## **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 system of colour

Frome <u>Pearlfisher</u> website: " **Task**: To launch a new luxury beauty range for the retail s ector.

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:



