



Brand identity
Inspired by the Mentally Challenged

The Venture

Often times, this community is put to work behind the scenes, backstage. A non-profit organisation was created in order to change this reality. This organization includes them in the whole process: from hand crafting, through packaging, and all the way to the point of sale.

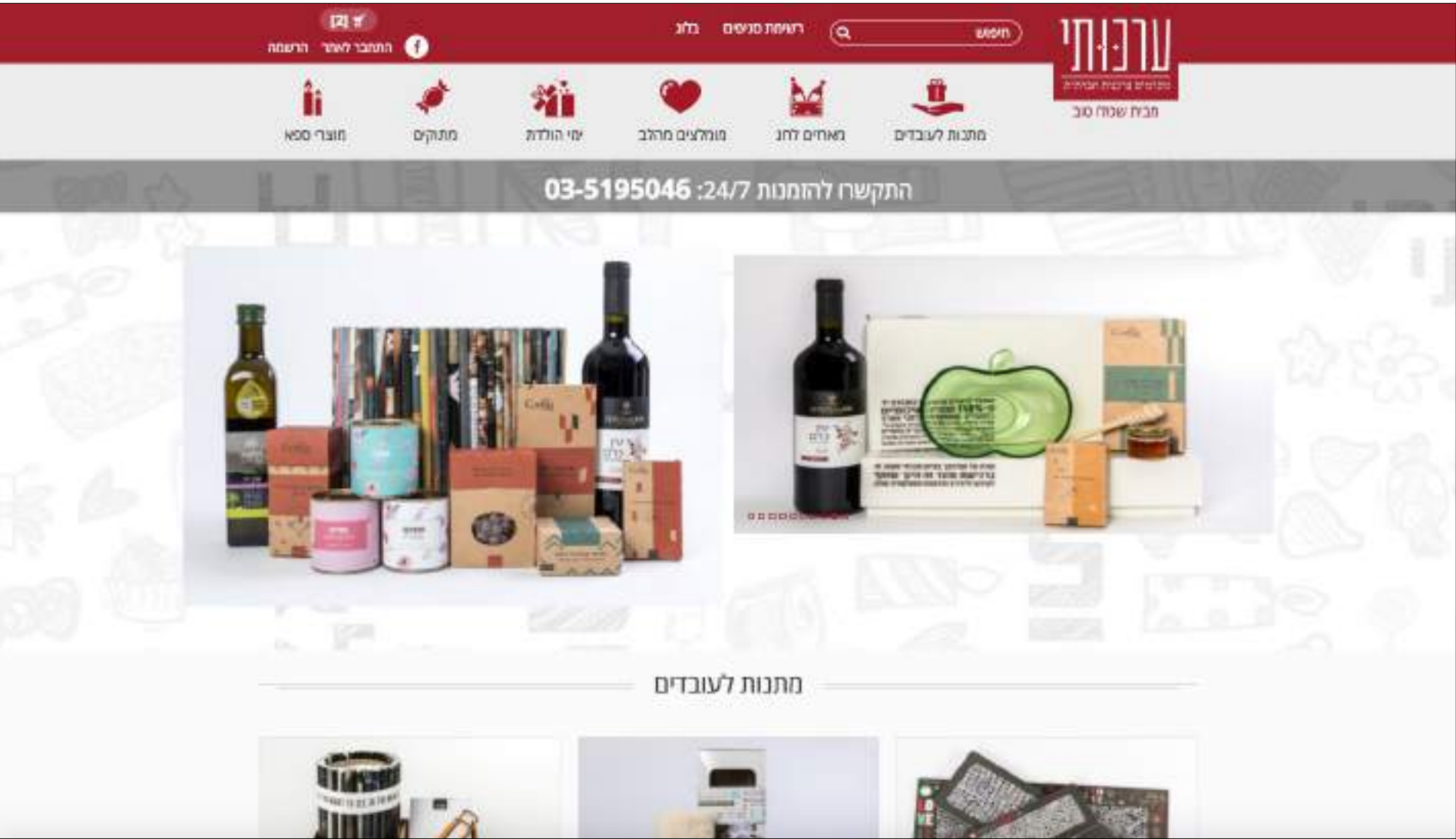
This unique, method has inspired a model of business and community integration in many countries around the world and was granted a prestigious award at the UN.

Zero Project
for a world without barriers

Innovative Practice



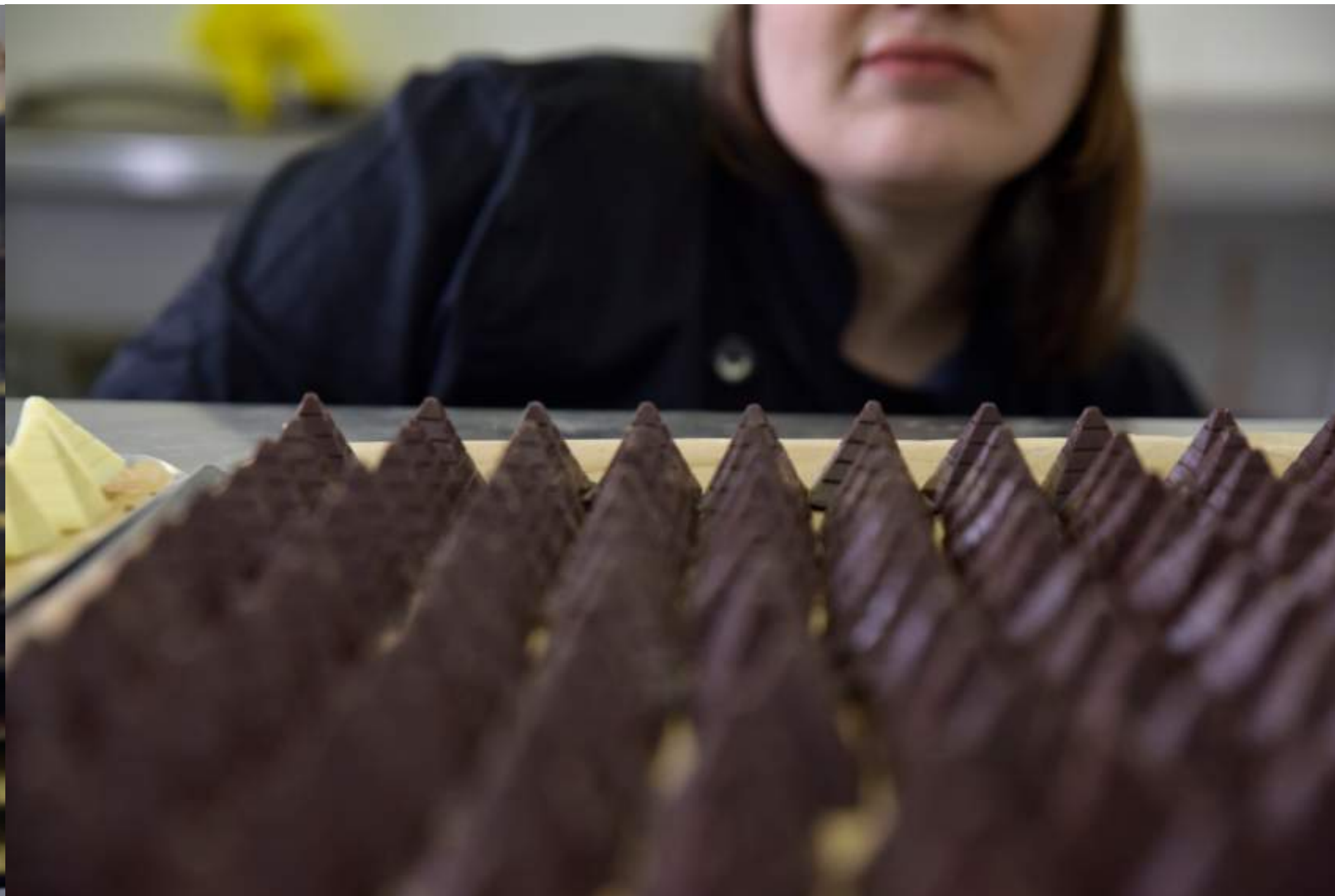
The Original — Design



The Challenge

As a result, they came to us asking to remove the charitable perception from this special brand and become more relevant.

In order to provide them this new halo, we wanted to change the brand's perception, being associated with charity to be associated with pride and craftsmanship.



Naming

First, we chose to change the name. Our strategic team named it- **TNX**.
It's the old adage: To give is to receive.
It's TNX all around.

The image shows the logo for 'TNX'. The letters 'TNX' are rendered in a bold, white, sans-serif typeface. The 'T' is a simple vertical bar with a horizontal top bar. The 'N' is formed by two vertical bars connected by a curved top bar. The 'X' is composed of two intersecting diagonal bars. The logo is centered within a dark gray rectangular field.

The Creative Process

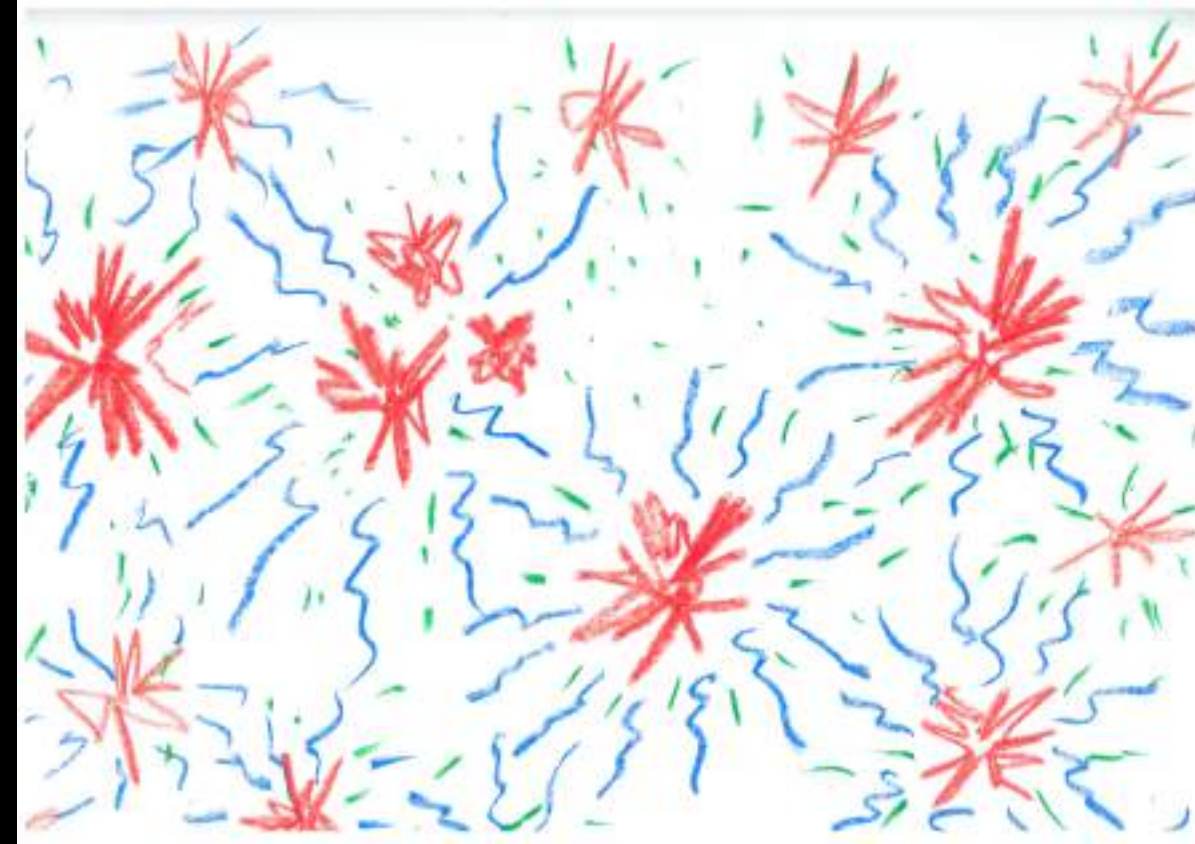
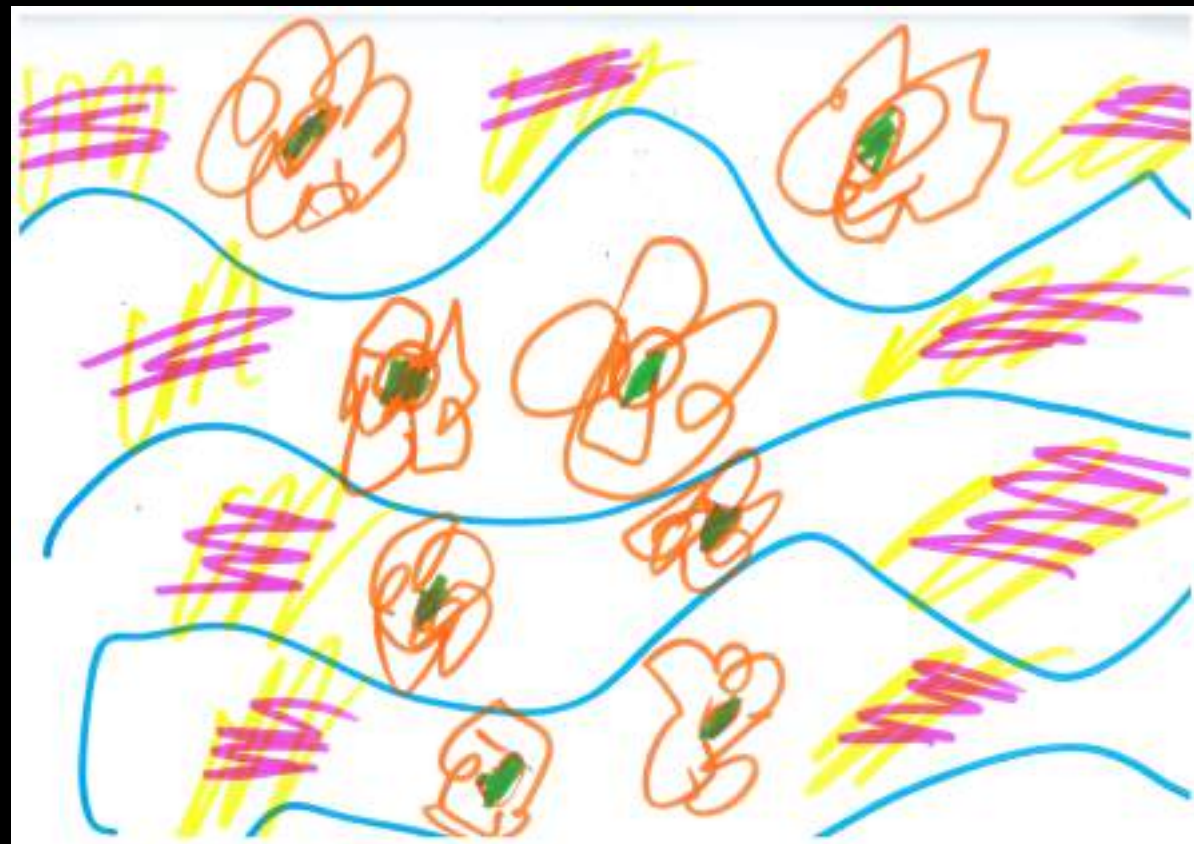
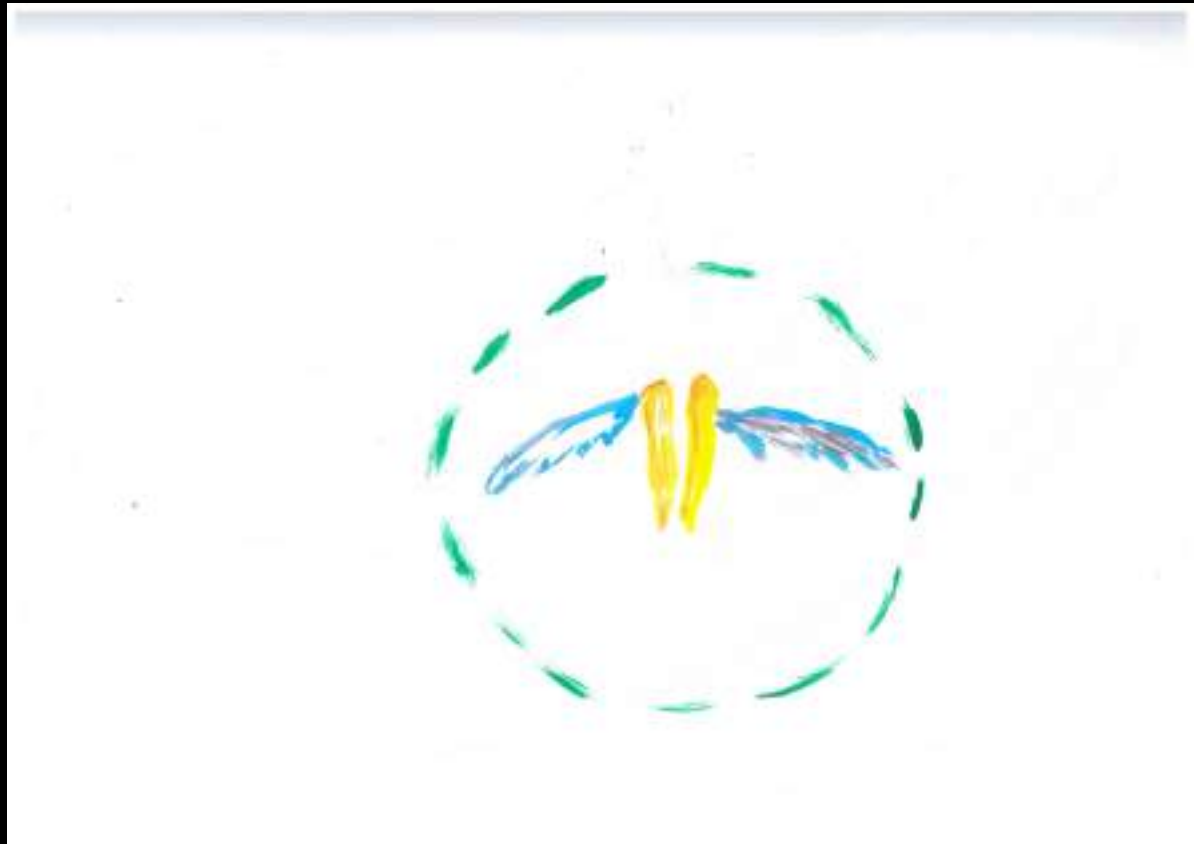
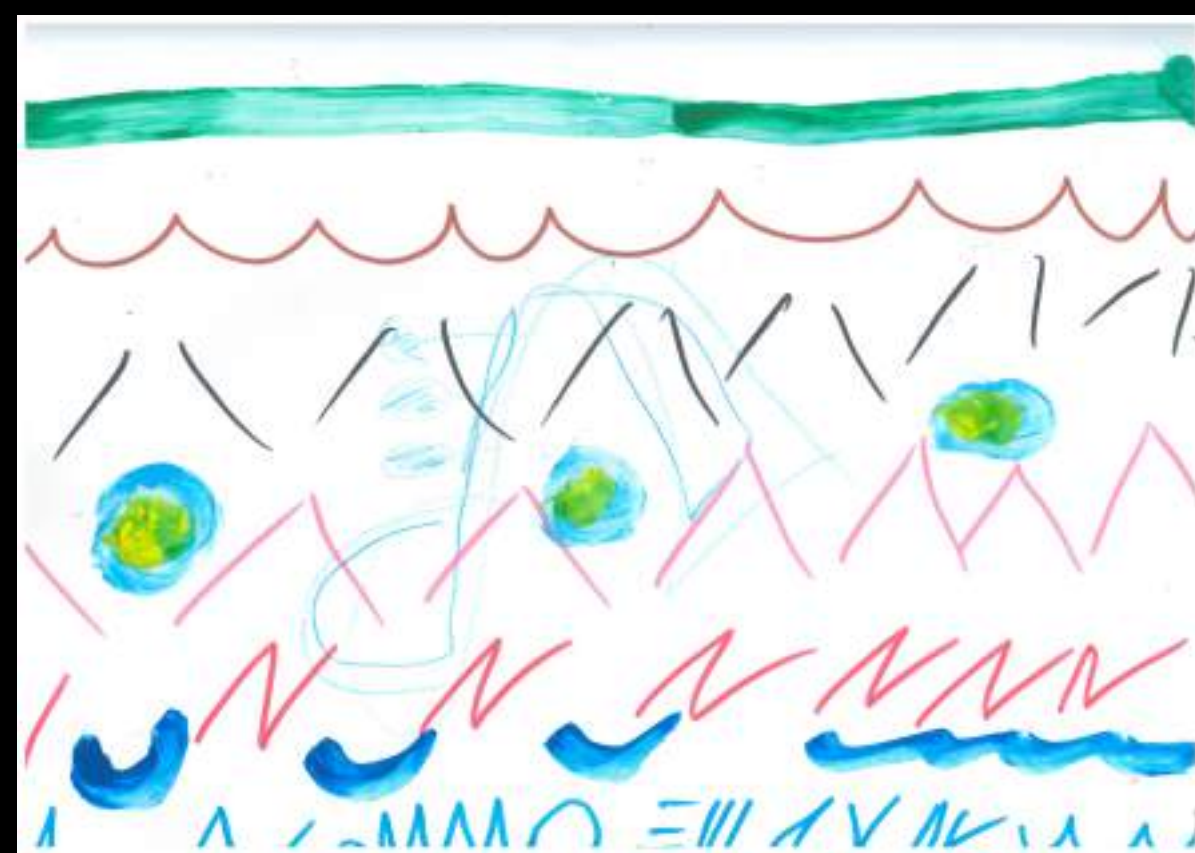
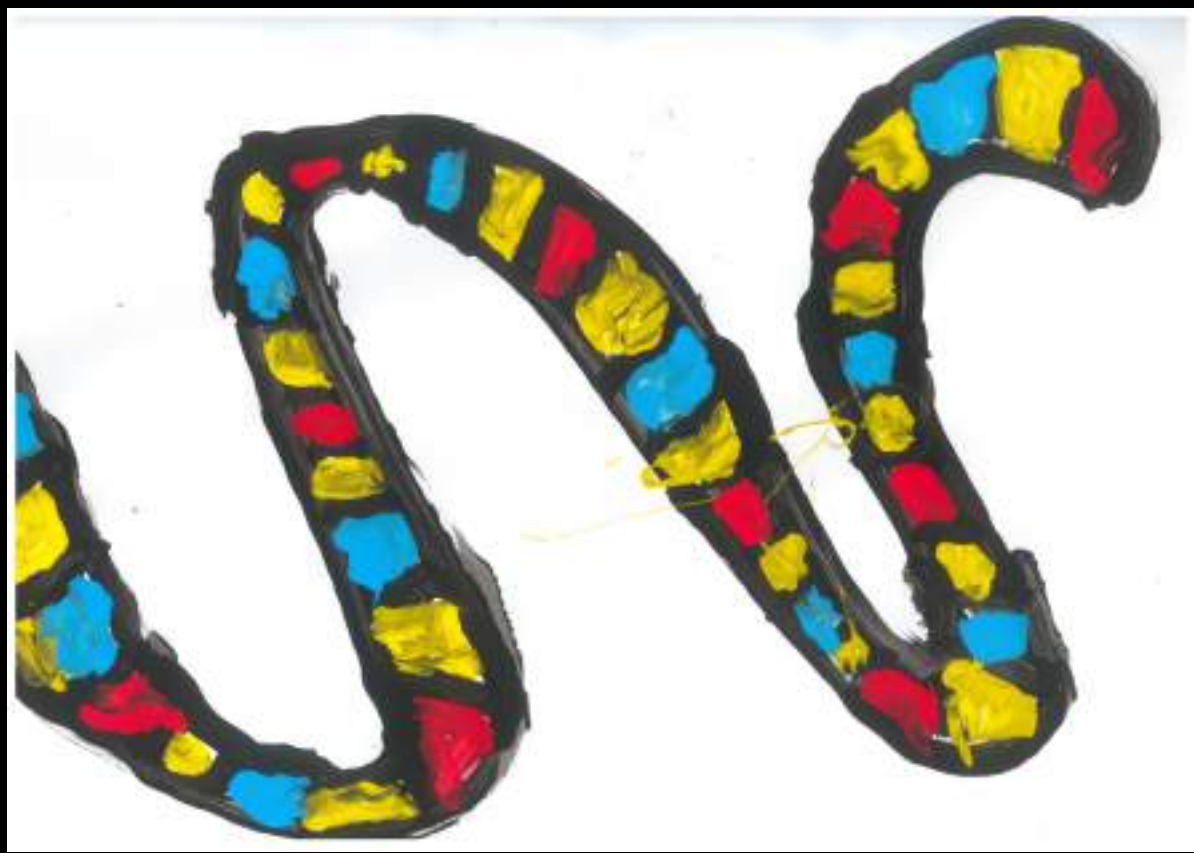
During our work on the visual identity of TNX, due to the extraordinary characteristics of this organization, we decided to add another dimension to their creation by including the TNX community into the design process.

We did that by OPENing our doors to TNX employees, inviting them to take part in the design itself.

We asked them to paint whatever comes to mind when they think of giving back and saying 'thank you'.

We were left with these heartfelt drawings and tried to be inspired by them, find a way that they will guide us to the creative solution.





The A-ha Moment

We realized this is the solution; their drawings will be the design. We will just need to give them a little Oomph. Their colourful art work turned into clean, surprising designs for the TNX's packagings. We tried to pinpoint the unique energy in each drawing, and translate it into a graphic image.

Every drawing was an inspiration, a muse, for the finished graphics. The energy of the drawings became the visual identity of the brand. On the back of each pack, you can find the name and picture of the original artist, and a personal "TNX" from them.

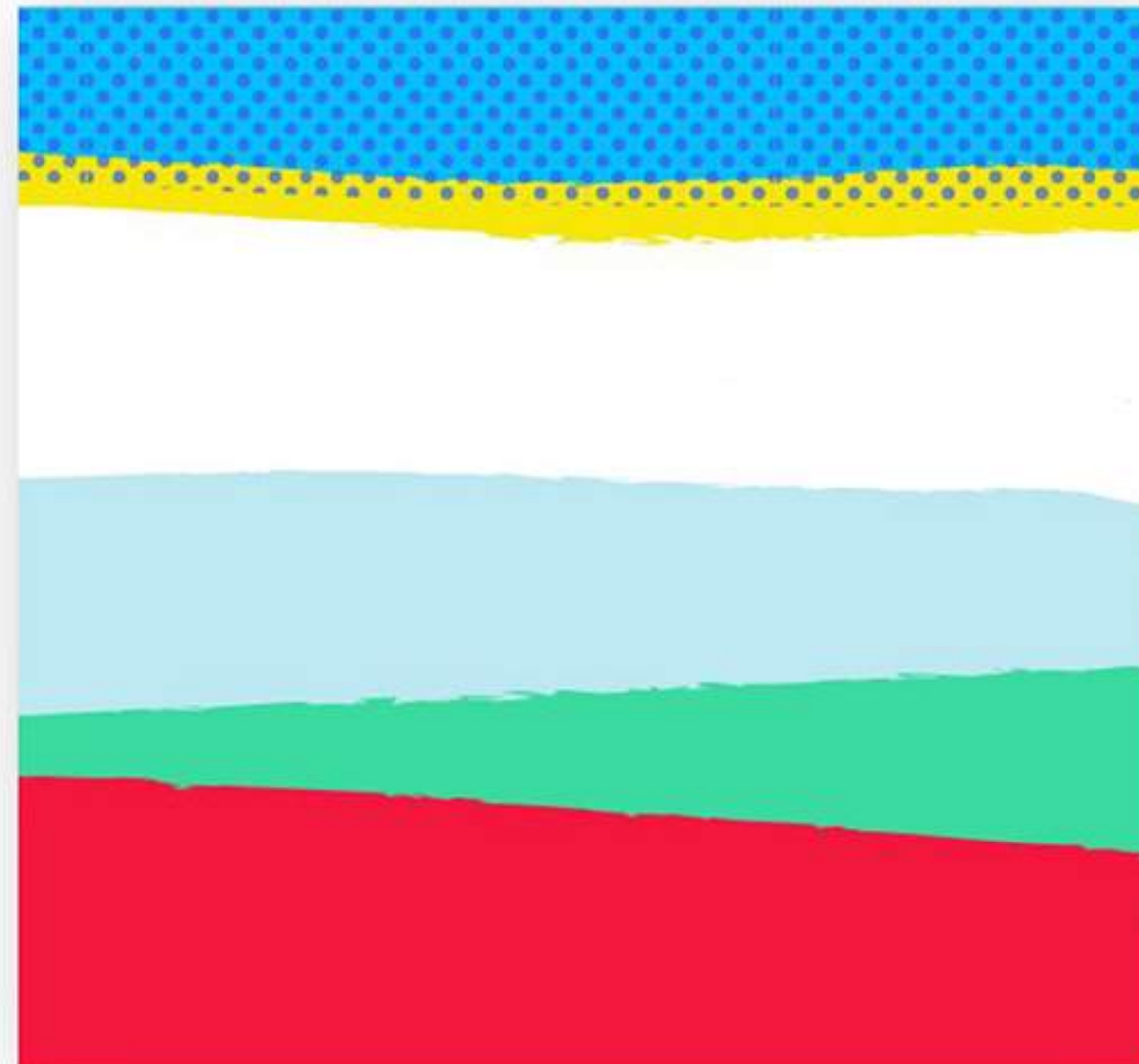


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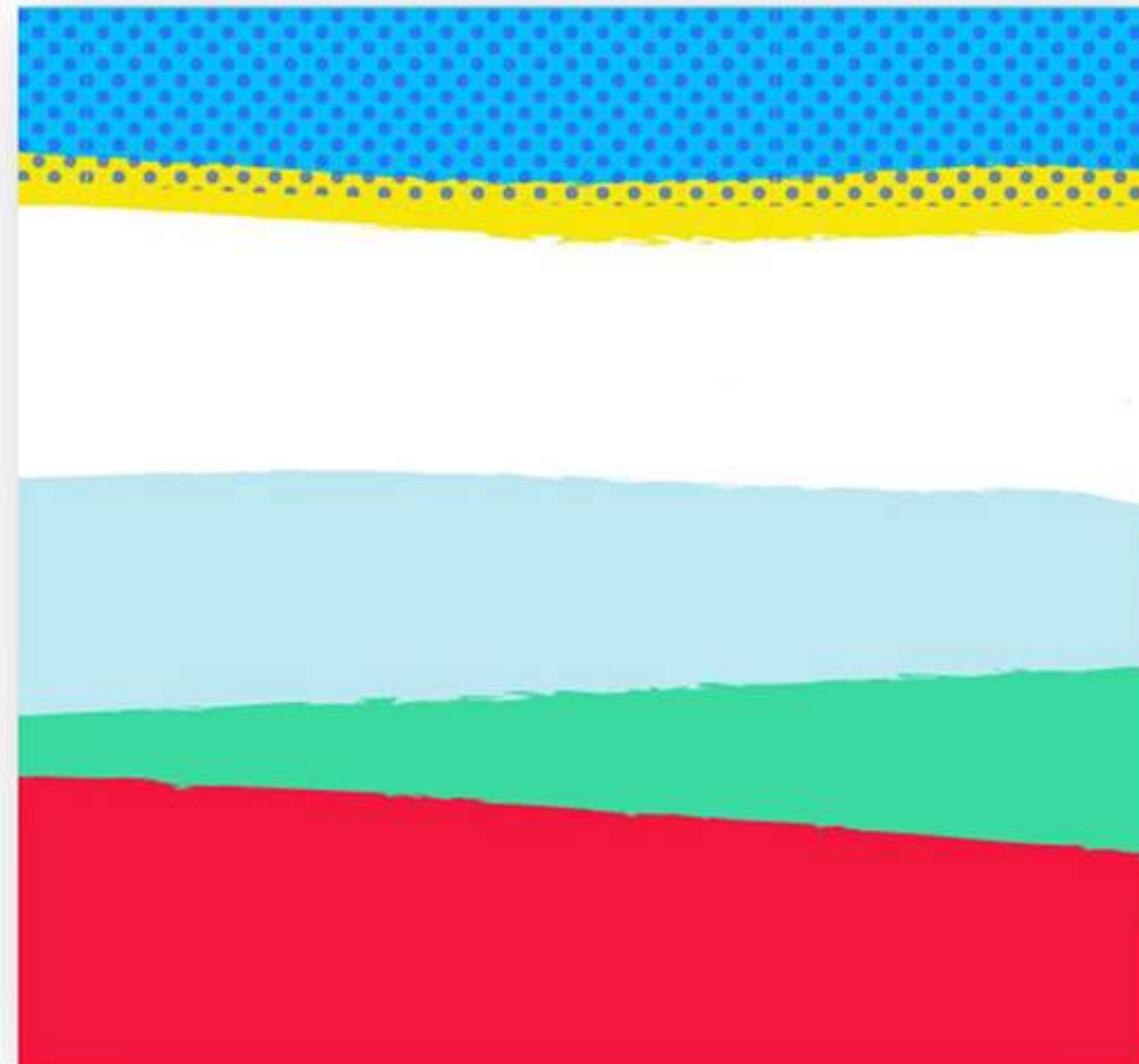


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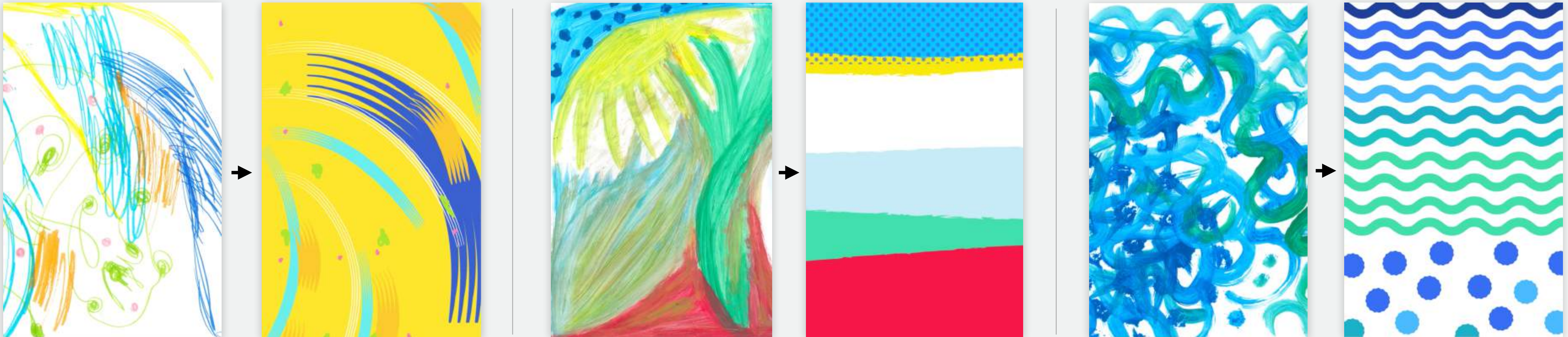
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Brand Expression

We designed entirely new brand elements with fresh fonts, novel packaging and surprising colour schemes.

