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The Essential Creative Resource

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Our daily showcase of outstanding examples of graphic design and advertising including packaging, print ads, television commercials, direct mail, catalogs, CD covers, books and posters.

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CND[®] 
Hands. Feet. Beauty.



09.17.07

Creative Nail Design rebranding

Identity, Business

Founded in 1979, Creative Nail Design is the global leader in professional nail, hand and foot beauty. In conjunction with San Diego-based MiresBall the company recently completed a makeover. Anchored by a high-impact logo and clean, modern visual system, the centerpiece of this effort is a unified packaging system for CND's 200-plus products. To highlight the company's role in redefining the industry, MiresBall also created a more confident, stripped down name and aspirational tagline. The result: "CND, Hands. Feet. Beauty."

Jenny Goddard/Jason Moll, designers; Leslie Quinn, lead designer; David Fried, writer; John Ball, creative director; Sarah Silver, photographer; Meryl Holland/Eric LaBrecque/Rachel Thomas, brand strategists; Kristi Jones, account manager; Jan Arnold/Jacque Johnson/Kim Natale/Pat Ybarra, client team.

www.miresball.com
www.cnd.com