



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.

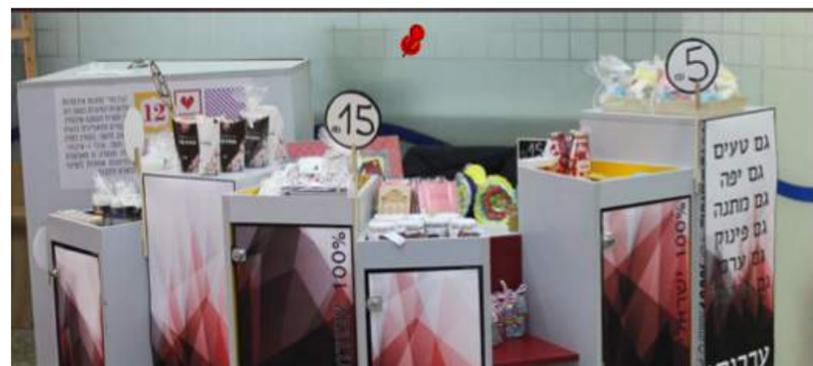
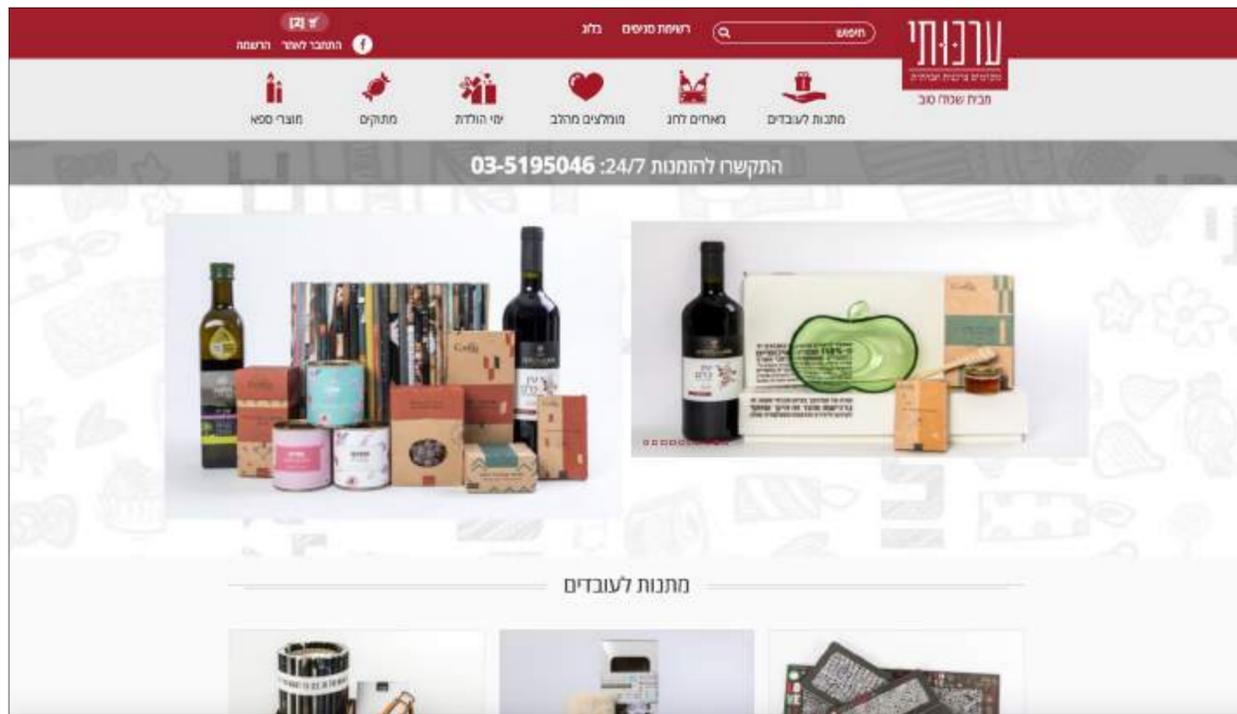
This unique, method has inspired a model of business and community integration in many countries around the world and was granted a prestigious award at the UN.



Innovative Practice



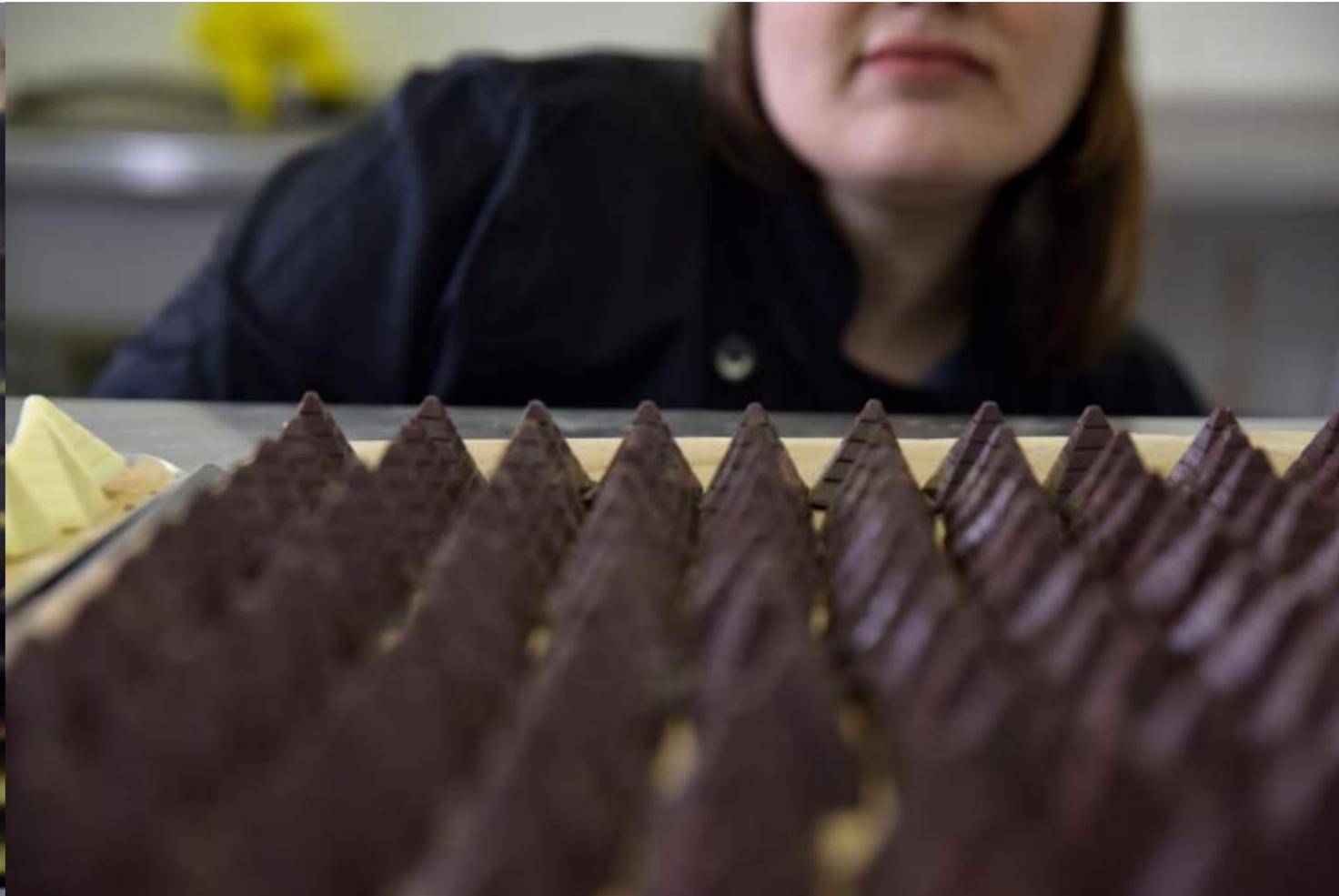
The Original Design



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.

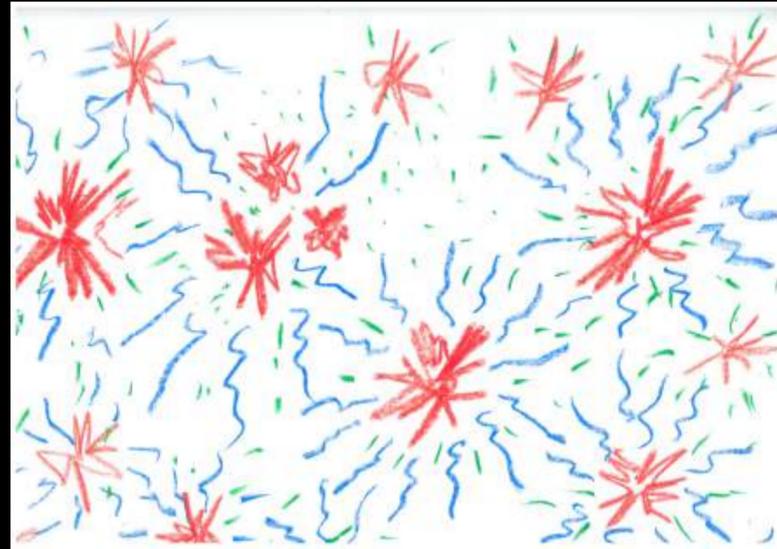
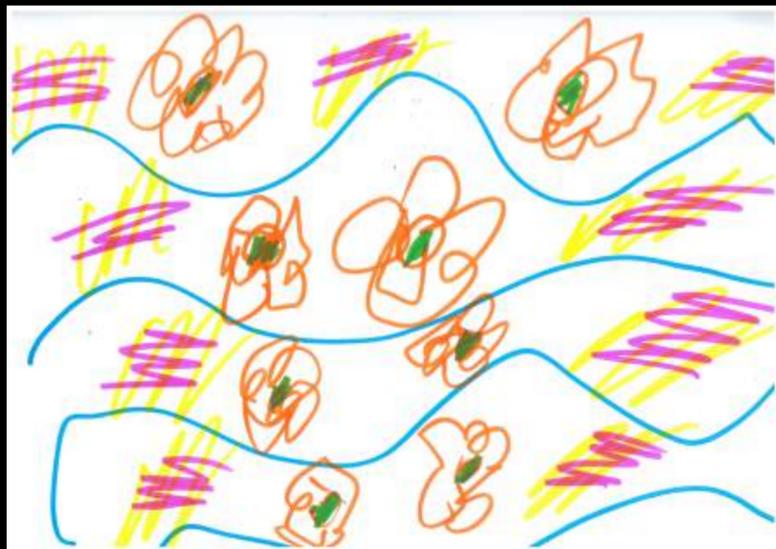
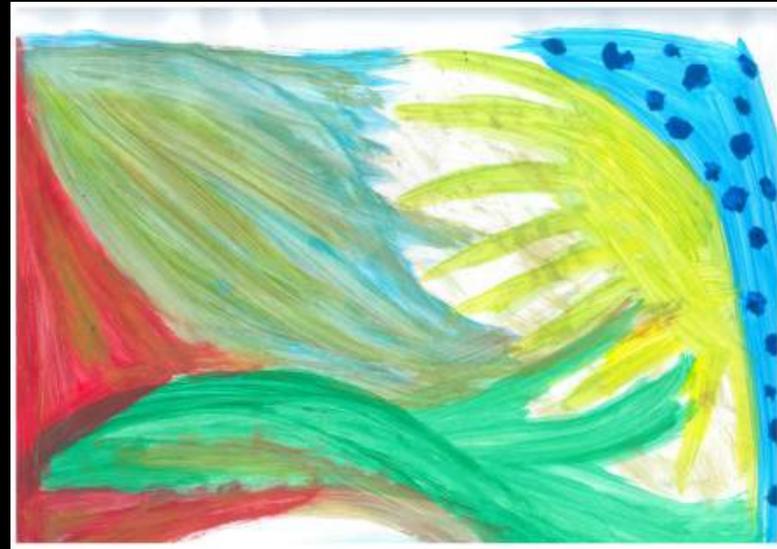
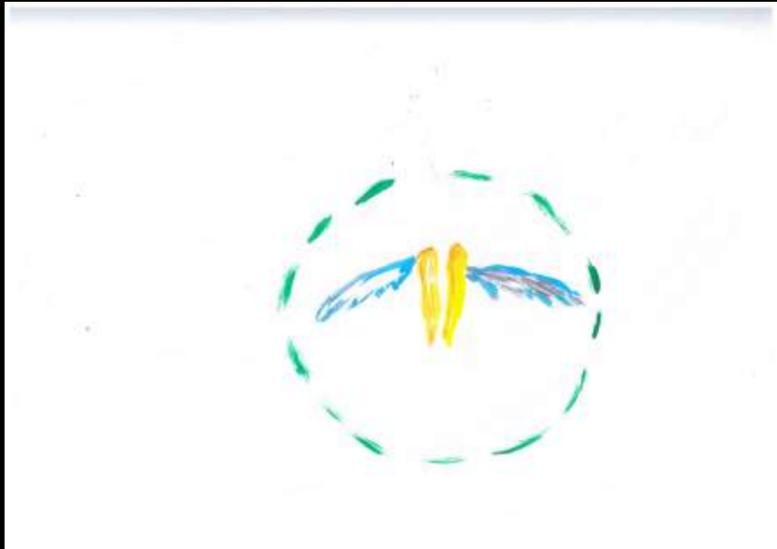
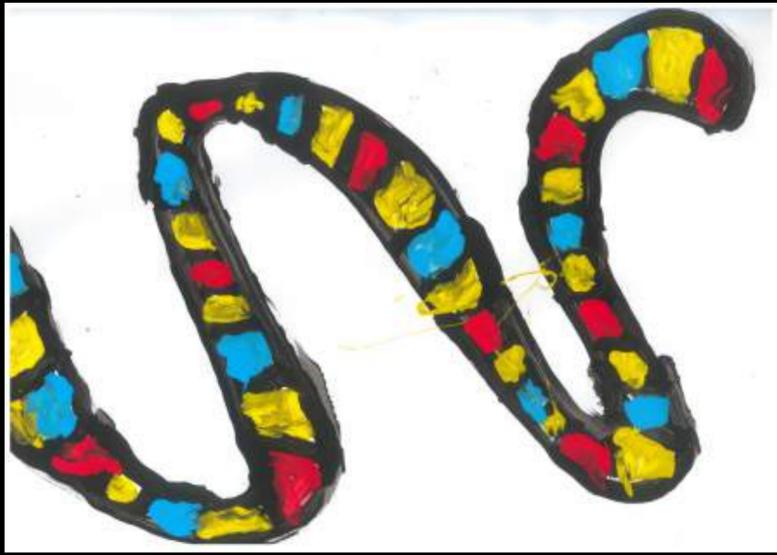
The image shows the word "TNX" in a bold, white, sans-serif font. The letter 'N' is stylized with a rounded top and a thick vertical stroke. The letters are centered within a dark gray rectangular background.

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.

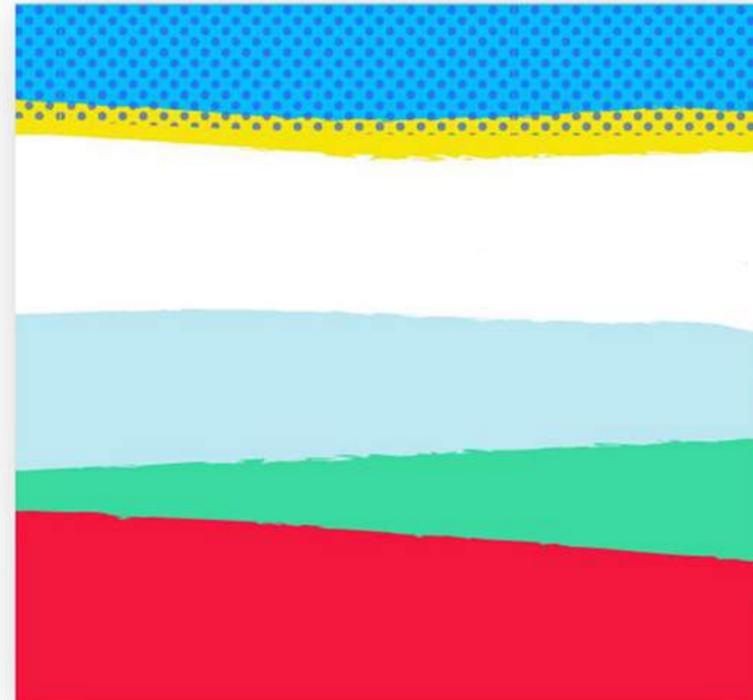


The A-ha Moment



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.

