

USB CELL



Properties list:

- end-user packaging
- single product
- new product
- electronics
- blister-pack
- plastics
- cardboard and paper
- playful
- unusual structural association

USB Cell Portable energy is the idea behind USB Cell: AA batteries that recharge via a concealed USB connection. The logo incorporates a graphic representation of the existing "B" shape found within the connector of a standard USB plug. A shot of lime green gives both product and packaging instantly recognizable visual punch.

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

Credits:

Agency: Turner Duchworth

Designer: David Turner, Bruce Duckworth, Sam Lachlan, Jamie McCathie

Typographer: Jeremy Tankard

Retoucher: Ruben James

Other images:

