

GREEN & SPRING



Properties list:

- end-user packaging
- range of products
- new product
- cosmetics, beauty and toiletries
- flacon
- box
- plastics
- cardboard and paper
- well-being
- unusual visual association
- typographical texture
- identity by typography
- translucent
- photo to evoke
- identity by photo
- identity by system of colour

From [Pearlfisher](http://www.pearlfisher.com) website: " **Task:** To launch a new luxury beauty range for the retail sector.

Scope: Brand identity, naming, graphic design, tone of voice and copy."

Reference: <http://greenandspring.com/> , <http://www.pearlfisher.com/portfolio/greenSpring.htm>

Credits:

Country: UK

Year: 2009

Agency: Pearlfisher

Other images:

