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

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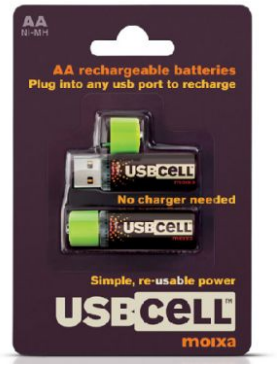

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