

**B R**  **S H**  
B A L M



Three options to redesign: The Masters Brush Cleaner, Speedball Linocutting Tools, and a yellow Moleskin notebook



I decided to redesign The Masters Brush Cleaner. The old fashioned design is too busy and illegible. The overall package lacks any visual interest to draw in new users. The product quality is not reflected well in the package.



The Masters Brush Cleaner is by far the superior product, but these competitors do a much better job catering to their creative audience with good branding and marketing.

**To people with a brush in hand, XYZ Company is the only natural brush restorer, that makes painting attainable.**

The goal of this rebrand is to make the product more approachable, dependable, gentle, and natural. I established this brand positioning to anchor the new identity.

Blank Canvas  
Clean Machine  
Pigment  
Paint Pigment  
Brush Refresh  
Polish  
Brush Polish  
Brush Conditioner  
**Lather**  
Brush Wash  
Painter's Help  
Helping Hand  
The Painter's Soap

Painter's Palette  
Palette Helper  
Palette Friend  
Handy Brush  
**Palette-able**  
Paintable  
Brush Saver  
Canvas Care  
Paint Pal  
Stroke Saver  
Paint Pro  
Brush Zen  
Palette Care

Paint-Aid  
Brush-Aid  
Paint Support  
Brush Support  
Lather Love  
**Brush Balm**  
Soap Stroke  
Bubble Brush  
Brush and Lather  
Brush in Hand  
Soap Compact  
Preservation Station  
Brush Preserver

The Master's Brush Cleaner and Preserver is quite a mouthful. Because of this I decided to rename the product to Brush Balm. This featured a long naming process shown above.



Three options to redesign: The Masters Brush Cleaner, Speedball Linocutting Tools, and a yellow Moleskin notebook



The Brush Balm logo went through many changes, here is just a small snippet of the logo design process.





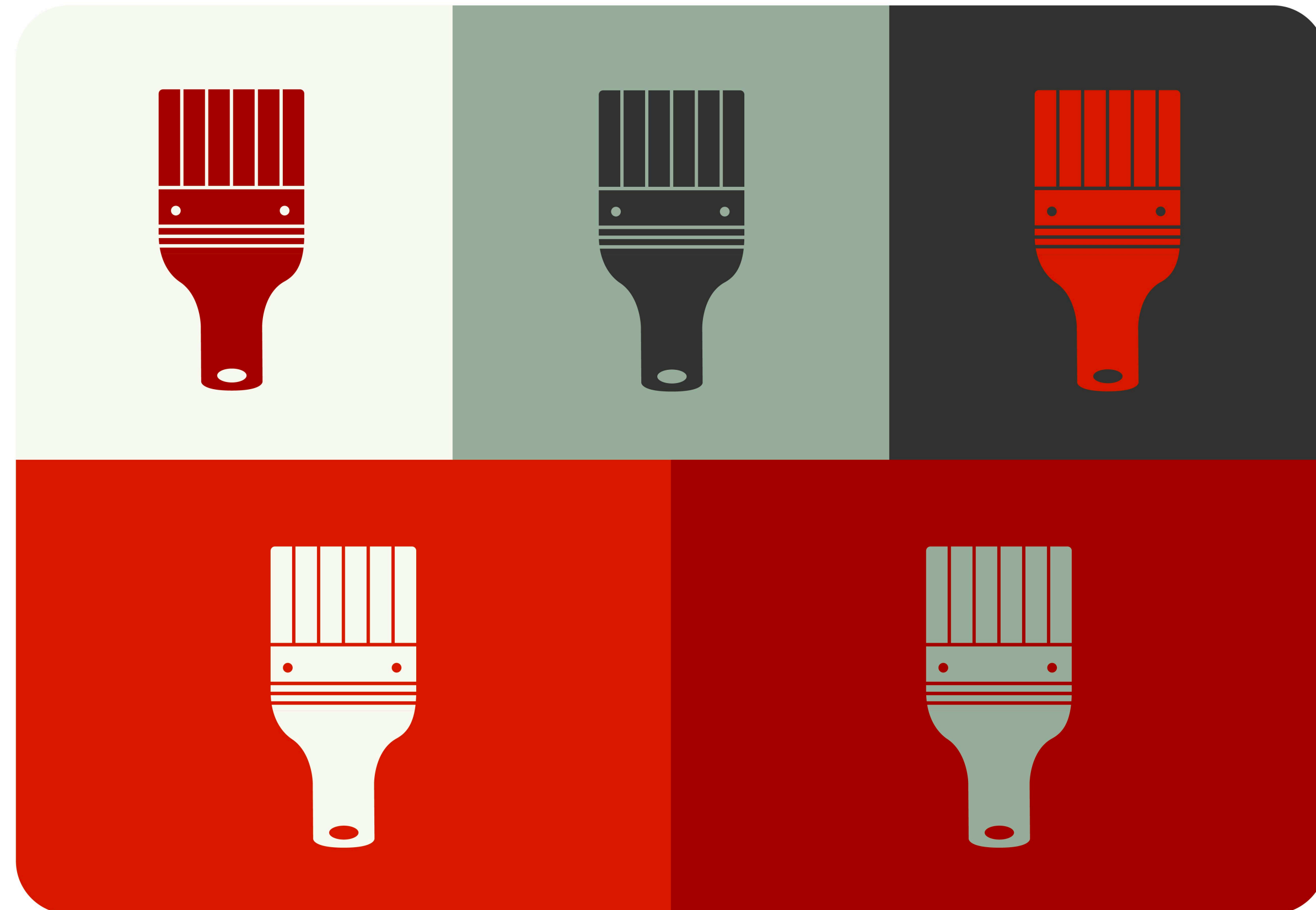
Here is the final Brush Balm logo. This logo represents the fun and creative nature of the product, while presenting itself as reliable for new and professional painters.

# TITLE

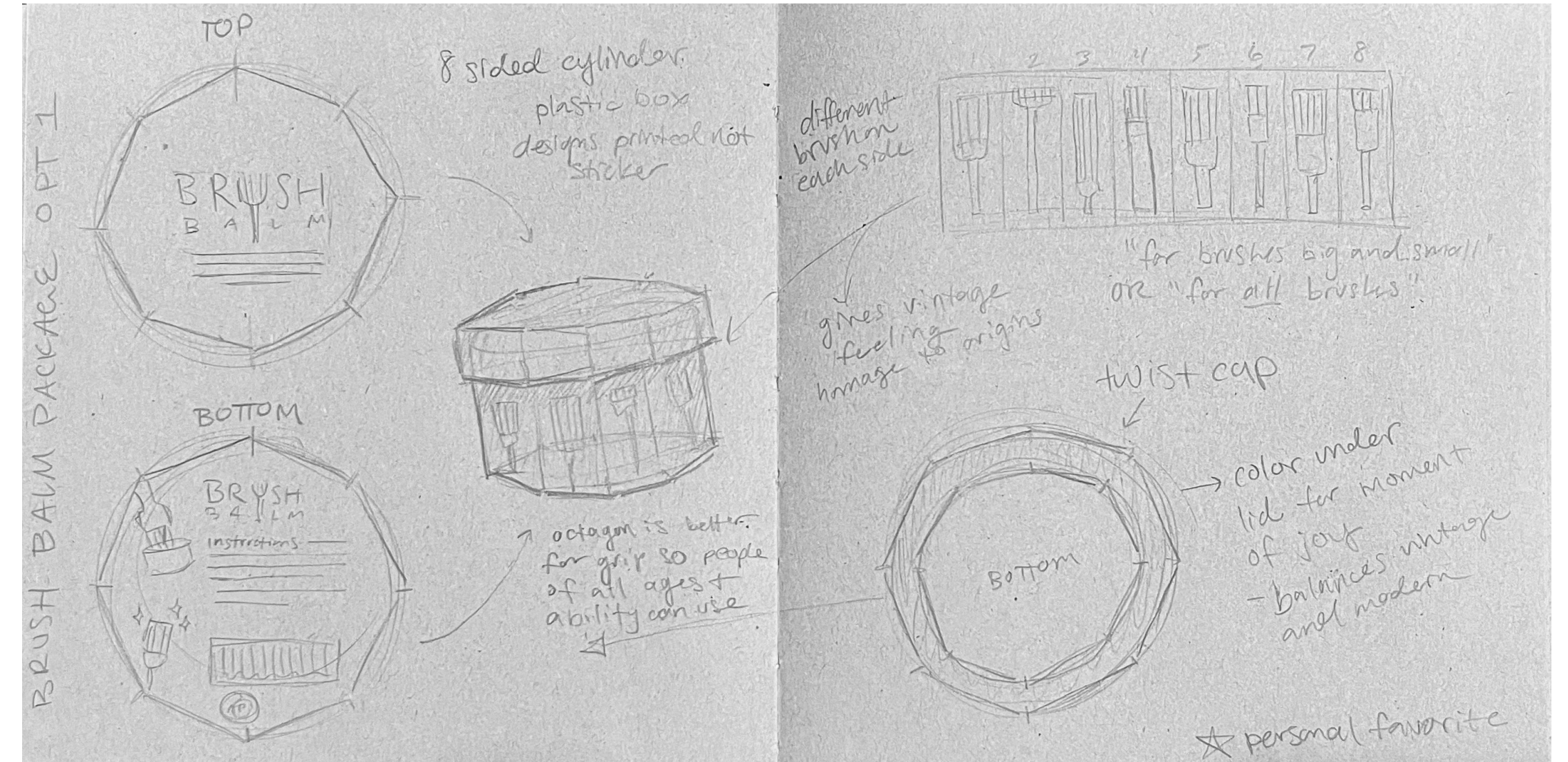
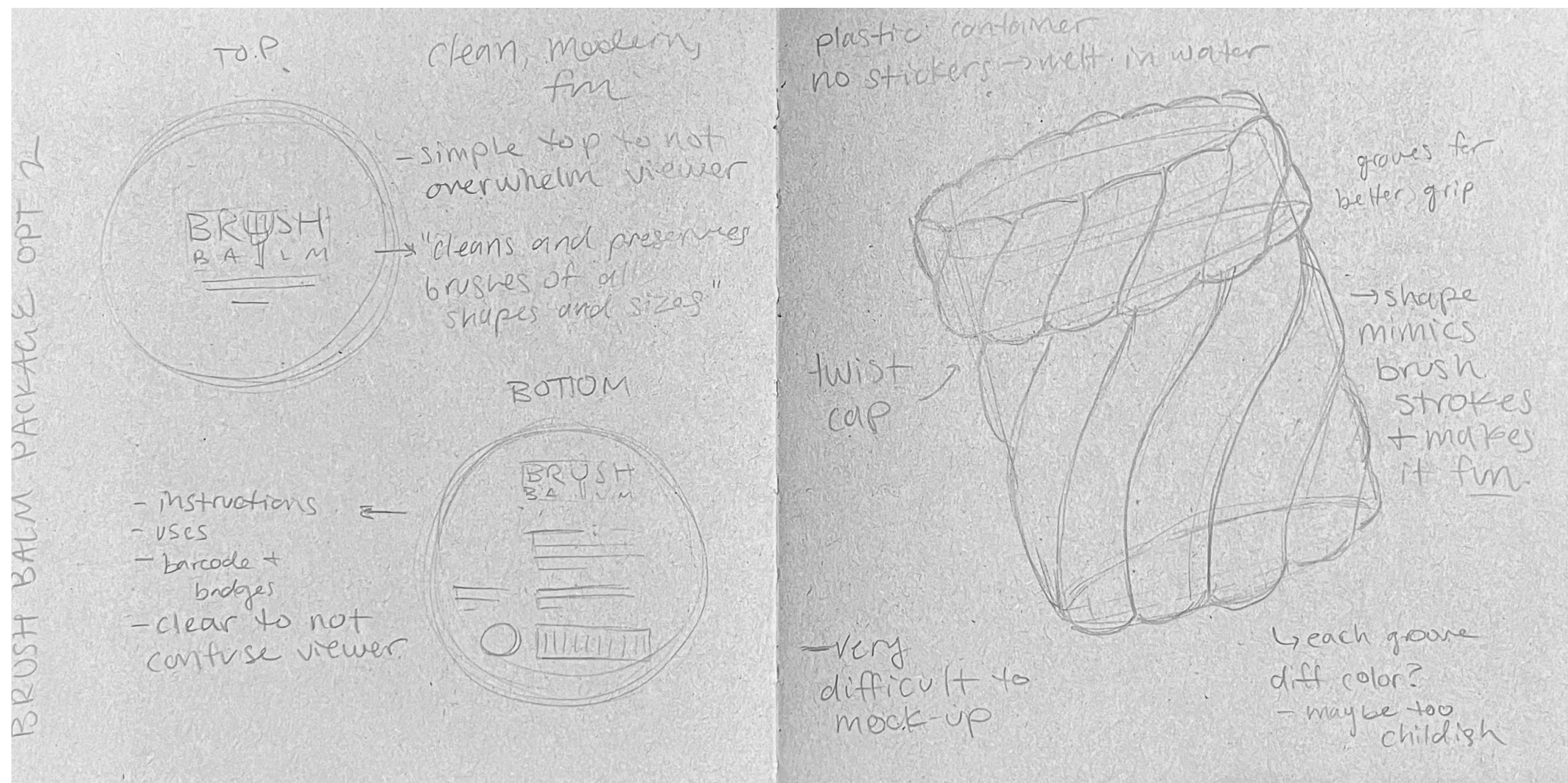
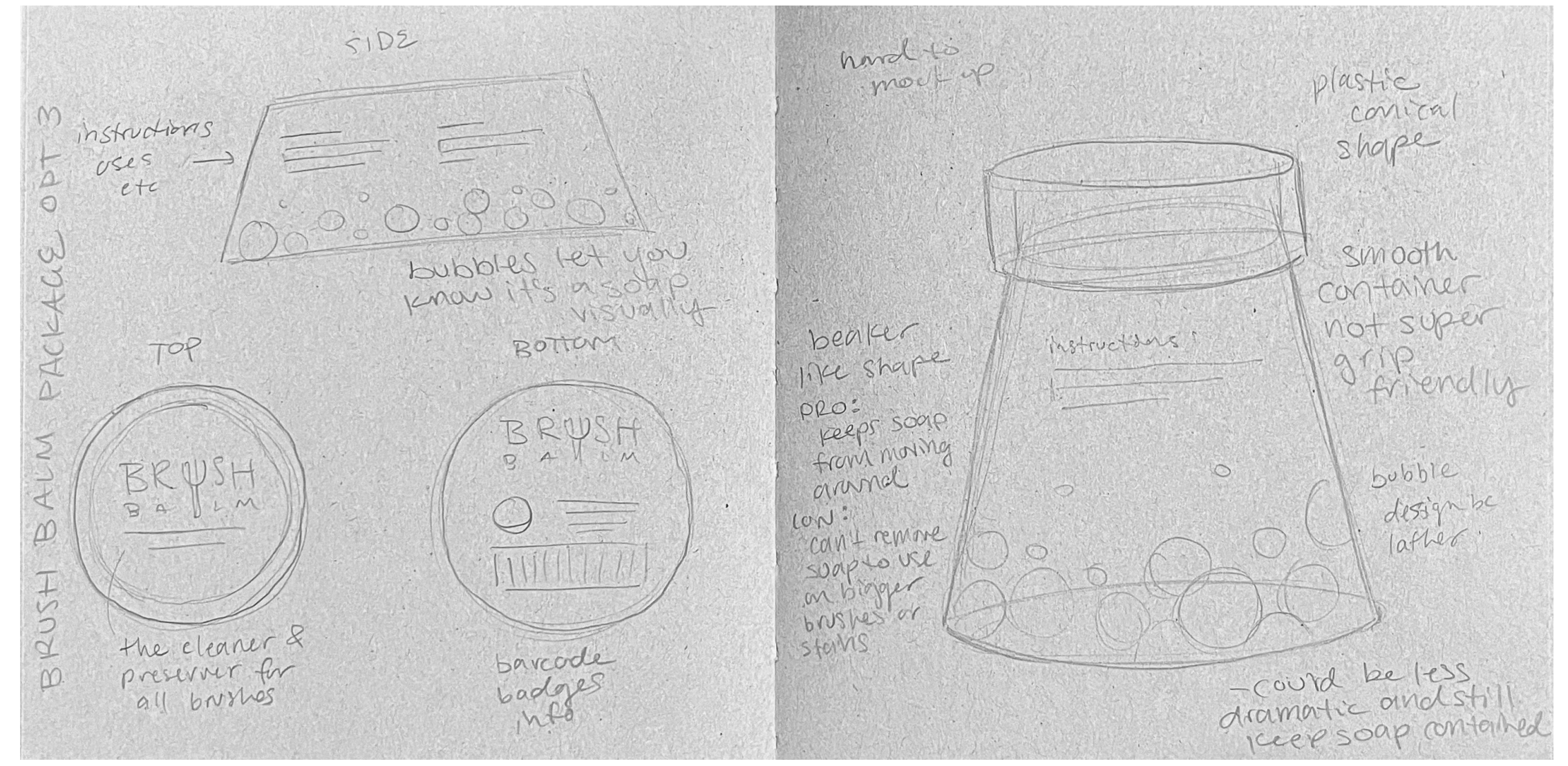
