## **ZERO DEGREES**



Turner Duckworth created an unholy mix of snowflakes, warning signs, and Ninja throwing stars on metallic foil pouches to convey the "dangerously cold" proposition of Zero Degrees, a frozen soft drink with attitude.

## Properties list:

end-user packaging
range of products
new product
ready to use
disposable packaging
teens
cheer-pack
polylaminated
transgressive
smooth
metallic
identity by shape
identity by system of colour
juices
identity by abstract shapes

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

Credits:

Agency: Turner Duchworth

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