Given the brand's entire process is manufactured, packed and sold by the community, we realized that so should be the identity of the brand itself.















אחד

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שווקולד מריר
פולי קקאו

אחד

שווקולד מריר
פולי קקאו

אחד

פיקנט
שווקולד לזן

אחד

שווקולד לזן
פולי קקאו

אחד

אחד

100 גרם

אחד

שווקולד חלב
קלאסי

אחד

שווקולד מריר
70% קקאו

אחד

שווקולד מריר
70% קקאו

אחד

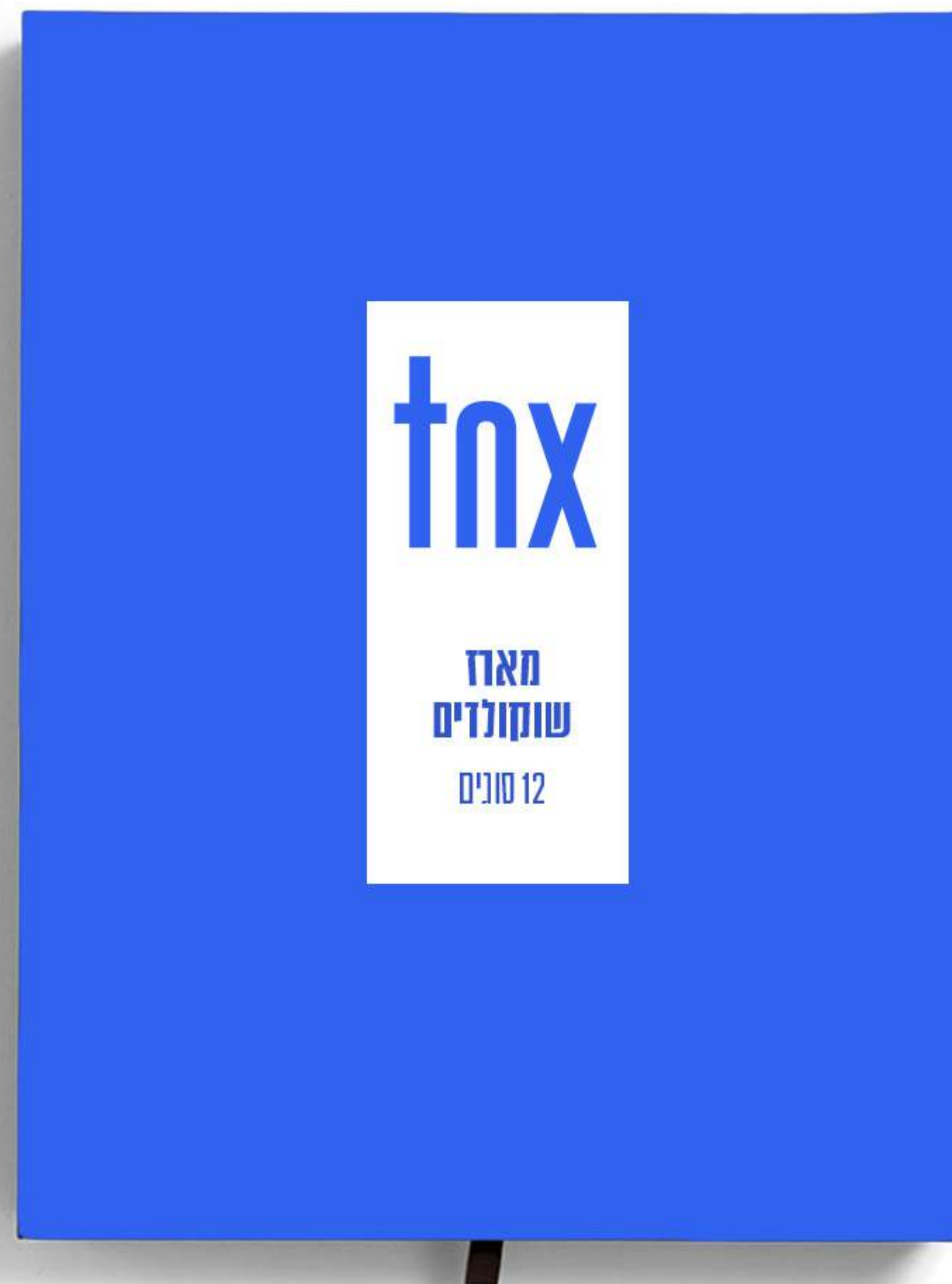
100 גרם

100 גרם

לשבור
במקרה
הצורך!









רצינו לומר לך

tax

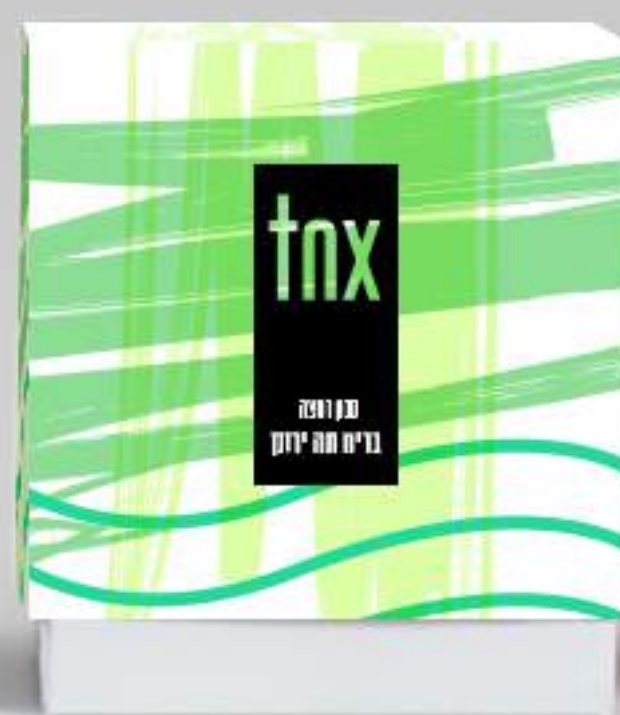


אנחנו משקיעים המון זמן
ואהבה כדי שהשוקולד
שבידייך יהיה טעים ואיכותי.



