

TIM Pack

The new TIM internet pack

FutureBrand has been called by TIM, the Italian leading brand in telecommunication field, to design the the new internet packaging.

Daniele Ammirata, senior designer of FutureBrand, explains: "The idea to opt for an essential graphic seemed the best choice to emphasize the product for TIM customers. The two packs that we created express precisely the transparency of the new offer proposed by TIM. Basic colours - white for Olivetti key and black for Ducati key – a short text on the front, a simplification of the traditional TIM setting and realistic pictures. "

The result were two packs that stand out in the chaos of the telecommunication market. A service that the customers had really appreciated.

