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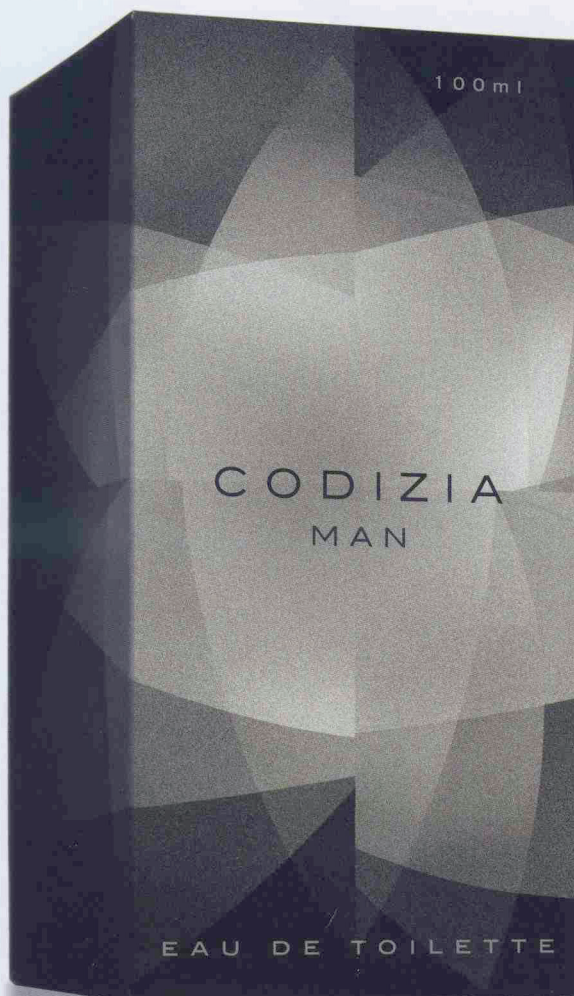
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Codizia for Men

Codizia for Men is a male fragrance from the same brand which was launched three years ago for the female market. It shares the quality product positioning, differential, and has a much lower price than high-end colognes.

The packaging communicates similar attributes: sensuality, elegance, dynamism, etc. It does this following the same language and some of the characteristics of its female predecessor, as in the solution for the joint between body and cap, but with changes that reaffirm their male personality: the colors and the volume, which moves from the horizontal to a vertical position for Codizia for Men.

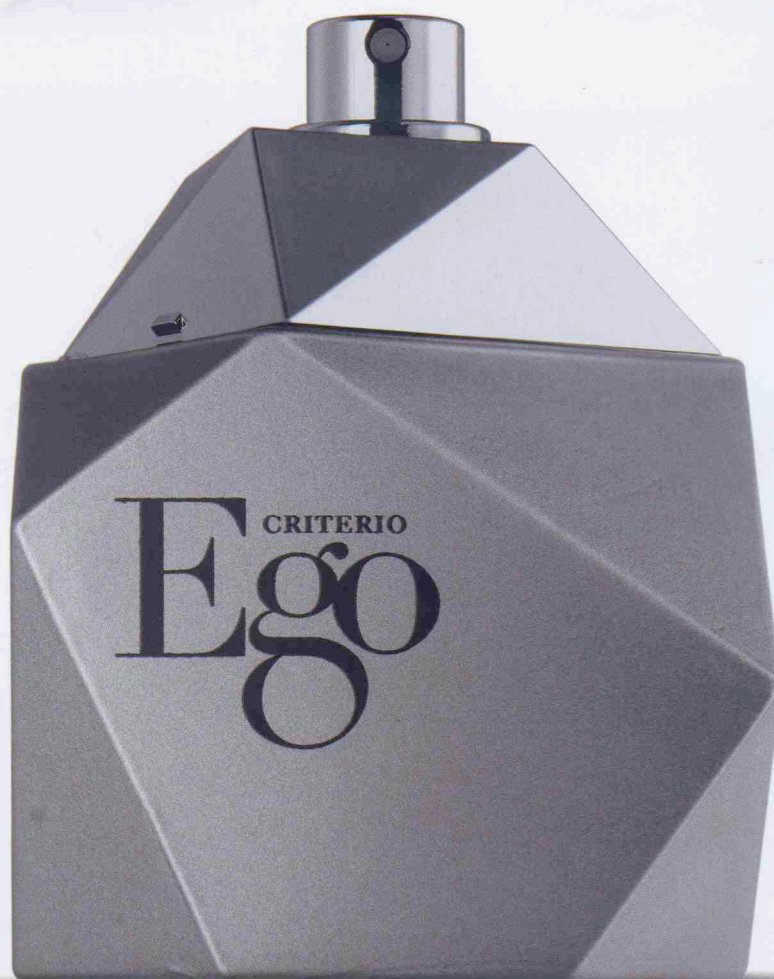
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Ego

Graphic design and pack for men's fragrance. Laboratorios RNB. 2010
Ego aims to connect with a modern audience, concerned about their appearance, for a sophisticated elegance. The faceted glass pack has been painted in matte silver, such that the volume of the piece is solid and clearly defined. Ego uses a visual language which is direct and at the same time refined. The logo has been dealt with equal strength, starting with a Dldot typeface in which the characteristics of the letter g have been enlarged so that in context, three letters together form a single entity with more personality. It is distributed exclusively at the MERCADONA chain of supermarkets.



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