

# e'news

2010 marks the 70th Anniversary of Vitasoy, the leading brand of soybean-based products. Based on the theme "70 Years of Popularity, A Story Dedicated to Humanity", TM&N designed the anniversary book cover and thematic dividers for Vitasoy in commemoration of such an important milestone. The "smiling face" concept projects the natural and healthy image of Vitasoy and suggests that Vitasoy happily welcomes a promising future while recollecting good memories. The thematic dividers capture the different stages of Vitasoy business development, carrying through the warmth and human touch which Vitasoy has been delivering to consumers over the past 70 years and in the years to come.

**TM&N** DESIGN AND BRAND CONSULTANTS  
唐纳凌设计及品牌顾问

(852) 2869 6966 www.tmn-design.com

## Commemorating an Important Milestone – Vitasoy Anniversary Book



Copyright©2010 TM&N Design and Brand Consultants. All rights reserved.

201025