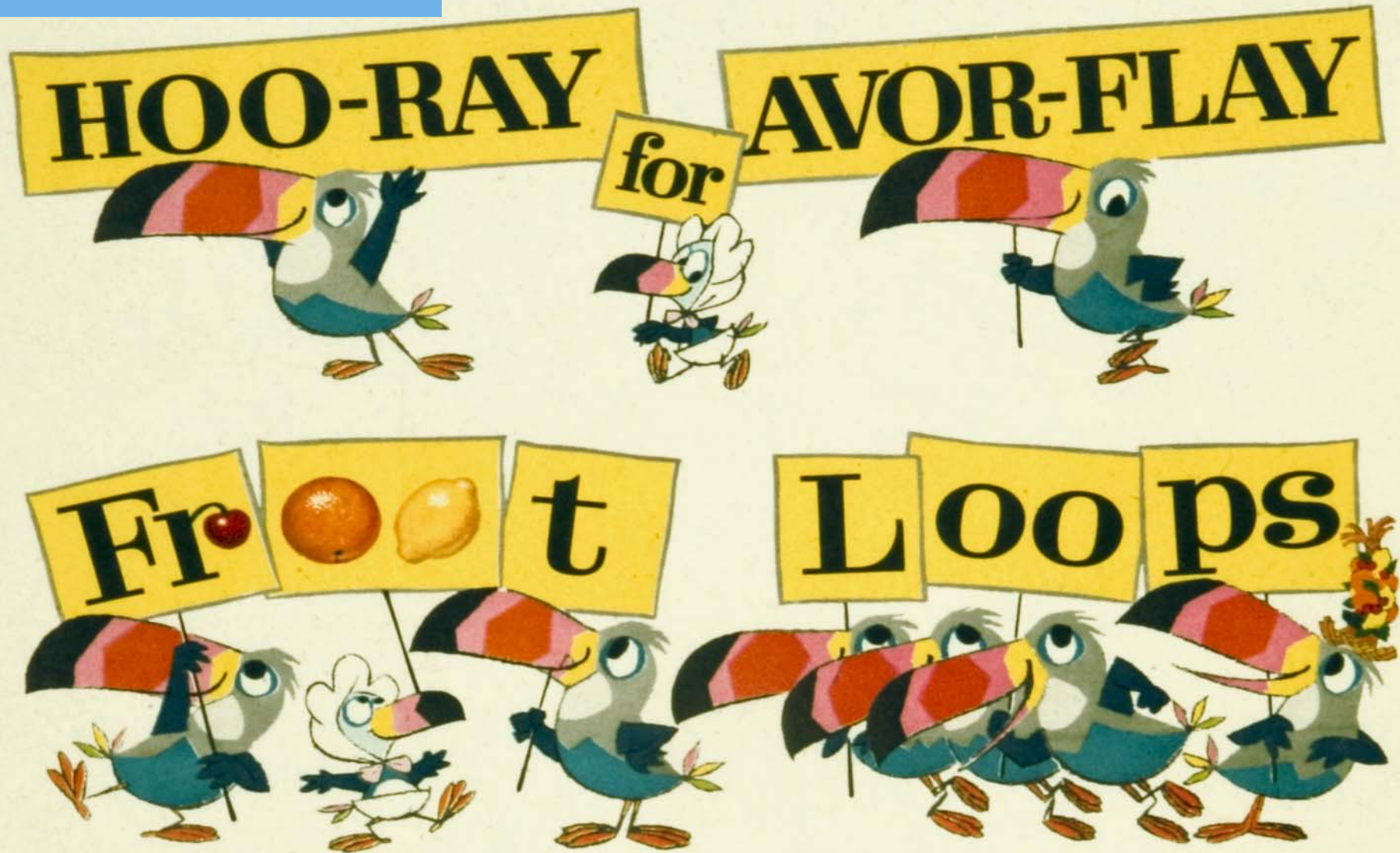


Kellogg's Retro Froot Loops

A fun retro inspired range utilising the dynamism of Kellogg's Archive characters.



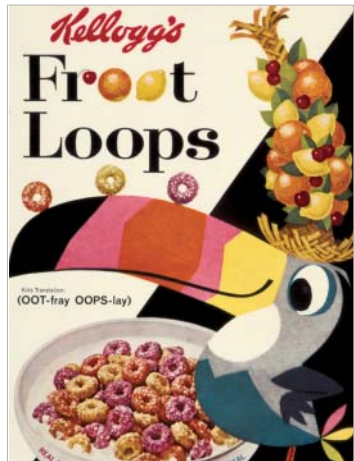
# Toucan Sam™

**Toucan Sam™** appeared on the very first **Kellogg's® Froot Loops®** cereal package in 1963, wearing a towering Carmen Miranda-style hat of fruit. **Toucan Sam™** lives in an animated jungle, interacting with a menagerie of animated animals.

Fans recognize him instantly as 'The **Froot Loops®** Bird' that 'follows his nose... it always knows'.



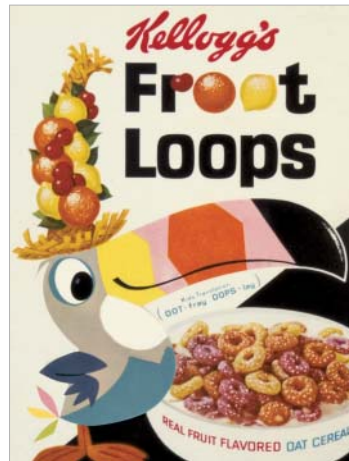
# Original Archive Images



FrootLoops01.jpg



FrootLoops02.jpg



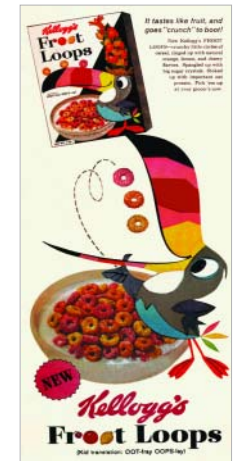
FrootLoops03.jpg



FrootLoops04.jpg



FrootLoops05.jpg



FrootLoops06.jpg

# Froot Loops Color Palette



Supporting Archive Graphics



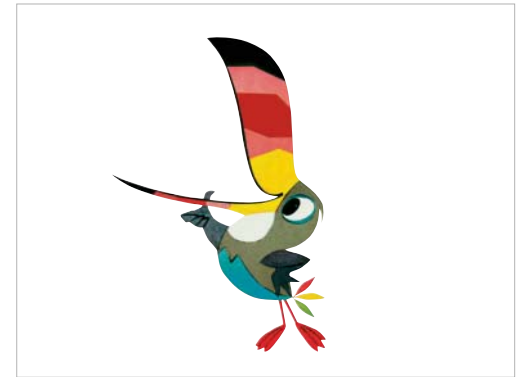
FrootLoopsLogo.jpg



FrootLoopsOrange + Lemon + Cherry.psd



Oot-frayOops-lay.eps



Toucan.psd

## Supporting Graphics



GridGraphic.jpg



FrootLoopAllOver.jpg



FrootLoopMontage.jpg



TshirtGraphic01.jpg

# Graphic Application



## Graphic Application





# Graphic Application



## Graphic Application

