

Facing a bright future

The traditional Tartex brand receives a new slogan and brand appearance

Written by Peggy Ruge & Jannika Plaas

Success and tradition: more than 70 years ago, Tartex set a milestone for vegetarian nutrition with the invention of the first purely vegetable spread, making it a pioneer in a market that has changed like no other in recent decades.

Diet is increasingly becoming something that shapes one's identity. Food has become an expression of consumers' own personalities: not only the motto "you are what you eat" holds true, but also "you are what you don't eat". For example, more and more people are deliberately avoiding meat or avoiding animal products altogether. Others have greatly reduced their consumption of animal-based food. Not only is the proportion of vegetarians and vegans in Germany growing enormously, but also the number of flexitarians. These are people who mainly eat vegetarian food, but occasionally also eat high-quality meat. All three kinds of nutrition combine the pleasure of eating with a sustainable, healthy lifestyle.

Attitudes to the vegetarian way of life have changed a lot in recent times. Ethical reasons are important on one hand, while this form of nutrition is strongly associated with a zest for life, health and open-mindedness on the other hand. The enjoyment of vegetarian food is highly popular and certainly does not mean self-denial, but stands for varied and creative cuisine.



© HAJOK Design: A uniform, positive and contemporary brand identity that stands for the diverse product range.

The Tartex brand wants to put these social changes and the resulting potential to good use. The consumer does not only buy a product, but also an attitude. HAJOK Design has accompanied this change process by strategically working out Tartex's positioning as well as visually communicating it by means of the packaging design. Right from the beginning, Tartex has stood for vegetarian nutrition. However, the product portfolio is now being extended to appeal to everyone for whom food is more than just nutrition: something that brings people together. Good, healthy food stands for enjoyment and a genuine feeling of well-being. The result is the "Vegetarian Food Lover" slogan, which passionately brings the traditional brand to life with a love of high-quality, tasty food and exciting recipes.



© HAJOK Design: The paper texture in the background, the handwritten-style typography and the powerful colours of the different varieties give the design a natural, easy-going look.

The main packaging design task was to make the "Vegetarian Food Lover" slogan come alive through an easy-going, cheerful and handmade look. Recognition of the Tartex brand was achieved with the logo. The yellow colour of the warm background was retained and combined with red lettering. The typography is more approachable and more personal and the leaf combined with the brand name creates a link to the old logo. This has been supplemented with small illustrative elements that stand for the brand values: 100% organic, vegetarian and delicious. In order to make these values tangible on every product, the design route "From the Inside" was created.



© HAJOK Design: The new logo conveys the "Vegetarian Food Lover" slogan, along with the brand values: 100% organic, vegetarian and delicious.

The focus remains clearly centred on the product, through the use of a natural photographic style. Whether portrayed in a raw state or as a serving suggestion, they are framed by coloured illustrations. With the use of a uniform paper background, a strong blocking effect and brand recognition has been achieved which strikingly conveys the naturalness of the range. The products radiate a sense of well-being and communicate the enjoyment of delicious good food. The multi-faceted line-up of vegetarian products now includes various pesto products, mueslis and spreads. The design now has a much more youthful, contemporary look and above all, a clearly recognisable brand umbrella is apparent which enables better integration of different categories.

The positioning of Tartex as a "Vegetarian Food Lover" has been skilfully translated into a uniform, positive and natural brand identity that appeals to consumers with its deliciously staged products. A convincing brand that has now become visible to consumers in a way that they can identify with its values. Experienced as a consistent, clear and genuinely comprehensible brand which generates trust and loyalty. In this way, a viable basis for the future has been created.

The authors

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© HAJOK Design: Peggy Ruge (left) and Jannika Plaas



© HAJOK Design: Coloured illustrations radially frame the food images in a natural way.