



Alphagetti

Packaging Redesign, Illustration



Project

To redesign the logo and visual elements of the Alphagetti Alphabet Pasta can by Heinz. I approached this project by creating a smiley and playful mascot shaped as an "A".

Challenge

To create a label and make sure that the elements present on the label are readable, clear, and capture the playfulness of the product. To create a nutrition facts table for the product that respects the government norms.

Solution

I used a real can to envision the label dimensions and sizes of the visual elements on the label. I printed the label and placed it on the can which helped ensure the readability of my text and how my colours would look once printed.