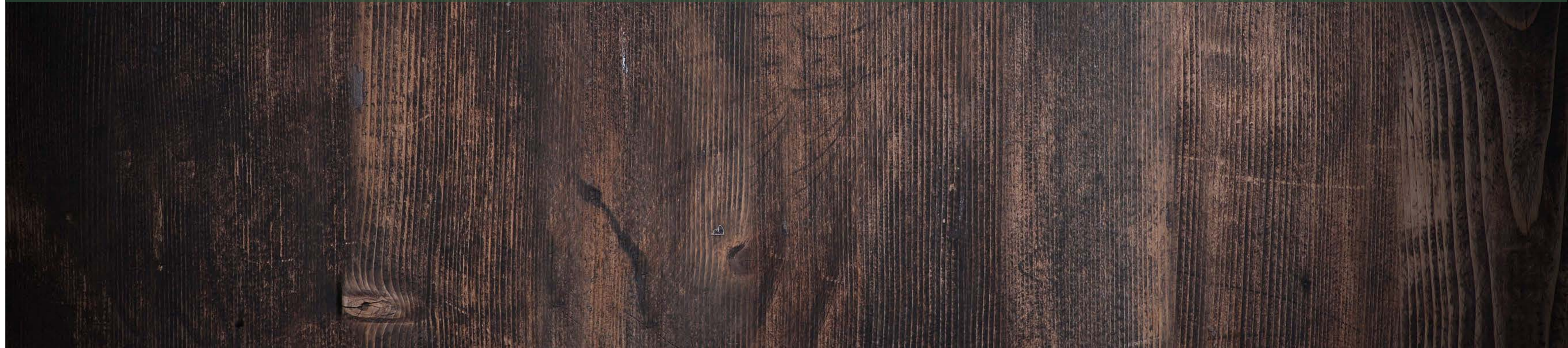




MEGAN & CO
BRANDING / PACKAGING



KEY WORDS

- TRADITIONAL
- MEDICINAL
- CLEAN
- ANDROGYNOUS
- HEALING
- EARTHY
- APOTHECARY
- ROOTED
- INTENTIONAL
- BOTANICAL
- HERBAL MEDICINE
- HEALING



CONCEPT

MEGAN & CO is an independent herbal apothecary and clinic in Northwest Iowa. It was constructed from a need to serve and educate rural America on the benefits of herbal medicine.

MARKET

Female, Age 27-55, Income: \$20,000 - 50,000, College Graduate, Midwest, Rural



CONCEPT 1: MODERN APOTHECARY

DIRECTION: This direction leans into a modern, clean apothecary style, referencing retro and classic elements but modernizing them. The goal is to communicate time-honored, trusted wellness methods but with a touch of modern life.

KEYWORDS: professional, clean, sophisticated, iconic, minimalist, medicinal, traditional, healing, trusted, approachable.

tone: A modern reinterpretation of vintage.

VISUALS: Geometric patterns, high contrast (black and white), color blocking, iconic language, retro packaging materials and finishes.

