established in 1997, Focus Design is an award winning design and branding communications firm that develops strategically-driven design and advertising solutions for consumer and business-to-business applications. Working within an interdisciplinary framework, Focus provides exceptional creative work in marketing strategy development, naming, packaging, identity, print design, advertising, direct response, Web and exhibit design – all directed towards building greater brand awareness.

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