## **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 fell like 18 year-olds - by telling a story about "Rebellion".

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

Credits:

Agency: Brandhouse

## Other images:



