

# TANGO

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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".

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

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Credits:

Agency: Brandhouse

Other images:

