



Properties list:

range of products
new product
cosmetics, beauty and toiletries
bottle
plastics
cardboard and paper
ironic
contemporary
translucent
identity by typography
identity by system of colour
labels and sleeves
end-user packaging
women

Mrs. Meyer's clean day is a line of aromatherapeutic household cleaners. They are no-fuss, no-fills, handworking products with the added bonus of smelling fabulous. Continuing the Mrs. Mayer's brand language, this handy carry-all kits is no-nonsense and handwriting. It holds four products and is a nifty introduction to the singula fragrance.

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

Credits:

Agency: Werner Design Werks

Other images:

