# Moha

New Logo and packaging design

2016-2017

## Why a new identity?

- To better communicate the values and spirit of Moha.
- To improve the visibility and coherence.
- To perceive the high quality of our products.
- To better understand the product thanks to its packaging

#### **Our Vision**

With new ideas and our passion for innovation we develop products which transform food preparation in a playfull and creative moment.



Modern

Modern Products.



An exciting moment. A Moment of relief in which everything is clarified.

# MOHA



# MOHA! swiss smart design

# The expression

A scream, a relief, an enthusiasm - expressing pleasure and satisfaction from the user.



# The Tagline

**Swiss** refers to the good reputation of our country in terms of quality and precision.

**Smart** emphasize the clever and innovative side of our products.

**Design** reflects aesthetic appeal, a shape which serves the function.

# The exclamation mark

Gives the brand a sound, and a voice to set the tone.

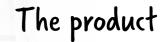


# The special feature

The unique aspect of the product is easy to be systematically underlined in a simple and visible way.

# The result

The result is shown separately, to better show the efficiency of the action.



The product is photographed without ingredients, in order to make it clearer and more beautiful.

# The visual concept Before, after. Illustration of the products by showing the result.

# The top side

Repetition of the logo and information about the warranty and the patent.











# moHA!

Thank you, See you soon!