

# TANTRIC TONIC

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## Properties list:

- end-user packaging
- single product
- new product
- juices
- shopping bag
- cup
- cardboard and paper
- pop
- contemporary
- identity by colour
- identity by abstract shapes
- teens

The Partners created an identity for this smoothie bar that marks it out as different from most healthy offerings. The relatively simple typographic logo treatment is combined with a distinctive psychedelic swirling pattern in juicy retro pinks, violets, and yellows. The brand reflects the owners passion for all things healthy, while steering clear of the usual juice bar health cues. Instead, carrier bags display the profiles of two faces and point-of-sale materials display strawberries oozing juice coupled with suggestive language about their aphrodisiac qualities. The psychedelic pattern helps to bring together different communication elements to tell a coherent brand story, whether adorning a point-of-sale poster or graphically representing smoothie goodness being sucked up through a straw on the takeaway cup.

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

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## Credits:

**Country:** UK

**Agency:** The Partners

Other images:

