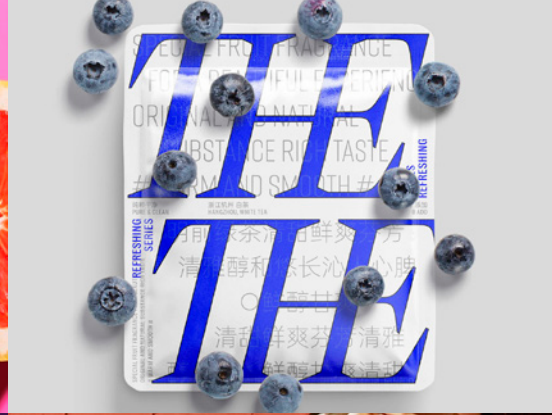


# BIG TYPE



Brand design minimalists applaud as chunky type takes over! Large, loud logos cover the whole front of pack and beyond, enough in some cases to become almost abstract marks. The simplicity and cleanliness leans towards modernity. Bold, clear typography in flat, contrasting colors can work in a visually busy marketplace, essentially becoming the graphic equivalent to shouting your name in the grocery aisle.