

1/2 **K2O / KlitschK2O (Update 1.1)**

A bottle with a very special shape

K₂O

Associations:

H₂O

= chemical formula of water



= official logo of the Klitschko brothers

Solution

This bottle is based on a healthy, triangular body shape. The top of the bottle shows this shape - an imitation of Wladimir's chest. The label associates with a short nearly any sportsman / sportswoman is wearing (especially Wladimir during his daily work to keep his body in shape).

The umbrella brand is "by KLITSCHKO" The subbrand is "K2O" (with an inferior 2)

I even created "The real sixpack" ;) a combination of six bottles which even should associate a healthy body with a stomach-sixpack.

Klitschko's Mission



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Creative's profile



InDezign PRO
Designer

Creative's top 5 skills

Graphic Design, Illustration, Product Design, User Experience, Packaging Design

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