

brand & package

R.BIRD

Popcorn Palace Brand Strategy
Brand Identity
Package Redesign

Popcorn Palace Gift Box

Delfi Package Redesign

Selamat Package Redesign

Ceres Character Development

Fibero Brand Identity
New Product Packaging

TruTac Name Development
Brand Strategy, Brand Identity
New Product Packaging

Affresh Brand Identity System

Affresh Brand Strategy
New Product Packaging

Whirlpool / PUR Brand Strategy
Package Redesign

Terro Brand Audit, Brand Identity
Package Redesign

All Season Brand Identity
New Product Packaging

Popcorn Palace



TruTac



affresh



Delfi



Selamat



Whirlpool
PUR



Fibero Original Fiber Sandwich



All Season



Eclipse Brand Strategy
Brand Identity
New Product Packaging

Absolute Zero Line Extension

ComfortTECH Name Development
Brand Identity
Package Design

CurtainFresh Brand Identity
New Product Packaging

SoundAsleep New Product Packaging

Tempur-Pedic Brand Strategy
Package Redesign

Sounds of Our Lives Brand Identity
Name Development
New Product Packaging, eCommerce

Terro Product Catalog Web Site
Mobile Web App

Sweeney's Social Media Assets
Mobile Web App

Personna Product Catalog Web Site

Patterns Category Audits
Interactive, e-Learning iBook

Transitions Brand Identity
Interactive, e-Learning Multi-media

eclipse



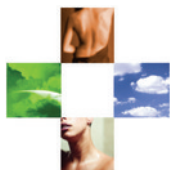
absolutezero™



3M
Thinsulate
INSULATION



SOUNDASLEEP™



Sounds of Our Lives



TERRO



Sweeney's
Since 1892



Personna



Transitions



Brand Strategy, Identity & Package Design

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

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

Services Include:

Brand Audit
Category Audit
Product Innovation
Brand Strategy
Name Development
Brand Identity
New Product Packaging
Form & Structure
Package Redesign
Production & Maintenance
Brand Assets & Communication
Marketing Support
Product Line Extension
Bilingual, Multilingual, Ethnic

About R.BIRD

R.BIRD is a strategic brand, identity and package design firm with more than 35 years of experience helping small teams build big brands. We get things done for strategy-minded organizations, large and small, around the corner and across the globe.

R.BIRD

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