## LABEL M



## Properties list:

end-user packaging
range of products
new product
cosmetics, beauty and toiletries
flacon
plastics
contemporary
smooth
identity by shape
identity by modular structure
identity by system of colour

The philosophy: simplicity, performance and quality. Pure Equator's distinctive packaging for Label M uses sharp contrast for impact. The sober colors of the containers contrast with vivid labelling inspired by the spray paint aesthetic of yhe graffitied urban environment.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

**Year:** 2005

**Agency:** Pure Equator

Designer: Jam Masters, David Rogers

## Other images:

