

Create your own tradition



1/4 follow the light

Follow the brightest city lights!



Solution

Maybe you don't know where to begin today, follow the brightest city lights and create your own tradition from memorable places and moments. There is always a new way to see favourite old places and discover new ones. A magical fairytale awaits you, with the promise of new adventures. Customers are invited to join in the celebration and follow the light, the symbol of a new beginning with Henkel. Celebrate life, because the night is still young!

Status: 15.06.2018

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2/4 **follow the light**

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More Perspectives or Details

"green light" inside the bottle of stylish champagne, artwork emphasises the happiness within.

Status: 15.06.2018

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jovoto

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Colour or Design Variations

red light, green and black light, colour variation of proposed design.

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4/4 follow the light

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Creative's profile



demonietto PRO

Art Director / Graphic Designer / Illustrator

Third party materials used

<https://www.facebook.com/HenkellINT/photos/a.312917605836077.1073741828.309640016163836/31type=3&theater>

https://www.instagram.com/p/BawWf1YIM8u/?taken-by=henkell_de

Creative's top 5 skills

Graphic Design, Illustration, Packaging Design,
Communication Concept, Service Design

Collaborators



joyleen PRO

Multidisciplinary designer