

LEATHERMAN TOOL GROUP

Properties list:

- range of products
- update
- homecare products
- folding carton
- blister-pack
- identity by colour
- cardboard and paper
- opaque
- instruction through pictograms
- photo to describe
- end-user packaging



Brown paper and earthy tones suggest nonsense honesty. This is used effectively by Hornall Anderson in its packaging for Leatherman Tool Group. The company wanted to fend off copycat brands with a proprietary brand image to maintain its leadership position. Another requirement was to make the clamshell -packaged product theft-proof while allowing the customer easy viewing. Hornall Anderson developed a graphic kit-of-parts including corporate identity, brand mark, typography, and color palette for each of the six tool categories. The flexible brand architecture incorporates features and line drawings. Since the allover plastic coating didn't sufficiently portray the anticipated look of quality, uncoated paper stock was fitted to the outside of the plastic to lend visual appeal to the tamper-proof packaging.

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Credits:

Agency: Hornall Anderson Design Work

Designer: Jack Anderson, Lisa Cervny, David Bates, Alan Florsheim

Photographer: Condit Studio

Other images:

