

For starters...

Helping to revitalise a brand aimed at beauty professionals at the start of their career.

A bit of background...

Ellisons are the UK's leading supplier to hair and beauty professionals, providing a selection of trusted brands to salons, spas and businesses all over the world. Colourmatix is a successful Ellisons brand that had been in existence for many years.

What was the challenge?

The brief was to look at the branding for the new starter kit elements, creating both front face branding and a visual language for consistently developing back of pack information. The branding had to link strongly with the original brand, but should be definitely seen as a step 'up'.

The refreshed brand was to cover a number of different therapy areas: eyes, face and lips. These three diverse areas needed to be differentiated in a simple way, as did colour and tone. The new designs also needed to be simple enough to be reproduced in a single colour across a variety of media and processes.

Our thinking and solution?

Space was a big part of the design solution, allowing the new branding to be the focus, the bar being a strong 'underscore'. Working with tight restrictive product areas was a challenge. Keeping a visually consistent brand across everything from a small eye pencil or a large palette for eye shades showed how versatile the new system was.

Visually separating the products for face, eyes and brows, and lips was done through simple holding shapes. These allowed for further differentiation by adding numbers using the shape as a holding device.

The back of pack designs utilised dotted lines to divide up the information areas, simple text and strong headings. Icons were used to great effect. The final solution is an elegant yet simple design which works across almost 30 different packs.

What we did

- branding
- packaging
- literature

