

**We created stunning packaging for Good Wellness featuring real flowers, fruits and botanicals dripping with color.**

Good Wellness, a new line of supplements and vitamins made from top quality ingredients. Each formula is packed with premium stuff— leaving no room for harmful mystery additives. In a category clouded with shady practices and fillers, Good products are delightfully gluten free, non GMO, organic, vegan-friendly and feature no added sugar or corn syrup. We built the brand from the ground up working on a complete brand invention- from brand positioning to naming to logo, packaging and beyond. The packaging features actual fruits, vegetables and botanicals dipped in vibrant, liquid colors and photographed by Yagi Noriyuki in Kyoto Japan. Macro crops of each composition give the labels an abstract, yet organic aesthetic. Typographically, the new Good brand uses a combination of the round and playful Nunito (Vernon Williams), the stylish workhorse that is Druk (Commercial Type) and the compact and sporty Tungsten (Hoefler & Co). The trio create a dynamic interplay of letterforms and personality not typically seen in the world of vitamins and supplements. Additionally, the labels feature a cheeky tone and writing style. The SLEEP label, for example, offers the benefit that consumers will “get the kind of honk-shoo sleep normally reserved for cartoons.” The BALANCE label suggests that you can “get your digestion back on tract.” (get it?) And the DEFENSE label claims that it is “the next best thing to a full body forcefield.” Good supplements are available on Amazon and direct-to-consumers now.