Jordan Chiacchia

Packaging & Branding

ART321 Fall 2023

brand identity

Copywriting Brand Identity

figurative phrase

Two peas in a pod.

primary slogan

Here's to peace in a pod.

copywriting

Whether on jobsite, at a concert, or seeking quiet sleep, Earvana's reusable earplugs are made to suit your needs. Their universal fit is designed to mold to the shape of your ear for a comfortable and customized experience. Earvana's reusable earplugs are travel friendly, eco-conscious, and reliable.

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Logo Mark

Brand Identity



Logo Manipulations

Brand Identity



Colors should not be applied to the wordmark.

edryman

The wordmark should stay stacked and not placed side by side.



A stroke should never be applied to the wordmark.



The wordmark should never be sheared.



The wordmark should never be stretched vertically or horizontally.

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primary typeface

Urbane Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

- This font may be used for titles and subtitles.
- Only use this font in all lowercase.

secondary typeface

Urbane Rounded Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

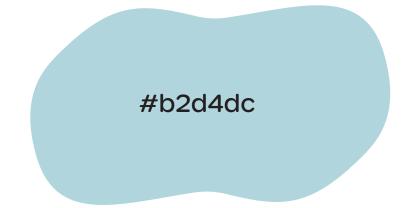
- This font may be used for body copy.
- Only use this font in sentence case.

primary colors



#ededee

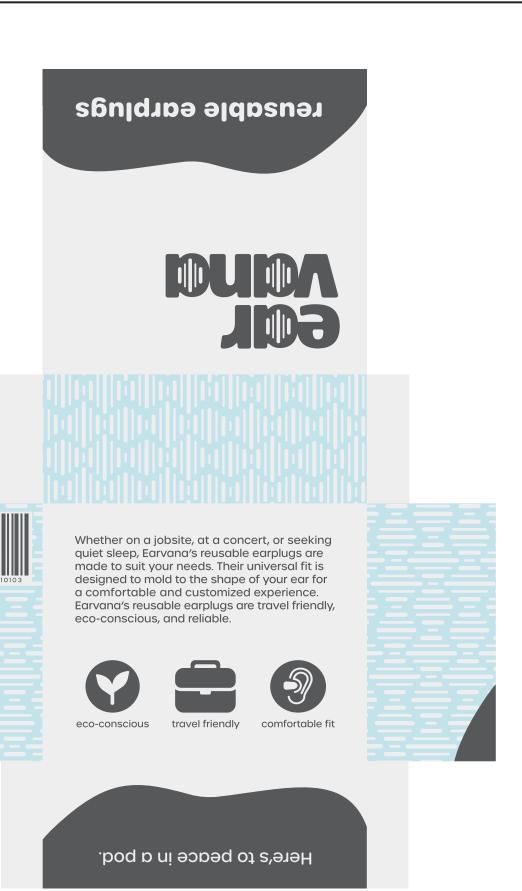
accent color



packaging

Packaging Design





Packaging Mockup

