NATURA POTEKET



Properties list:

information about content information accessibility end-user packaging range of products plastics tube new product contemporary identity by typography identity by system of colour

A clear, new graphic identity, with all 160 products carrying Naturapoteket's name now well coordinated, creating a coherent whole and having a uniform tone communicating a younger, more modern and more lively brand.

The products are colour-coded to make it easy for customers to find and choose the right product. The communication on the products is clear, quick and easy.

Reference: http://www.bvd.se/en/projects-packaging-naturapoteket-1.htm

Credits:

Country: Sweden

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