

WAYS Of Perceiving

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Sweet Brand packaging design evolution

Branding, according to Garden (2026), is the strategic process of creating a cohesive set of tangible assets that communicate a company's identity, values, and promise.

Therefore, effective brand design would make the company more visible and help promote the brand, enabling it to gain greater success through advertising. plays an important role within businesses. If the design of the packaging or logo is effective, then a strong brand not only attracts attention but also retains customers and fuels growth, according to (HuddleCreative, 2025). Furthermore, packaging should demonstrate a strong brand identity (Hodgson, n.d) using graphics and colours applied.

This essay will discuss the proposed exhibition of celebrating the evolution of confectionery brand packaging and identity at the Vue cinema, Swansea. The venue chosen sells a variety of sweet treats to enjoy whilst watching a film, and is a place where some viewers will reminisce about the sweets they used to eat at the cinema years ago.

Firstly, the packaging of Cadbury chocolate will be discussed, focusing on how the brand's design has changed over time. Secondly, the Skittles branding will be discussed, which examines how their effective packaging designs have attracted their

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target market to buy their sweets. Thirdly, the different packaging designs from Rowntree's Randoms will be analysed for their effective use of branding and packaging. Finally, this essay will conclude by showing how the use of social media helps elevate sweet brands even further through effective advertising.

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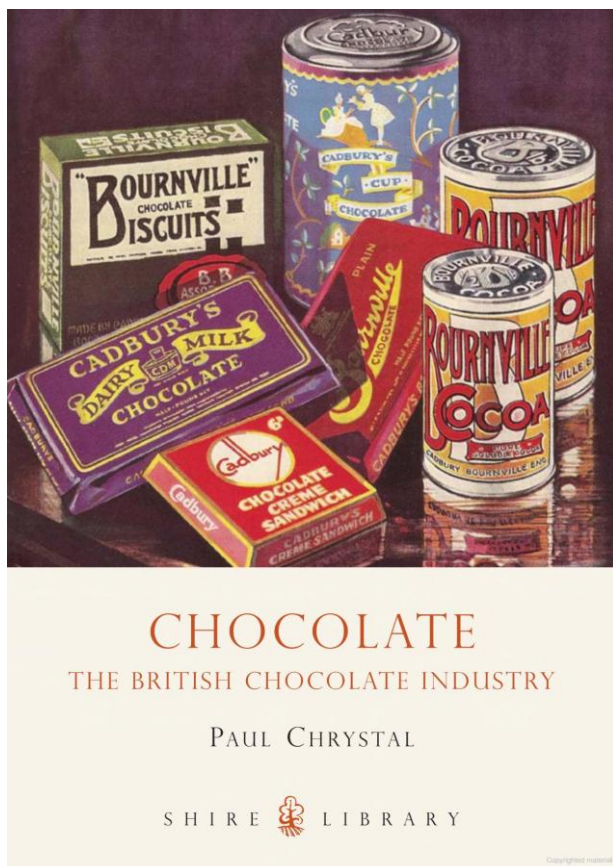


Fig 1, Chrystal P. (2013) *The British Chocolate Industry* in England

The Cadbury branding has existed since 1905. The packaging design has evolved over the decades, as shown in Figure 2. Below, with clear signs of change through differences in typefaces and colour choices, for example, the colour gold, which was heavily used from 1915 to 1961, suggests a sense of “luxurious, high quality,” and makes customers believe that they are purchasing something special, as stated by BuddyPackaging (2026).



Fig 2 (Cadbury, 2010, *Dates for Cadbury chocolate bars*)

The main colour used throughout Dairy Milk packaging is purple. According to Peate (n.d):

Using purple in your packaging choices could be an excellent way to present your brand as unique, compelling, and creative. On the other hand, purple can also be associated with darkness, frustration, and mystery, which may not appeal to every audience.

Therefore, the colour used can show many different perspectives through colour psychology. To find out more specifically about how purple relates to Cadbury, research suggests the colour is linked to royalty. After researching further about the brand's design decisions, purple was chosen when, according to Marshall (2024):

The late Queen was known for being a huge fan of the colour purple and was often seen wearing purple dresses. Following her death in 1901, Cadbury decided to honour her by using her packaging colour. When dried, the inside of the cocoa pod bean is also purple - they really thought of everything.

Colour Theory is a crucial element in Graphic Design. The reason is that certain colours have different meanings, and that there are hidden meanings within these elements.

“Each colour possesses its own unique set of associations and connotations, rooted in

cultural, societal, and personal experiences.” According to Melanie (2024), in sweets packaging, many famous brands use colours to convey hidden meanings; for example, Cadbury labels its ‘Dairy Milk chocolate’ chocolate in White, which relates to the ‘Milk’ being a key ingredient in the chocolate.

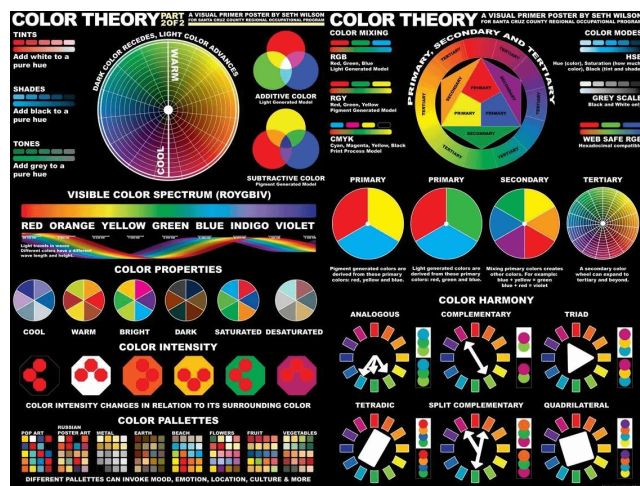


Fig 3, (fity, 2025, *Color Theory Graphic Websites*)

Finally, Cadbury has focused on the design hierarchy in its typefaces, and over the decades, designers have enlarged the title ‘Dairy Milk’ to make it a stronger focal point. This is because *Dairy Milk* is the main selling point of the chocolate bar.

Looking at the brand evolution of Skittles in the image below, there is a significant shift in brand design choices from 1974 to the present day. The first logo design from 1974 was very minimalist and did not convey the brand in a positive way. This is because the design lacked enough character, whereas after this period, the designers wanted to push the logos further by adding more personality and additional elements to suggest how tasty and fruity the sweets are. The rainbow element in the packaging, which is widely recognised in sweets, relates to the slogan ‘Taste the Rainbow’ through colour psychology. The rainbow colour palette within design aims “to express diversity, inclusivity, and creativity” (uppermostbrands, 2024). Skittles have been part of designing temporary branding to show inclusion, which has been stated:

Brands like Mastercard and Skittles have temporarily adopted rainbow versions of their logos during Pride Month, aligning themselves with the values of inclusivity and social awareness. (uppermostbrands, 2024)



Fig 4, (narodnatribuna, 2025, *Skittles Magic Logo*)

The brand Rowntree's is a famous sweet brand, which, according to (Nestle, n.d). They've been the nation's fruity favourite for 144 years, making mouths water for generations with real fruit flavours." The famous jelly sweets were known for their unique, colourful shapes and a variety of flavours. Through their branding, it is clear why their packaging designs have been a success. Rowntree's Randoms were introduced ten years ago, brand-new jelly sweets in a variety of random shapes, with six fruity flavours: raspberry, cherry, blackcurrant, orange, lime and ice cream.

The new range adds several shapes, including a hashtag, a gnome, a unicorn, and a flamingo, while sweets shaped like a cake, a birthday present, a party popper, and number 10 are added to celebrate the brand's tenth anniversary. (Nestle, 2019).

This is because the brand is trying to attract more customers to invest in its sweets, recognising that everyone has different tastes and preferences, which is key to the brand's success. According to (Admin, 2025) They stated that Great packaging design isn't just about looks—it's about purpose. The best designs blend functionality with

creativity. Through typefaces, the brand has picked specific font types to help advertise its fun and juicy sweets, according to (Team, 2026)



Fig 5, (hotukdeals, 2026, Rowntrees Fruit Pastels)

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Exhibition, advertising



Fig 6, (Wales online, 2019, *The Huge 3,000-seat cinema*)



Fig 7, (Googleepis, 2025, *Outdoor billboard sizes*)

Through the exhibition within Vue cinema Swansea, the sweet poster will be advertised to help attract any visitors to come to the event, as the posters will be showcased in the same area as where the vending machines are placed, because the vending machines will be available before heading in to watch a new movie, this will allow people to notice the posters and signage and see if they will be available for the date that the exhibition will be presented, another good way to help the advert reach more people is by showcasing this through the big screens while the adverts are showing, as this will be based at the cinema, another option could be through the use of social media so that viewers will still be aware of the event without even going to watch a movie. Another good way to present the event is through the outside of the building, before walking into the cinema, with banners and signage. The poster will be displayed behind glass to protect it and prevent easy damage.

In conclusion, researching the packaging and branding of sweets/confectionery over time has been interesting, revealing the reasons behind colour choices, examples of

famous sweet branding and typefaces used on packaging, and the evolution of packaging design. Furthermore, the decision to curate this exhibition in a cinema rather than a gallery can create the same nostalgic feeling as seeing specimens in a museum. Visitors of different age groups attend cinemas and can reminisce about enjoying their favourite sweet treat whilst they were young. Over time, graphic design has become increasingly prevalent in modern society, with famous brands using social media platforms to further advertise their products and reach more people online.

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