

## Divine Simplicity Project

New prototypes of square boxes with matching labels feature simpler graphics and simpler text for simpler production

### Universal appeal

These designs could possibly become universal packages good around the world because they contain only lowest-common-denominator marketing claims that appear to be passing muster in Canada, Europe, and China. When some ministry of health requires some new disclosure or language, the back panel is preplanned with a big, clean, white, rectangular box over which a label fits easily. A new automatic bottom will be engineered to speed assembly.

### Bolder graphics

Intricate shapes, logos, fonts, and text boxes are dumped in favor of broad fields of stark colors, standardized product logos, and minimized copy blocks in a single family of fonts (Avenir). Shampoos and conditioners are color keyed to each other. The basic shampoo is the strong solid color, with white text. A light shampoo is a light screen of the same color, with solid-color text and logos. The matching conditioner is a reverse of the basic shampoo, with color elements over white. Each design requires only two ink colors, to minimize cost. An entire family of products, such as Revita/LT/COR, uses the same two colors, to minimize cost further.

### Friendlier text

Long pseudopharmaceutical copy that offends foreign ministries of health and confuses salon operators is distilled into a handful of cosmetic, bullet-style features and benefits – in a legible 11-point size – with English on the right panel and a second language (French or other) on the left. The French shown here is placeholder text translated by a web site.



Photorealistic image of the proposed Revita box and bottle



000.0 Square Prototype  
Box 180 ml Universal  
05/15/2014

Black

Pantone 172 orange

Silver foil stamp

## Shampoo

Big product logo flush right, allowing slogan to be both horizontal and big.

Big bold color coverage for maximum brand ID.

Silver foil option on top by saving on ink: only two colors.

Bottom footer for continuity with current package designs.

Everything in English plus a second language.

Same design, box and bottle, for brand reinforcement.

Elements consistently in the same places on each product.

Back panel preplanned to take a label easily.

OK copy \_\_\_\_\_

OK graphics \_\_\_\_\_

OK management \_\_\_\_\_