A packaging family for Avyra

How one identity carries across tubes, jars, cartons and the bag that holds them.



Make the lid part of the identity

The round seal is visible from above. On the wrap, product lettering and a repeating pattern give the tube a recognizable profile.



AVYRA TUBE · THREE-QUARTER VIEW

Use colour to separate the variants

Light stock and teal share the same cylindrical format. The seal stays in the same visual family as the colours change.

CYLINDER PACKAGING · ALTERNATE COLOUR TREATMENT



Bring the identity down to jar scale

The jar puts the illustration and lettering into a compact label field. The dark label reads against the clear glass and black cap.

ORIGINAL GLASS JAR MOCKUP



Work out the wrap before production

The flat print sample shows how the pattern, seals and product panels are positioned across the artwork.



ORIGINAL AVYRA PRINT SAMPLE

Carry the pattern onto the bag

A large repeat gives the bag an immediate link to the packs. The box uses a quieter block of teal.

SHOPPING BAG AND BOX MOCKUP



Connect the unconnected.



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Let's get connected!

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