

# TAUT ISOTONIC PACKAGING

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## Properties list:

- range of products
- end-user packaging
- update
- juices
- cheer-pack
- plastics
- metals
- mass-market
- metallic
- identity by shape

Pack format is a key element in communicating a product's functionality. Taut is the world's first totally clean isotonic sports drink. Identica created a crisp pack design that communicates hi-tech through a silver finish, and natural refreshment through the fruit and water depiction.

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Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

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Credits:

Agency: Identica

Other images: