

LABEL M



Properties list:

- end-user packaging
- range of products
- new product
- cosmetics, beauty and toiletries
- flacon
- plastics
- contemporary
- smooth
- identity by shape
- identity by modular structure
- identity by system of colour

The philosophy: simplicity, performance and quality. Pure Equator's distinctive packaging for Label M uses sharp contrast for impact. The sober colors of the containers contrast with vivid labelling inspired by the spray paint aesthetic of the graffitied urban environment.

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

Credits:

Year: 2005

Agency: Pure Equator

Designer: Jam Masters, David Rogers

Other images:

