

More Than 800 Colorways for Package Designs That Work

# COLOR HARMONY PACKAGING



## Izze Soda

Packaging for premium  
fruit juice drink

Design Firm:  
**Izze Beverage  
Company**

The world of soft drink packaging is full of complex designs, flamboyant and intense color palettes, and cluttered point-of-purchase displays that scream their products' messages. People buying these products are typically seeking a sugar high, intense taste, or just familiarity with a major name brand. However, more and more, consumers are leaving the mainstream of the beverage market in search of healthier alternatives.

Izze Soda launched its premium, all-natural drink product and packaged it with a simpler design, hoping the aesthetic itself would both communicate its wholesome ingredients and appeal to that savvy, health-conscious individual seeking a better drink experience. The "fruit slice" icon, a unique spectrum of flavor-specific colors, the glass bottle, and simplistic design were all chosen to communicate the product's contents—fruit juice and sparkling water. When presented together on store shelves, the unique impact is one of a clean, appealing experience reflective of the product.

The result was an easily distinguishable and visually appealing product on store shelves that now has a proven track record as a unique and tempting brand identity, attracting a wide audience of all ages. The soda itself delivers on the promise that even if alternative options may seem appealing, consumers can expect one thing from the Izze brand—a tasty, premium, good-for-you drink.