

# MOUTHWASH Studio

## Air Company

ART DIRECTION MOUTHWASH STUDIO	GRAPHIC DESIGN MOUTHWASH STUDIO	3D VISUALISATIONS SERVICES GÉNÉRAUX DEAN GIFFIN
BRANDING DESIGN MONIKER	WEB DEVELOPMENT RAFA COBIELLA	

The climate crisis is no small matter, so when Air Company approached Mouthwash, its team jumped at the opportunity to focus on a different narrative, one with a more optimistic outlook. After all, it isn’t every day that designers are posed with such a serious question as, “What if Earth’s greatest threat could also be its greatest ally?”

Tasked with supporting the New York-based engineering company’s transition from theoretical possibilities to present-day solutions, Abraham Campillo, Alex Tan, Mackenzie Freemire, and Ben Mingo began to unpack their client’s mission, exploring, as they suggest, “what it looks like when we understand carbon as a protagonist in our story.” As they unearthed more about Air Company, which captures and repurposes carbon dioxide, and its values, they determined that its offerings were best positioned between the luxury and

technology sectors. Working alongside the San Francisco studio Moniker, Campillo, Tan, Freemire, and Mingo evolved the brand with a new logo, wordmark, and a refined, mostly monochrome, palette. These elements live across digital spaces, printed matter, staff uniforms, perfume bottles, and even jet engines. “They reveal to a global audience what the future of sustainable innovation looks like,” say the partners.

With these basic branding components in place, Mouthwash set out to inject Air Company with some fashionable flair. To launch Air Eau de Parfum, the first fragrance made almost entirely from air, and Airmade, the first jet fuel made entirely from captured CO<sub>2</sub>, they produced visuals in collaboration with the Paris-based creative bureau Services Généraux. To tie together industry-spanning products like these, Campillo, Tan, Freemire, and Mingo centered their

campaigns around an immersive and impactful storytelling experience. Treating “everything like a high-end piece of jewelry, magnifying it both literally and figuratively,” they elicit an expression that is at once stark and powerful.

In turn, Mouthwash translated this approach to the Air Company website, aiming to leave visitors with a clear understanding of who Air Company is, what exactly they are working on, and how it applies to day-to-day life. Its purpose is to communicate and visualize, or as the studio imagines it, “to connect the left and right sides of the brain.” While the digital platform is their pièce de résistance, the Mouthwash founders maintain that a consistent visual identity and messaging strategy—whether on an invoice template, billboard, or landing page—are the keys to Air Company’s potentially transformative success.

