

Caress	Brand Innovation
Gerber	New Product Packaging
Wisk	Brand Redesign
Henri's	Package Redesign
Skippy	Package Line Extension
Zensa	Brand Strategy Name Building & New Product Packaging

Avon	Brand Strategy New Product Packaging
Ogilvie	Brand & Package Redesign
Surf	Package Redesign
Wish-Bone	New Product Packaging
Hellmann's	Package Line Extension
Wood Lock	Brand Strategy New Product Packaging

Caress



AVON
feelin' fresh



Teeny Faces



OGILVIE
SALON STYLES



Wisk



Surf
Tablets



HENRI'S



Dressing
MARINADE



Apple
Dippers



Just 2
Good!



Zensa



Wong To Yick
wood lock



Dove Brand Redesign
New Product Packaging

ProExtreme Brand Strategy
New Product Packaging

all New Product Packaging

Madhouse Brand & Package Redesign

Skippy Brand Innovation

Bic Brand Innovation
New Product Packaging

Lever 2000 New Product Packaging

Body Love Brand Innovation
New Product Packaging

Lawry's Brand Strategy
New Product Packaging

Beech-Nut Brand Strategy
New Product Packaging

Kirkland New Product Packaging

Dove



Lever
2000



P
PRO



Body
by Love
Cares



all



Power
Fresh
FORMULA



MADHOUSE
MUNCHIES



DUCKS
UNLIMITED



SKIPPY



Beech-Nut



4x4



KIRKLAND
Signature



Brand & Package Design

R.BIRD plays a vital and strategic role in the life cycle of domestic and global brands. We create the visual assets on which marketplace success of consumer products depends.

We accomplish this in a wide range of brand strategy and design services, including new product concepts and redesigns of established brands and packaging.

Services Include:

Brand & Package Redesign

Brand Innovation & Strategy

Brand Marketing Support

Category Design Audit

Name Building

New Product Packaging

Package Line Extension

Package Production & Maintenance

Brand Website

About R.BIRD

R.BIRD & Company, Inc. is a New York identity and design consulting firm with more than 35 years of experience creating brand identity, packaging, corporate identity and internet applications. Its clients are internationally-recognized brands and strategy-oriented organizations.

R.BIRD

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