SAFEWAY FRUIT FLAVOURED SODA



Properties list:

new product
soft drinks
can and tin
metals
contemporary
identity by pictograms
identity by system of colour
range of products
end-user packaging
information about content

Anthem created a strategic point of dierence on shelf for their private-label fruit sodas. Drawing from a more progressive European design inuence, Anthem?s new system re moves all the extra layers and boils each avor down to its essence?it says only what it is an d doesn?t claim to be anything else. Each can?s artwork is iconic and accentuates the spec ic characteristics that consumers associate most with each fruit. In addition to framing the artwork, the parentheses give

focus to the simple avor and subtly insert a succinct explanation of the can?s contents. The pr oduct?s form factor was carefully considered in the packaging development as well. By ke eping the design simple, the usual color limitations were avoided; crisp, recognizable imagery was the result. Like their contents, the cans are refreshing, and their unied, consistent look oers an eye-catching presence in the soda aisle."

Reference: http://designarchives.aiga.org/entry.cfm/eid_8879

Credits:

Country: California

Year: 2006

Creative director: Ron Vandenberg

Art director: Brian Lovell **Designer/illustrator:** Michael D.

Johnson

Production director: Chris Toner **Production artist:** Mary Mazonson **Project manager:** Catherine Rude

Client: Safeway Inc.

Other images:



