

# CASE STUDY / GLOBAL POWER BRANDS / 909 TOUCH PRO BRANDING / PRODUCT DESIGN / PACKAGING



## BACKGROUND

With the launch of an exciting new range of premium products, 909 understood that to give its products the best chance at success in a competitive market; a brand revamp was in order. Like every good brand should, 909 had identified an evolution in the market and understood that to stay ahead of its competitors, its products and brand needed to follow suit.

To do so 909 envisaged something bold and brash. The desire was to create a mark that would stand out on the shelves, commanding attention away from its competition.

## SOLUTION

After much discussion, designers chose to go with a heavy type face (Square 721), one that had just the right balance they were looking for. Expanding upon this; the font was then refined with hard lined edges and precision cuts used to reflect the accuracy and balance of the new product range. Although the type was refined and manipulated, it still holds its legibility and professionalism, reflective of a new era for 909, one of forward thinking, innovative design and evolution.

The colours chosen for the product were carefully planned and evaluated. The main colours chosen for the design were red and varying shades of black. The red was chosen as the primary colour for the market place. It's reflective of the company's passion behind its premium product philosophy, fast and edgy, whilst also serving as an eye catching mark for in-store POS. The black and grey colouring compounds were chosen for flexibility, which allows 909 to show a more placid and professional side when required in the corporate sector.

## SERVICES

- Brand Design
- Packaging
- Product Refinement



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