TAUT ISOTONIC PACKAGING



Properties list:

range of products
end-user packaging
update
juices
cheer-pack
plastics
metals
mass-market
metallescent
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.

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Credits:

Agency: Identica

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