

# GREEN & SPRING

---



## Properties list:

end-user packaging  
range of products  
new product  
cosmetics, beauty and toiletries  
flacon  
box  
plastics  
cardboard and paper  
well-being  
unusual visual association  
typographical texture  
identity by typography  
translucent  
photo to evoke  
identity by photo  
identity by system of colour

From [Pearlfisher](http://www.pearlfisher.com) website: " **Task:** To launch a new luxury beauty range for the retail sector.

**Scope:** Brand identity, naming, graphic design, tone of voice and copy."

---

**Reference:** <http://greenandspring.com/> , <http://www.pearlfisher.com/portfolio/greenSpring.htm>

---

## Credits:

**Country:** UK

**Year:** 2009

**Agency:** Pearlfisher

Other images:

