

Communication Arts

November 2006

Packaging

4 (series)

Stacey Benham, art director/designer
IZZE Beverage Company (Boulder, CO),
design/client

"This package was created for Target. Due to competitive offerings on shared shelves, the 8.4 oz. can and chipboard four-pack were designed with a bold color palette in order to increase shelf appeal and ensure legibility, while still maintaining the design simplicity the brand has become known for."

