RONI GIBSON

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CPG & CONSUMER BRAND DESIGN

I build consumer brands from the shelf out: identity, packaging and the campaigns that move product, across hair care, body care and home fragrance.

CASE 01

NATURALICIOUS

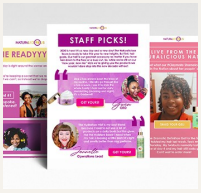
Natural hair care · Packaging & DTC marketing

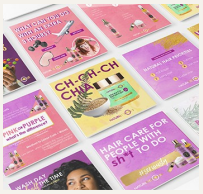
- **Retail packaging** for the Hello Gorgeous 3-step hair care system for tight curls and coils
- **Kit & mailer boxes** for the starter system
- **Promotional campaign** for the "3 for $20" starter kit offer
- **Quarantine Curls** live content series graphics with guest creators
- **Email marketing** and a **social content system** of templated posts











CASE 02

COLLECTIVE EUPHORIA

Home fragrance · Brand identity & packaging

- **Brand identity**: a fluid custom monogram, wordmark and circular badge lockup
- **Candle packaging**: boxes, repeating pattern and vessel labels
- **Colorway system** extending the brand across product variants
- **Brand guidelines**: palette, color codes and usage standards









MORE CPG WORK

PACKAGING, LABELS & PRODUCT LAUNCHES





THE BROWN COLLECTION

Body care · Packaging & product development

Created a more professional, cohesive look across the line, helped streamline the product offering and developed a plan that spoke to their customers.





PARALEE BOYD

Evolved haircare · Labels & product marketing

Product labels for the CBD Hair Growth Leave-In, Anti-Itch & Growth Oil and Edge Control, plus benefit-led graphics that drive to online purchase.





ÁSE BY NECI J.

Hair & scalp oil · Label design

A full wraparound label pairing a textile-inspired pattern with an organic palette, including usage, ingredients and warnings.

CAPABILITIES

PACKAGING / BRAND IDENTITY / CAMPAIGNS / PRODUCT STRATEGY / BRAND SYSTEMS