

# CASE STUDY /

## MAYO HARDWARE / TWO TREES

### BRANDING / PRODUCT DESIGN / PACKAGING



#### BACKGROUND

Entering the market with a completely new brand, Mayo looked to shake up what was considered by many to be a stagnant and outdated segment by creating a brand that would take the hammock market in Australia by storm.

Bold and brash, our role as a team was to shy away from the nasty type face and cheap ocean shots that plagued the market - leaving brands looking outdated and unappealing - ultimately taking away from the products popularity amongst consumers.

#### SOLUTION

Starting with a name, Two Trees evolved from the ground up. Simplistic, with a subtle meaning, Two Trees was a modern twist on a classic Australian summer favourite.

The logotype juxtaposes the imagery of a flowing stylized hammock and the legible font. The illustration is stripped back to the essence of the hammock, subtly using negative space to hint at the inherent form. This flowing description of the product hangs neatly to the side of the solid and contemporary type treatment. The typeface lends itself to create an aesthetically balanced left aligned complement to the hammock, and interacts with it through comfortable spacing.

Intending to stand out in store, two parts of the logotype achieve bold impact and are an effective graphic element together on packaging. The hammock abstraction comes into its own when used as a diecut to communicate the fabric of the hammock contained in the package.

#### SERVICES

- Naming
- Brand Design
- Packaging



UNO Australia Pty Ltd  
130 Chestnut St  
Richmond, Melbourne  
[www.uno.net.au](http://www.uno.net.au)

© Copyright UNO 2016



Two Heads  
Hamburg, Melbourne,  
Mexico City, Stockholm, Toyko  
[www.twoheads.me](http://www.twoheads.me)