

## Hershey Takes Wraps Off New Corporate Logo

Associated Press



This image provided by The Hershey Company shows the company's old and new corporate logos. On Friday, Aug. 29, 2014, the candy maker announced a new design, which adds a Kisses chocolate at the end of the company's name. (AP Photo/The Hershey Company)

HERSHEY, Pa. (AP) — The Hershey Company is rolling out a new corporate logo that features a freshly stylized version of one of its most famous chocolate products.

The candy maker on Friday announced the new design, which adds a new version of the Kisses chocolate at the end of the company's name.

It's part of what the company calls a "disciplined identity system" designed to provide more consistency.

Ron Burrage, the company's senior global design director, says the goal is to help people "clearly identify, this is from The Hershey Company."

For its products, the only change will be on the back of packaging where the company's name is printed.

Based in central Pennsylvania, The Hershey Company has about 13,000 employees and generates more than \$7 billion in annual sales.

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