

CASE STUDY /

ED.VANTAGE / EDUCATIONAL COLOURS

BRANDING / PACKAGING



BACKGROUND

Educational Colours is a local Australian brand that has been manufacturing and marketing a large and growing range of paints, painting accessories and general art & craft supplies for over 30 years.

Their primary market has been to schools and educational specialist retailers that supply to kindergartens and schools. As part of a corporate revamp that brought about the start of the corporate structure headed by Ed.Vantage it was decided to enter the more competitive full retail market with many of their key products, however because of a considerable amount of retailer resistance to the old packaging a thorough review of the brand and packaging was required.

SOLUTION

UNO conducted a thorough review of the competitive marketplace, both at the point of retail and online and spoke with many retailers prior to working closely with the client to design a clear and concise graphic system that would present the numerous types of related products that are targeted at groups ranging from kindergarten to senior students.

The finished result is a range of packaging that focuses on communicating the product name and the product outcome that allows the actual product to become the hero and the packaging to present a clean and simple uniformity. UNO undertook a logo review/simplification and developed series of simple icons was developed to communicate the major features/benefits of each product.

SERVICES

- Brand Positioning
- Brand Development
- Packaging



UNO Australia Pty Ltd
130 Chestnut St
Richmond, Melbourne
www.uno.net.au

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Two Heads
Hamburg, Melbourne,
Mexico City, Stockholm, Toyko
www.twoheads.me