

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

Other images: