

NATURA POTEKET



Properties list:

- information about content
- information accessibility
- end-user packaging
- range of products
- plastics
- tube
- new product
- contemporary
- identity by typography
- identity by system of colour

A clear, new graphic identity, with all 160 products carrying Naturapoteket's name now well coordinated, creating a coherent whole and having a uniform tone communicating a younger, more modern and more lively brand.

The products are colour-coded to make it easy for customers to find and choose the right product. The communication on the products is clear, quick and easy.

Reference: <http://www.bvd.se/en/projects-packaging-naturapoteket-1.htm>

Credits:

Country: Sweden

Year: 2001

Agency: BVD

Other images: