

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:

