WEST ELM



Properties list:

shopping bag shopping bag single product new product cardboard and paper contemporary rough identity by pictograms

From Hatch Design site: "Over the course of two years, we envolved William-Sonoma's West Elm from an austere to an inviting and modern brand. The shopper is an exemple of the brand identity system."

Reference: http://www.hatchsf.com/

Credits:

Agency: Hatch Design

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