



HEALTH CARE

# MERIT



1

**TITLE**  
Steeplechase Invitation

**COMPANY/ORGANIZATION**  
Vanderbilt University,  
Nashville, TN;  
[www.vanderbilt.edu](http://www.vanderbilt.edu)

**CREATIVE TEAM**  
Jenni Ohnstad, Donna  
Pritchett, Judy Orr,  
Brenda Black

**PROJECT OBJECTIVE**  
The designers wanted to capture the "spirit and tradition" of the Iroquois Steeplechase, an equestrian event that's an annual fundraiser for the Monroe Carell Jr. Children's Hospital at Vanderbilt University.

2

**TITLE**  
Vitivia Pro:Vitamin Packaging

**COMPANY/ORGANIZATION**  
Vitivia, a division of JSJ  
Pharmaceuticals, Charleston,  
SC; [www.vitivia.com](http://www.vitivia.com)

**CREATIVE TEAM**  
Lydia Grossov

**DESIGN APPROACH**  
The product's purity and lightweight nature comes through in this packaging system for a new line of topical antioxidant vitamins. Even the capsules containing the pure concentrations of vitamins A, C and E are thoughtfully designed.

