

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.

Our Logo

mo

 *Modern*
Modern Products.

Our Logo

HA!

Eureka

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

Our Logo

moHA!

Our Logo



Our Logo

moHA!
swiss smart design

Our Logo

The expression

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

moHA!
swiss smart design

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.

Our packaging



Our packaging

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

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

Our packaging

The top side

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



The visual concept

Before, after. Illustration of the products by showing the result.



The key information

Easy and practical description of the handling, step by step in 6 languages.

Our packaging



moHA!

Thank you,
See you soon !