

Tin Can PR gets attractive new brand identity

Tin Can PR, [Saatchi & Saatchi](#)'s South African PR affiliate, has a new brand identity that underlines its strength in connecting brands and their stories with customers through innovative PR solutions and activations. The brand identity was conceptualised by Saatchi & Saatchi Cape Town.



"Our objective was to bring the inherent curiosity and playfulness of the Tin Can employees into their new brand identity, while delivering a serious business message at the same time," says creative director at Saatchi & Saatchi Cape Town, [Gavin Whitfield](#), part of the design team.

"The image of the tin can telephones is clearly historical collateral, as it is the company name, so we decided to keep them in the new brand identity. However, we shifted the strategic focus from the cans themselves to the thread that connects them. The team is highly professional, but they are also challengers who retain a childlike curiosity and enthusiasm and are unafraid to try new things, which further influenced the addition of the two young characters on either side of the 'line'."

"Masters in the art of conversation"

The corporate identity rebranding included logo development and collateral design and a soon to be launched website. A new tag line was also developed to demonstrate its strength 'Masters in the art of conversation'.

"The result is a logo and applications that really feel as if they fit the people they represent," he concludes.

Debby Reader, MD of Tin Can, adds, "We now have an identity that represents our strengths and visually represents our PR offering which connects brands and their stories to relevant consumer groups and audiences in the 'new media' landscape."

Credits

Title: Threads

Creative director: Gavin Whitfield

Art directors: Jenna Barbe

Copywriters: Melanie Horenz

Illustrator: Ari Kruger

Account director: Wouter Burger



[click to enlarge](#)

For more, visit: <https://www.bizcommunity.com>