

# EVO PACKAGING

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## Properties list:

end-user packaging  
range of products  
new product  
cosmetics, beauty and toiletries  
flacon  
aerosol spray can  
plastics  
well-being  
playful  
ironic  
unusual visual association  
opaque  
identity by typography  
identity by system of colour

Evo is a hair care brand that has its own unique personality and culture, in stark contrast to an industry filled with 'more of the same' type approaches. Evo is cheeky, humorous and slightly twisted.

The copywriting developed by David Kalusy and Mash seemed to sum up the brand personality so well that we decided to use this as the basis for the packaging, keeping it raw simple and letting the copy do all the talking.

The Evo packaging provided Mash with a Distinction Award at the 2008 AGDA National Biennial Awards.

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Reference: [http://www.mashdesign.com.au/projects\\_html/evo\\_packaging.html](http://www.mashdesign.com.au/projects_html/evo_packaging.html)

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## Credits:

**Country:** Australia

**Year:** 2008

**Agency:** Mash Design

**Awards:** Distinction Award at the 2008 AGDA National Biennial Awards

Other images:

