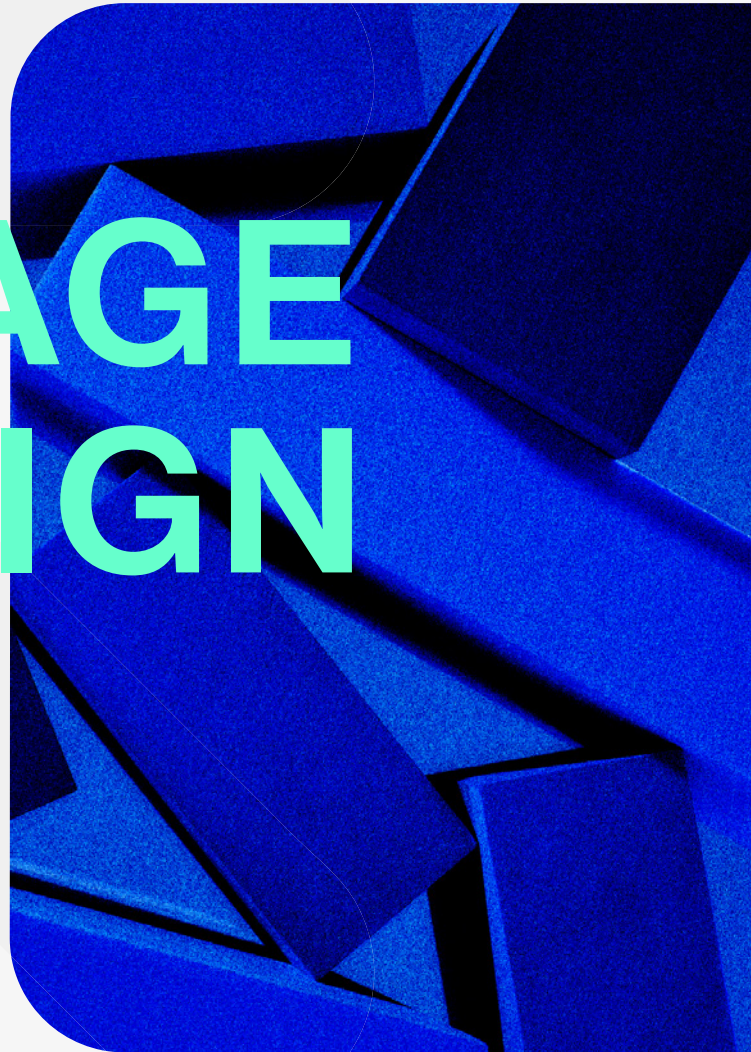


# BRAND- & PACKAGE DESIGN



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[www.brandrise.studio](http://www.brandrise.studio)



brand rise is a brand- and packaging design studio with one clear goal:  
creating fresh, high-impact consumer and lifestyle brands that sell.

With 20+ years of experience and over 90 brands in our portfolio. We're a creative partner for established and early-stage lifestyle brands alike, transforming shelf presence to sales success.



L'ORÉAL



ROSSMANN

petsway



Schwarzkopf

**trinkgut**

**Walmart**



Lekkerland

**Schlecker**



Dr. med. Christine  
**SCHRAMMEK**



## DESIGN ISN'T JUST PRETTY – IT'S POWERFUL.

**68%**

of purchase decisions  
are made in-store

**72%**

of consumers, try new  
products because of packaging

**5 seconds**

is the time you have  
to grab a buyer's attention

### STUDIO CAPABILITIES

naming, branding, design strategy,  
logo suite, package design, product  
line architecture, POS promotion  
and secondary packaging,  
salesfolder, final artworks

Bland branding is dead. We bring sharp, original design that doesn't just fit in—it dominates. We help CPG brands—new and growing—turn shelf presence into serious sales. From bold brand identities to packaging that pops, we design with a consumer-first mindset. Because your product shouldn't just sit pretty—it should fly off the shelf.







# FROM STRATEGY TO SHELF

## DISCOVER

**We immerse ourselves in your brand.** From market research to competitor analysis, we explore what makes your brand unique and what resonates with your audience. This phase builds the foundation for a design.

## STRATEGY & DESIGN

**We define and express your brand's unique identity.** With high-impact packaging and visual storytelling. Beginning with strategic clarity, we craft your brand's position, tone, and story— then bring it to life through logo design, colour palettes, label systems, and mockups. Every element is designed with cohesion, usability, and shelf appeal in mind— ensuring your brand stands out with purpose and integrity.

## REFINE & BUILD

**We polish, prototype, and prep for production.** Your feedback drives refinements. Then we finalise production files, prepare for print and collaborate with your suppliers if needed.

## LAUNCH & SUPPORT

**We're with you beyond the handoff.** We ensure a smooth launch, and we're here for future packaging expansions, campaign rollouts, or ongoing brand evolution.

# LA GARRIGUE

NAMING  
LOGO- AND BRAND DESIGN  
PACKAGE DESIGN  
PRODUCT LINE ARCHITECTURE  
SPECIAL EDITIONS  
ILLUSTRATIONS

## THE CHALLENGE

The client approached us with a dream:  
a premium, organic skincare line based on traditional  
recipes from the French Provence.  
The twist? The launch would happen live on TV —  
meaning the brand had to stand out at first glance  
and communicate trust, quality, and authenticity immediately.



