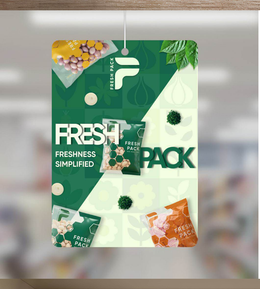
FRESH PACK

FRESHNESS SIMPLIFIED

THE CONCEPT

Fresh Pack is all about keeping things simple and high-quality. Working with the brand's existing logo, I designed a visual identity that mirrors that promise.

The goal was to create a look that feels grounded in nature but sharp enough for the modern shelf, using deep forest greens and clean lines to let the freshness shine through.



FRESHNESS YOU CAN SEE

Good food shouldn't hide behind a label. This design combines a clean, modern grid with a simple promise: what you see is what you get.

By color-coding the produce and keeping the window large, we made the shopping experience faster, easier, and a lot more honest.

FRESHNESS IN FASHION

Taking the brand beyond the shelf. The merchandise collection deconstructs the brand's core elements – onions, garlic, greens into bold, typographic art. It's a way to let the team represent the Fresh Pack identity in a style that feels modern, sleek, and distinct.

A MENU OF FRESHNESS

Organizing nature's variety. We designed the catalog with a premium dark theme to make the vibrant colors of the produce red onions, golden garlic, fresh greens pop off the page. The layout uses the brand's signature hexagonal grid to turn a standard product list into an appetizing visual guide.

Thank You for Watching!
Fresh Pack • 2025

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