



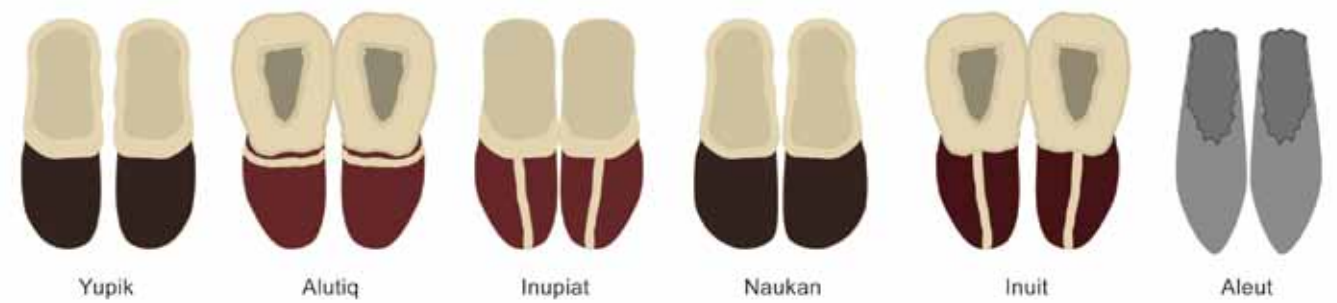
slipper identity • size varies with application

BUNDLE UP SLIPPER IDENTITY

- SPECIFICS**
- Responsible for naming, concept, and design.
 - Color variations on an identity for a new women's line of slippers by Totes-Isotoner. The name implies the cold weather use for the slippers. The rounded sans serif typeface portrays the soft and comfortable nature of the line, while the 'up' is literally treated to differentiate hierarchy of importance. The Totes-Isotoner 'chevron' is used, maintaining brand equity for the new product. The identity was created to fit within the existing women's lines of slippers by Totes-Isotoner: PillowStep, Ballerina, and Classic.



header card packaging • 8" x 5.25"



slipper names and illustrations • size varies with application

BUNDLE UP PACKAGING AND NAMING

- SPECIFICS**
- Responsible for package design and slipper naming.
 - Header card color variations for the Bundle Up slipper line. The identity is prominently displayed to differentiate between other lines, and the Isotoner logo is shown for brand recognition. The 'up' lock-up is applied to the background with a spot varnish, and its variation in direction and size creates a visually interesting textural element. The inspiration for the slipper names are the indigenous people of the Arctic regions of North America.