LA GARRIGUE  
GERMANY

NAMING  
LOGO- AND BRAND DESIGN  
PACKAGE DESIGN  
PRODUCT LINE ARCHITECTURE  
SPECIAL EDITIONS  
ILLUSTRATIONS





## THE DESIGN STRATEGY

We began with brand strategy: moodboards and naming exploration helped define the essence.

The logo and illustrations were hand-crafted to reflect the brand's organic roots while feeling elevated and fresh.

The *Essence Vital* range features a clean, modern look; delicate line illustrations, a metallic blue core, and matte, colour-coded accents grounded in warm brown with metallic highlights.

For the more rustic *Fleur de Garrigue* range, we introduced stamped elements, textured wraps, and natural cords, while maintaining the illustration style, circle motifs, and colour-coding system across the line.

The result: a flexible identity system that feels cohesive yet distinctive.

*"Working with Sara was a pleasure! She embraced our ideas and elevated them into a timeless brand. We've been selling out for years, and I trust her completely with every new product and line extension." She's an expert I rely on.* Sebastian Leibfried, la Garrigue

# 75

the brand grew from 32 to 75  
products within two years

# 45 minutes

sold out on TV





# ESPINO FOR SCHLECKER

NEW BRAND  
DESIGN STRATEGY  
NAMING CATEGORIES  
PRODUCT LINE ARCHITECTURE  
PACKAGE DESIGN  
DESIGN MANUAL

## THE CHALLENGE

Schlecker challenged us to create a premium private-label pet range for cats and dogs.

We developed a brand that puts animals first—showing them cosy, content, and cared for.





animals in  
cosy atmosphere

new logo



SCHLECKER DRUGSTORES  
GERMANY

NEW BRAND  
DESIGN STRATEGY  
NAMING CATEGORIES  
PRODUCT LINE ARCHITECTURE  
PACKAGE DESIGN  
DESIGN MANUAL

illustrations  
for benefits

colourcode defining  
on flavour

silver matte print



2025

## THE DESIGN STRATEGY

Colour-coded designs help shoppers quickly find favourite flavours, with realistic photography reinforcing quality. Our flexible system works across 72 SKUs, from small cans to large bags.

We handled everything from design to photo art direction to ensure a warm, premium look.

The result? A trusted brand customers connect with — and keep coming back to.

*"I've worked with Sara on several projects, so when it came time to design a new brand, I had no doubt she was the right choice — and she absolutely delivered. The process was seamless and professional, and the results genuinely exceeded expectations."*

Armin Urban, pittti Heimtierprodukte

52%

a totally new group of buyers  
became regulars after launch

5 M.

Euros increase  
in sales after launch

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# V!TAME

LOGO  
BRAND STRATEGY  
PACKAGE DESIGN  
ILLUSTRATIONS



## THE CHALLENGE

Bringing Energy to the Everyday.

The goal was to build a visual identity that captured the essence of VitaMe: nutrient-rich ingredients, cold-pressed purity, and an energising, feel-good spirit. With three unique blends, each label had to stand out individually — while still feeling part of a unified, expressive brand.

As a passion project, this was all about creative freedom: crafting a bold identity that feels fresh, vibrant, and full of life.



Illustrations underline  
flavour in colouring  
and humorous details

VITAME

LOGO  
BRAND STRATEGY  
PACKAGE DESIGN  
ILLUSTRATIONS

Silver foil

logo animates  
to self love:  
vitamins are good  
for me

colourcode  
defining on flavour

bold colours  
stand out on shelf



#### THE DESIGN STRATEGY

We created a playful, punchy label system built on colour, character, and motion. At the centre of each label is a custom illustration: lively figures juggling, carrying, and balancing the fruits and vegetables that define each flavour.

Every bottle is anchored by a bold black heart holding the VitaMe word mark in mint green. Its custom “i,” with the dot dropped to the bottom, doubles as an exclamation mark — a joyful surprise that highlights both the “Me” and the heart, nodding to more self-love and better care through good ingredients.

The result is a bold, flexible design system that feels as fresh and nourishing as the product itself. VitaMe invites customers to fuel up, feel good, and have fun; one vibrant bottle at a time.



# SCHRAMMEK KOSMETIK

RELAUNCH  
DESIGN STRATEGY  
NAMING CATEGORIES  
PRODUCT LINE ARCHITECTURE  
PACKAGE DESIGN  
DESIGN MANUAL



**72%**

increase in sales  
in the first year of relaunch

**47%**

of Schrammek Kosmetik customers  
after relaunch were new customers

**230+**

products designed,  
ensuring brand consistency

**60+**

products are  
sold in over 60 countries

# CRAZY GORILLA

NAMING  
DESIGN STRATEGY  
ILLUSTRATIONS  
PACKAGE DESIGN  
POS LIMITED EDITION



**73%** of buyers made an impulse purchase  
when they saw CRAZY GORILLA

**12 weeks** sold out

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**LET'S BUILD A BRAND  
THAT STANDS OUT—**

GET IN TOUCH

**AND A PACKAGE  
THAT SELLS.**

GET IN TOUCH

2025

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