



campaign includes:

packaging design and system

business cards

brochure

color palette

## CASE STUDY: KARMA HEALING SOLUTIONS

Creating a packaging system can be complicated. Especially one that involves over twenty different products, with various size bottles, and different applications. In order to streamline the process, we needed to create a system.

### We started with color.

With extensive training in aromatherapy, auyrveda, essential oils, organic nutritional and supportive remedies for chronic disorders the owner wanted to relaunch her product line that was reflective of her philosophies and featured her line in a cohesive manner that would identity her products and create recognition in retail environments.

### What was created.

First we developed a color coded system for the 7 product areas as well as choosing three additional colors to be used as neutrals to tie everything together. This allowed for consistency to be created for the packaging, as well as freedom to evolve as the product line expanded. With the colors and design in place, the first piece created was business cards. From there the brochure, and then launched to an initial packaging of 60 products.



PACKAGING

WEBSITE



BUSINESS CARDS



BROCHURE