JASON

Properties list:
new product
end-user packaging
range of products
cosmetics, beauty and toiletries
tube
plastics
contemporary
smooth
identity by system of colour
identity by textures and patterns

From student Philip Spradley: "]ason offers quality organic bath products at an affordable price. This line of shampoos and shaving creams effectively communicates to a younger male audience by combining clean geometric form with subtle humor."

Reference: http://www.philipspradley.com/jason.html

Credits:

Student:
Philip
Spradley

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