Sanafort AG — Creative Direction, Brand and Packaging

Brand identity, packaging, print, digital communication and multilingual film for a Swiss health and wellness company

CLIENT
Sanafort AG
Switzerland

YEARS
2014–2018

ROLE
Creative Director · Illustrator
Motion Graphics Designer
Brand Identity · Packaging
Visual Systems Designer

BY
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01 — OVERVIEW

One visual system for a whole company

From 2014 to 2018, Ian David Marsden worked as Creative Director for Sanafort AG, a Swiss health and wellness company that developed nutritional supplements and vitamin and mineral products, and sold Hawlik health products, including a medicinal mushroom range, in Switzerland.

CLIENT
Sanafort AG, Switzerland

SECTOR
Health and wellness, nutritional supplements

PERIOD
April 2014 – April 2018, freelance and remote

ROLE
Creative Director · Brand Identity Designer · Packaging Designer · Visual Systems Designer · Illustrator · Motion Graphics Designer

FORMATS
Identity · packaging · catalogs · literature · campaigns · web · film · production artwork

The role covered nearly every point at which the company presented itself: corporate identity, packaging, catalogs, product literature, campaigns, mailings, newsletters, the website, product presentation images and a series of motion graphics explainer films for Mycotrition, a company connected to Hawlik.

Marsden worked remotely, in direct contact with the CEO, product managers, medical advisors, printers and production partners. A small number of third-party product boxes the company also distributed were outside his remit. The packaging shown here was produced and sold; captions say where an image is a presentation mockup.

The brief

> Build a credible, recognizable identity for a health-focused company.
> Create packaging that can grow across products and formats.
> Keep dense product, ingredient and dosage information readable.
> Hold one visual language across packaging, print, digital and film.

Selected Sanafort work, with the LinkedIn entry for the role.

02 — IDENTITY

A wordmark and ginkgo emblem for a health brand

The Sanafort logo pairs a serif wordmark with a stylized ginkgo leaf and the line Für Ihre Gesundheit, in a green palette.

It had to work at very different scales: small on folding cartons, large on catalog covers, and in mailings, web headers, product images and sales literature.

Logo and wordmark.

Sanafort Kunden-Garantie seal.

The Kunden-Garantie seal is a trust badge for direct-response mailings and product literature. It is built from the same letterforms and leaf as the logo and stays legible at small sizes.

Identity system

Logo and wordmark	Secondary brand elements
Supporting typography and color logic	Product presentation conventions
Kunden-Garantie trust seal	Rules for print and digital use

03 — PACKAGING SYSTEM

One packaging family, one color per product

The vitamin and mineral range became the most visible part of the identity. Its packaging is built on a radiant sun motif and soft color bands across each box front.

The structure is the same on every box. Each product has its own controlled color, so products can be told apart quickly while the range reads as one family.

Logo Design / Packaging Design

Photograph of the produced boxes: Multivitamin, Vitamin B Komplex, Ester C, Spirulina, Zink und Selen.

Color per product

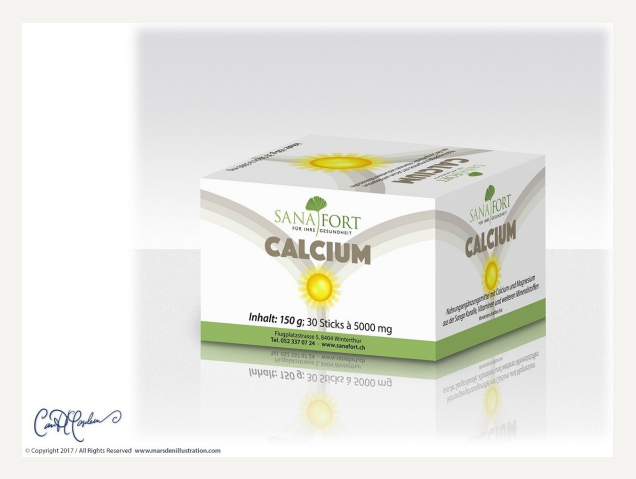
Multivitamin: red	Spirulina: warm gold
Vitamin B Komplex: violet	Zink und Selen: cool gray-blue
Ester C: orange	Calcium and Magnesium: coordinated colors in the same system

Each pack also carries product names, quantities, active ingredients, nutritional values, dosage guidance and legal copy, so the front design and the information panels had to be planned together.

Stick sachets and folding boxes

The system extends from capsule boxes to single-serve stick sachets packed in folding boxes, as in the Calcium and Magnesium products.

Before production, Marsden built 3D mockups of the Calcium and Magnesium boxes to show the die-cut structure to the company's directors. The products were then produced and filled with sticks.



Calcium box: 3D mockup made before production.

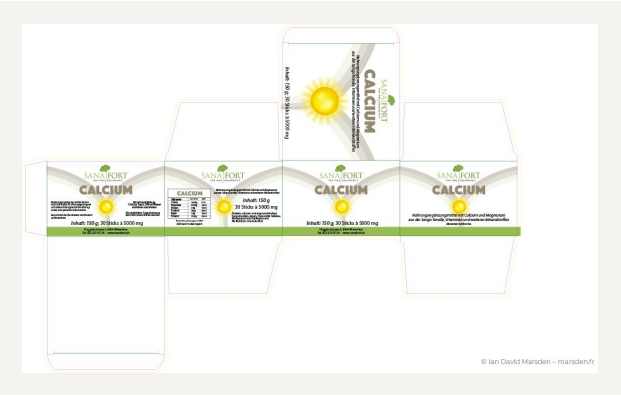
Magnesium boxes: 3D mockup made before production.

Photograph of the produced stick sachets (left), beside the Magnesium and Calcium box mockups.

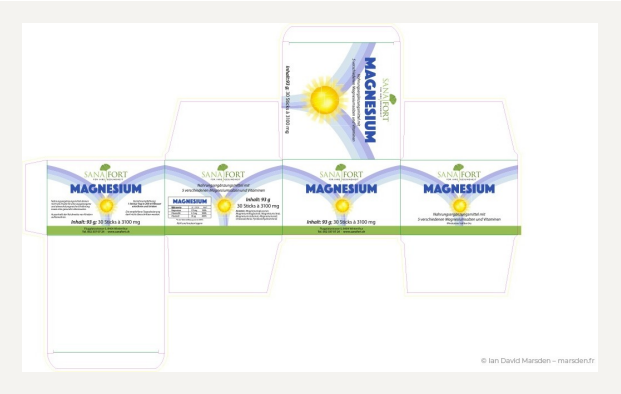
Dielines and print-ready artwork

Most of the production work sits behind the front panel: dielines, bleed, cut and fold structures, tabs, panel rotation and copy zones.

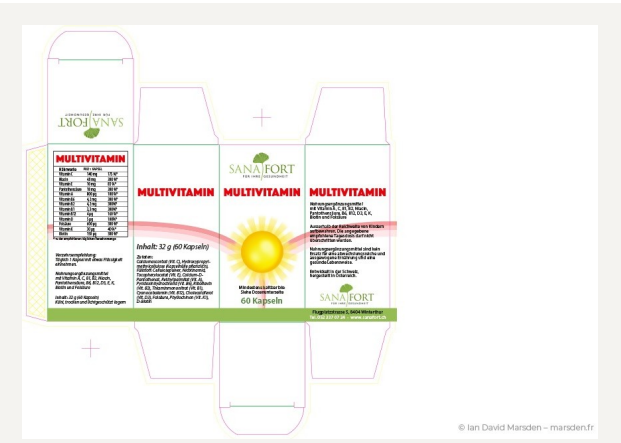
Marsden built print-ready folding-box artwork for several products. Each file holds every panel, the brand elements, ingredient tables, dosage information and printer-facing specifications, organized so that revisions could be made.



Calcium, stick box
All panels flat, with cut and fold lines and the product title repeated across the sides.



Magnesium, stick box
The same structure in the blue Magnesium color, with tabs and fold lines.



Multivitamin, capsule box
A different format, with the nutrition table and product text set on the side panels.

Box photographs with matching product literature

Each product was presented with a photograph of its box and a matching flyer, used in sales literature, catalogs and overviews.

Box and flyer share the same color, layout and typography, so a customer who sees one recognizes the other.

Multivitamin.

Vitamin B Komplex.

Ester C.

Spirulina.

Zink und Selen.

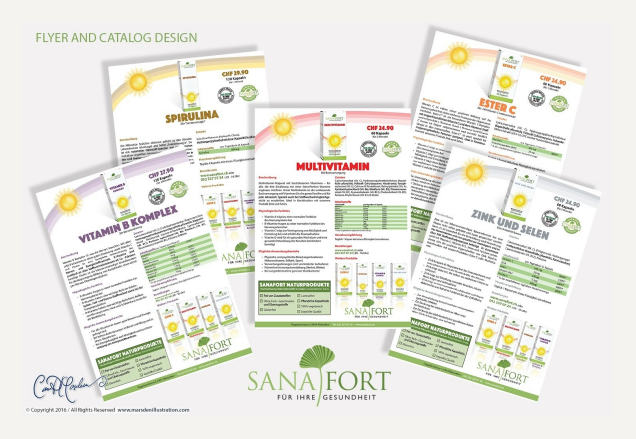
Used in

- Product flyers and sell sheets
- Catalog pages
- Range overviews
- Retail communication

Dense product information, kept readable

The products needed ingredient tables, dosage guidance, nutritional values, article numbers, prices, comparisons and explanatory text, and much of it changed as formulations and commercial needs changed.

Marsden set up a modular hierarchy for headings, measurements, tables, price areas, benefit statements and copy, so the content could change without redrawing the layout.



Flyer family for the vitamin and mineral range.

Retail sheets with prices and pack photographs.

Flyers with ingredient and dosage tables.

Flyers and a retail poster.

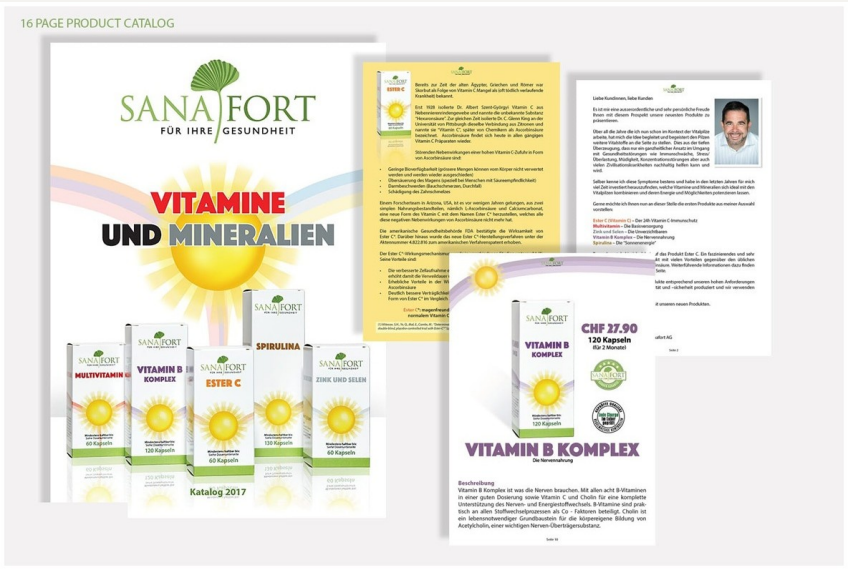
Applied to

- Product flyers and sell sheets
- Information leaflets
- Comparison pages
- Retail communication
- Catalog spreads
- Ingredient and dosage tables

A 16-page catalog and a wider product catalog

The vitamin and mineral catalog has 16 pages. Its edition on the cover is 2017.

Marsden designed the cover, the page hierarchy, the product spreads, range overviews and supporting editorial pages, including a letter from the company. The catalog served distributors and sales partners as well as end customers.



The 16-page catalog: cover, a letter page and a product page.

Cover of the Produktekatalog.

Catalog pages for the wider range.

Mushroom range, campaigns and the website

Sanafort also sold the Hawlik medicinal mushroom range in Switzerland, including Reishi, Cordyceps, Hericium, Shiitake, Agaricus and Maitake.

Marsden designed catalog pages, flyers and promotional material for it, with a more botanical, ingredient-led look than the vitamin range but the same hierarchy and logo.

Flyers for the Hericium liquid extract and test set.

Catalog pages with color-coded product tables.

"Zwei für Eins" Christmas offer, 2017, front and back.

Illustrated Christmas mailing, foldout.

Campaigns, mailings and newsletters used a warmer, more illustrative tone, while keeping the same logo and hierarchy. Marsden also designed Sanafort's responsive corporate website and its digital product presentation, carrying the product logic of the print work online.

Explainer films and scope of work

Still from an illustrated explainer film on Hawlik production.

As part of his role as Creative Director for Sanafort, Marsden also made a series of six explainer films for Mycotrition GmbH, a company connected to Hawlik. Sanafort sold Hawlik products in Switzerland.

He adapted the supplied texts on harvesting and production into storyboards and illustrated each scene in a watercolor style. He then animated the films as motion graphics, with illustration elements on separate layers that move, camera moves, and fades. He also supervised the narration recordings in person: German in Berlin and French in Paris.

The films exist in English, German and French. Narrators include Kaspar Eichel (German), Daniel Beretta (French) and David A. Watson (English). The still shows one of the films. All films are on the Mycotrition GmbH YouTube channel.

Scope of work

- Creative direction across the company’s visual communication
- Logo, wordmark and Kunden-Garantie seal
- Packaging system and product color architecture
- Folding-box dielines and print-ready artwork
- 3D mockups and product presentation images
- Information design for ingredient, dosage and product data
- Catalogs, flyers, sell sheets, posters, mailings and newsletters
- Responsive corporate website
- Explainer film series for Mycotrition: storyboards, illustration, motion graphics animation and supervision of voice recordings in German, French and English
- Coordination with the CEO, medical advisors and printers

ABOUT IAN DAVID MARSDEN

Ian David Marsden

Illustrator · Creative Director · Visual Systems Designer

35+ years in illustration, visual communication and visual explanation. Working internationally in English, French and German.

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