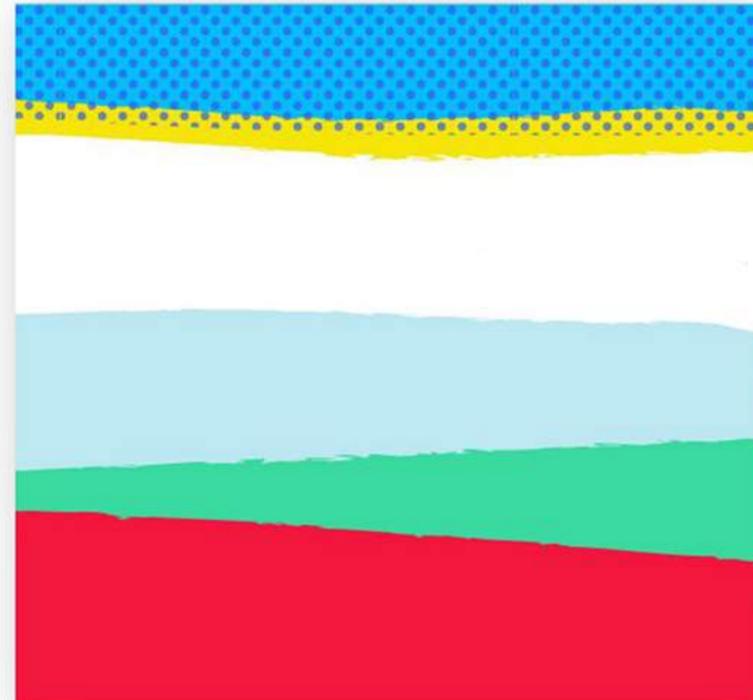


The A-ha Moment

—

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.

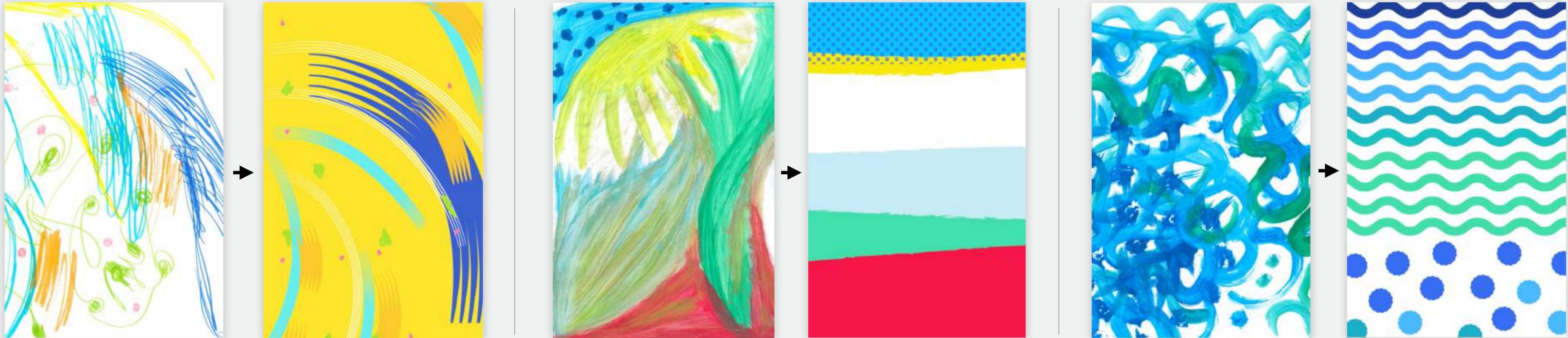


The A-ha Moment

—

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.



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.





