

# HEAL'S IDENTITY

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**Properties list:**  
end-user packaging  
range of products  
new product  
shopping bag  
pouch  
sachet  
folding carton  
box  
plastics  
cardboard and paper  
ironic  
contemporary  
opaque  
identity by shape  
identity by typography

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**Reference:** [Kozak Gisela, Wiedermann Julius, Package Design Now!, Koln, 2008](#)

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**Credits:**

**Country:** UK

**Year:** 2004

**Agency:** Lippa Pearce

**Designer:** Domenic Lippa, Paul Skerm

Other images:

