

A COLOURFUL IDENTITY FOR MENSTRUATION

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Nixit



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Canada – Clashing colours and textures are juxtaposed in **Nixit's** new brand identity and packaging.

The vegan menstrual cup brand has taken a bold approach to feminine hygiene with simple packaging and messaging, and visually arresting brand imagery. Created by **Designsake Studio**, the campaign aims to bring a fresh identity to menstrual cups – a product often considered a gross alternative to tampons and sanitary towels – while also highlighting the impact of sanitary products on both women's bodies and the planet.

'Our solution included the use of bright colours, clean typography, premium finishes and straightforward messaging on several of the boxes' exterior and interior panels. Unlike typical tampons, pads and liners, Nixit isn't overly flowery or feminine. It gives it straight because women can handle it,' reads a statement from Designsake Studio.

As conversations about women's personal hygiene evolve, **femininity is being rebranded**, with creative practitioners abandoning tired gendered design cues in favour of a bold, vibrant aesthetic.