tax

שוקולד מריד
58% בטעם תפוז

100 גרם

tax

שוקולד מריד
70% עם פולי קקאו

100 גרם

tax

שוקולד מריד
70%

100 גרם









אמת

אמת
שוקולד מריר
כולי קקאו

אמת
שוקולד מריר
כולי קקאו

אמת
פינגוס
שוקולד לבן

אמת

אמת
שוקולד לבן
כולי קקאו

אמת

אמת
שוקולד מריר
כולי קקאו

אמת

אמת

אמת
שוקולד חלב
קלאסי

אמת
שוקולד מריר
70% קקאו

אמת
שוקולד לבן
קלאסי

אמת
שוקולד מריר
70% קקאו

אמת

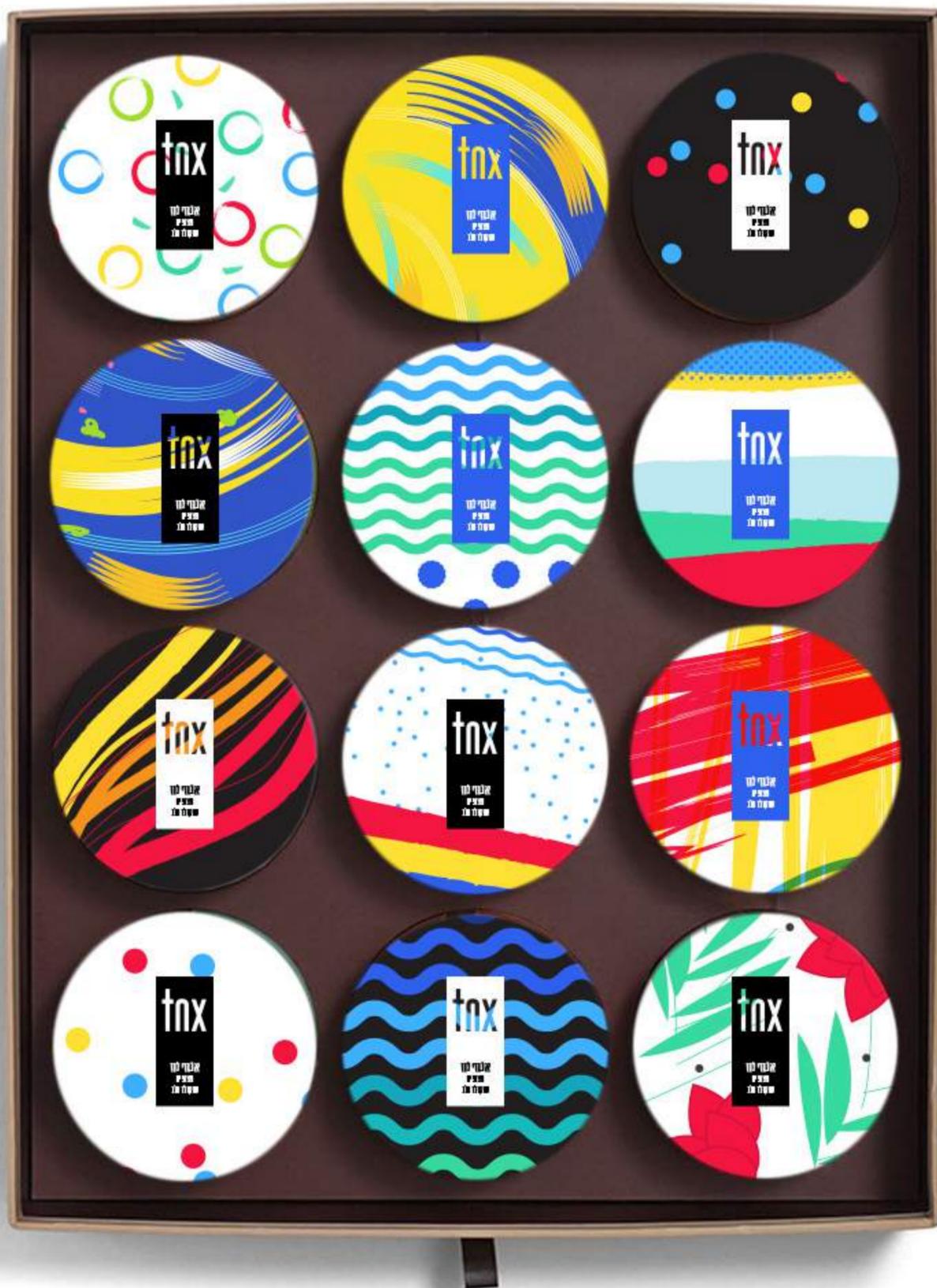
אמת

אמת
לשבור
במקרה
הצורך!

אמת









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
סטו דהיקה
בדיח ארטייסט

012345 678900

חברת
הייבוי סטו דהיקה
הייבוי סטו דהיקה
הייבוי סטו דהיקה
הייבוי סטו דהיקה

tnx
סטו דהיקה
בדיח ארטייסט

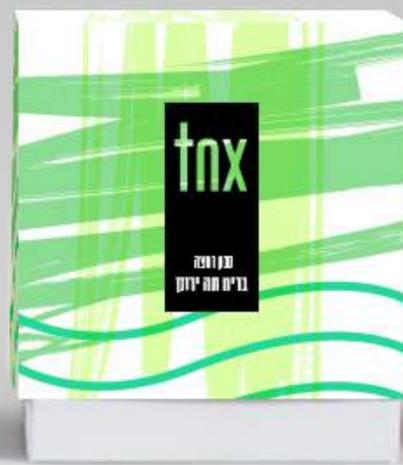
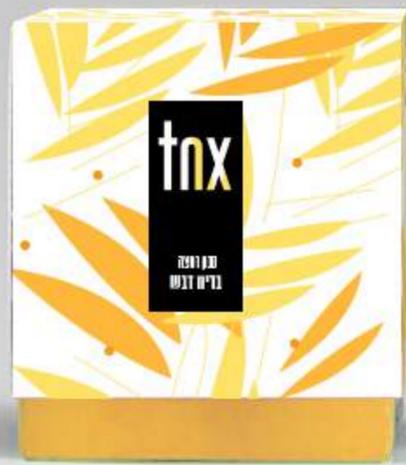
012345 678900

