## **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 slig htly 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 copydo 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:









