

Sedariston

Sina Völkel 2D
Verpackungsdesign
Abschluss 2023



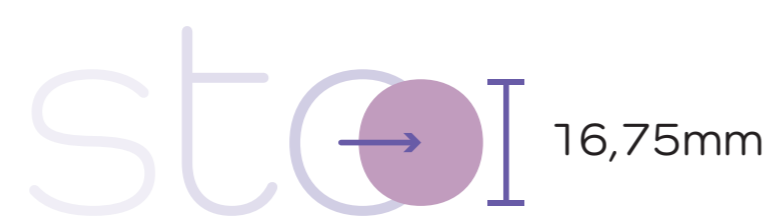
Ein Rebrand der Verpackung ist in sofern nötig, dass sich die beruhigende Wirkung des Medikaments besser in der Gestaltung widerspiegelt.

Sedariston®

Schutzraum



Schutzraumdefinierendes Element:



Como Regular

Aa Bb Cc Dd Ee Ff Gg ...

Como Medium

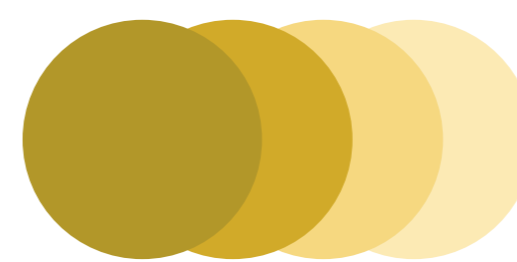
Aa Bb Cc Dd Ee Ff Gg ...

Como Semibold

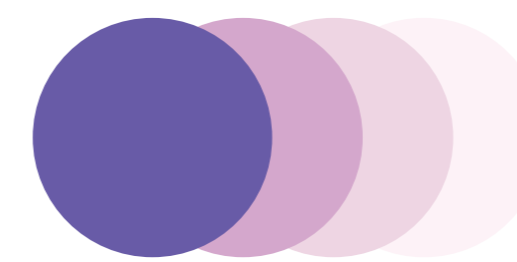
Aa Bb Cc Dd Ee Ff Gg ...

Farbkonzept

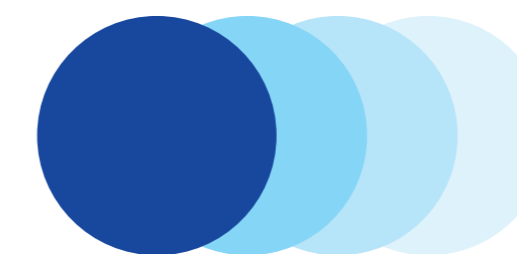
C: 25%
M: 31%
Y: 100%
K: 11%



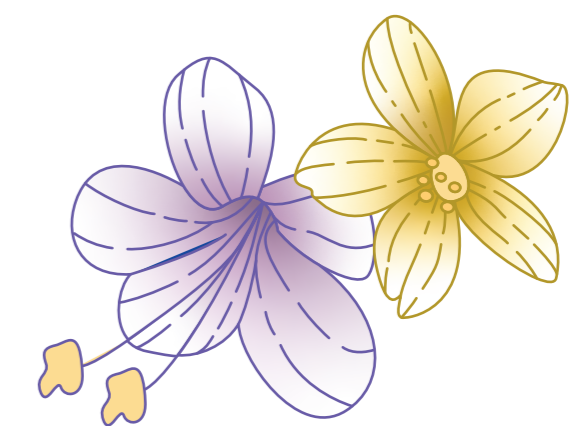
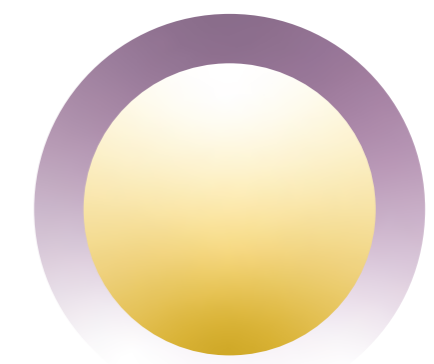
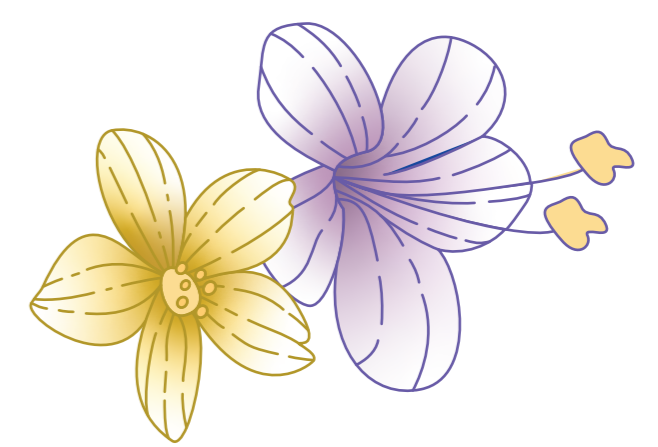
C: 68%
M: 73%
Y: 00%
K: 00%



C: 100%
M: 84%
Y: 0%
K: 0%



Illustration



Logovarianten

Sedariston®
Sedariston®

100%

Sedariston®
Sedariston®

75%

Sedariston®
Sedariston®

50%

App - Icon



Verkleinern bis 7mm Höhe, nicht kleiner!

