

 Florin Ciocănel
Designer / Art Director

PACKAGING & BRAND IDENTITY DESIGN

FMCG packaging, product ranges, logo systems, and retail-facing visual communication



Selected work • 2010 - 2026

PACKAGING & BRAND IDENTITY DESIGN

About

I am a Designer and Art Director with 25+ years of experience in advertising, packaging, branding, retail communication, and visual systems.

My packaging work focuses on product recognition, shelf visibility, visual hierarchy, brand consistency, and clear product-family systems across retail-facing categories.

This portfolio includes selected work for dairy, preserved foods, meat products, poultry, snacks, tea, coffee, and logo / identity systems.

Core strengths:

- Packaging systems
- Brand and product hierarchy
- Product range consistency
- Retail-facing visual communication
- Logo and identity design
- Commercial art direction

Brand

DONCAFÉ®

Product

Professional espresso range
2011

Design focus

A professional coffee range designed for horeca and café environments, with strong brand visibility and clear differentiation between espresso variants.

Key points

- Professional coffee positioning
- Strong vertical brand presence
- Variant differentiation
- Café / horeca context



Brand

DONCAFÉ®

Product

Professional espresso
2011

Design focus

A single professional espresso pack presented in a café context, emphasizing product presence, serving occasion, and brand recognition.

Key points

- Strong pack visibility
- Professional-use context
- Clear product naming
- Coffee-service atmosphere



Brand



Product

Professional hot chocolate
2012

Design focus

A professional hot chocolate packaging system for horeca use, built around premium chocolate cues, clear flavor distinction, and consistent branding across multiple pack formats.

Key points

- Horeca product positioning
- Premium chocolate cues
- Multi-format consistency
- Clear flavor differentiation



Brand

DONCAFÉ®

Product

Professional coffee packs
2012

Design focus

A professional coffee packaging line using a bold red system, large vertical branding, and product-specific panels for fast range recognition.

Key points

- Strong brand block
- Red range identity
- Clear product variants
- Professional shelf impact



Brand

DONCAFÉ®

Product

Professional coffee range
2012

Design focus

A broader professional coffee range showing how multiple pack sizes and formats can work together under one consistent visual identity.

Key points

- Multi-format range system
- Consistent brand architecture
- Product and size differentiation
- Retail / horeca visibility



Brand

DONCAFÉ®

Product

Professional coffee packs

Cups to-go

POSM

2012 - 2015

Design focus

A broader coffee communication system extending from packaging into cups, capsules, retail materials, and promotional touchpoints.

Key points

- Packaging and POSM continuity
- Multi-touchpoint brand system
- Café and retail applications
- Consistent visual language



Brand



Product

Premium tea bags
2017

Design focus

A premium tea-box range using clean white space, ingredient-led visuals, and color-coded variants to create a calm and recognizable shelf system.

Key points

- Premium white-space system
- Ingredient-led visual cues
- Clear flavor differentiation
- Consistent range architecture



Brand

TEA
Tales

Product

Premium loose leaf tea
2010

Design focus

A loose-leaf tea range using dark pouch packaging and colored label panels to balance premium presentation with clear flavor navigation.

Key points

- Premium dark-pack expression
- Color-coded variants
- Clear product-label hierarchy
- Consistent pouch system



Brand

TEA
Tales

Product

Premium loose leaf tea
Summer collection
Branded crockery
2015

Design focus

A seasonal tea presentation extended across packaging and branded accessories, creating a more complete brand experience beyond the pack.

Key points

- Seasonal range expression
- Packaging and accessory system
- Soft color differentiation
- Brand experience extension



Brand

TEA
Tales

Product

Premium tea bags

2013

Design focus

A tea-bag range designed for clear flavor navigation across multiple SKUs, supported by a consistent box structure and individual sachet system.

Key points

- Multi-SKU range consistency
- Clear flavor color coding
- Box and sachet continuity
- Premium tea presentation



Brand

TEA
Tales

Product

Tea bags
Lower range
2013

Design focus

A more accessible tea range using simpler packaging, clear product naming, and consistent visual rules across boxes and individual sachets.

Key points

- Accessible range structure
- Clear flavor naming
- Consistent sachet design
- Simple shelf navigation



Brand



Product

Sour cream range,
Greek-style yoghurt range
2025

Design focus

A dairy packaging system built around fast brand recognition, clear product differentiation, and a consistent family look across multiple formats.

Key points

- Product-family consistency
- Clear dairy-category hierarchy
- Shelf-readable brand presence
- Freshness and appetite appeal



Brand



Product

Greek-style yoghurt range

2025

Design focus

A focused yoghurt range using a clean white-and-blue visual system to support freshness, simplicity, and fast product recognition.

Key points

- Consistent pack architecture
- Fresh dairy cues
- Clear product naming
- Strong front-facing shelf readability



Brand



Product

Cheese range
2025

Design focus

A wider cheese packaging range designed to keep the brand visible while adapting to different cheese types, pack shapes, and label formats.

Key points

- Flexible range system
- Product-type differentiation
- Traditional dairy cues
- Clear information hierarchy



Brand



Product

Cașcaval Poiana
2025

Design focus

A single-product cheese pack with a clear front label, strong product name, and traditional landscape cues to support natural dairy positioning.

Key points

- Strong product-name visibility
- Traditional visual cues
- Compact label hierarchy
- Retail-ready front panel



Brand



Product

Milk carton rangea
2026

Design focus

A fresh milk carton range built around clean dairy cues, strong product naming, and clear fat-percentage differentiation across variants.

- Key points**
- Fresh dairy cues
 - Clear variant distinction
 - Strong product-name visibility
 - Carton-ready artwork system



Brand



Product

Yoghurt range
2025

Design focus

A drinkable dairy range using color-coded variants and a consistent bottle structure to help customers distinguish products quickly.

Key points

- Variant color coding
- Consistent bottle identity
- Clear product naming
- Shelf-friendly range logic



Brand



Product

Chicken casserole range
2025

Design focus

A poultry packaging system using green natural cues, visible product areas, and a consistent label structure across trays and whole-chicken formats.

Key points

- Fresh poultry positioning
- Natural visual cues
- Consistent label placement
- Clear product visibility



Brand



Product

Corn-fed chicken casserole
2025

Design focus

A poultry pack variant using corn-related visual cues to clearly separate the product line while keeping the main Gustavi identity consistent.

Key points

- Variant-specific visual cue
- Clear product differentiation
- Consistent brand identity
- Strong front-pack readability



Brand



Product

Tomato paste range
2025

Design focus

A preserved-food packaging range designed around strong red category cues, product visibility, and clear differentiation between tomato-based products.

Key points

- Strong category recognition
- Consistent brand block
- Clear product naming
- Appetite-led tomato imagery



Brand



Product

Canned vegetables range
2025

Design focus

A vegetable preserve range using direct product imagery and color-coded labels to separate varieties while keeping a consistent brand presence.

Key points

- Clear variety differentiation
- Strong product visibility
- Consistent jar-label system
- Shelf-readable information hierarchy



Brand



Product

Sauces range
Mustard, Mayonnaise
2025

Design focus

A sauce packaging range built around direct product recognition, compact label structure, and clear distinction across jars and squeeze bottles.

Key points

- Fast sauce-type recognition
- Consistent brand placement
- Clear product naming
- Flexible system across formats



Brand



Product

Pickles range
2025

Design focus

A pickles range using strong product photography, traditional food cues, and clear label hierarchy to separate varieties within one visual system.

Key points

- Product-led visual identity
- Clear variety differentiation
- Consistent jar-label structure
- Traditional appetite appeal



Brand



Product

Vinegar range
2025

Design focus

A vinegar packaging range designed for simple recognition across bottle sizes and product types, with clear label hierarchy and brand consistency.

Key points

- Consistent bottle-label system
- Clear product naming
- Size and variant clarity
- Practical retail readability



Brand



Product

Cremwurst range

2025

Design focus

A meat-product packaging range using traditional visual cues, a consistent brand area, and clear product naming across multiple variants.

Key points

- Traditional brand expression
- Consistent pack structure
- Clear variant naming
- Appetite and usage cues



Brand



Product

Sausages range

2025 - 2026

Design focus

A sausage packaging range designed to keep the brand visible while allowing the product itself to remain the main visual driver.

Key points

- Product visibility
- Strong vertical label system
- Clear product naming
- Consistent brand treatment



Brand



Product

Mici / fresh meat casserole
2026

Design focus

A fresh meat pack combining product visibility with a front label that supports brand recognition, product clarity, and traditional serving cues.

Key points

- Product-first presentation
- Clear front-label hierarchy
- Traditional food cues
- Retail-ready casserole format



Brand



Product

Nuts paper bag range
2025

Design focus

A nuts and snack packaging range using kraft paper texture, color-coded labels, and clear product windows to support naturalness and product variety.

Key points

- Natural kraft-pack expression
- Clear product visibility
- Variant color coding
- Consistent snack-range system



Brand



Product

Nuts plastic can range
2025

Design focus

A transparent-can packaging range designed to highlight the product while keeping label structure, brand presence, and variant recognition consistent.

Key points

- Strong product visibility
- Consistent lid-label system
- Clear variant differentiation
- Practical shelf display



Brand



Product

Meat retail range

2023 - 2024

Design focus

A meat retail range using consistent brand placement, traditional packaging cues, and clear product presentation across multiple formats.

Key points

- Retail meat-range system
- Clear product visibility
- Consistent brand placement
- Traditional category cues



**Selected Logo &
Identity Marks**

A selection of logo marks and identity directions created across food, beverage, retail, service, and commercial communication projects.





Florin Ciocănel
Designer / Art Director

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Senior visual communication for
retail-facing brands, packaging systems,
and commercial design.

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Email: fciocanel@gmail.com

LinkedIn: www.linkedin.com/in/florin-ciocanel

Portfolio: <https://florin-ciocanel-portfolio.pages.dev>