

# Kellogg's

# PEP

**BUILDUP WHEAT CEREAL**

*Kellogg's*  
**PEP**  
The BUILDUP WHEAT CEREAL

**The "BUILD UP  
Wheat Cereal"**

One serving gives the day's need of "Sunshine" Vitamin D. And a rich store of other vitamins and minerals found in the vital wheat-germ! Plus — all the sources of growth and energy, strong bones, good nerves, and teeth which come from fresh, toasted wheat. Yes — more "builder-upper" vitamins than you will find in any other ready-to-eat wheat cereal. Enjoy this breakfast Main Dish! Fresh toasted! Fresh flavored! Fresh packed!

This recipe is Kellogg Tested and Approved:

*Pep Meat Loaf*

1½ pounds ground beef

## Categories of Business

Artwork from **Kellogg's** Retro cereal boxes provides the main graphic inspiration for this modern menswear direction



### Retro Box Sets contains:

- T-Shirt
- Mug/Beaker
- Placemat
- Stickers



### Apparel + Accessories

- T-Shirt
- Caps + Bucket Hats
- Flip flops
- Polo Shirt
- Retro Hooded Sweat Shirt
- Tanks
- Key Chain
- Webbing belt
- Varsity Jacket

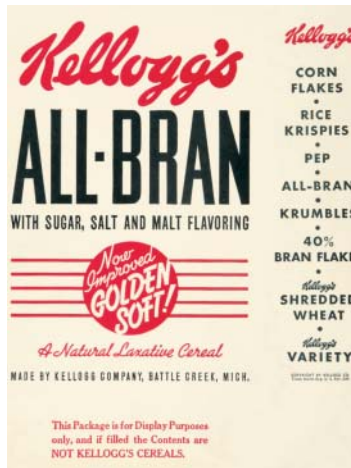


### Retro Box Product

- Individual Boxed Mugs
- Placemat set of 4
- Press Out Coasters
- Stationery Items: Cards + Paper
- Flat Pack Lamps
- Writing Journal
- Stickers + Magnets
- Boxed Collector Pins
- Breakfast Item: Bowl + Beaker
- Cushions
- Calendars



## Original Archive Images



RetroBox01.jpg



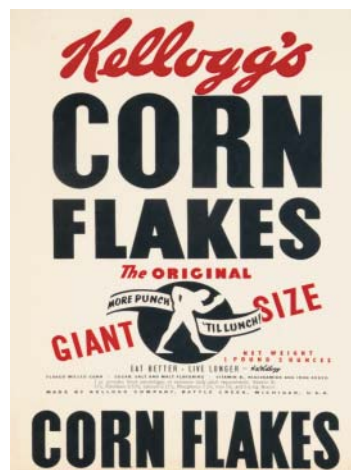
RetroBox02.jpg



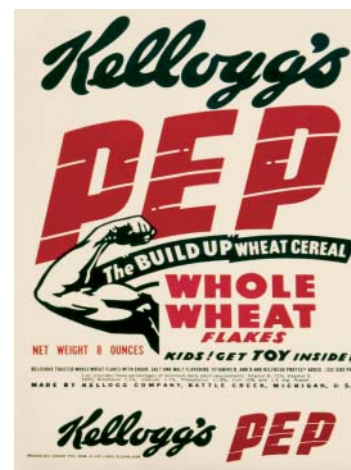
RetroBox03.jpg



RetroBox04.jpg



RetroBox05.jpg



RetroBox06.jpg

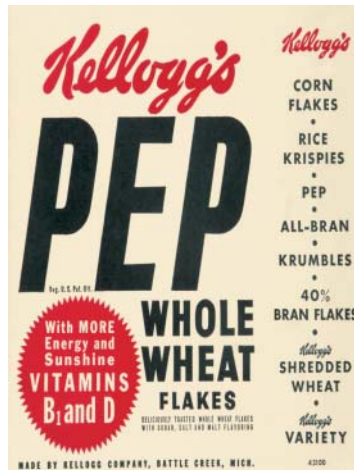


RetroBox07.jpg

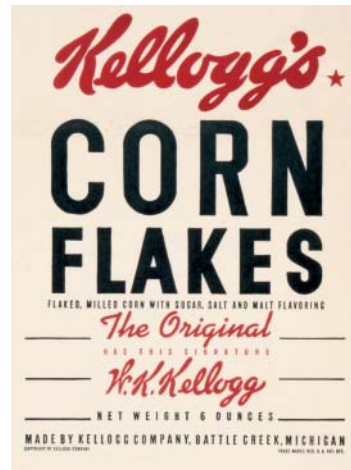


RetroBox08.jpg

## Original Archive Images



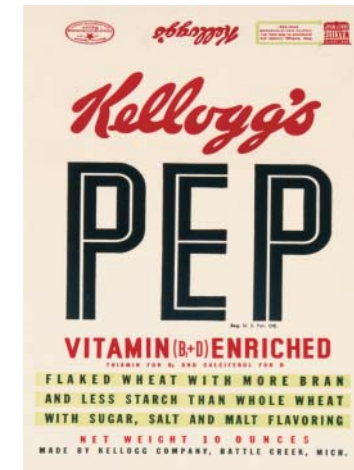
RetroBox09.jpg



RetroBox10.jpg



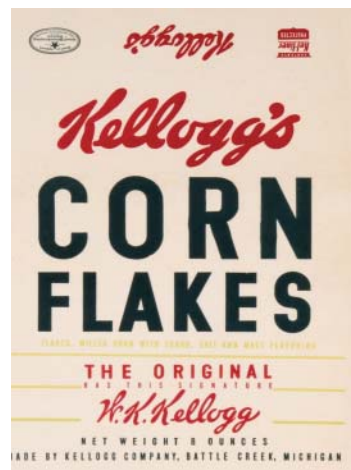
RetroBox11.jpg



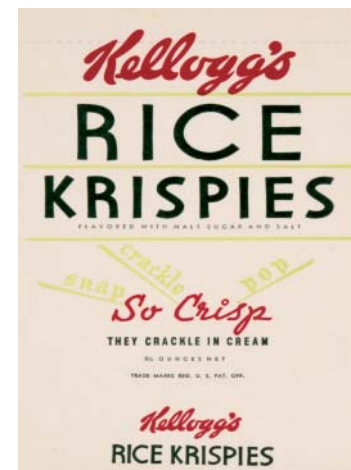
RetroBox12.jpg



RetroBox13.jpg



RetroBox14.jpg



RetroBox15.jpg



RetroBox16.jpg



## Supporting Graphics



BoxMontage.tif



GoldenSoft.tif



GiantSize.tif



KelloggsPep.tif



LogoStrip.tif

## Supporting Graphics



BoxLogo01.eps



BoxLogo02.eps



BoxLogo03.eps



BoxLogo04.eps



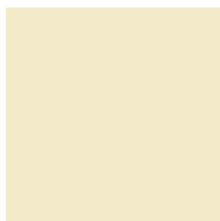
BoxLogo07.eps



BoxLogo06.eps

## Color Palette

Neutral backgrounds to emphasise red and black **Kellogg's** artwork



Cream  
C0 M3 Y15 K3



Dark Cream  
C10 M20 Y40 K0



Vintage Red  
C0 M90 Y65 K20



Grey Marle  
C0 M3 Y0 K20



Black  
C0 M0 Y0 K100

## Boxed set

Consisting of T-Shirt, Placemat, beaker, bowl, sticker pack





## Apparel + Accessories

### Printed T-Shirts



## Apparel + Accessories

### Packaged T-Shirts



## Apparel + Accessories

### Printed Singlets





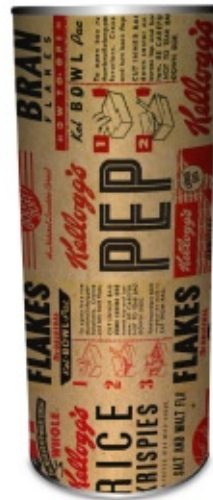
## Apparel + Accessories

### Embroidered Jacket



## Apparel + Accessories

### Packaged Boxes



## Apparel + Accessories

### Printed Flip Flops



## Apparel + Accessories





## Product

### Packaged Mugs



## Product

### Packaged Placemats



## Product

### Press-out Coasters



## Product

### Printed Lamps





## Product

Stationery



## Product

### Cushions



## Product

### Collector Pins