זה יוצר, נארז ונמכר
של אנשים המחמודים
אחגרים נפשיים.









tnx

תחנות
קטנות
גדולות

tnx

תחנות
קטנות
גדולות







התחברות / הרשמה  **2**

המוצרים שלנו מיוצרים, נארכים ונמכרים על ידי אנשים המתמודדים עם אתגרים נפשיים. רכישת מיומנויות מעסוקתיות אלה הנה חלק מההליך השיקום והכשרתם לעבודה בשוק החפשי. אנחנו משקיעים המון זמן ואהבה כדי שהשוקולד שבידך יהיה טעים ואיכותי, כך שגם כשענניך אותו במתנה למי שאתה אוהב, כל מה שהם יוכלו להגיד זה: TNX!

טבלת שוקולד לבן קלאסי
12

טבלת שוקולד מריר בטעם תפוז



טבלת שוקולד חלב במילוי נוגט



טבלת שוקולד מריר 58%
12 ש"ח



tnx

מתנות
קטנות
גדולות

מתנות לעובדים

תאריכים לחג

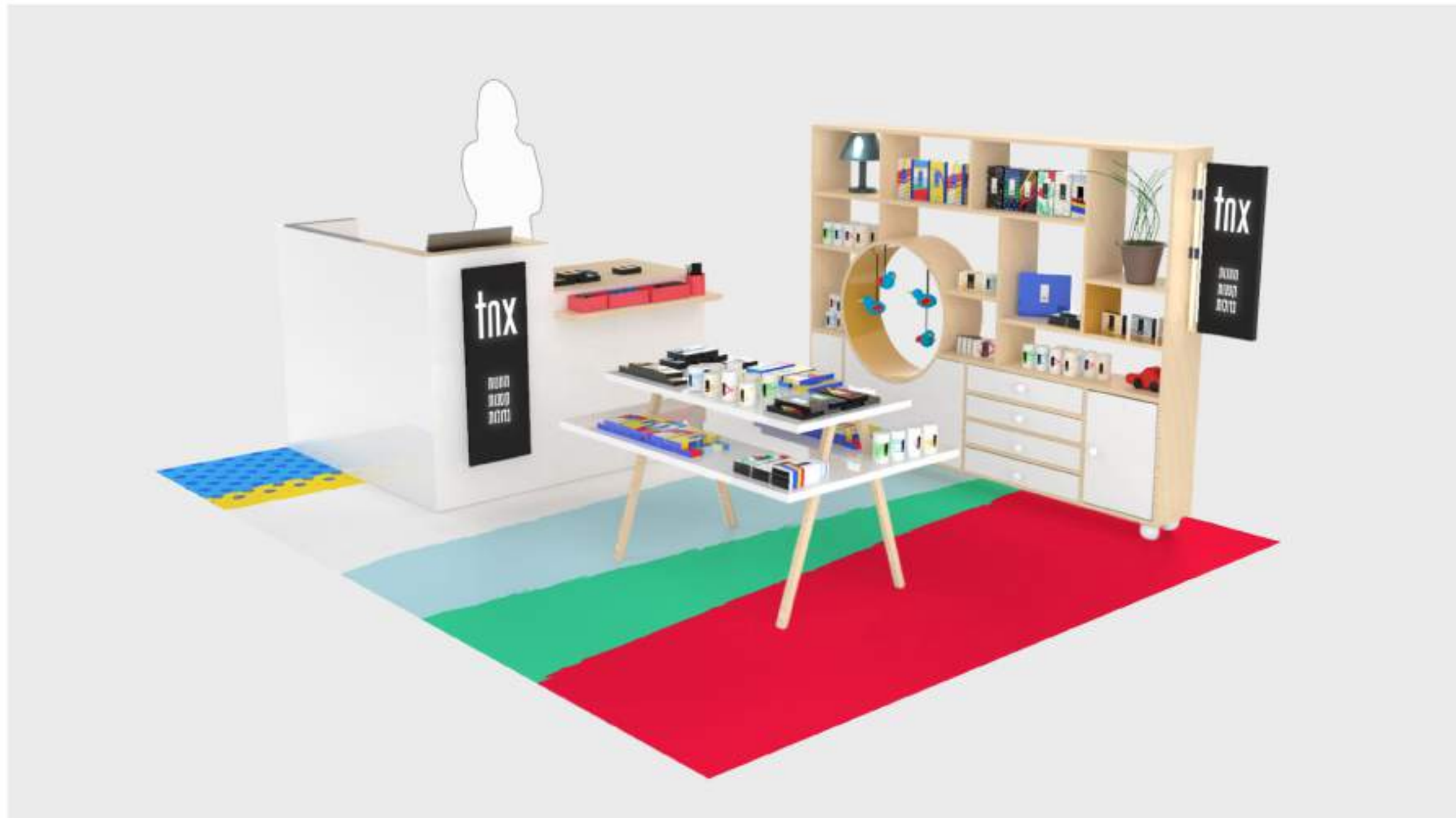
מי הולדת

מוצרי שוקולד

וצרי ספא

להזמנות:
03.5195046

אודות
צור קשר





Hebrew- Narkis Block Condensed

אבגדהוזחטיכךלמסנ
ןסעפךצץקרשת"'

Latin- Almoni Tzar

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z

Numbers & Signs

1 2 3 4 5 6 7 8 9 0
? ! @ # \$ % ^ & * ()

Color Scheme

