



ЛЕГЕНДЫ ♦ ЯМАЛА ♦

Legents of Yamal

The logo combines images of a traditional house and a boat with the first letters of the indigenous peoples, while the logotype retains ethnic motifs.

before



after



The project's goal is to develop packaging for traditional northern products and to popularize the culture of the peoples of the North.





The core system is a diamond-shaped pattern based on northern peoples' ornaments.



Color differentiation by sauces (in jelly, in tomato, in oil).
A unique illustration was created for each type of fish.



Legends of Yamal is a partner of Roscosmos.
Their products are supplied to spacecraft.



For the premium line, a pattern
derived from the logo was developed.



Premium packaging with
embossed and metallized foil





Packaging of frozen
cloudberries and venison



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ОСНОВАНО 1930 Г.



НАТУРАЛЬНЫЕ ПРОДУКТЫ СЕВЕРА

WWW.YAMALLEGEND.COM

Branded billboard for
brand image advertising



• ОТБОРНЫЕ ПРОДУКТЫ С СЕВЕРА •



**ЛЕГЕНДЫ
• ЯМАЛА •**

629007, Г. САЛЕХАРД,
УЛ. ЛЕНИНА 2Б

ИНН 890 101 5127
ОГРН 104 890 000 1127

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Branding municipal transport
with brand advertising