חברת
הייבוי סטו דהיקה
הייבוי סטו דהיקה
הייבוי סטו דהיקה
הייבוי סטו דהיקה

tnx
סטו דהיקה
בדיח ארטייסט

012345 678900

חברת
הייבוי סטו דהיקה
הייבוי סטו דהיקה
הייבוי סטו דהיקה
הייבוי סטו דהיקה







tax
מתנות
קטנות
גדולות

tax
מתנות
קטנות
גדולות







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



טבלת שוקולד לבן קלאסי
12 ₪



טבלת שוקולד מריר בטעם תפוז
12 ₪



טבלת שוקולד חלב במילוי נוגט
12 ₪



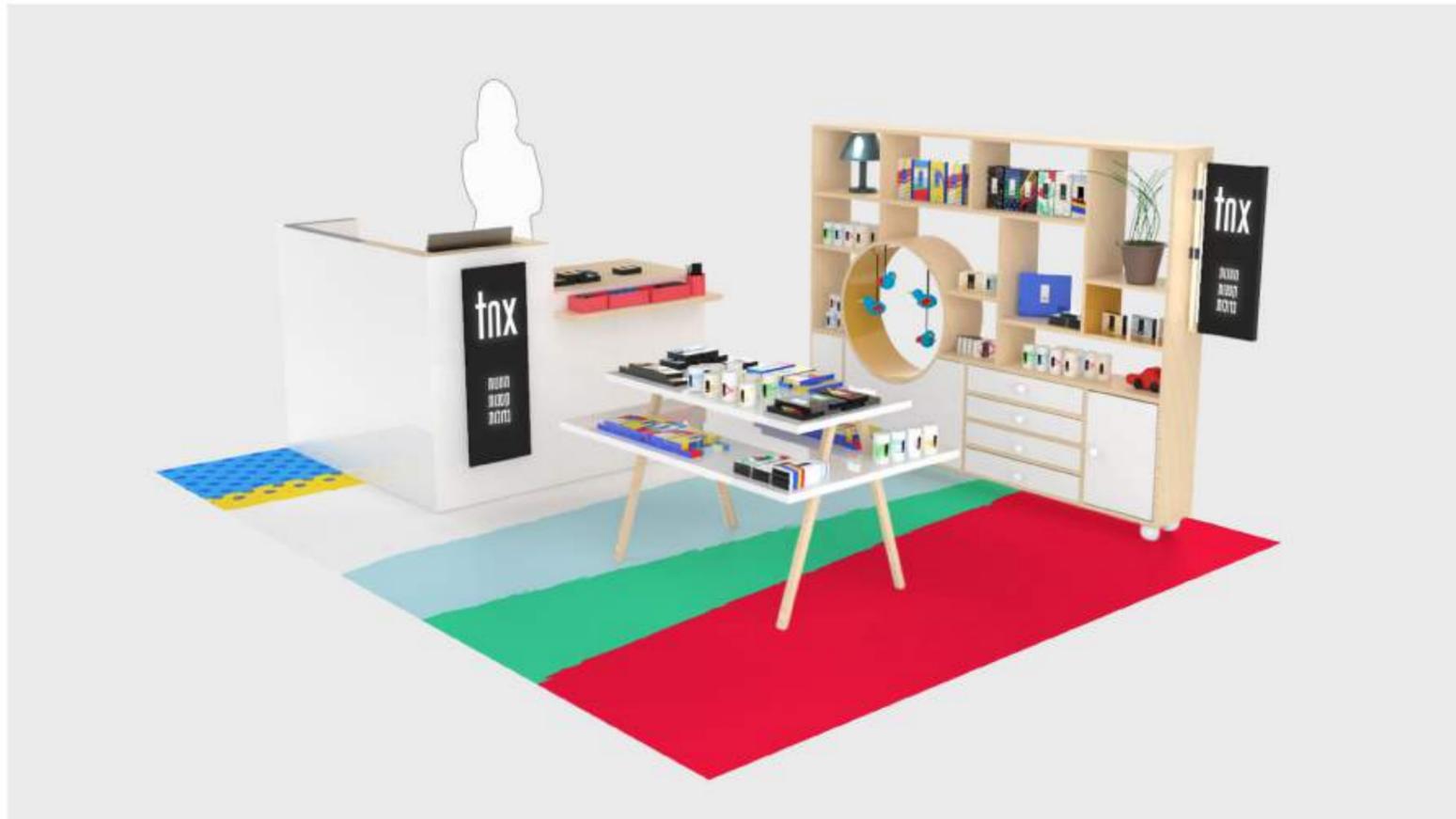
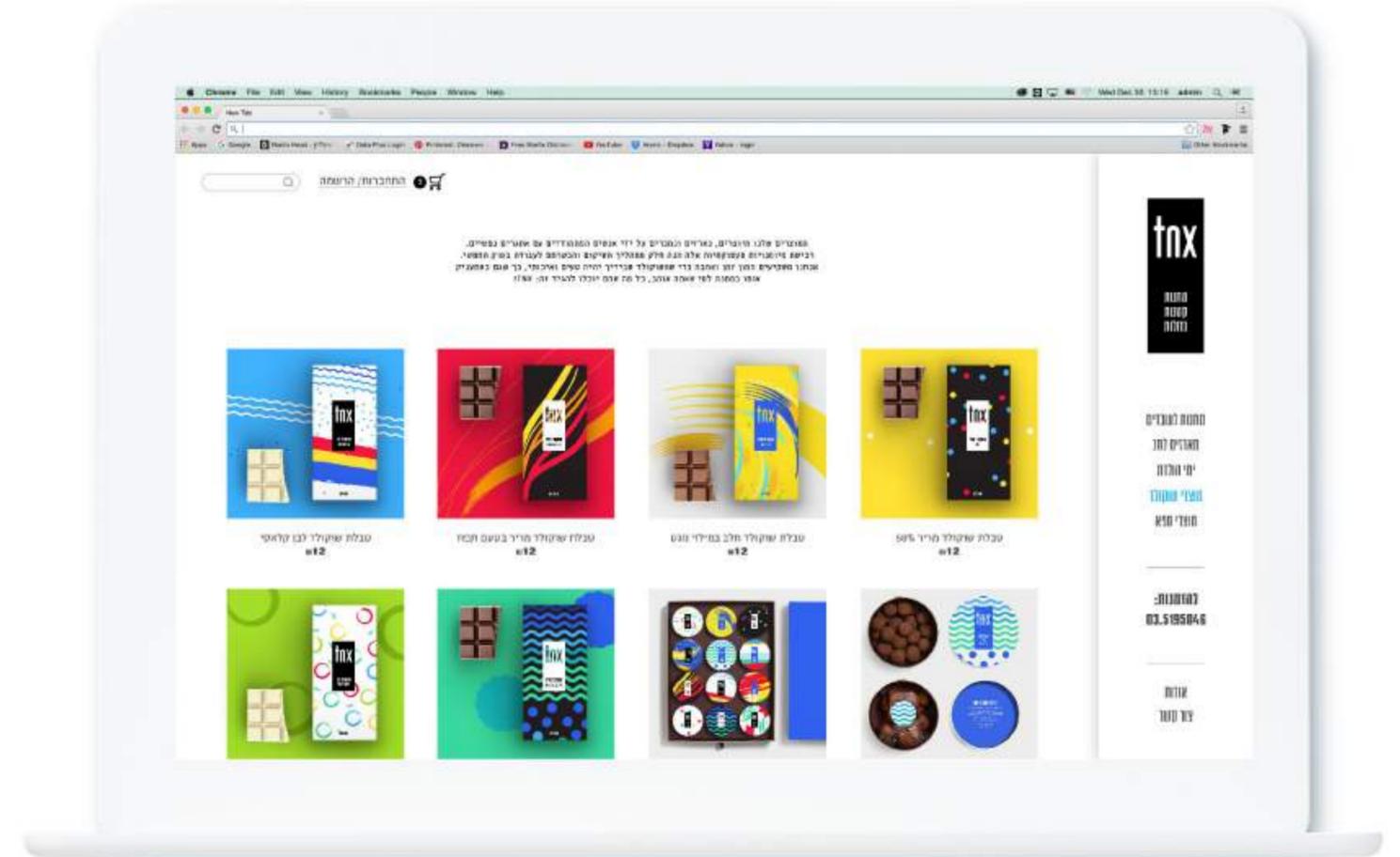
טבלת שוקולד מריר 58%
12 ₪



מתנות לעובדים
מארזים לחג
ימי הולדת
מוצרי שוקולד
מוצרי ספא

להזמנות:
03.5195046

אודות
צור קשר





Hebrew- Narkis Block Condensed

אבגדהוזחטיכךלמסנ
 וסעפךצץקרשת"'"

Latin- Almoni Tzar

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz

Numbers & Signs

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

Color Scheme