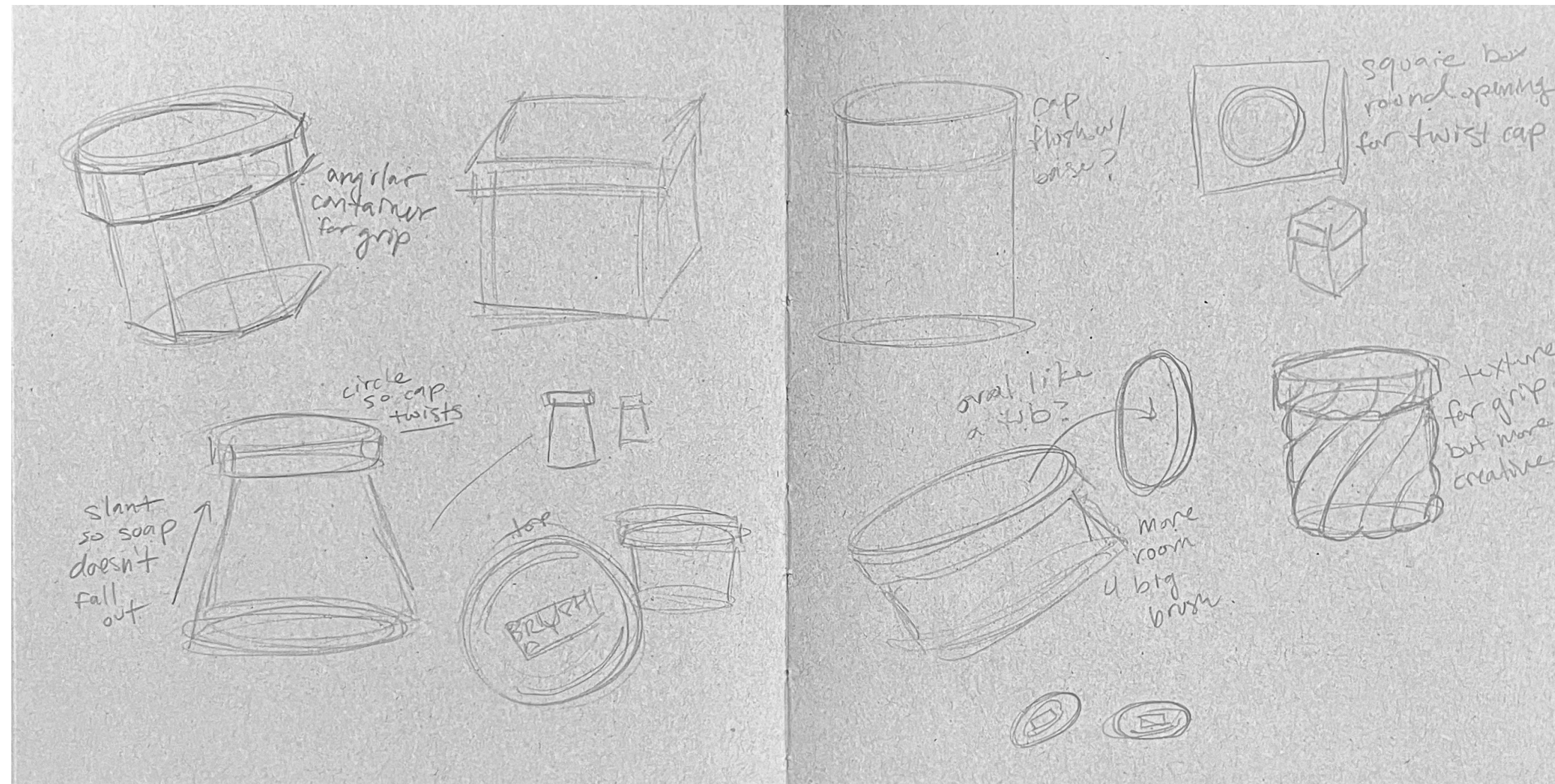
## Subheading

