LEATHERMAN TOOL GROUP



Properties list:

range of products
update
homecare products
folding carton
blister-pack
identity by colour
cardboard and paper
opaque
instruction through pictograms
photo to describe
end-user packaging

Brown paper and earthy tones suggest nonsense honesty. This is used effectively by Hornall Anderson in its packaging for Leatherman Tool Group. The company wanted to fend off copycat brands with a proprietary brand image to maintain its leadership position. Another requirement was to make the clamshell -packaged product theft-proof while allowing the customer easy viewing. Hornall Andreson developed a graphic kit-of-parts including corporate identity, brand mark, typography, and color palette for each of the six tool categories. The flexible brand architecture incorporates features and line drawings. Since the allover plastic coating didn't sufficently portray the anticipated look of quality, uncoated paper stock was fitted to the outside of the plastic to lend visual appeal to the tamper-proof packaging.

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

Credits:

Agency: Hornall Andreson Design Work

Designer: Jack Anderson, Lisa Cervny, David Bates, Alan Florsheim

Photographer: Condit Studio

Other images:







