

Packaging the Brand

Required Reading Range
Course Reader

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The relationship between
packaging design and
brand identity

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HEMA Skincare

Pictured above is the packaging created by Studio Kluif for skincare products for European retailer Hema, which features surface graphics that tell the consumer exactly what the products will do for them. This unambiguous, no-nonsense approach establishes an honesty with the consumer and immediately reflects the product benefits.

Criterio

Lavernia & Cienfuegos created the packaging below for RNB laboratories for its Criterio fragrance for men. It features a transparent glass polyhedron with edges and planes that create a double sensation; of hardness on one side and luxury on the other, which together combine to suggest a sense of masculine elegance.



RNB Laboratories

Lavernia & Cienfuegos created this packaging for a mass-market range of male cosmetic products for RNB Laboratories, exclusively distributed in the Spanish supermarket chain Mercadona (shown below and on the facing page). The product line relates to concepts such as being fit, playing sport and exercising, which is reinforced in the packaging through its references to the morphology of human muscles. All of the 100ml and 200ml containers are designed with an ergonomic shape that is easy and comfortable to hold, and are fabricated in flexible plastic that is very resistant and can be carried in a sports bag.



Korott Laboratories

These toothpaste tubes created by Lavernia & Cienfuegos for Korott Laboratories feature typography to differentiate the brand from other products and efficiently communicate the specialist nature of the dental care range (right). The typographic solution is very functional and can be read easily. The overlapping of the letters and their transparencies provide graphic richness to personalise the range and indicate the quality of the products.

Orrefors

Pictured below is packaging created by Neumeister for Swedish custom glassware manufacturer Orrefors. Marketed under the 'Love is Divine' theme, designer Erika Lagerbielke's concept is represented by subtle and understated surface graphics that show the glassware lit against a black background.