Body copy lorem ipsum dolor sit amet, consetetur adipisicing elit, sedo nonummy nibh euismod tincidunt ut laoreetum dolore magna aliquamo erat volutpat.

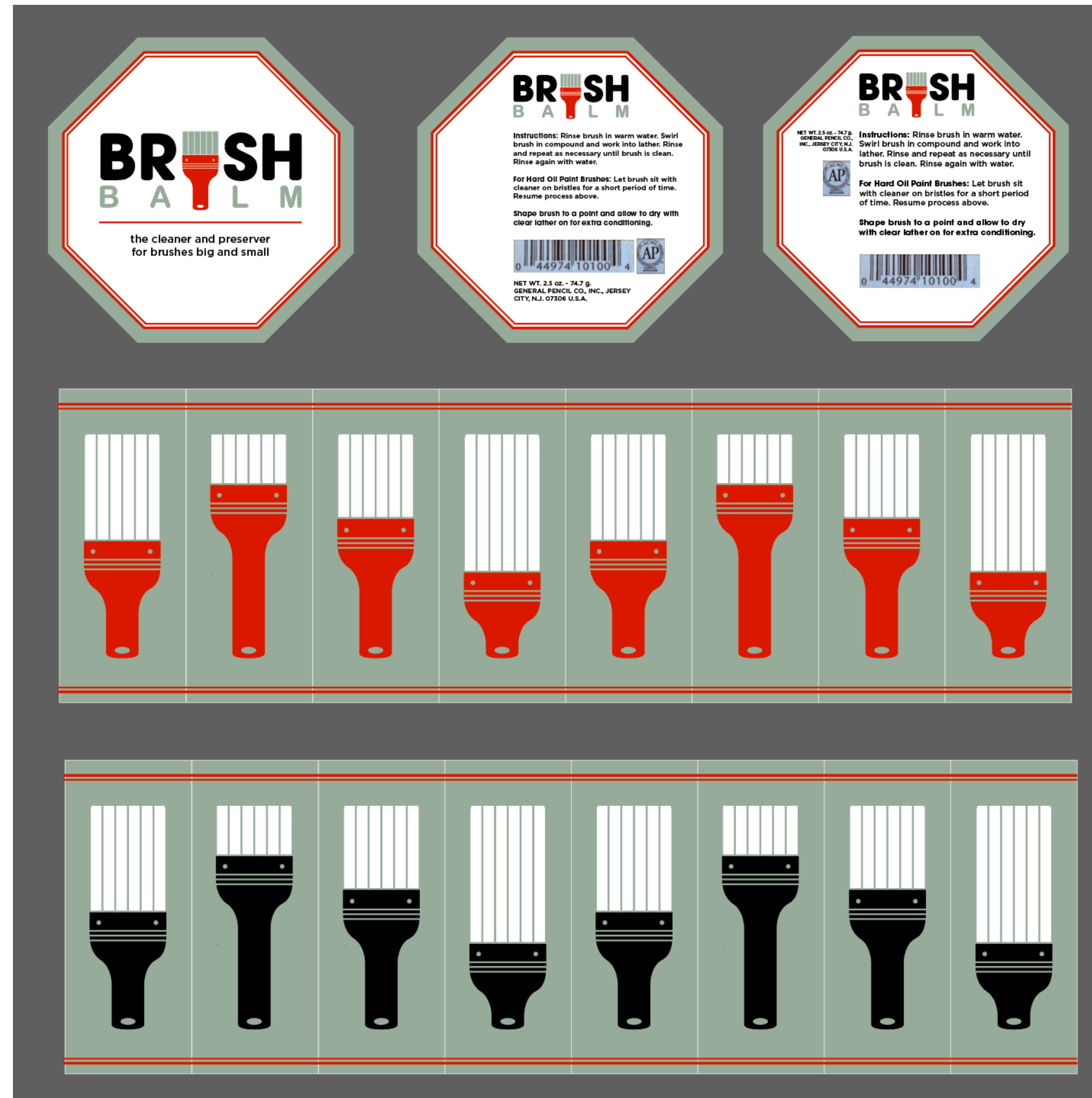
Ut wisi enim ad minim veniam, quis nostrud exerci tation



