



# F M

FOUL MOUTH CREATIVE

**brand design**



A person with long brown hair is lying on a red couch, reading a large open book featuring various bird illustrations. They are wearing a white knit sweater and blue jeans. A blue coiled cord is draped over their lap. A blue rectangular object with the word 'TREK' embossed on it is also visible. The couch is positioned on a patterned rug. A large, bold, yellow 'TIN CAN' text is superimposed over the center of the image. The person's face, wearing purple-rimmed glasses, is visible in the bottom right corner.

# TIN CAN

## THE ASK

Build a brand-new brand for a startup aiming to be the no-screens antidote for *The Anxious Generation* — helping millennial parents + their kiddos, alike.

## INSIGHT


Technology doesn't have to be the enemy. When used the right way, it can foster focused social independence for kids + offer peace of mind for parents.





**The landline:**  
familiar to millennials,  
foreign to youths.





Our job was to take a nostalgic concept + turn it into a brand that is new + playful for kids while stoking those childhood memories for their parents. All while dialing in the modern notes of a tech company. A new-school meets old-school play.

Tin Can isn't meant to feel like a kids brand alone. We need it to resonate with the primary buyers – millennial parents – finding the common cool factor that spans generations.

Enter the...

# New-School Landline for Friends

A vintage-style coiled cord telephone handset, primarily pink with an orange base, is positioned on a white circular pedestal. The background features a blue draped fabric and a green surface. The entire scene is framed by a red border.



We wanted a logo that packed a punch. Energetic with the perfect balance of modern + throwback. (See if you can find the hidden rotary phone.)



We also birthed a cheeky mascot – “Tinothy” – to infuse an extra pinch of childlike mischief.







Our **photography approach** took inspiration from 90s-era disposable cameras, embracing the spontaneity + imperfection of the Tin Can experience. **By prioritizing real moments over technical perfection, we built a library of images that expresses nostalgia + play, fostering a sense of personal connection + serendipity.** Fun fact: for supplemental photography, we gave our pint-sized talent their own disposable cameras to photograph Tin Can through their eyes.



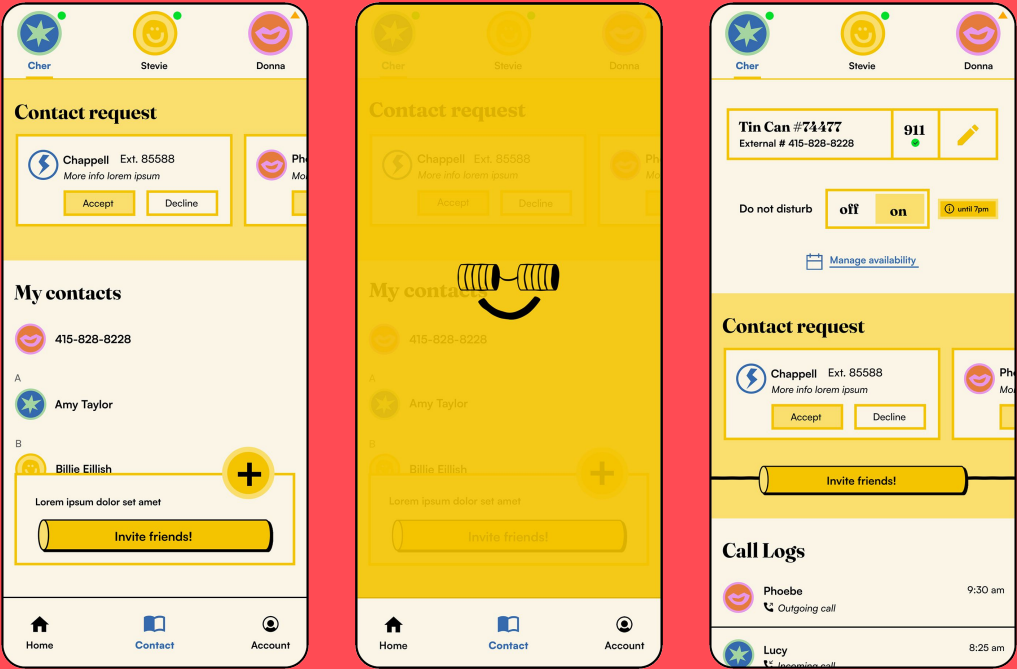


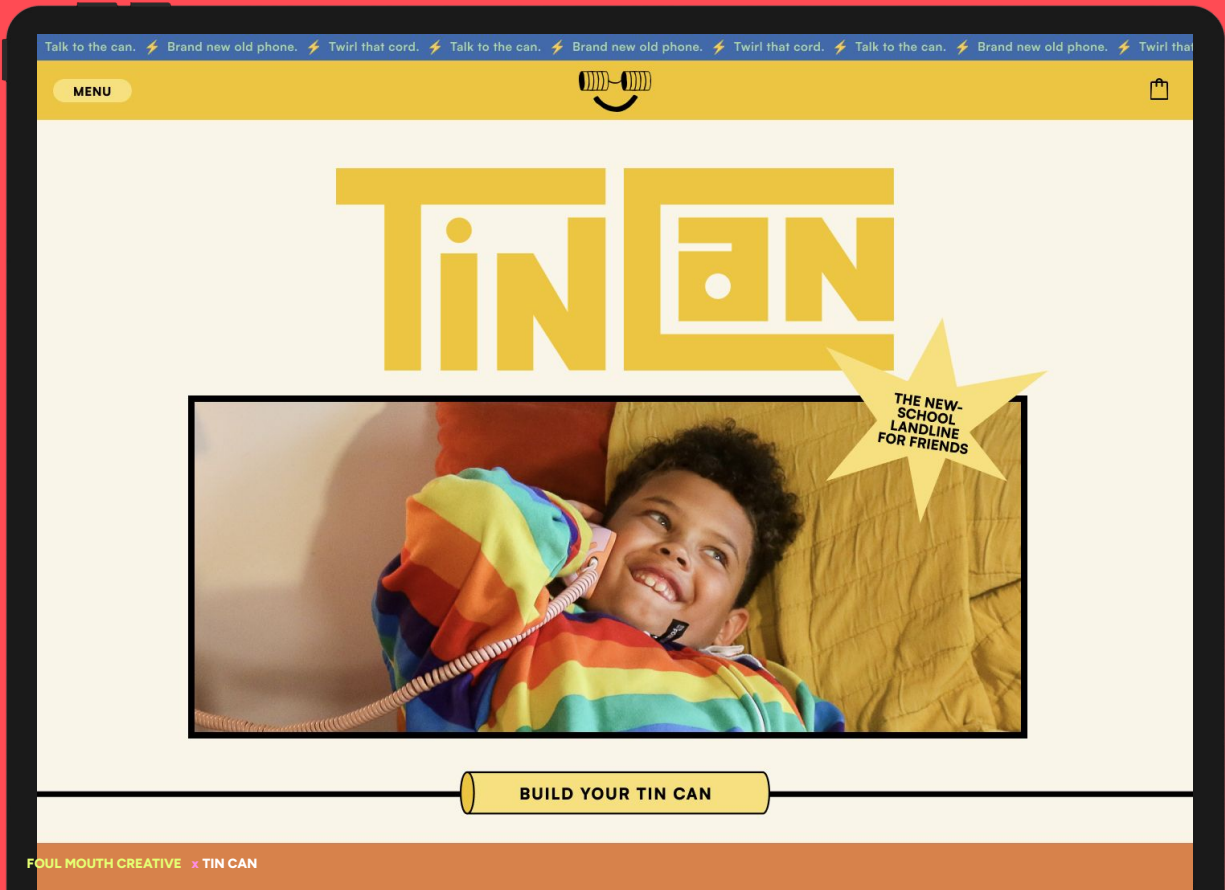
And with a custom “sticker pack,” we mimic collections that have adorned notebooks, diaries + water bottles all across the brand.











**hey, thanks :)**