

TANGO



Properties list:
end-user packaging
range of products
metals
plastics
bottle
can and tin
soft drinks
identity by illustration
opaque
new product
unusual visual association
identity by system of colour

From *Brandhouse* site: Transforming a chip-shop bran into a hero brand - and making 14 year-old boys feel like 18 year-olds - by telling a story about "Rebellion".

Reference: <http://www.brandhouse.co.uk/flash.html>

Credits:

Agency: Brandhouse

Other images:

