

Genetic Type Labeling

This is a prototype labeling system for products designed to react to a person's genetic type. These types have been found to differ in key ways in five groups, corresponding around their geographic origins, mapped to the Earth, to display each of the five in relation, including markers to indicate sequence and direction. Overlaid on a map, it is clear where these locations are.



With the map deleted, the basic structure of the map still exists but is abstracted. The change in scale and the use of fish-eye perspective allows all of the markings to be present while the desired genetic type is clearly highlighted and unconfusable. The remaining type information keeps a remnant of these relationships, as well as a suggestion of the world map. Lastly, the use of circles in these configurations suggest an organic origin and appear visually distinct from other manufacturing labelling systems.

