



The Whole Package

Masquespacio gives the new
Doctor Manzana a complete makeover.



A jaunty angle of 54 degrees – the angle at which reflected light is polarized on tablet screens – conveys Doctor Manzana's corporate identity.

Words Tracey Ingram
Photos David Rodriguez

Say 'apple, these days and most people think of iProducts and not an edible piece of fruit. Although Doctor Manzana ('Doctor Apple' in English) in Valencia got its name as a company that started out repairing iPhones, when the owners decided to branch out – and to deal with other brands as well – they didn't want to risk losing their customer base by changing names. So Doctor Manzana opted for a new visual identity instead.

Interior, packaging, stationery, staff uniforms: it's all the work of local outfit Masquespacio. In a nod to the merchandise, the team based the store's simple graphic design on an angle of 54 degrees, the angle at which reflected light is polarized on tablet screens.

Dominating Masquespacio's palette is 'hospital green', which underpins the medical aspect of the brand. 'The whole project is based on irony,' says Ana Hernández Palacios, Masquespacio's creative director. 'It even extends to textual communication.' Loosely translated, the sign reads: Doctor Manzana? An orthopaedic surgeon? No! It's a team of technicians specialized in the smashes, nose dives and disasters that play havoc with your smartphones and tablets.

Masquespacio employed colour to separate the store's functions. Blue indicates technical services, salmon-pink adds a touch of femininity to the gadgets area, and purple grabs the attention of smartphone enthusiasts. 'The company's medium-term goal is to organize events – communicated through the use of purple – that will attract the area's biggest smartphone fans.'

masquespacio.com



Valencia

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