TCHO CHOCOLATE



Properties list:

new product chocolate confectionery and sweetness end-user packaging range of products sachet wrapper box cardboard and paper contemporary metallescent debossed, embossed textured identity by modular structure identity by typography identity by system of colour identity by textures and patterns identity by abstract shapes gift packaging

Spiekermann Partners in San Francisco designed the identity for this new brand of chocolate.

TCHO is a San Francisco-based luxury chocolate manufacturer, whose origins come from the technology industry. The company name is a hybrid, created from a fusion of the words Technology + CHOcolate.

Reference: http://spiekermannpartners.com/, http://www.tcho.com

Credits:

Country: USA

Agency: Edenspiekermann

Creative Director: Susanna Dulkinys

Design director: Susanna Dulkinys

Designers: Tobias Trost, Francesca

Bolognini, Thomas Waltz

Photographer: Mark Leet

Awards: ED Awards 2009, Gold prize for "Packaging Food &

beverages" category

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