

RSVP TODAY: STUDIO OF THE YEAR AUGE DESIGN LIVE DECODED

EPISODE



DIELINE



AWARDS

CONFERENCE

ABOUT

ADVERTISE

SUBMIT

LOGIN

REGISTER

Subscribe to Newsletter



Home Community Popular Jobs Award Winners Watch

Search



**FOOD PACKAGING, REDESIGN**

Time To Shine: Elmwood Refreshes Global Brand Identity For Extra Chewing Gum

by [Bill McCool](#) on 03/30/2022 | 2 Minute Read

When Extra launched in 1984, it was the Wrigley Company's first sugar-free product. That good-for-you ethos was something that stuck to the bottom of the brand's shoes for some time, even working in dental hygiene codes into their brand identity.

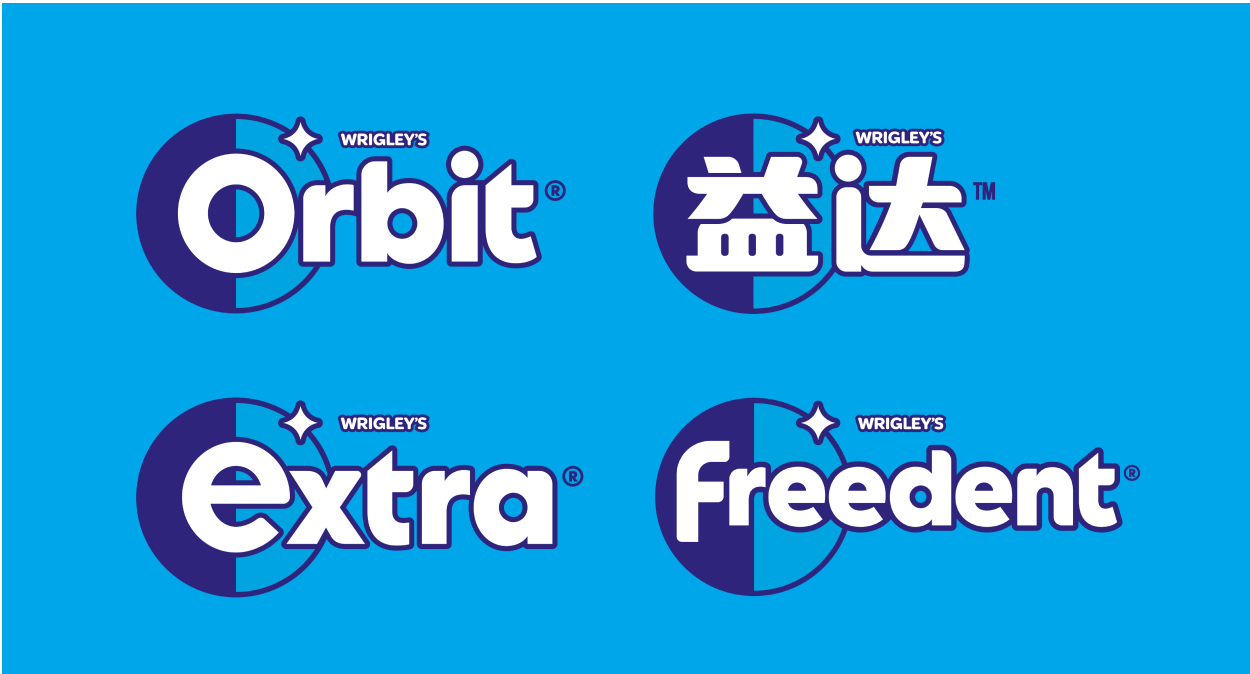
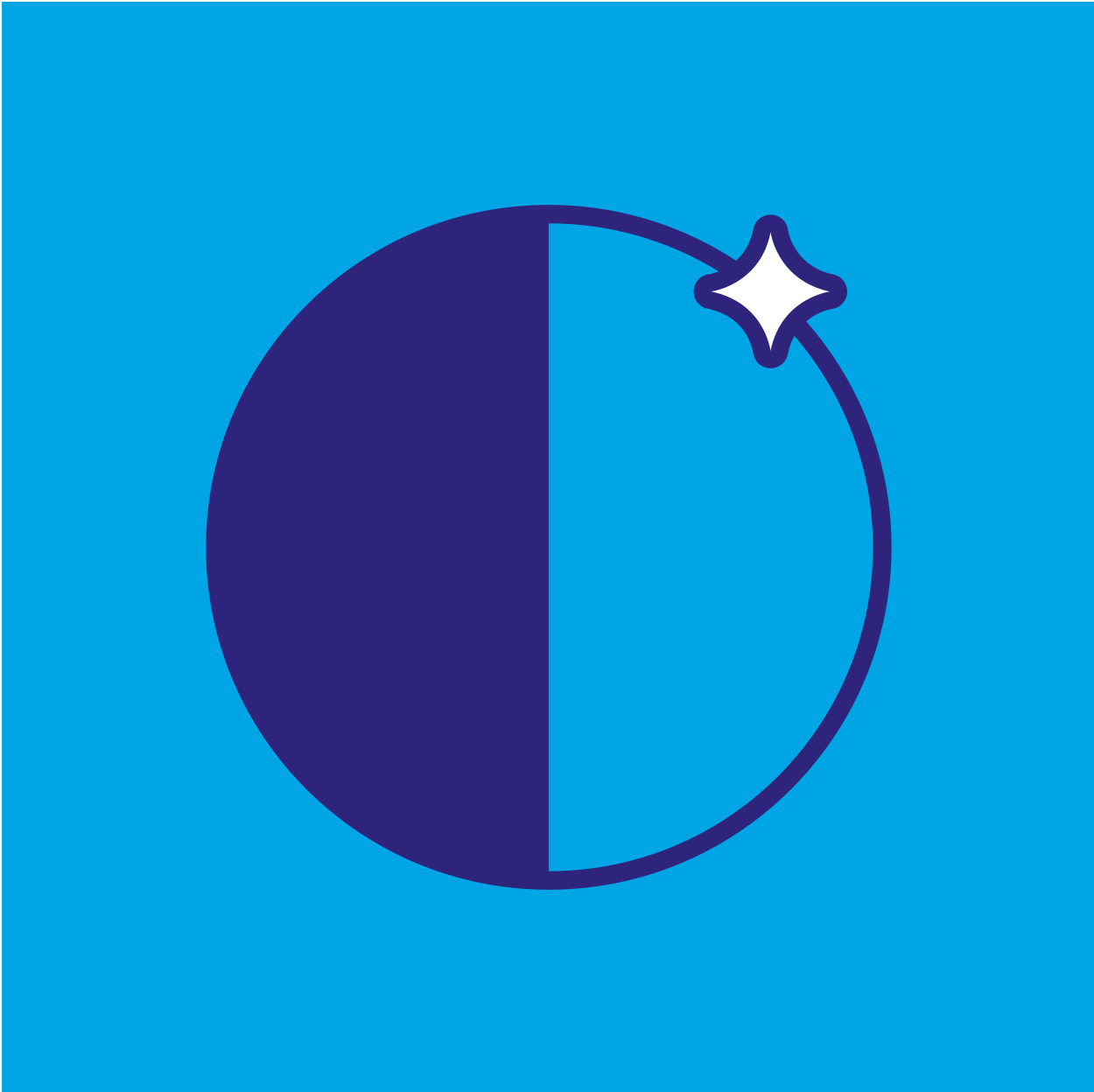
Now, they're pulling some of that dentist's choice spotlight away, opting to put more focus on refreshment, flavor, and moments of confidence. Led by global design consultancy [Elmwood](#), the new brand identity puts increased emphasis on that illuminating starburst-shaped "ding," placing it front and center in many of the chewing gum's assets. While that ding seemingly gets relegated to support duty on the actual packaging itself, it's clearly the star in adverts featuring the new identity.



BEFORE



AFTER



Scraping away the extra shine lines, Elmwood opted for a more flat wordmark while softening many of the curves in the letters. The shield behind the now lowercase “e” also gets flattened to offer the brand much more flexibility and variability for social media. Additionally, the right side of the packaging features more visual clues dressed up in pop art fashion indicating the flavor, i.e., spearmint leaves, strawberries, straight-up bubbles for bubble mint, and pineapples for a tropical variant.



[Editorial photograph](#)

Also, no more white, sparkling tooth.

“In place of its traditional look built around dental hygiene and refreshment, we created a distinctive, forward-thinking identity for Extra that radiates confidence well beyond the packaging,” said Craig Barnes, Elmwood studio creative director, in a press release. “With a choiceful amount of new assets taking center stage in storytelling, there is now a strong system in play that can still be flexed creatively to meet any markets’ needs.”



[Editorial photograph](#)



[Editorial photograph](#)



[Editorial photograph](#)



[Editorial photograph](#)

This new look will also get adopted across the master brand globally, as Extra is known as Orbit, Yida, or Freedent in other parts of the world. Consumers in the UK,



Editorial photograph



Bill McCool

Bill McCool is an editor and writer based out of Los Angeles. Though new to the world of design, he has always been a storyteller by trade and he seeks to inspire and cultivate a sense of awe with the work and artists he profiles. When he's not winning over his daughters with the art of the Dad joke, he is usually working on a pilot, watching the Phillies, or cooking an elaborate meal for his wife.

[More posts from Bill McCool](#)

Share



Search



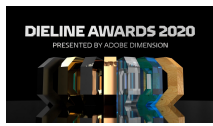
Popular Posts



Igloo Says Goodbye To Styrofoam Coolers, Releases Biodegradable Update
06/06/2019



Packaging & Dielines 2: A Free Resource
10/28/2015



The World's Best Packaging: Dieline Awards 2020 Winners Revealed
05/19/2020

[View More Posts](#)

Recent Jobs

Packaging Designer
Dame Products



Creative Manager
Jovial Foods, Inc.



Designer
Safari Sundays

[View More Jobs](#)

Search





Drake's Brewing Co. - Hays IPA

Shawn



Bloom Farms Highlighter

PAVEMENT



GREEN & BLACK'S

Debbie

[View More Projects](#)

CONTINUE READING



BEER & MALT BEVERAGE PACKAGING 03/31/2022

Pack of the Month: Seachange's HeyHey Has Our Full Attention



[Thumbnail image of previous article](#)

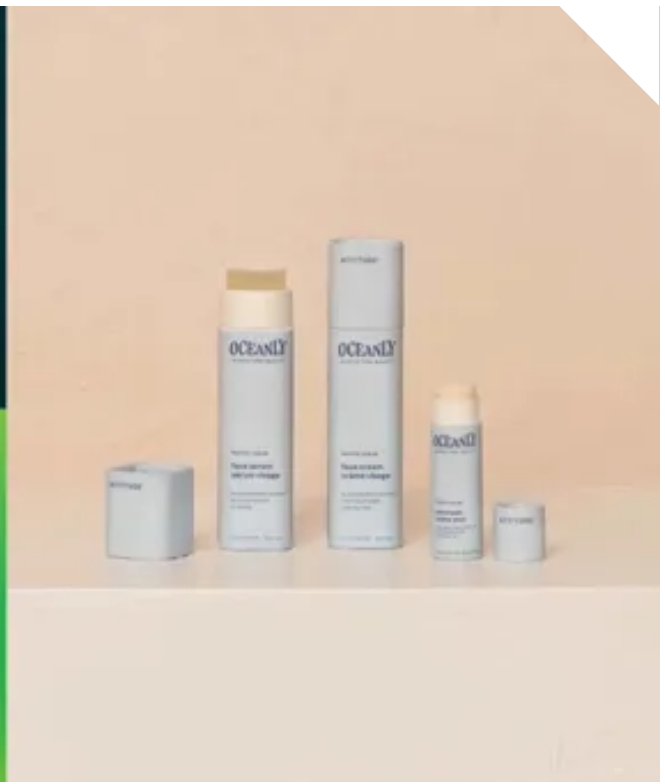
BEVERAGE PACKAGING 03/30/2022

Daysmith Coffee's Packaging Has True Purpose Instilled In The Design

YOU MAY ALSO LIKE

Search





MOST POPULAR
10/31/2022

The Dieline's Best Of 2022



FOOD PACKAGING
10/31/2022

What Does The Future Hold For The Jewish CPG Market?

Search





BEAUTY & HEALTH PACKAGING

10/31/2022

100% Of Every Body's Sales Go Towards Fighting For Abortion and Reproductive Rights



CRISTO & LIQUOR PACKAGING

Search





BEAUTY & HEALTH PACKAGING
10/31/2022

LANCÔME And NTWRK Collaborate For An Exclusive BE@RBRICK Collection



Search



10/31/2022

Sunday's Finest Cocktails Officially Launched The 2022 Gold Fashioned



FASHION PACKAGING

10/31/2022

Curious Creatures's Packaging Captures The Brand's Imagination And Sense Of Wonder



Search





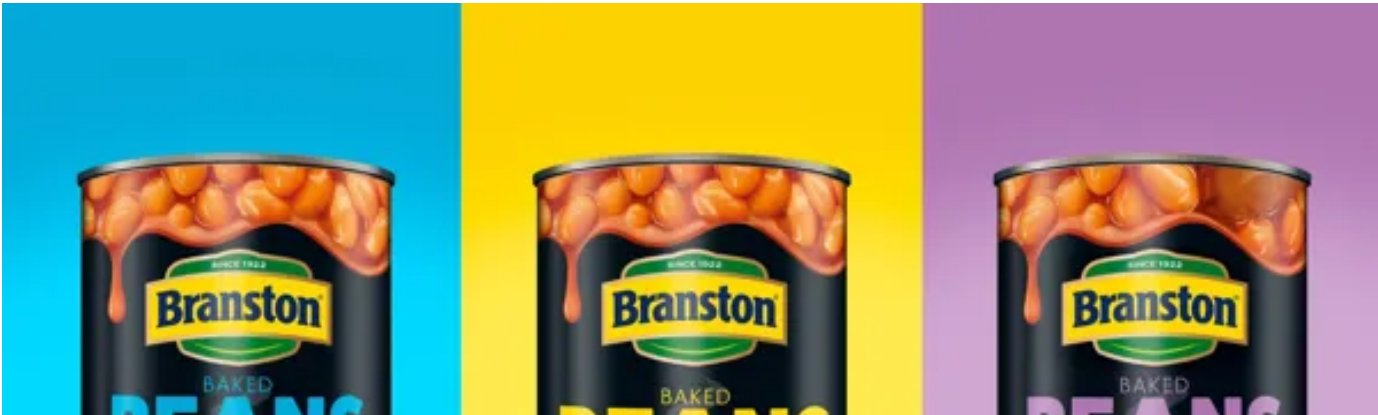
DESIGN NEWS & TRENDS
10/28/2022

Paint It Black: Adobe Files Lose Pantone Support As The Color Company Gets SaaSy



FOOD PACKAGING, SPIRITS & LIQUOR PACKAGING
10/28/2022

Dieline's Friday Wrap-Up: Celebrating MSG, Grey Poupon Weighs In On Saladgate, And We Talk About Kanye



Search



**FOOD PACKAGING, REDESIGN**

10/28/2022

Branston Gives A Whole New Meaning To “Cool Beans” With Packaging Redesign

**FOOD PACKAGING**

10/28/2022

New York City Restaurant Rubirosa Launches “Rubirosa at Home”

**Search**



WINE & CHAMPAGNE PACKAGING

10/28/2022

Sake Sake's Label Design Doubles As A Piece Of Art



BEAUTY & HEALTH PACKAGING

10/28/2022

Shower Beer, Anyone? BRAVO SIERRA Releases A Refillable Body Wash With Innovative Beer Can Packaging



Search





WINE & CHAMPAGNE PACKAGING

10/28/2022

Le Ruse Farmstead's Mysteriously Moody Packaging Design



SPIRITS & LIQUOR PACKAGING, SUSTAINABLE PACKAGING

10/27/2022

Designed By Bulletproof, New Johnnie Walker Release Features Ink Made From Air Pollution



BEVERAGE PACKAGING, REDESIGN

10/27/2022

FutureBrand Refreshes Bottled Water Brand Acqua Panna



SPIRITS & LIQUOR PACKAGING

10/27/2022

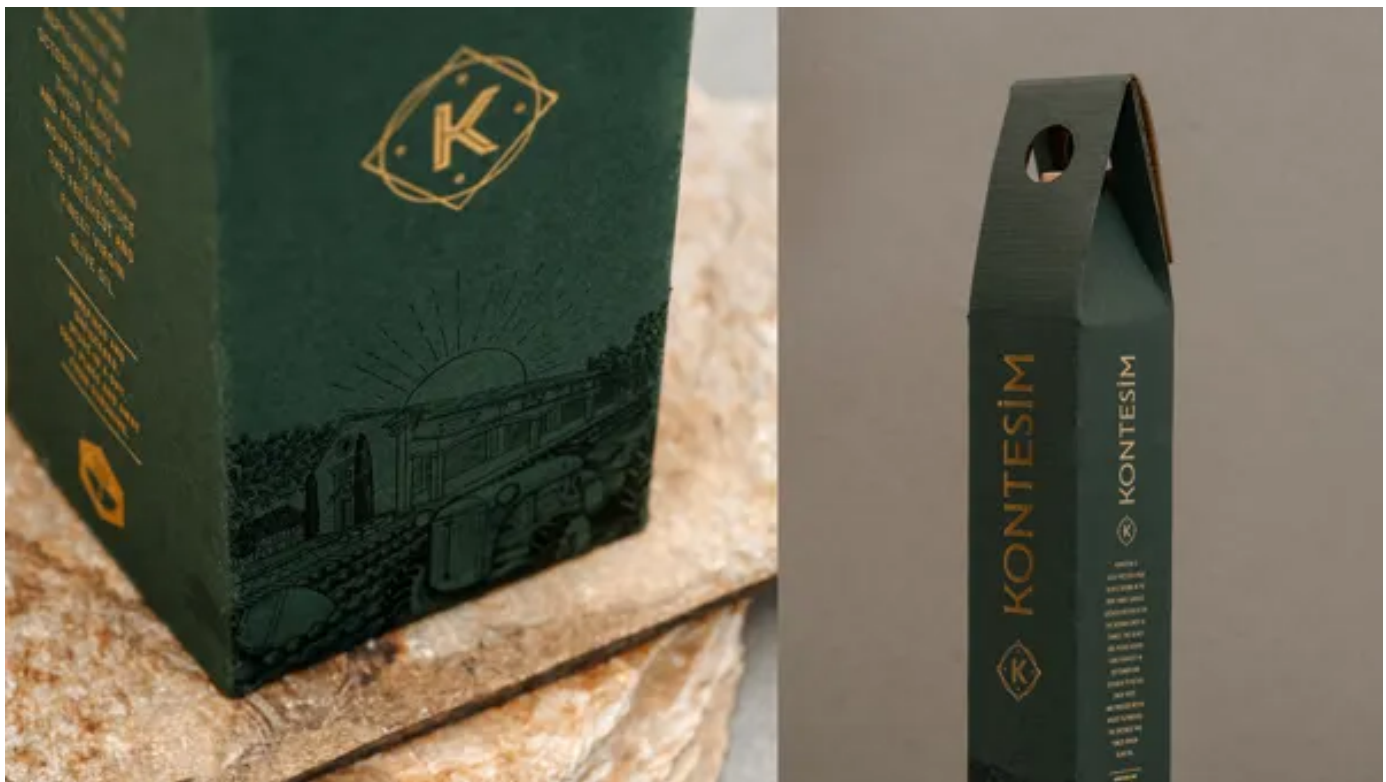
The Crown Royal Bag Is A Packaging Icon



BEVERAGE PACKAGING

10/27/2022

La Thé Box's Wonderfully Magical, Circus Influenced Packaging System



FOOD PACKAGING

10/27/2022

Kontesim Extra Virgin Olive Oil Packaging Is Refined Yet Natural



WINE & CHAMPAGNE PACKAGING

10/27/2022

Reflecting The Essence Of Wine Through Glou's Packaging



BEVERAGE PACKAGING

10/27/2022

Search





BEAUTY & HEALTH PACKAGING

10/27/2022

Say Goodbye To Single-Use Period Products, and Hello To Hello Period



Search



Get Your Hands On A Soonish Beer As Soon As Possible



BEVERAGE PACKAGING
10/26/2022

Grey Goose Essences' Playful Yet Luxurious Packaging Aesthetic



Search



WINE & CHAMPAGNE PACKAGING

10/26/2022

Above The Norms' Wine Label Honors The Past