

CASE STUDY/
GRACIES CORNER

CHILDREN'S HAIR CARE COLLECTION



Gracie’s Corner is a beloved animated sing-along YouTube series featuring Gracie, an energetic and joyful Black girl who sings and dances to educational, empowering songs.

Project Overview

Gracie's Corner is one of the fastest-growing children's entertainment brands. Xtreme Personal Care partnered with Greenhaus Creative to refresh the existing packaging artwork while maintaining the playful identity families already recognized.

The objective was to modernize the product line, improve visual consistency across multiple collections, and prepare production-ready artwork for retail and e-commerce.

Role

GreenHaus Creative partnered with Xtreme Personal Care to modernize the Gracie's Corner children's hair care line through packaging redesign, production artwork, retail merchandising, and Shopify e-commerce development.

The Challenge

The existing packaging contained inconsistencies across the product line.

Greenhaus was tasked with creating a unified visual system that would:

- Improve artwork hierarchy
- Increase shelf recognition
- Maintain Gracie's Corner's recognizable personality
- Prepare production-ready files
- Support future product expansion



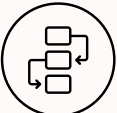
Design Process



01

Research

- Reviewed existing packaging
- Studied competing children's hair care brands
- Identified opportunities for stronger hierarchy



02

Strategy

- Developed a consistent visual language
- Improved typography
- Simplified layout
- Created scalable design standards



03

Artwork Development

- Refined illustrations
- Balanced color usage
- Improved product readability
- Enhanced shelf impact
- Prepared print-ready files



04

Production

- Organized artwork
- Prepared layered production files
- Created retail renders
- Generated e-commerce assets
- Delivered production package

Design Solutions

1

Visual Identity System

Developed a cohesive visual language that unified the Gracie's Corner product family while preserving the recognizable character artwork and playful personality.



2

Packaging Hierarchy

Reorganized typography, product naming, and character placement to improve shelf visibility, readability, and consumer recognition across every SKU.



3

Ingredient Communication

Designed a simplified ingredient system using custom iconography and educational graphics to improve consumer understanding

4

Consumer Experience

Enhanced the back-panel experience with QR integration, instructional content, and improved information hierarchy



5

Production System

Built production-ready artwork and packaging templates that could easily expand into future product collection, retailers, and marketing campaigns.



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The Work



Project Deliverables

Client Sell Sheets & PNGs

(01 - "Who Stole The Cookies?")



(02 - "Veggie Dance")



(03 - "Shake Shake the Mango Tree")



(04 - "Apples & Bananas")



Retail Display

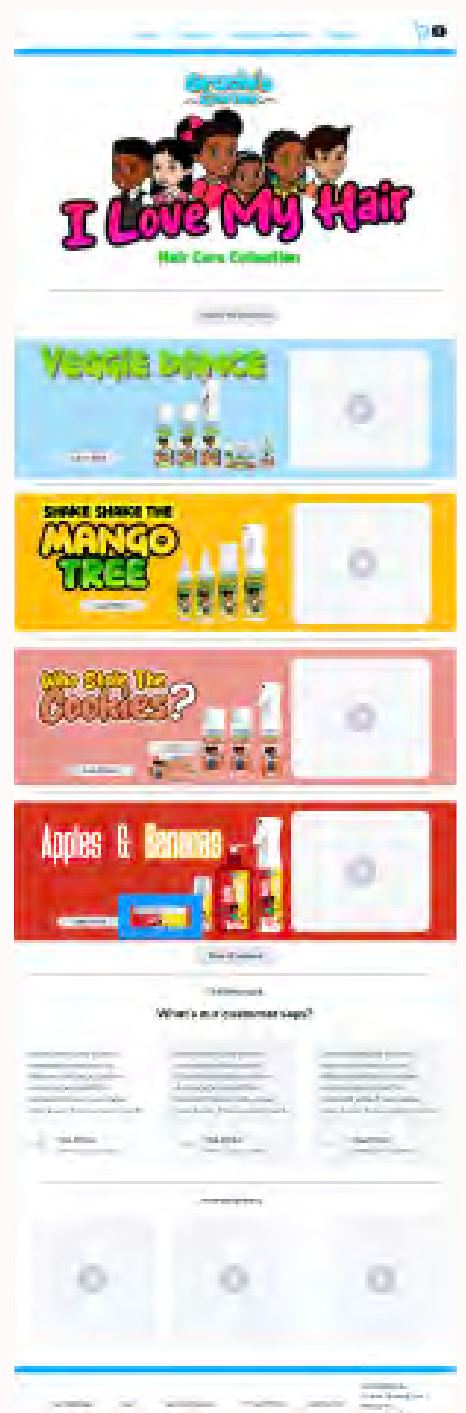


Shopify Experience

Digital Commerce Experience



Extended the packaging system into a custom Shopify shopping experience, creating a seamless transition from retail shelf to online storefront



Brand Consistency

Build meaningful connections.



Retail Readiness

Guide every visual decision.



Scalable Design

Define your market position.



Digital Commerce

Create a recognizable look.