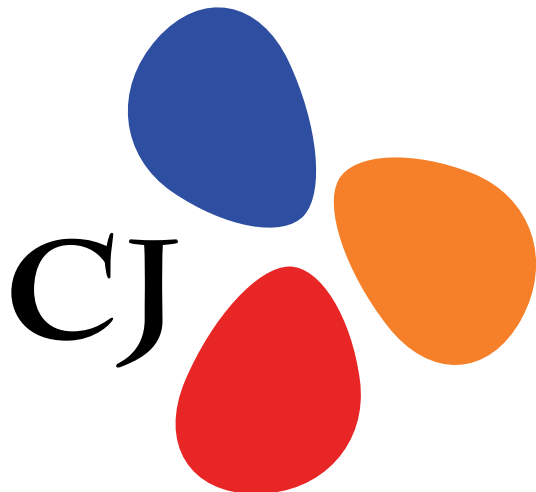


CJ LEVERAGING A LEGACY

Repositioning 50+ years of history with a new brand identity helped Korean conglomerate CJ compete on a highly diversified global stage. CJ's diversity and vision of "health, joy and convenience" is visualized in its new symbol, a painter's palette.

WHAT WE DID

- Management Interviews/Research
- Reposition Cheil Jedang
- Group Portfolio Architecture
- Rethink Brand Elements
- Naming
- Visual Language
- Applications to Select Items



The simplicity of the identity allows for colorful and memorable expressions across a range of media.

제일제당에서 시작해서 CJ로! 50년을 당신 곁에 있었습니다

50th Anniversary

"즐거움에는 에너지가 있다"

아이들은 지칠 줄 모릅니다.
즐거움이라는 에너지가 있기 때문입니다.
즐거움에는 힘이 있습니다.
즐거움이 유전자의 비밀을 풀게 만들고,
멈춰진 공룡을 스크린으로 불러 냅니다.

CJ가 즐거움의 발신기가 되었습니다.
생명공학에서 엔터테인먼트까지-
당신께 건강과 즐거움, 편리함 드리겠습니다.

가대하십시오.
이제부터 CJ를 만날 때마다 당신의 생활은,
즐거움이라는 에너지로 충전될 테니까요.

즐기세요
생활문화기업 CJ

CJ LEVERAGING A LEGACY

CHALLENGE

Korean industrial conglomerate Cheil Jedang has a rich history rooted in the raw foods industry, with its name literally meaning “First Sugar Manufacturer.” This storied company was straddled between two worlds: its legacied past and its innovative future. Today’s modern entity has grown to include financial services, biotechnology, and entertainment, in addition to its core foods business. Expanding the brand’s platform to build on the past while fostering an inspiring vision of the future presented a challenge requiring holistic and integrated thinking.

SOLUTION

To position Cheil Jedang more competitively on the global stage of business, the company’s name was simplified to CJ, and was given a more updated and craftsman-like typography. This choice supported changing the blue/red/white color palette to a more contemporary red/blue/rich yellow, with modern graphics suggestive of an Alexander Calder mobile. Reflecting today’s diversified global operations, this new positioning and identity showcases the company’s creativity, humanity, teamwork, and customer-driven focus.



The CJ identity comes alive on a truck from their logistics division.



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