

brand & package

R.BIRD

Amaya	Brand Strategy Name Building Form & Structure
Banana Boat	Brand Strategy Package Redesign
Nice'n Clean	Line Extension
Ellery Homestyles	Brand Strategy New Product Packaging
Twister	Brand & Package Redesign
Jiffy	Bilingual Package Redesign

Baby Magic	Brand Strategy Form & Structure
Tempur-Pedic	Brand Strategy Package Redesign
Eclipse	New Product Packaging
Bic	Consumer Brand Website
Madhouse	New Product Packaging Character Development
Zensa	Brand Strategy Name Building New Product Packaging

Amaya



Baby Magic



TEMPUR-PEDIC



nice'n
CLEAN



eclipse



by FELICITY
HUFFMAN



Comfort 3
ADVANCE



Quality and Value since 1930
JIFFY



Zensa



IceTaps Brand Strategy
New Product Packaging

Avon Brand Strategy
Package Redesign

Terro Brand Redesign
New Bilingual Product Packaging

Daylite Brand & Package Redesign

Lawry's Brand & Package Redesign

Tussy Brand & Package Redesign

Personna Brand Strategy
New Product Packaging

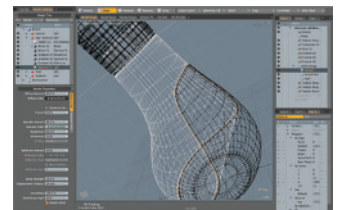
La Fresca Brand Strategy
New Bilingual Product Packaging

Sweeney's Brand Redesign
New Bilingual Product Packaging

Brand X Product Innovation
Form & Structure

Jimmie Lee's Brand Strategy

GenSpec Brand Strategy
New Bilingual Product Packaging



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 Strategy

Brand Marketing Support

Category Design Audit

Form & Structure

Name Building

New Product Packaging

Package Line Extension

Package Production & Maintenance

Product Innovation

Consumer Brand Website

Bilingual, Multilingual, Ethnic

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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