

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:

