

kaylie allen

a smattering of my
GRAPHIC DESIGN

BRANDING

PACKAGING

PRINT

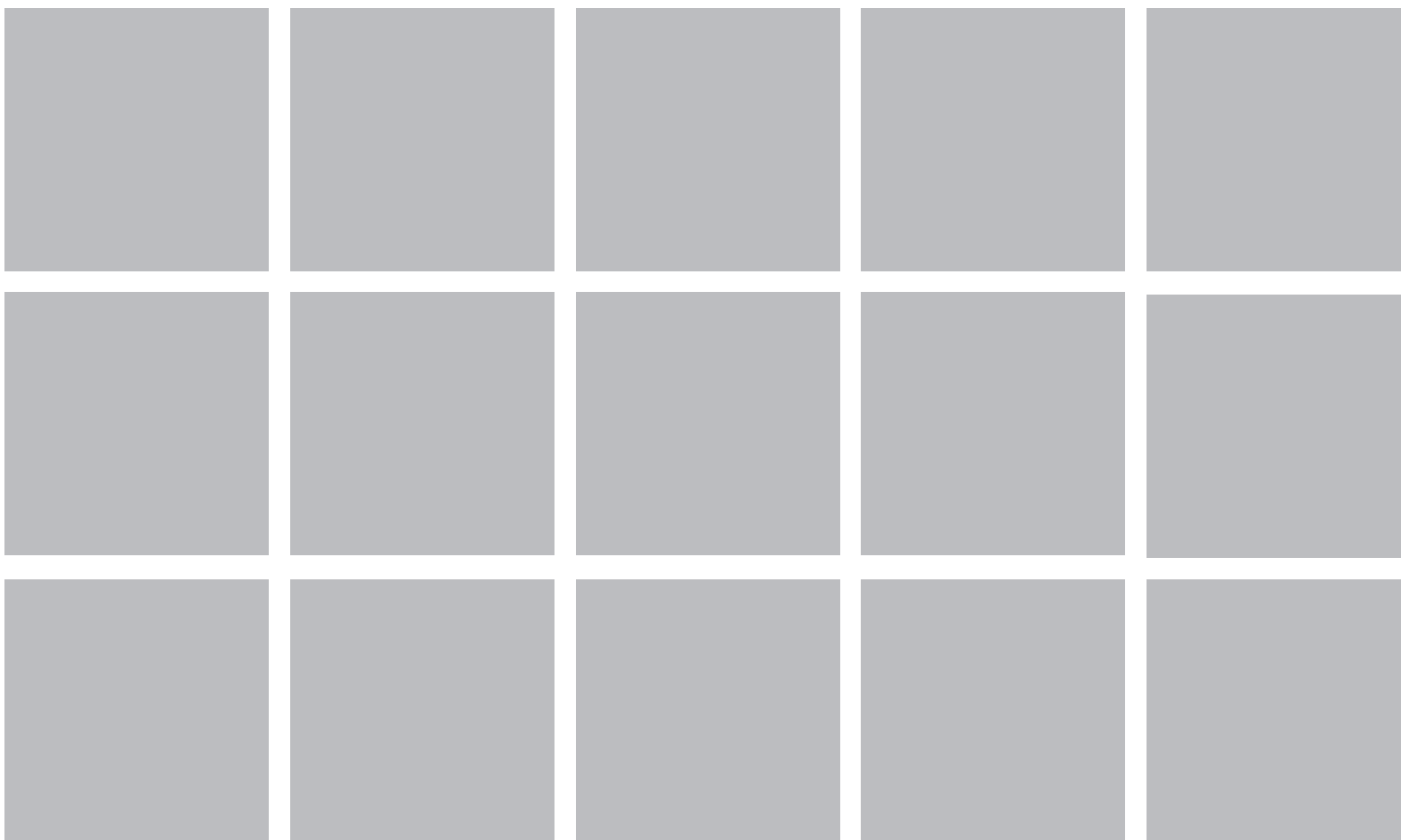
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ABOUT

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looza
paper tree

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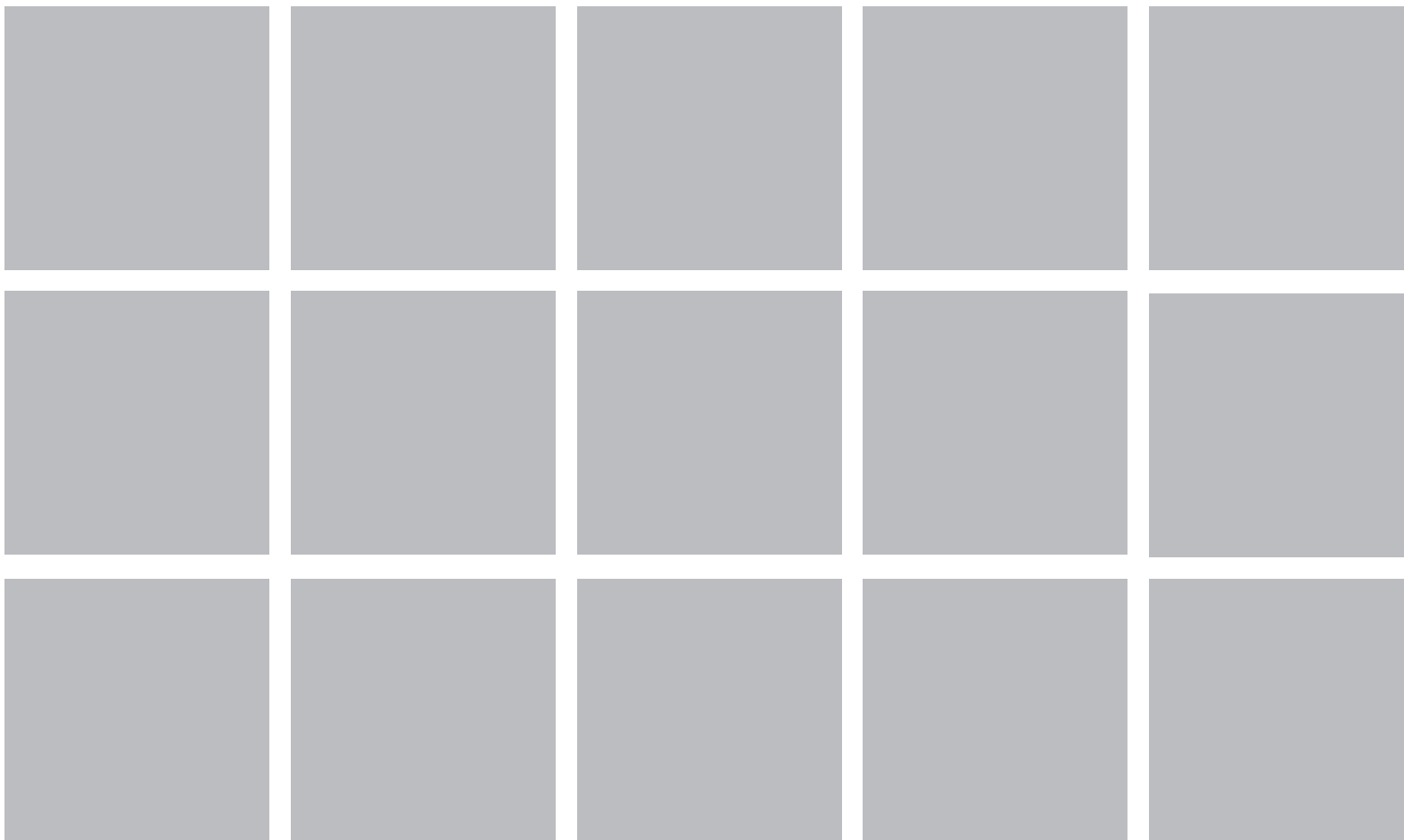
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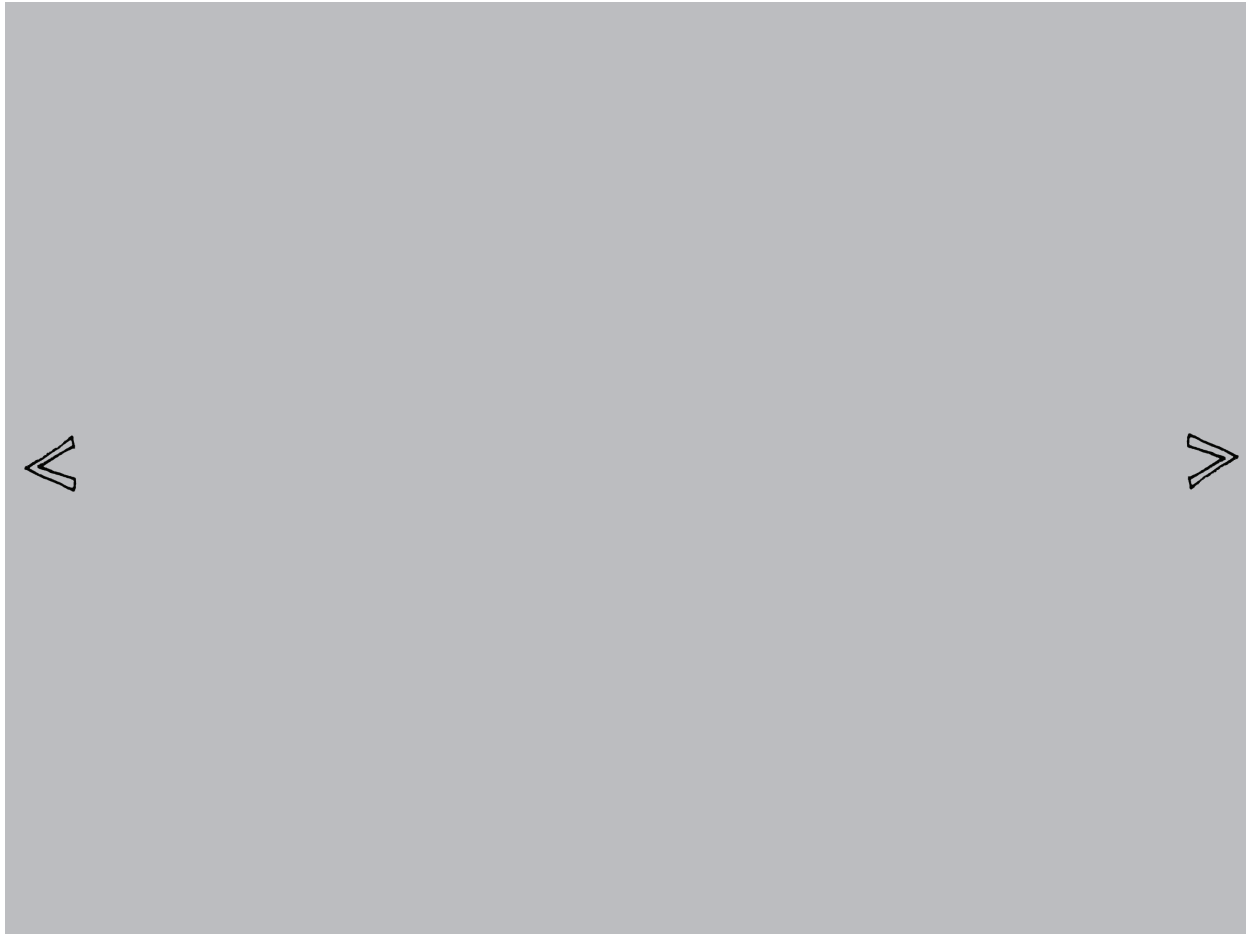
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LOOZA: In my rebranding and labeling for the company Looza the modern type reflects the company's innovation and European roots. The traditional illustrations reflect the company's small beginnings and its commitment to preserve the natural flavor and color of its fruit juice.