

C O L O R C O D E D  
M I N I M A L I S M



With clean, almost utilitarian branding, Color Coded Minimalism is taking over aisles, cases, and beauty counters. At first glance these products look like they might be from the same company, with gentle, optimistic pastels, black lettering, and maximal “white space.” The SKU differentiation is done only through color and small copy changes, making shoppability rely on color cues and brand familiarity, thus creating some intimacy with the packaging. The lack of illustration and photography, even on food products, further pushes this into a uniquely modern branding space.