

TESCO VALUE REBRANDING



Properties list:

information accessibility
end-user packaging
range of products
extra-use of packaging
concept
other food
fruit and vegetables
labels and sleeves
can and tin
metals
contemporary
unusual visual association
identity by typography
identity by system of colour
packaging as a new medium
information about content

New work from Ruth Pearson, a 3rd year student at University College Falmouth:

"A self initiated project to re-brand and re-package tesco value. The concept I went for was to show exactly how much more you get for your money with the brand. I used coloured bands to represent the food inside. The oversized percentages are there to grab the attention of money savvy shoppers."

Reference: <http://www.ruthpearson.com/>

Credits:

Country: UK

Year: 2009

School: University College Falmouth (Falmouth, UK)

Student: Ruth Pearson

Other images:

