

# SIMPLE HUMAN

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## Properties list:

- information about content
- information about use
- end-user packaging
- range of products
- homecare products
- box
- photo to describe
- cardboard and paper
- instruction through pictograms
- identity by pictograms
- new product
- identity by system of colour

Understanding the target consumer, Smart Design determined the simplehuman brand strategy: to shift the focus from product to lifestyle -how you live your life and how the quality of your life is improved with these products. A dynamic packaging system conveys a consistent message by emphasizing benefits, rather than features, using friendly text, clean design and easy-to-read graphics. When Smart Design began working with simplehuman, the company was named Can Works, Inc. They needed a new brand identity and packaging system that would enable them to expand beyond trash cans into new product areas. Repositioning the brand to encompass a lifestyle approach, Smart Design developed the simplehuman name, brand, and personality. This has helped simplehuman expand into five new product categories and grown the company by 30 percent. The simplehuman philosophy is based on providing "tools for efficient living". The graphic style supports this with a combination of lifestyle and product photography, linear icons to denote the benefits of each product, and a color-coding system to indicate product style. This is repeated across retail and communications ensuring simplehuman products stand out on store shelves and helping customers to make an informed choice in a busy store environment.

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

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## Credits:

**Country:** USA

**Agency:** Smart Design

Other images:

