

HOMEBASE STONES



Properties list:
end-user packaging
update
range of products
labels and sleeves
flow-pack
box
cardboard and paper
ironic
contemporary
unusual visual association
opaque
identity by colour
identity by photo
homecare products

It seems to be a universally accepted fact that man is in charge of the barbecue. When Turner Duckworth was commissioned to redesign the barbecue range for Homebase, they decided to create some impact. Out went brown card outer, devoid of information graphics, replaced by a coherent range unified by strong black coding and photographs with visual associations: hot chillis for firelighters, graphic mustard and ketchup squiggles for disposable barbecues.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Agency: Turner Duckworth

Designer: David Turner, Bruce Duckworth, Sam Lachlan

Other images:

