

PACKAGING

Graphic Designs for Toothpaste

One of the design objectives was to communicate the idea of an efficient, detailed dental care range, created to solve real problems and, at the same time, differentiate from the leading brands offering a similar image of quality.

We have used a typographic solution, which is very functional because it can be read easily and can

communicates clearly the utility of the toothpaste.

The overlapping of the letters and their transparencies provide the necessary graphic richness to personalize the range, to show the quality of the products and to suggest the care for details which they have been produced with.



Client

Laboratorios Korott.

Design Agency

Lavernia + Cienfuegos (Spain)

Creative Director

Nacho Lavernia & Alberto Cienfuegos

Designer/Photography

Nacho Lavernia & Alberto Cienfuegos



Client
RNB Laboratorios

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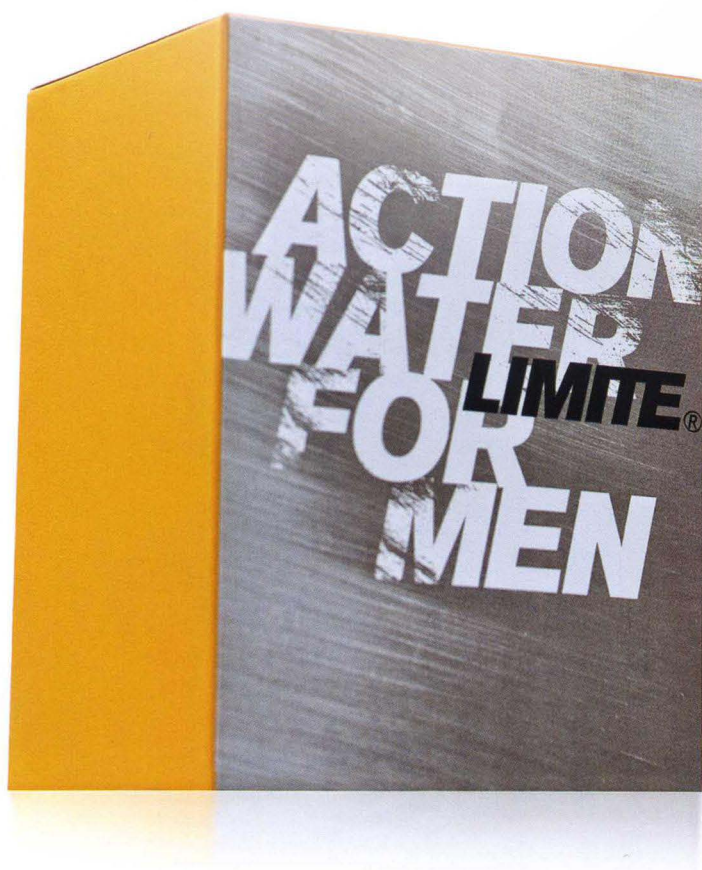
Codizia Man: Packaging for Men's Fragrance

Codizia Man is a men's fragrance from the same brand launched three years ago for the female market. It shares the same product quality, positioning and differences, and has a much lower price than high-end colognes.

The packaging communicates similar attributes of sensuality, elegance and dynamism. It follows the

same language and some characteristics of its female predecessor, as in the solution for the join between body and cap. But it changes to reaffirm the male personality for example in colour and volume, moving from the horizontal to the vertical.

It is distributed exclusively through the Mercadona supermarket chain.ts.



Limite: Packaging for Men's Fragrance

LIMITE cologne is designed for a young, dynamic, active, urban public. Targeting at the sports cologne category, it required a standard pack at the lowest possible cost. We decided to make a virtue of necessity and eliminate the cap, which was a significant cost component. We replaced it with a safety clip that

prevented the spraying and was a simple injection molded flat piece of plastic, perforated with the brand name to convert it into the key customizing element. The graphics, color, typography and texture used for the text on the box reinforced its masculine, urban and sporty character.

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