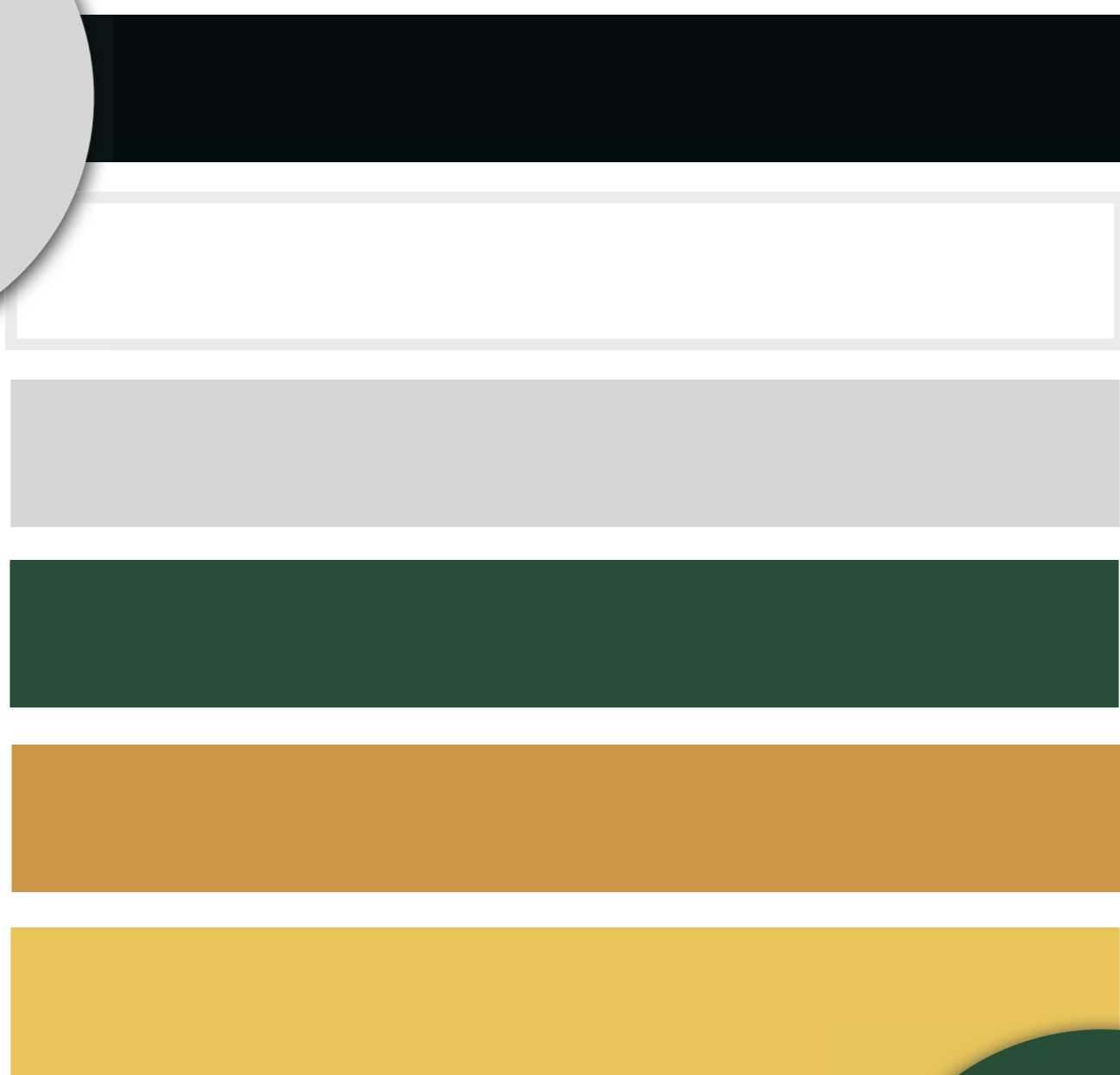
LAYOUT: Compartmentalized and organized grids present all the information needed for the customer to make an informed purchase but in a simple, direct and not overwhelming way.

Fonts: Mixed typography, subtle handwriting and other layered typographic elements.

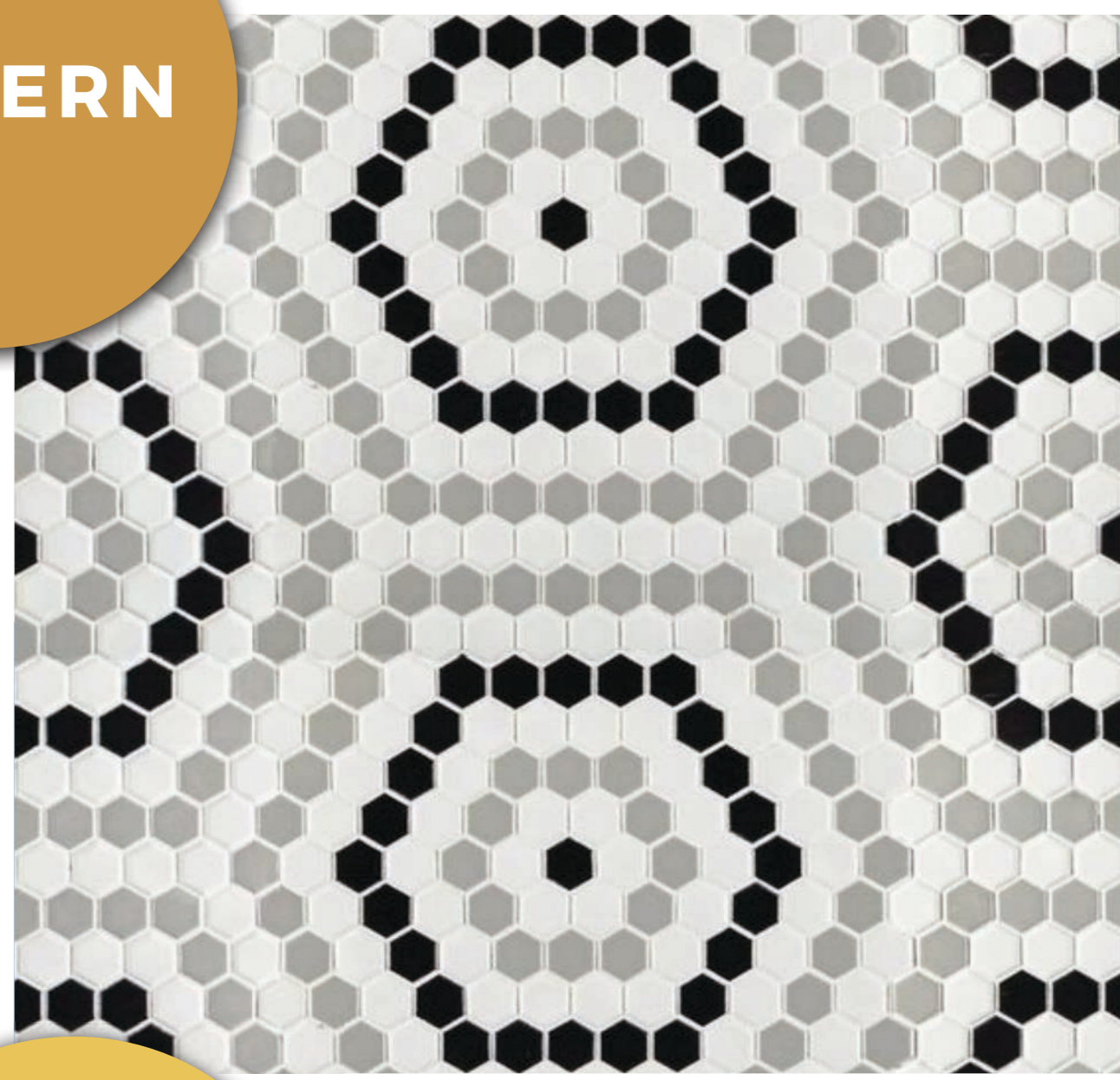
Colors: Black and white labels + a pop of bold color (proposing forest green and gold).



CLEAN



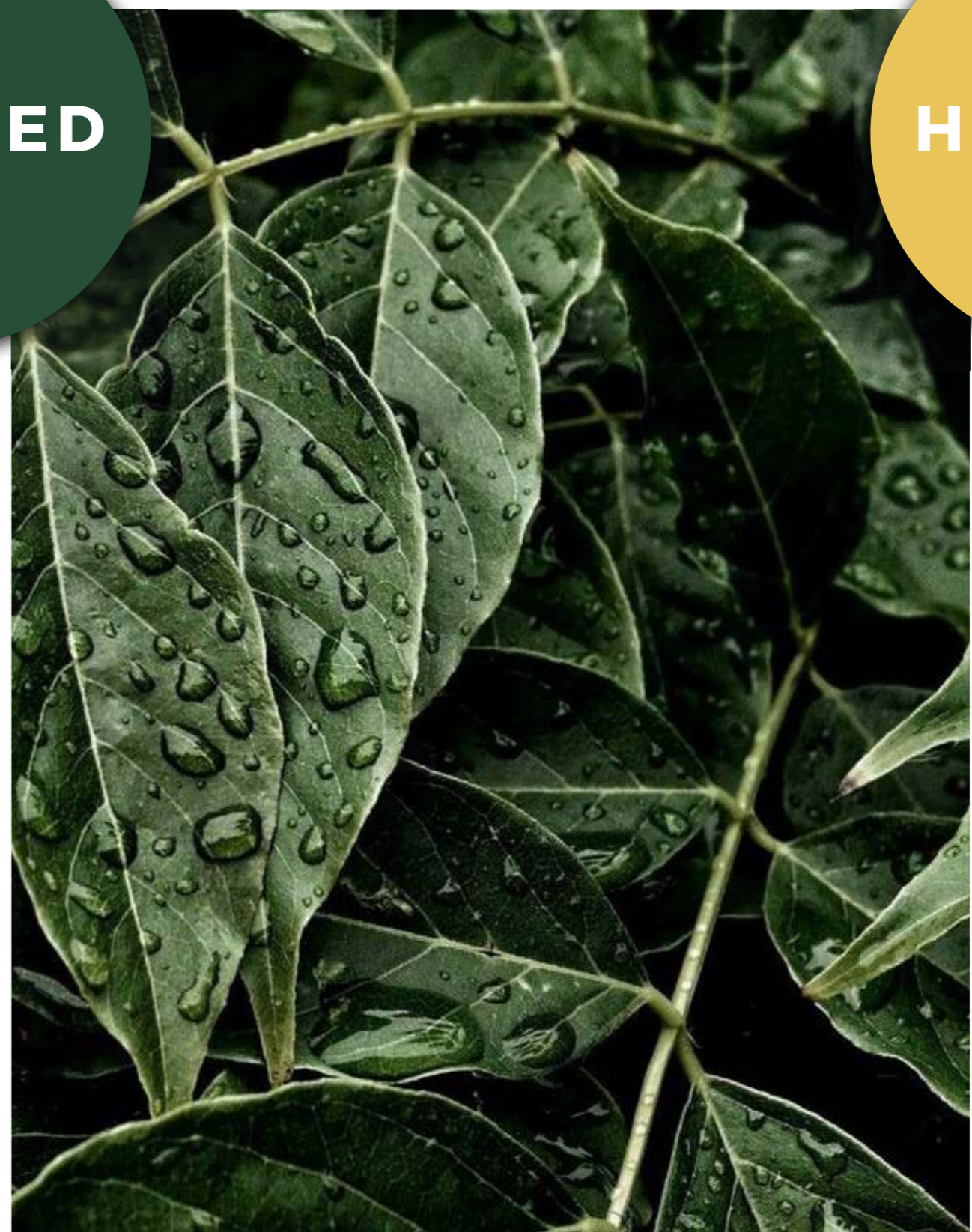
MODERN



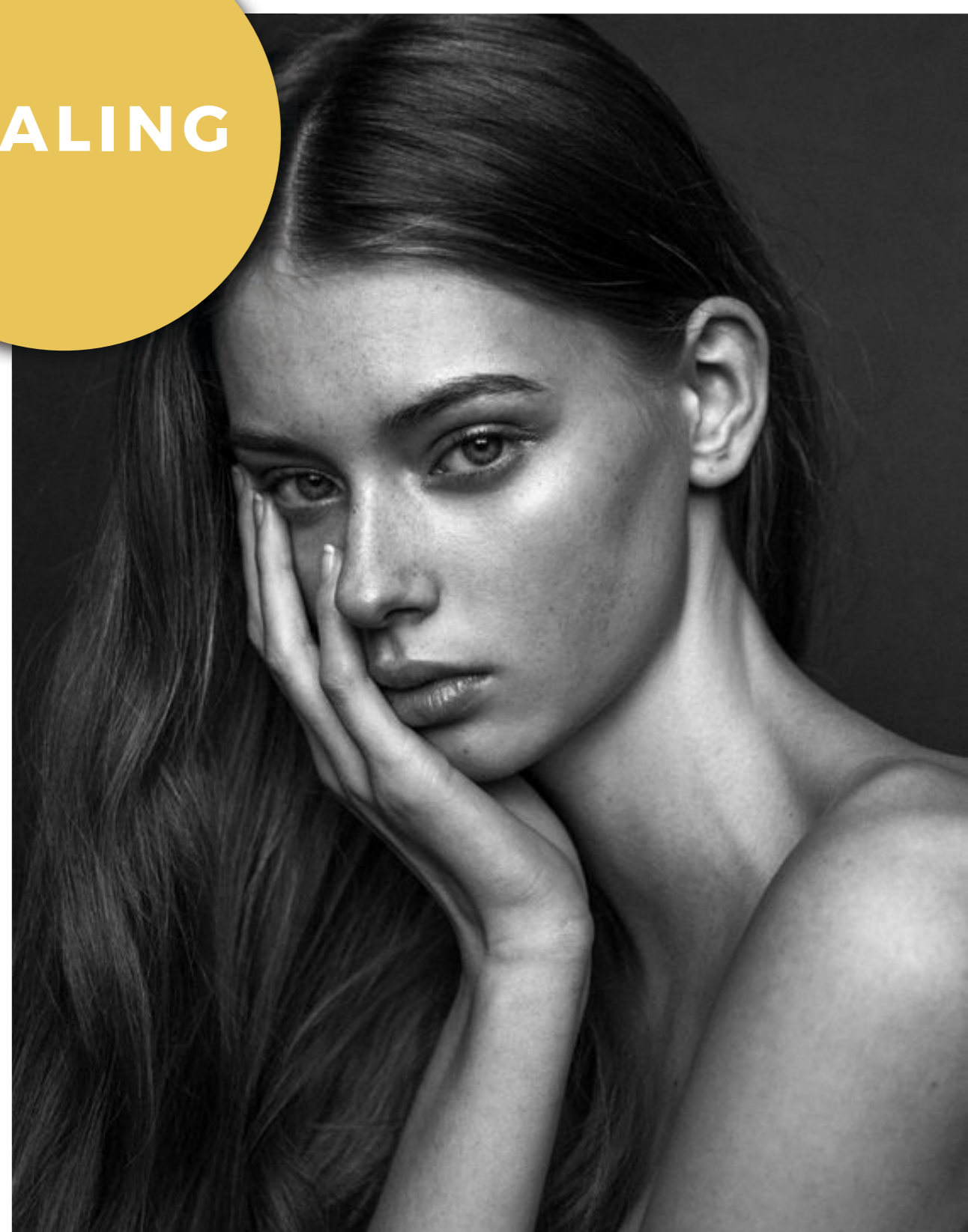
ICONIC



TRUSTED



HEALING



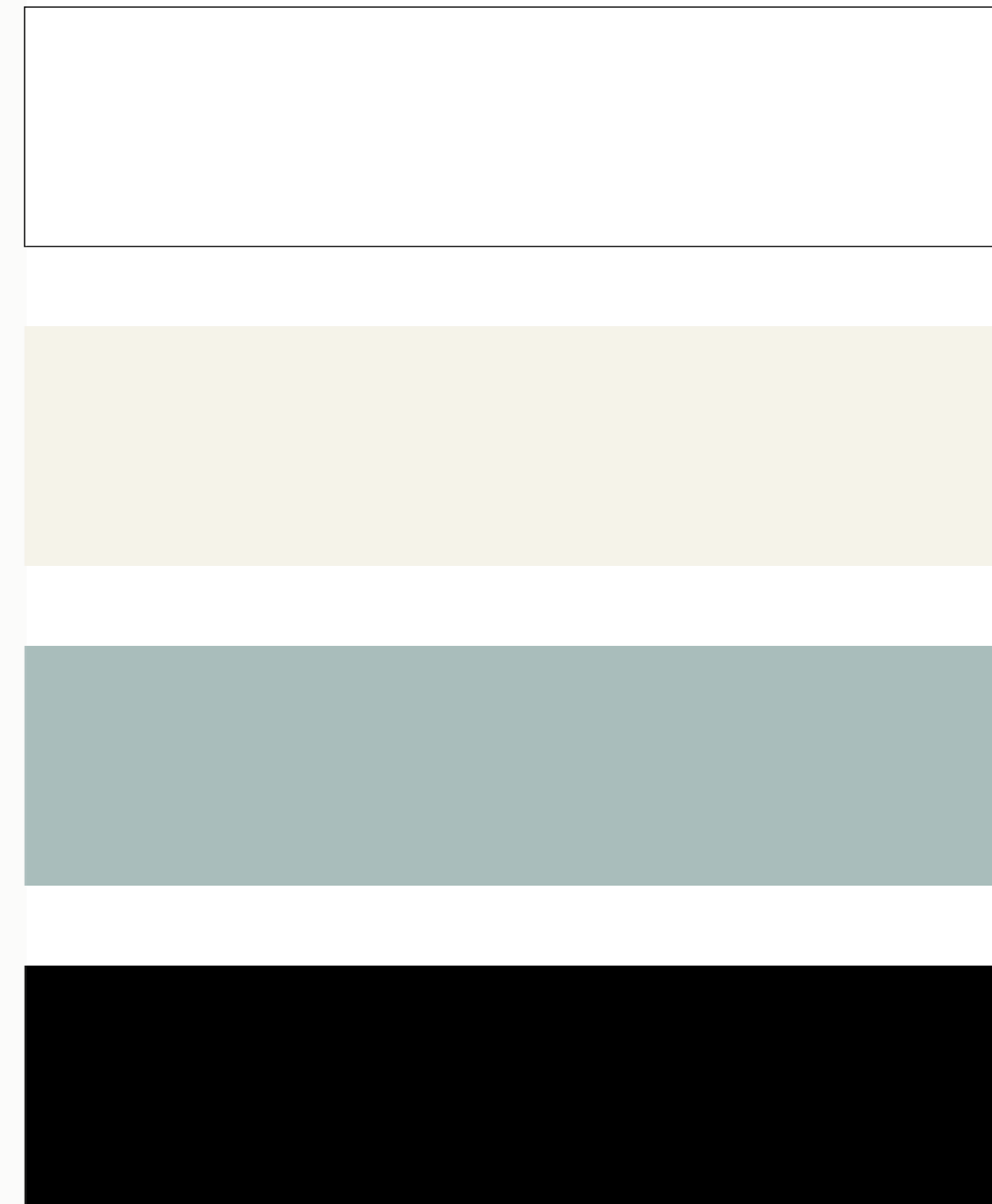
MODERN APOTHECARY
PACKAGING
REVISIONS.

LOGO, FONTS, COLOR PALETTE
AND PACKAGING EXPLORATION



MEGAN & CO

HERBAL APOTHECARY



HERB ELEMENTS

- ANISE, MAJORAM, THYME, CLOVE

DESIGN ELEMENTS

- SERIF & SANS SERIF FONTS
- HIGH CONTRAST COLOR PALETTE
- HAND DRAWN STYLIZED BOTANICAL ILLUSTRATIONS
- CLOVE ICON









T H A N K Y O U