

Self-Support Can Initiative: DRAFT DESIGN

Suggested Materials:

- Empty Coffee Can (Maxwell House is good because it has the royal blue colour)
- Self-Support Can Label

Method:

- Maxwell House Can is 6 inches in depth (for label design) and has a 20-inch wrap-around circumference
- Label was designed as 6 inches long and 17 inches for wrap-around
- Label printed on yellow 11" x 17" paper (see example below)
- Label can be secured with tape (see example below)
- Cut a rectangular slit on top of the can for donations

Front:



Back:



The back of the can: position the label so solid blue is showing solid blue

Options:

- Self-Support Can label design **can be adjusted into a poster design** to accompany a letter to groups with explanation of this initiative