## **NEAL'S YARD REMEDIES**



## Properties list:

range of products
new product
cosmetics, beauty and toiletries
labels and sleeves
bottle
classic
translucent
identity by shape
identity by typography
identity by colour
identity by system of colour
end-user packaging
glass and ceramics

From <u>Turner Duckworth</u> website: "The famous blue bottles are very distinctive for this highly ethical skincare brand. The logo show the tree of life which has the roots beneath the s oil and the tree above in perfect balance."

Reference: http://www.turnerduckworth.com/small.html

Credits:

Country: UK
Agency: Turner
Duchworth

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