

Dot Dash Design completes Nadiya style guide.

Licensing design consultancy Dot Dash Design have just completed work on a style guide for 2015 Great British Bake Off winner Nadiya Hussain.

The style style guide has been developed with Nadiya's input and has been influenced by her personal style and taste. It includes logo creation - using Nadiya's signature, brand guidelines as well as a range of inspirational product examples including kitchen accessories, baking kits, recipe boxes and preserves.

Nadiya is represented in the UK by Start Licensing.

Start's Ian Downes commented "We are really impressed by the creative work developed by Dot Dash Design for this style guide. Early responses from licensees and retailers have been encouraging. We feel confident that the style guide will be an enormous asset for us going forward."

Creative director at Dot Dash Design, Nick Goodman commented "It was great working with Nadiya on the guide. Using her signature for the basis of the logo and incorporating her hand written 'I can and I will' quote on the packaging meant the whole look and feel of the branding reflects Nadiya's personality and her positive, empowering attitude to life."

Nadiya's Manager, Anne Kibel from AK Artist Management commented "It has been a pleasure to work with Dot Dash from the outset. They took on board Nadiya's style, creativity and influences and placed it into a really personal guide that exudes and really reflects her personality."

For more information please contact:

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