

## Lucy & Ricky: Get Clean

Lucy & Ricky is a (fictional) line of unisex personal care products founded by Ann and Chris Harper, a couple who were sick of having his & hers products overtaking their bathroom and decided to do something about it. In the last three years they've grown from farmers markets, added an online shop, and opened a small storefront in Wallingford. After being featured in several magazines and blogs, they are taking a huge step in expanding their market by opening stores in Portland, New York, and Santa Monica. They aim to be a future competitor for brands such as Lush and Kiehl's.

The business began with Get Clean, an all-in-one body-wash-shampoo-conditioner, but has since expanded to include a variety of bath, beauty, and personal care products, all of which are either fragrance-free or designed to appeal to the whole gender spectrum. They aim to use as many natural and sustainable ingredients as possible. As they expand to a broader market, Lucy & Ricky is looking for a brand refresh, including a redesign of their packaging. The new look should continue to reflect their niche as a gender-neutral brand, and while the majority of current customers are millennial, Lucy & Ricky is hoping to reach out to a broader age spectrum as they grow their brand in new markets.

### **Text to be included on the label:**

Lucy & Ricky

Get Clean

Body Wash, Shampoo, and Conditioner

Cucumber Lemon

Bright, refreshing scent

Est. 2013 Wallingford, Washington

Paraben Free

Fragranced with all-natural botanical extracts and essential oils

Lucy & Ricky gets rid of the typical his & hers clutter by giving you thoughtful products that appeal to everyone. We love all bodies and want them to be happy and clean!

Please help keep waste out of landfills by recycling this bottle

33.8 FL. OZ. / 1 Liter

### **Project specifications:**

Final trimmed size: 8.25" x 5.5"

### **Colors:**

You may choose to make your design one color or you may choose to create a multicolored front panel. Images and/or illustrations are permissible.

### **Design requirements:**

Create a typographic design that combines 2 typeface families, flourishes & vector elements (lines, dots, patterns, etc.).

Make sure you create a hierarchy of information. Don't let the ornamentation overpower the type. Solve the type & ornamentation hierarchy first before you add imagery and/or color.