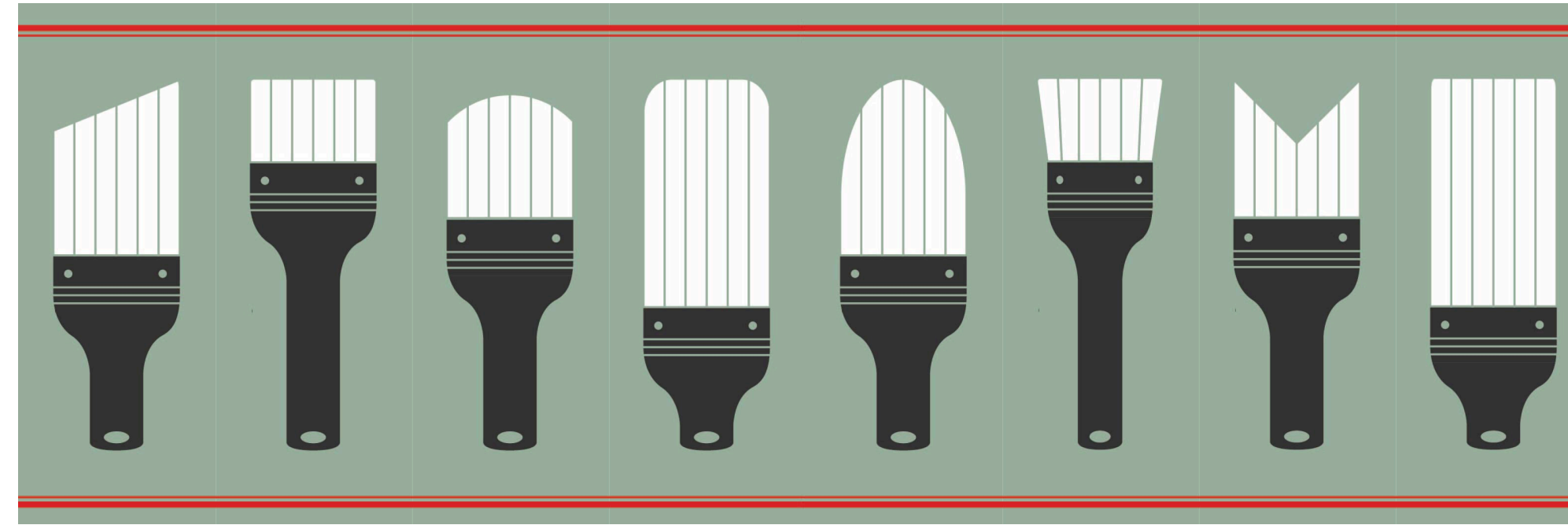
The final palette utilizes a dark grey, red, and mint color palette to retain the nostalgic roots of the company while livening it up and adding a modern creative flair.



I designed three possible packages. I eventually decided on the third option for its accessibility and fun creative elements.



Revisions to the package design included changing the layout for the back of the container and designing the brushes along the octagonal container.



The final package in a flat layout.





**B R**  **S H**  
B A L M