

EVO PACKAGING



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.

Reference: http://www.mashdesign.com.au/projects_html/evo_packaging.html

Credits:

Country: Australia

Year: 2008

Agency: Mash Design

Awards: Distinction Award at the 2008 AGDA National Biennial Awards

Other images:

