

# Jordan Chiacchia

## Packaging & Branding

ART321 Fall 2023

**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.**

ear  
vana

ear  
vana



Colors should not be applied to the wordmark.



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.

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



accent color



**packaging**





