

consumer ●

Tote bag.

In the following tote bag concepts, the new Consumer visual toolkit is used at scale for a nontraditional kind of advertising (at least for this kind of organisation, which historically does not commonly use small merchandise like this).

These tote bags rely on minimal graphics and large, communicative text worded in a somewhat irreverent Gen-Z style. Together, they work to tie the form of the product (the tote itself) into the Consumer mission.

They're intended to suggest the tote, which is hopefully of a high quality, is representative of the other products one could find by using Consumer's services. It is a good product; Consumer leads you to other good products.

