



Properties list:

new product
end-user packaging
range of products
cosmetics and beauty
tube
plastics
contemporary
smooth
identity by system of colour
identity by textures and patterns

From student Philip Spradley: "Jason offers quality organic bath products at an affordable price. This line of shampoos and shaving creams effectively communicates to a younger male audience by combining clean geometric form with subtle humor."

Reference: <http://www.philipspradley.com/jason.html>

Credits:

Student:

Philip
Spradley

Other images: