

Project 1 Process Book
Beverage Packaging Design

Olivia Mignon

Whitney

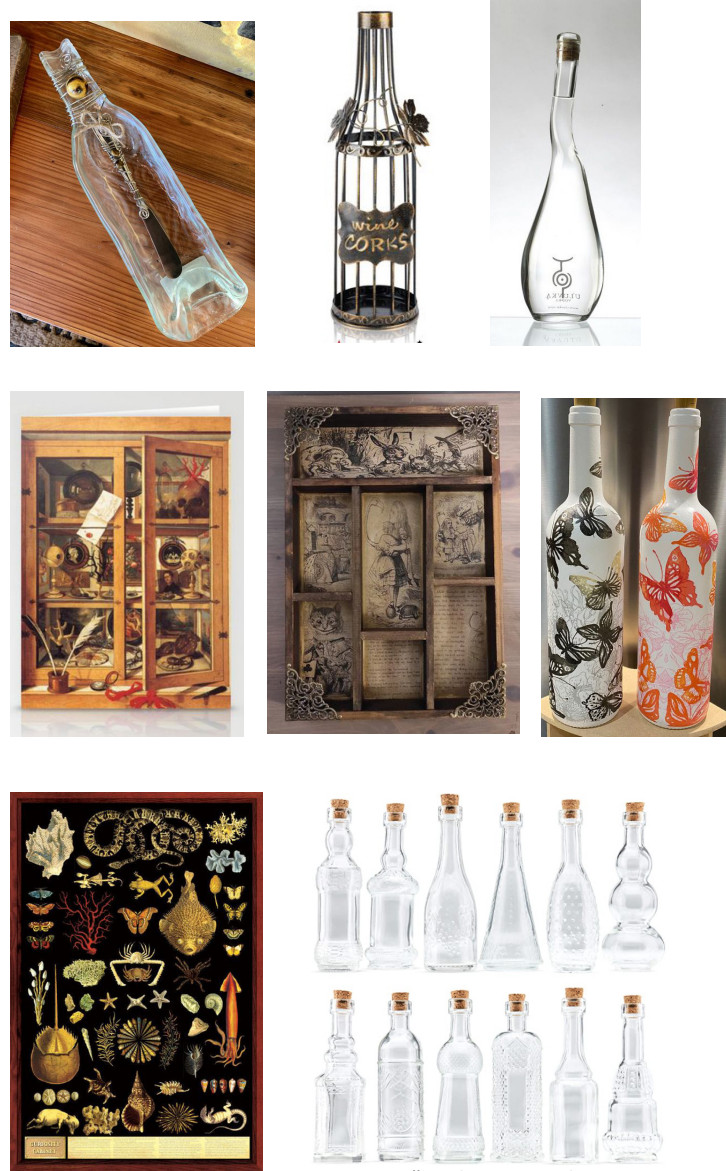
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WINTER 2022

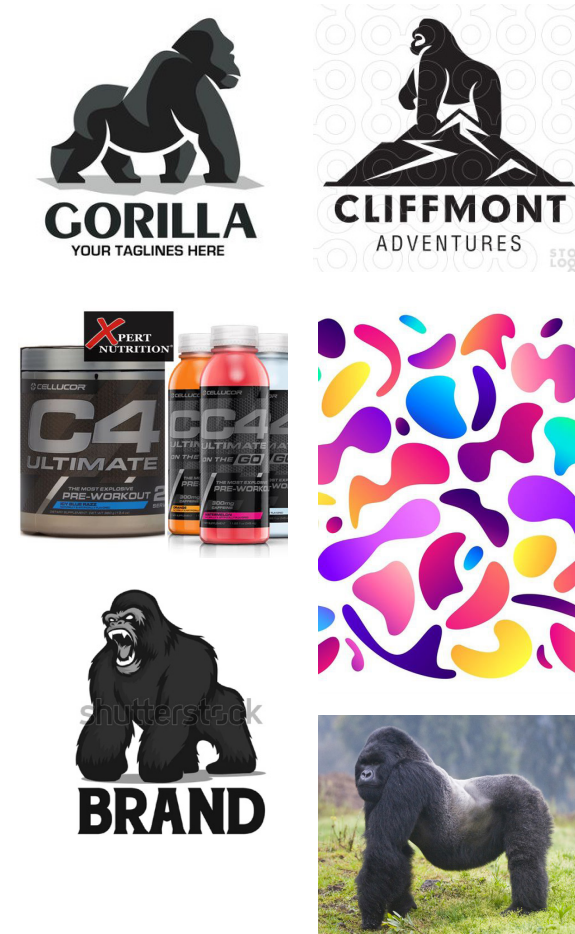


3 Concepts Images

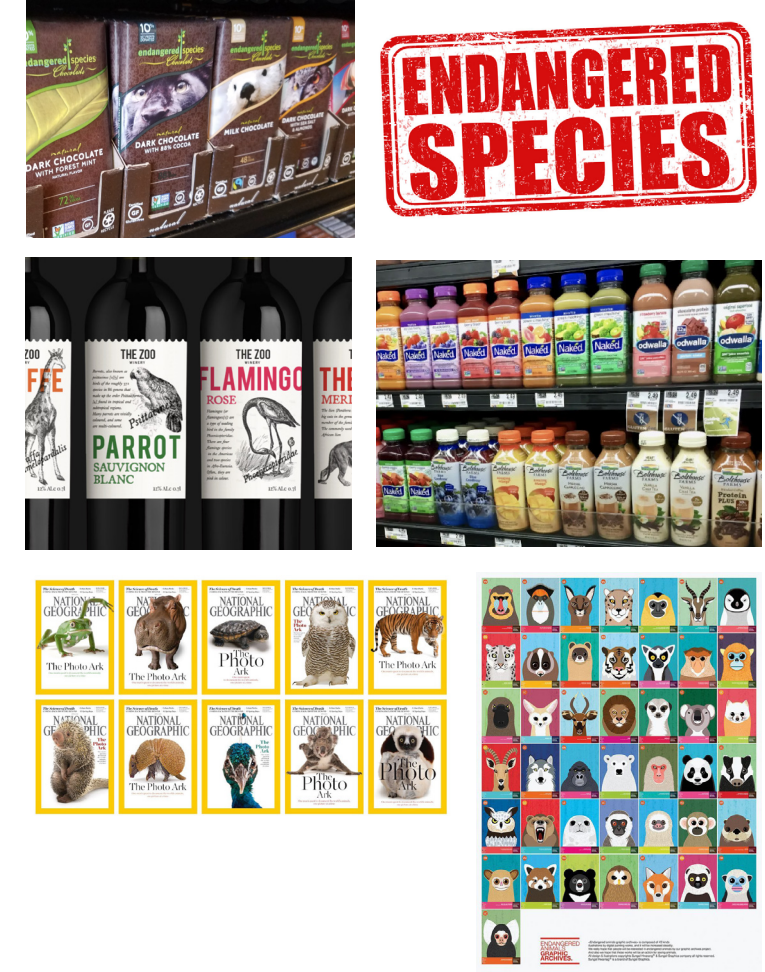
“Cabinet of Curiosities”



“Power of the Gorilla”



“Endangered Animals Awareness”



30 Beverage Inspiration



I love the vibrant colors and simple, memorable bird logo on all of these. It is cool how the bird sits on top of different fruits based on the flavor of the drinks.



Shaping the bottles of milk like the light from a UFO is so clever and attention-grabbing. The logo of the levitating cow goes perfectly with the bottle design.



I love the idea of a mini brewery, and this idea was executed beautifully here. The texture and color of the bottle is compelling and I would love to have this even just as a keepsake.



I like the Lazy Ghost illustration, and how the green of the smoothie contrasts the white and yellow label. Fun characters like this always make me feel connected and fond of food/beverage brands.



I like how each bottle has a different animal with an angry expression. It is unique and makes the drinks memorable.



I like how the colors of the fruits complement the juice in the bottle. It is also interesting how they placed two fruits together to show what flavor the juice is.



The pattern on the crow is so unique and dynamic. The name "Twin Crows" is catchy and memorable. I also like the minimal black and white color scheme.



I like the illustrative style of the bears on these drinks. I also like how they all have a different pose, it makes the bottles feel like a collectible set.



The illustrations and shape of the bottle are really fun in this design. The bottle is round which makes me think of a fruit, and the color of the juice showing enhance this idea.



I like how the dripping honey has a more modern shape and style. It's a fun twist on the idea of dripping honey, which I've seen a lot before. I also really like the minimal bee logo.



I like how the unique shape of the label on this bottle. It makes me think of a ballerina. It is really elegant and like no other bottle design I've seen before.



I like how these cartons all come together to make one picture. The gradient colors look vibrant on the black background, and make me feel like I'm looking at twinkling planets and stars in space.



The camel logo is iconic, and the gold color on the label is vibrant and stunning. It makes me think of how sand glows under the sun in the desert.



This bottle shape is so unique and I love the illustration style of the characters on the labels.



I love the illustrations on these, especially the whale. These labels look nautical and make me think of old sketches in sailor journals.



I like how these cans show the color of the juice. The color of these juices make them look very vibrant and sweet, so it's a great idea to show them off like this.



The concept "Two Robbers" is funny and memorable. I like the hand-drawn logo and the orange color scheme.



The walking alligator illustration is really fun and unique. The blue looks vibrant and is a nice contrast to the lighter pink and orange.



Shaping the bottles like bowling pins is so unique and eye-catching. The neutral pattern on the pins makes them look sleek and professional.



I love the rustic and country feel of this packaging design. The golden color of the bees makes me think of honey. This brand makes me think of a more elegant and expensive version of burts bees.



The green on this bottle beautifully complements the color of the juice. The bottle as a whole looks like a piece of fruit and makes me think the juice will taste really fresh and good.



I love the color scheme and how they contrast cool and warm colors. It makes me think this drink can be a fresh breath of energy in a cold climate. The illustration style is also really cool.



I love the illustration style of the goat logo and the straw in the packaging.



I love how the pink looks with the light orange of the Juice Squeeze drinks. The white fruits falling is a cool effect against the transparent background of the bottle.



I like how the octopus wraps around the whole bottle, and comes together when two bottles are next to each other. The translucency of the bottle makes it look like the squid is swimming in water.



The characters on these bottle are fun and unique. It makes me want to collect all the different bottles to have one of each.



The illustration style is really unique on this can. I love the colors and how this brand is geared towards lovers of the lowcountry (where I live!).



I like the carrying case for this because it looks like a castle. The black and purple color scheme makes the drink feel luxurious and sleek.

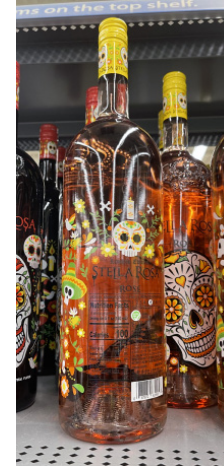


I love how modern, sleek, and minimalistic the swan is on this bottle. It looks elegant against the clear bottle and vodka.



I like the concept of a vampire drink. The red drop against the lighter background really looks like blood dripping down the bottle.

10 Beverage Inspiration



I really like the illustration style of the Mexican skulls. The yellows and oranges of the illustrations complement the color of the Rose and make the packaging feel unified with the drink. It's also cool how they carried the design all the way to the lid of the bottle too. The bright yellow at the top stands out and differentiates the bottle from others on the shelf. I also think it is cool how there is a crown embossed into the bottle itself. It makes me think of texture and how that can enhance the experience of the design.



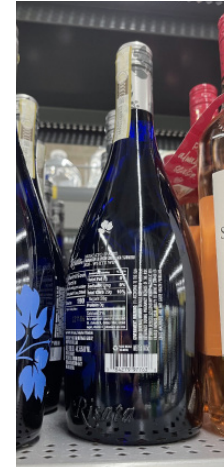
The logo typography is unique here, and I love how the R rolls over under the e. It is a very fun yet elegant exploration of the typography. The floral pattern on the bottom is also pretty and that dark red color adds even more elegance to the design. Unity is created by the repetition of color in the floral elements and wrapping around the top of the bottle. Lastly, I really like how the bottle is only slightly transparent. It creates a mysterious and intriguing effect as you move closer to the bottle.



I like the neon green and how it completes the green color of the drink. The foggy style of the bottle is also unique and interesting. It reminds me of how margaritas usually look when they are poured into a glass. The bright lime green of the wrapping on the top and the sun beams in the logo make me think of limes and energy, and like this drink would be a fun time. I also like the shape of this bottle and how it has a unique dip out at the bottom.



I like how the design includes a white piece of "armor" over the can. It relates back to the brand name and makes the bottle design dynamic and unique. It is also cool how this label has a different sort of texture and feel than other bottle labels. For some reason it makes me think more of working out, and the type of plastic that protein bars are packaged in. I love the images of the fresh fruit here and the bright, sweet red color on the label.



I love the dark blue glass this bottle is made of. The vibrant blue of the leaves almost seem to glow on the bottle. The cursive script of the logo gives the bottle an elegant and classy feel. I also like the shininess of the wrapping around the top of the bottle. It complements the shine of the reflections on the glass part of the bottle. Lastly, the shape of the bottle is really interesting. It is wider than the others and has a really compelling dip from the wider bottom to the thinner top.



I love the bright colors on this drink and the illustration style of the mangoes. The curl on the M of the logo is also fun and makes me think this is a friendly, enjoyable drink. The high saturation of the colors makes me think this drink will be very sweet, and maybe even made with fresh, real fruit juices. I think it is interesting how the brand's social media is on the back of the can. It creates a personable feel for the beverage in comparison to others on the shelf.



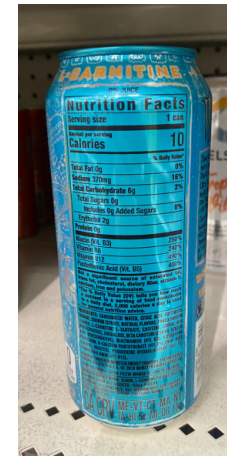
The zombie characters on these cans are really fun and engaging. I like how the artist combined the lemon with the zombie to show the flavor of the drink. Unity is created successfully between the illustration and text through the use of color. The illustrator did an amazing job creating shadows and details on the zombie using the same color palette as the rest of the can. I also like how shiny the can itself is, it looks like it adds even more natural highlights and dimension to that character.



I love the modern and minimalistic logo on this bottle. It is refreshing to see a logo made of basic shapes when so many other wine bottles have cursive script or decorative logos. The darker green label complements the lighter green drink beautifully. There is also a nice balance of color throughout the design. The silver wrapping around the top of the bottle reflects the lighter color of the logo, while the green of the logo unifies with the color of the drink.



The all-black, shiny bottle is very appealing and unique. I also like how the tree branches out to touch the logo. The white really stands out against the darker bottle, and I think minimizing the palette to black, white, and yellow creates a sense of elegance for the beverage. It would be really cool to see a version of this where the tree branches out even more across the bottle or even wraps around it.



I really love how these cans have a waterdrop effect all over them. It shows me just how refreshing the drink must be. The Monster logo itself is also very unique and energetic. It is so easy to tell what the concept of the logo and drink is because of how well the logo is executed. The ragged edges of the M make you think an energetic and strong monster has scratched the can. Lastly, the can uses a complementary color scheme of blue and orange, which works really well and also conveys a lot of energy.

3 Concepts

“Cabinet of Curiosities”

Wine

Potential Names- Curiosities, Wonder

Cabinets of curiosities were popular in Europe during the Renaissance. They were small collections of extraordinary objects, similar to things you would see today in a museum. They included things like fossils, crustaceans, man-made objects, minerals, and other oddities that showcased the wonder of the natural world. They were also known as “wonder rooms” or “cabinets of wonder.”

This would be a brand of wine based on the concept of a cabinet of curiosity (wine was popular during the Renaissance.) The three wine bottles will be in odd shapes, maybe decorated each with a different item found in curiosity cabinets. They will be displayed in one small antique cabinet, as if they are objects in a cabinet of curiosity.

In a similar way to how people were drawn in to the oddities and wonders of the items in a curiosity cabinet; they will be drawn in to discover these three different wines as well. Since curiosity cabinets were used to preserve/ teach about history, I could also incorporate some interesting facts or historic stories on the bottles?

“Power of the Gorilla”

Pre-Workout Drink

Potential Names- Gorilla Power

Gorilla's are extremely strong creatures. Silverbacks have several times the strength of a human and can lift 4,000 lb on a bench press. Sadly, largely because of habitat loss, these strong gorillas are extremely endangered.

A brand of pre-workout drinks would be based on the concept of the strength of a gorilla. It would be based on the slogan “We make you and them strong,” because a portion of each purchase would be donated to gorilla doctors or to help restore gorilla habitats.

The design likely would be energetic and have some sort of lively colors contrasting the black of the gorilla to portray strength.

“Endangered Smoothies”

Smoothies

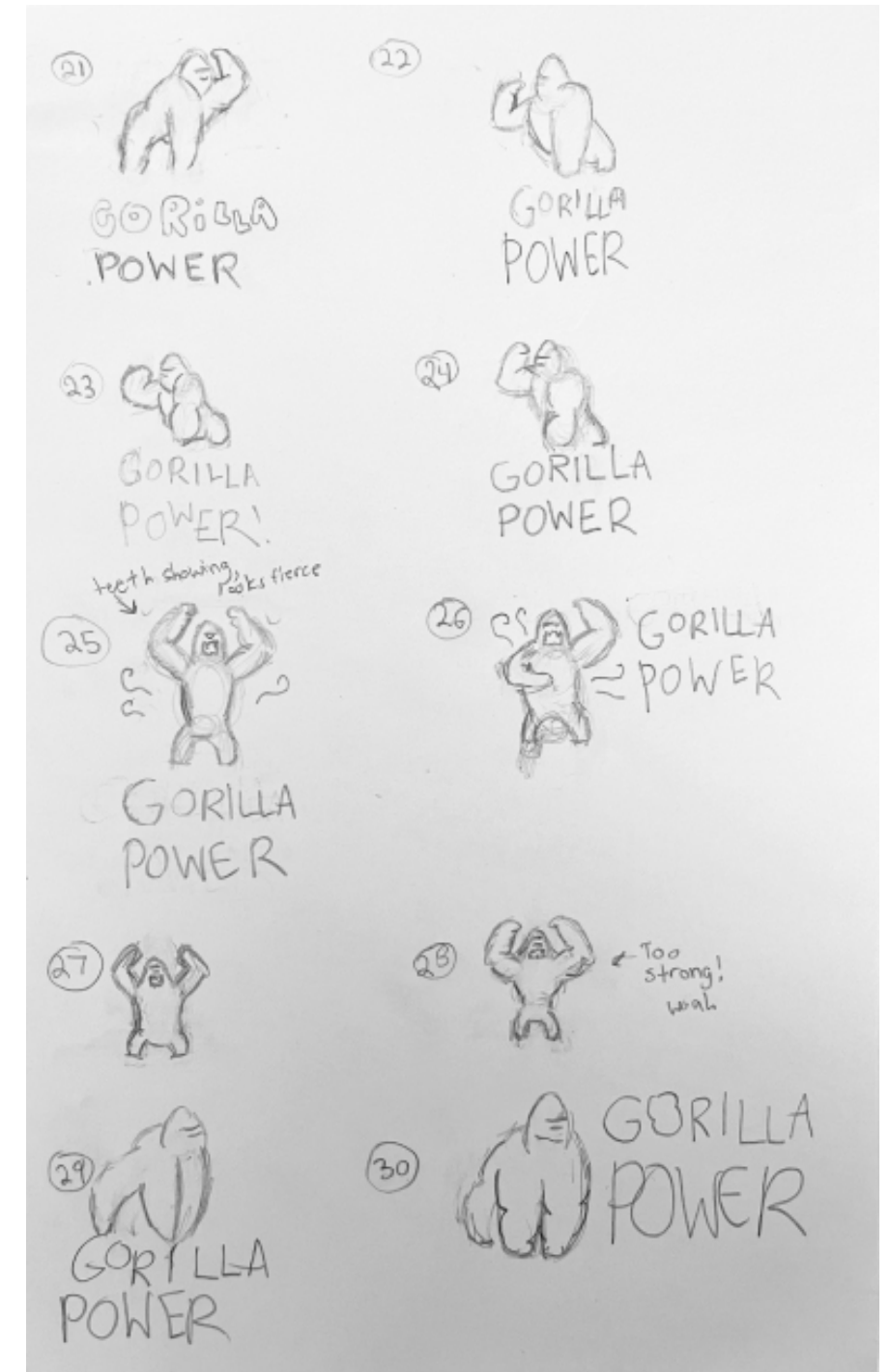
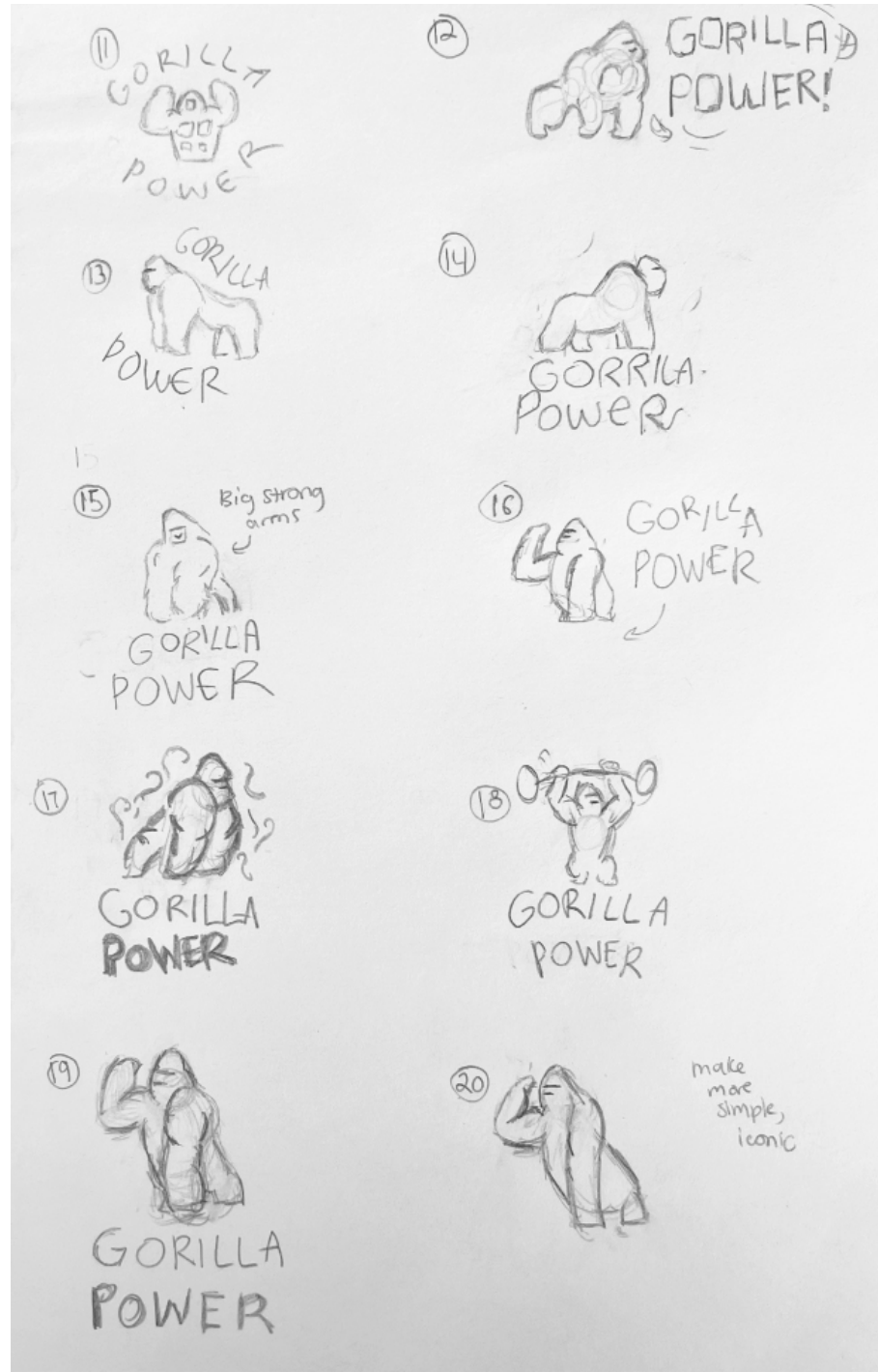
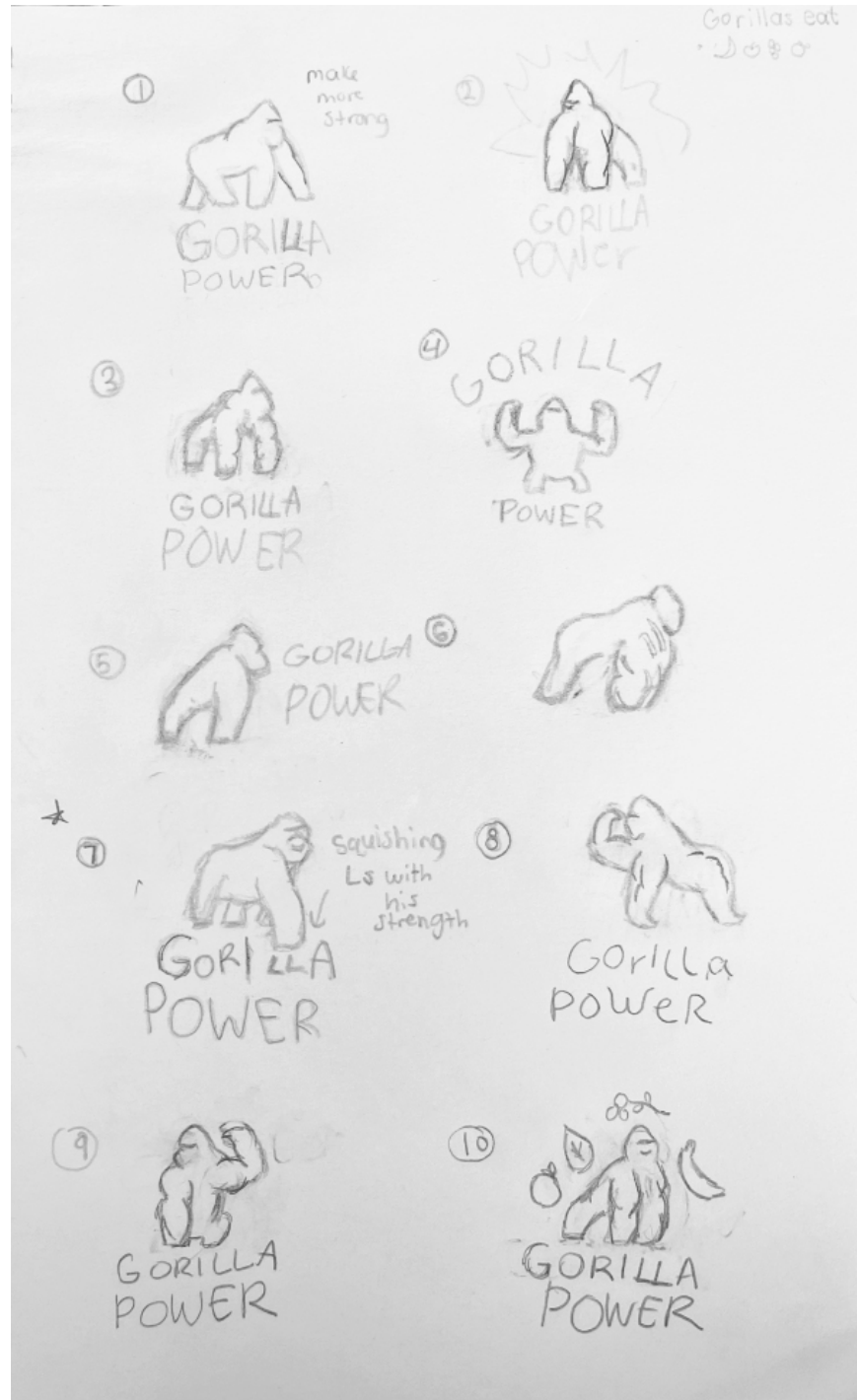
Potential Names- Endangered Smoothies (like Endangered Species)

Many animal species from all over the world are endangered and facing risk of extinction. However, barely anyone is talking about it.

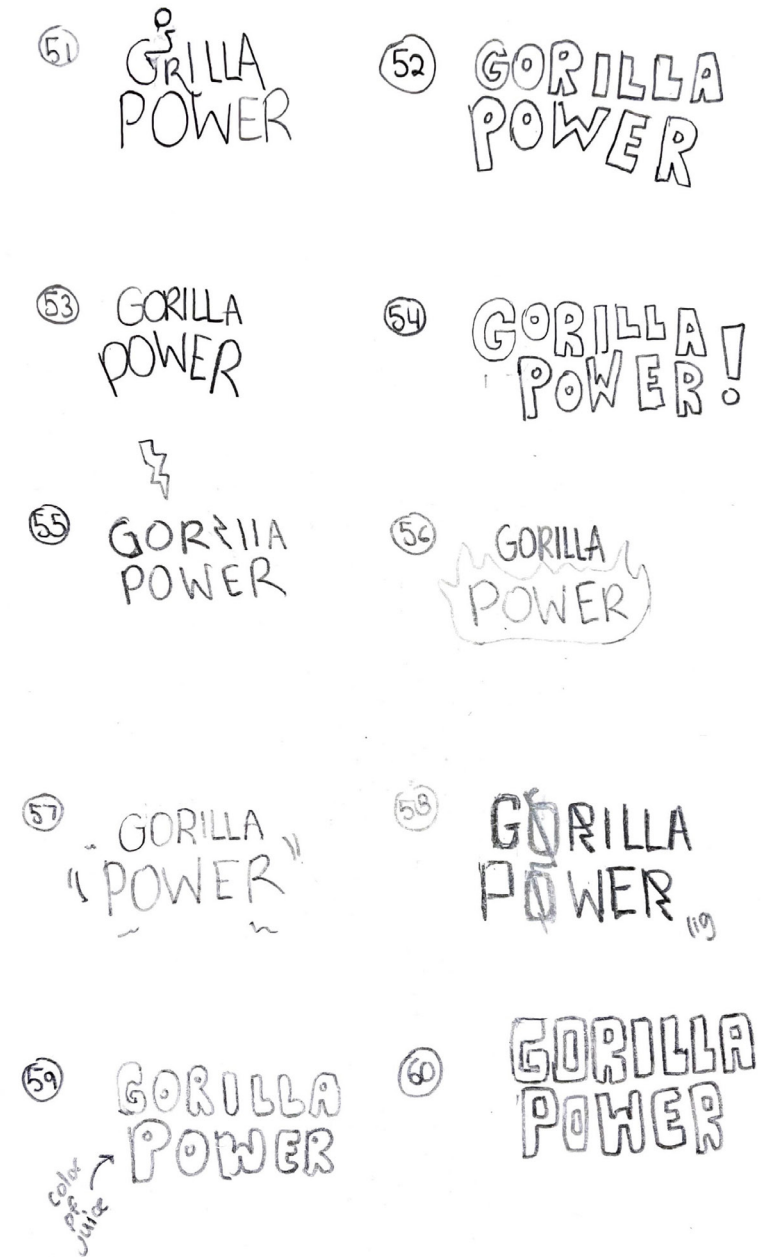
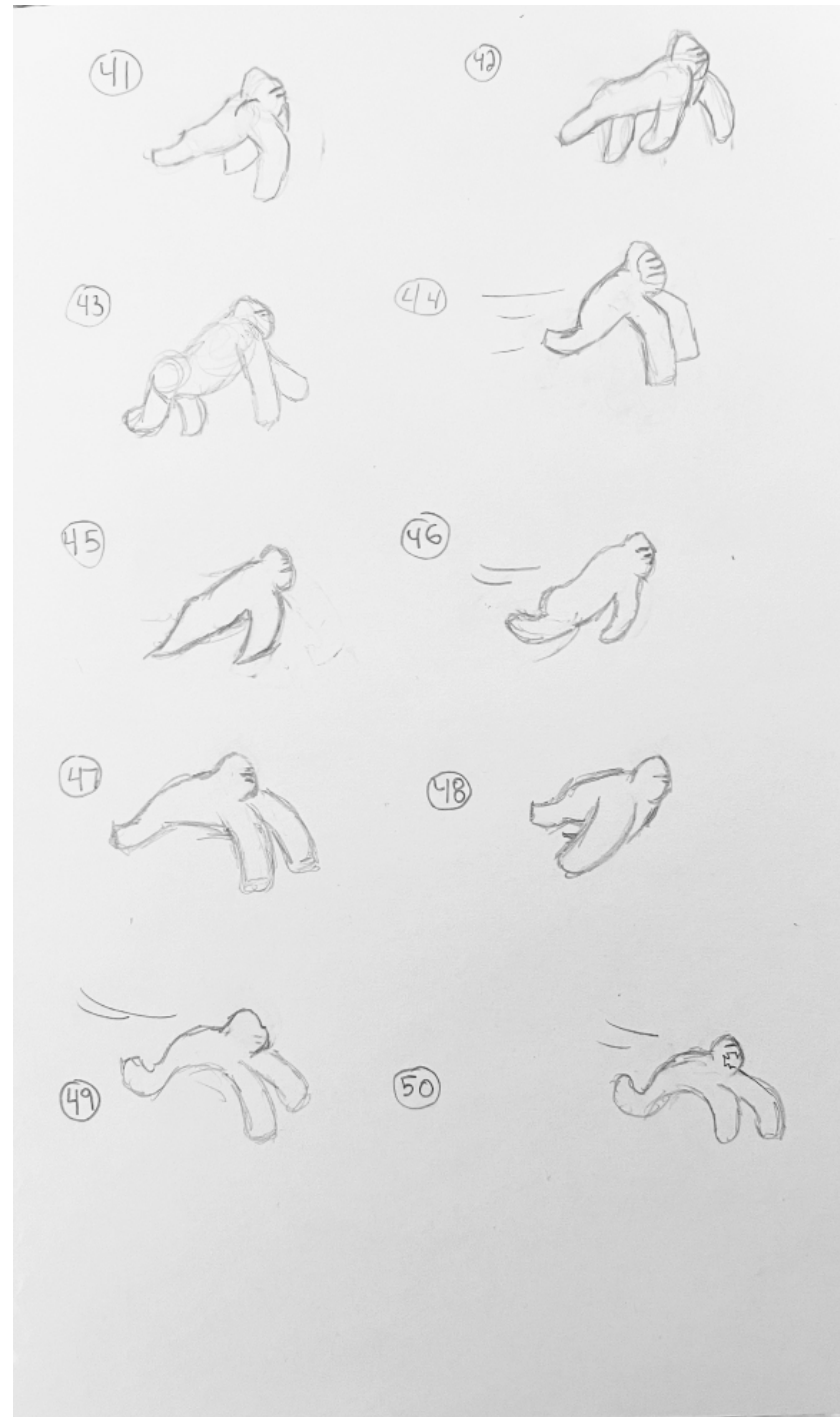
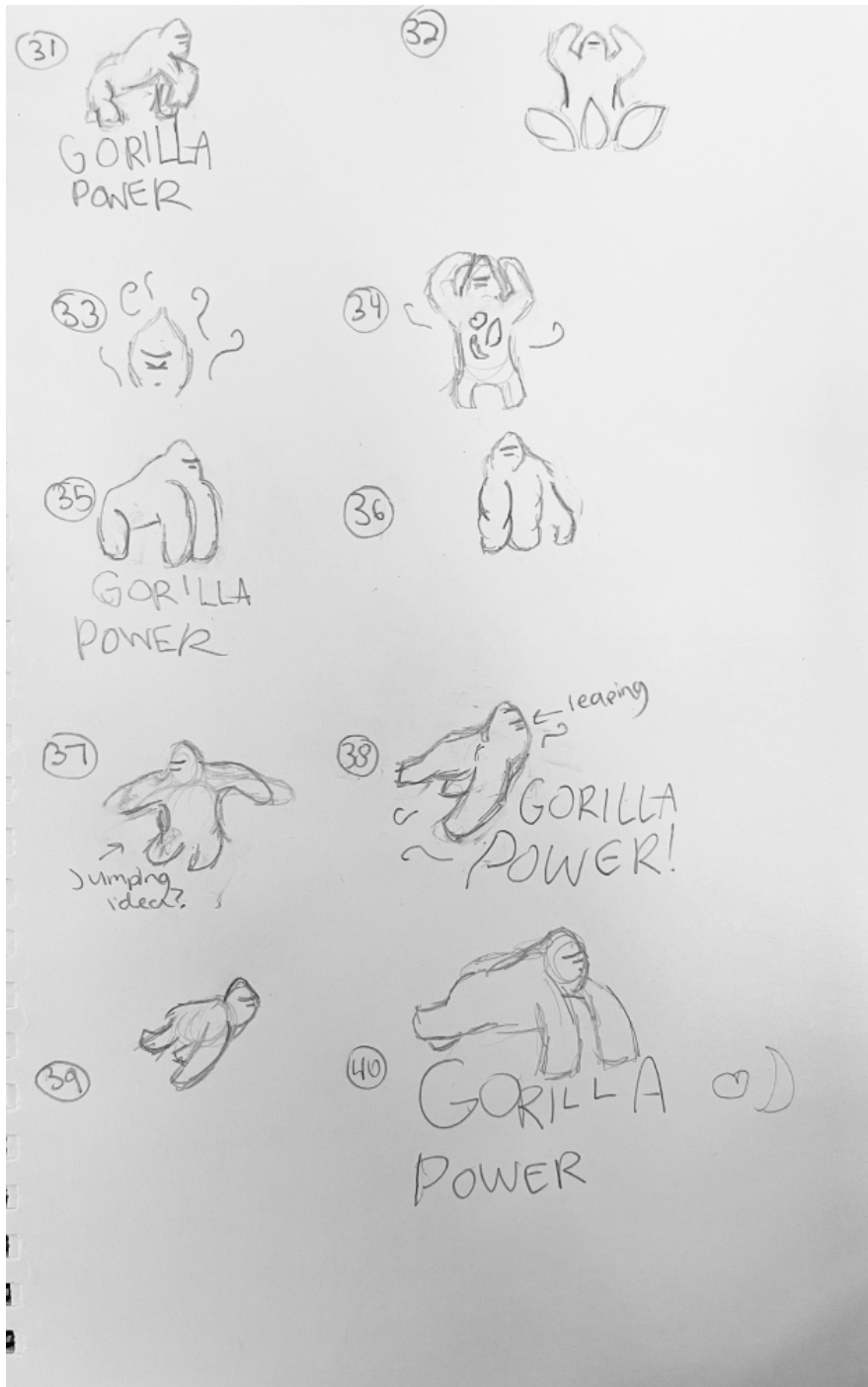
This would be a line of smoothies where a different endangered animal is featured on each bottle, primarily ones from South America where the fruit for the smoothies will be retrieved. This may be a more modern and trendy approach to make endangered animals a hot topic again. Many young people drink bottled smoothies so this would be a great way to get young generations aware of what is going on.

A portion of the proceeds from each purchase could go towards helping the species on that bottle.

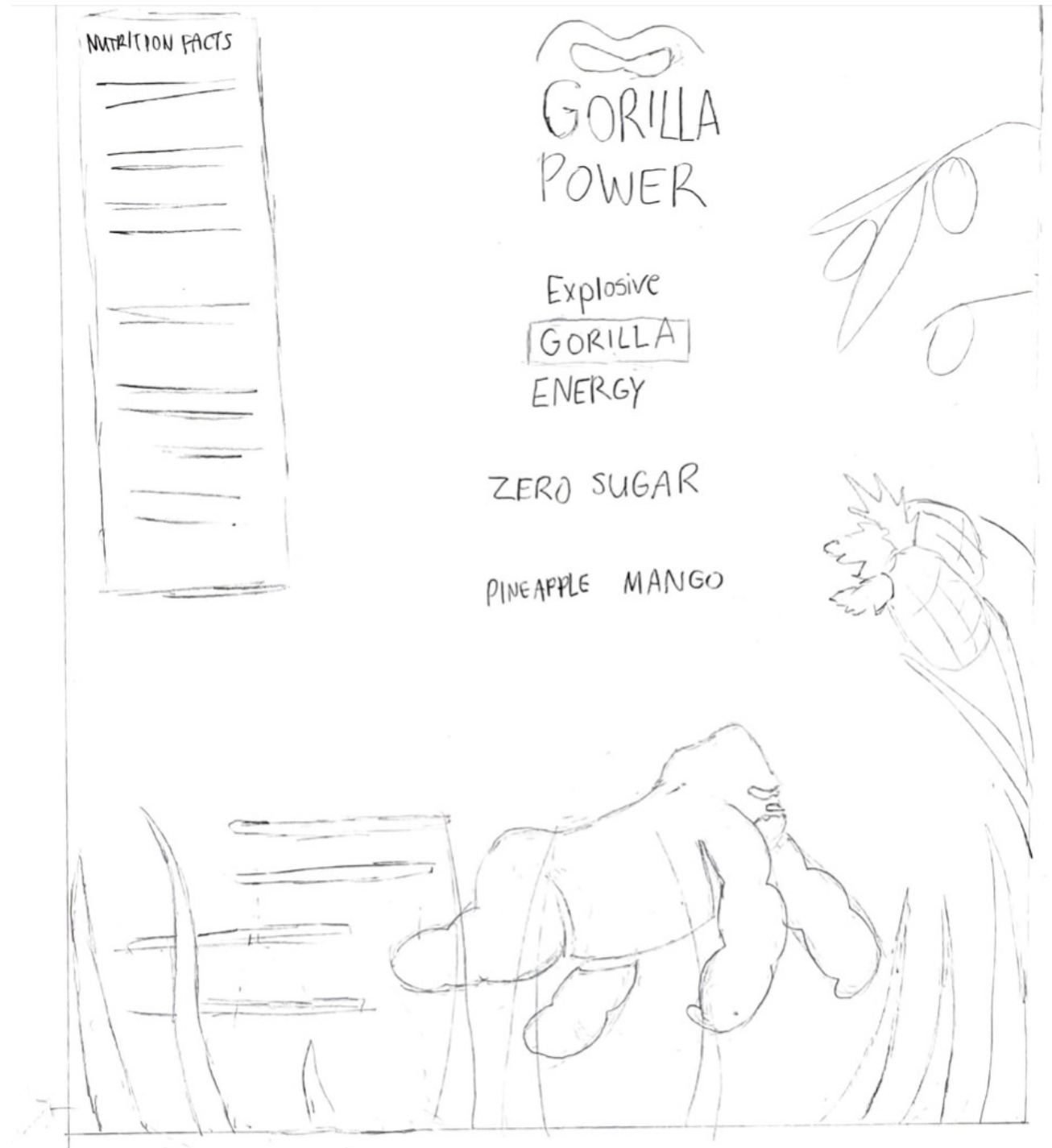
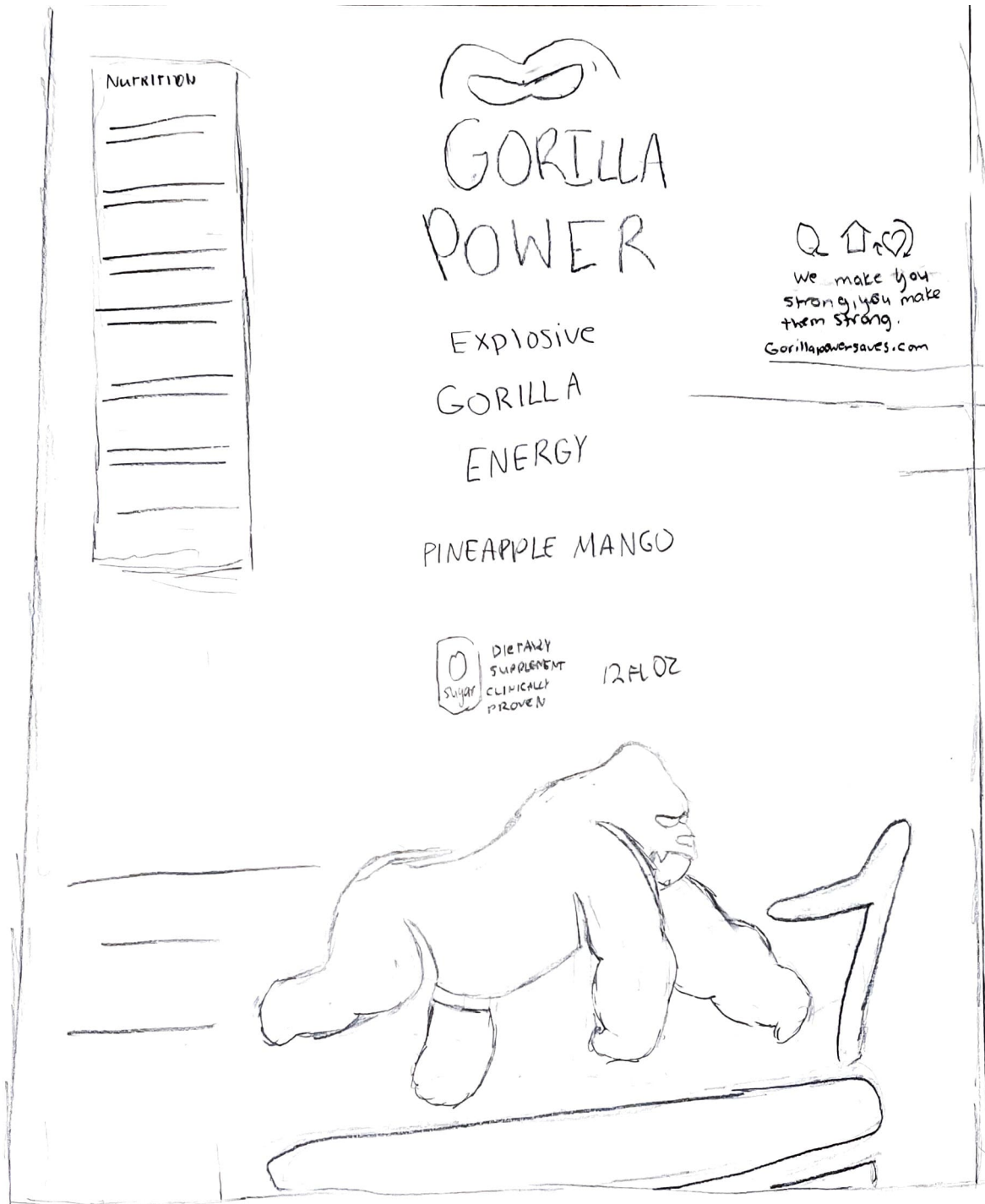
Logo Sketches



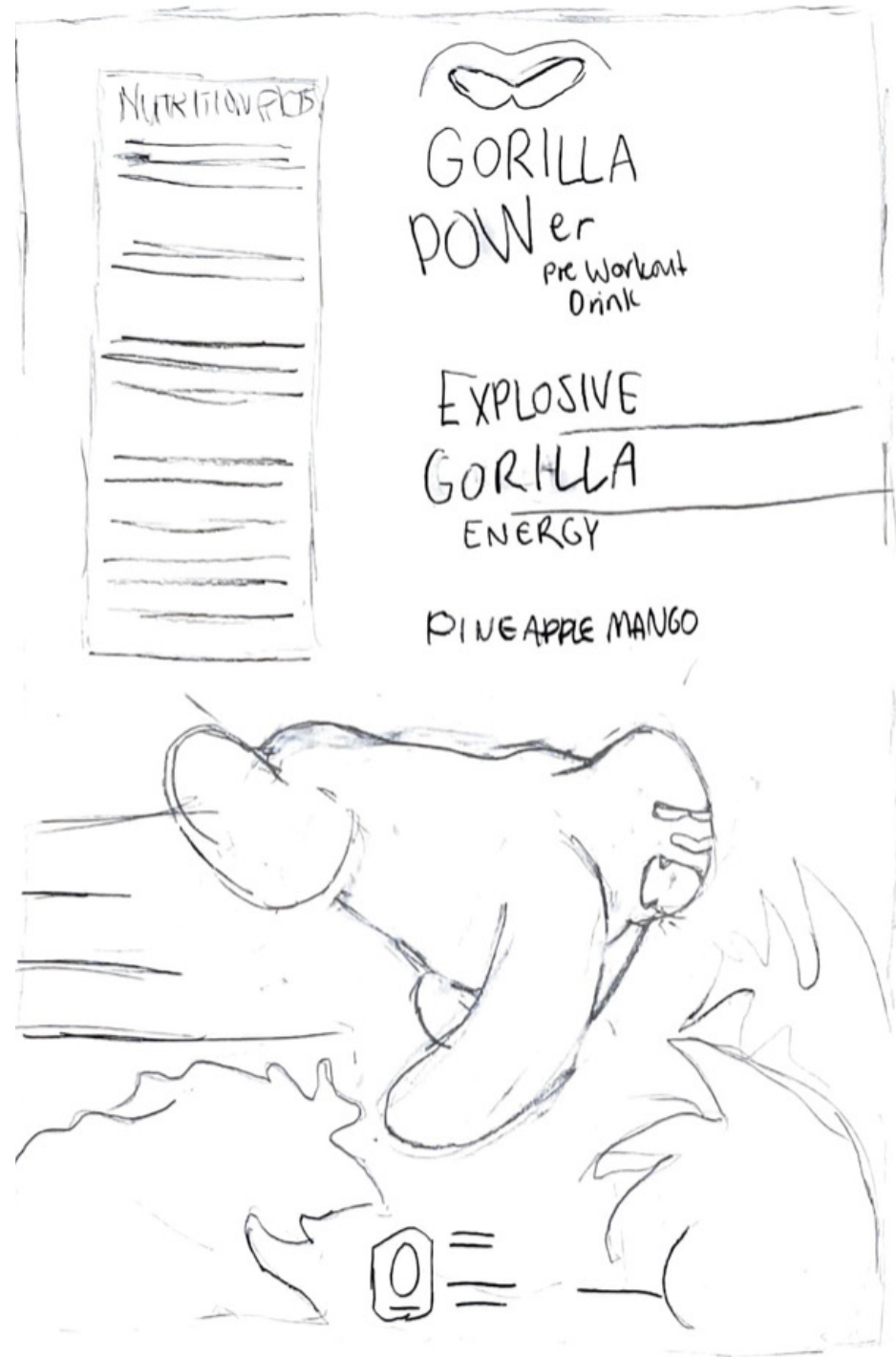
Logo Sketches



1st Label Sketches



1st Label Sketches



Second Draft of all 4 Labels

PRIMATE POWER PRE-WORKOUT DRINK

GORILLA POWER

WE MAKE YOU STRONG, YOU MAKE THEM STRONG.
Visit GPSavesgorillas.org for more information on how GORILLAPOW helps save Eastern and Western lowland Gorillas.

+REAL FRUIT JUICES
Naturally Flavored
PINEAPPLE MANGO

25 CALORIES PER DRINK **NO ADDED SUGAR**

Clinically Proven Dietary Supplement

Nutrition Facts
Serving Size: Box (g)
Amount Per Serving
Calories: Calories from Fat
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g 0%
Cholesterol 0mg 0%
Sodium 0mg 0%
Total Carbohydrate 0mg 0%
Dietary Fiber 0g 0%
Sugars 0g 0%
Protein 0g 0%
Vitamin A 0%
Vitamin B 0%
Vitamin C 0%
Vitamin D 0%
Calcium 0mg 0%
Iron 0mg 0%
Potassium 0mg 0%
Vitamin E 0mg 0%
Vitamin K 0mg 0%
Thiamin 0mg 0%
Riboflavin 0mg 0%
Niacin 0mg 0%
Folate 0mg 0%
Magnesium 0mg 0%
Copper 0mg 0%
Manganese 0mg 0%

NET 12 FL. OZ.

0 11497 789010
BOONG CAFFEINE
NON CARBONATED
USDA ORGANIC

PRIMATE POWER PRE-WORKOUT DRINK

GORILLA POWER

WE MAKE YOU STRONG, YOU MAKE THEM STRONG.
Visit GPSavesgorillas.org for more information on how GORILLAPOW helps save Eastern and Western lowland Gorillas.

+REAL FRUIT JUICES
Naturally Flavored
STRAWBERRY LEMONADE

25 CALORIES PER DRINK **NO ADDED SUGAR**

Clinically Proven Dietary Supplement

Nutrition Facts
Serving Size: Box (g)
Amount Per Serving
Calories: Calories from Fat
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g 0%
Cholesterol 0mg 0%
Sodium 0mg 0%
Total Carbohydrate 0mg 0%
Dietary Fiber 0g 0%
Sugars 0g 0%
Protein 0g 0%
Vitamin A 0%
Vitamin B 0%
Vitamin C 0%
Vitamin D 0%
Calcium 0mg 0%
Iron 0mg 0%
Potassium 0mg 0%
Vitamin E 0mg 0%
Vitamin K 0mg 0%
Thiamin 0mg 0%
Riboflavin 0mg 0%
Niacin 0mg 0%
Folate 0mg 0%
Magnesium 0mg 0%
Copper 0mg 0%
Manganese 0mg 0%

NET 12 FL. OZ.

0 11497 789010
BOONG CAFFEINE
NON CARBONATED
USDA ORGANIC

PRIMATE POWER PRE-WORKOUT DRINK

GORILLA POWER

WE MAKE YOU STRONG, YOU MAKE THEM STRONG.
Visit GPSavesgorillas.org for more information on how GORILLAPOW helps save Eastern and Western lowland Gorillas.

+REAL FRUIT JUICES
Naturally Flavored
BERRY BLAST

25 CALORIES PER DRINK **NO ADDED SUGAR**

Clinically Proven Dietary Supplement

Nutrition Facts
Serving Size: Box (g)
Amount Per Serving
Calories: Calories from Fat
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g 0%
Cholesterol 0mg 0%
Sodium 0mg 0%
Total Carbohydrate 0mg 0%
Dietary Fiber 0g 0%
Sugars 0g 0%
Protein 0g 0%
Vitamin A 0%
Vitamin B 0%
Vitamin C 0%
Vitamin D 0%
Calcium 0mg 0%
Iron 0mg 0%
Potassium 0mg 0%
Vitamin E 0mg 0%
Vitamin K 0mg 0%
Thiamin 0mg 0%
Riboflavin 0mg 0%
Niacin 0mg 0%
Folate 0mg 0%
Magnesium 0mg 0%
Copper 0mg 0%
Manganese 0mg 0%

NET 12 FL. OZ.

0 11497 789010
BOONG CAFFEINE
NON CARBONATED
USDA ORGANIC

PRIMATE POWER PRE-WORKOUT DRINK

GORILLA POWER

WE MAKE YOU STRONG, YOU MAKE THEM STRONG.
Visit GPSavesgorillas.org for more information on how GORILLAPOW helps save Eastern and Western lowland Gorillas.

+REAL FRUIT JUICES
Naturally Flavored
Lemon Lime

25 CALORIES PER DRINK **NO ADDED SUGAR**

Clinically Proven Dietary Supplement

Nutrition Facts
Serving Size: Box (g)
Amount Per Serving
Calories: Calories from Fat
Total Fat 0g 0%
Saturated Fat 0g 0%
Trans Fat 0g 0%
Cholesterol 0mg 0%
Sodium 0mg 0%
Total Carbohydrate 0mg 0%
Dietary Fiber 0g 0%
Sugars 0g 0%
Protein 0g 0%
Vitamin A 0%
Vitamin B 0%
Vitamin C 0%
Vitamin D 0%
Calcium 0mg 0%
Iron 0mg 0%
Potassium 0mg 0%
Vitamin E 0mg 0%
Vitamin K 0mg 0%
Thiamin 0mg 0%
Riboflavin 0mg 0%
Niacin 0mg 0%
Folate 0mg 0%
Magnesium 0mg 0%
Copper 0mg 0%
Manganese 0mg 0%

NET 12 FL. OZ.

0 11497 789010
BOONG CAFFEINE
NON CARBONATED
USDA ORGANIC

Third (final) Draft of all 4 Labels

OUT DRINK PRIMATE POWER PRE-WORK

GORILLA POWER

Naturally Flavored
LEMON LIME



WWF
We make you strong, you make them strong.
Visit GPsavesgorillas.org for more information on how your purchase of GORILLAPOWERS saves Eastern and Western Lowland Gorillas.

Nutrition Facts	
Serving Size	Box (g)
Amount Per Serving	
Calories	Calories from Fat
%Daily Value*	
Total Fat	0g
Saturated Fat	0g
Trans Fat	0g
Cholesterol	0mg
Sodium	0mg
Total Carbohydrate	0g
Dietary Fiber	0g
Sugars	0g
Protein	0g
Vitamin A	0%
Vitamin B	0%
Vitamin C	0%
Vitamin D	0%

NET 12 FL OZ

300MG CAFFEINE

NON CARBONATED

USDA ORGANIC

25 CALORIES PER DRINK

0 ADDED SUGAR

Clinically Proven Dietary Supplement

OUT DRINK PRIMATE POWER PRE-WORK

GORILLA POWER

Naturally Flavored
COTTON CANDY



WWF
We make you strong, you make them strong.
Visit GPsavesgorillas.org for more information on how your purchase of GORILLAPOWERS saves Eastern and Western Lowland Gorillas.

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Cholesterol	0mg
Sodium	0mg
Total Carbohydrate	0g
Dietary Fiber	0g
Sugars	0g
Protein	0g
Vitamin A	0%
Vitamin B	0%
Vitamin C	0%
Vitamin D	0%

NET 12 FL OZ

300MG CAFFEINE

NON CARBONATED

USDA ORGANIC

25 CALORIES PER DRINK

0 ADDED SUGAR

Clinically Proven Dietary Supplement

OUT DRINK PRIMATE POWER PRE-WORK

GORILLA POWER

Naturally Flavored
PINEAPPLE MANGO



WWF
We make you strong, you make them strong.
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Sugars	0g
Protein	0g
Vitamin A	0%
Vitamin B	0%
Vitamin C	0%
Vitamin D	0%

NET 12 FL OZ

300MG CAFFEINE

NON CARBONATED

USDA ORGANIC

25 CALORIES PER DRINK


0 ADDED SUGAR

Clinically Proven Dietary Supplement

ORKOUT DRINK PRIMATE POWER PRE-W

GORILLA POWER

Naturally Flavored
BERRY BLAST



WWF
We make you strong, you make them strong.
Visit GPsavesgorillas.org for more information on how your purchase of GORILLAPOWERS saves Eastern and Western Lowland Gorillas.

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Total Carbohydrate	0g
Dietary Fiber	0g
Sugars	0g
Protein	0g
Vitamin A	0%
Vitamin B	0%
Vitamin C	0%
Vitamin D	0%

NET 12 FL OZ

300MG CAFFEINE

NON CARBONATED

USDA ORGANIC

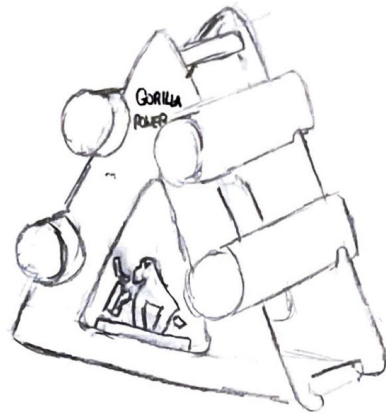
25 CALORIES PER DRINK

0 ADDED SUGAR

Clinically Proven Dietary Supplement

6 Outer Container Sketches

1.)



small
This is a weight rack that holds the cans. It will have the logo and a gorilla cut-out in the middle doing an exercise.

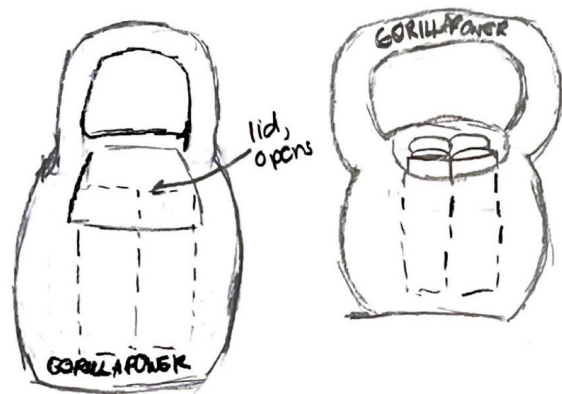
Option - the triangle shape could have texture to make it look like a mountain, since the drink donates to gorillas who live in the mountains.

4.)



This would be a cutout display of Mountains because GorillaPower donates to Mountain Gorillas (the Mountain Gorillas are also the strongest.) There would be platforms behind them that you could place the cans on. It will look like the Gorillas are working out in the Mountains.

2.)



These are kettle bells (weights used for exercising.) The cans would go inside them. Maybe they would have the logo embossed on them.

Option - I could make a large cutout gorilla that looks like it is lifting the kettle bell.

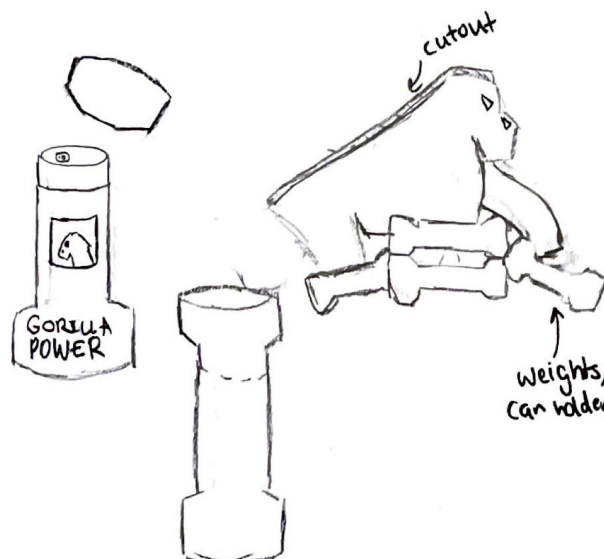
5.)



This would be a cardboard dieline box that holds the cans. I would cut windows in it and cover them with a transparent plastic so it looks like a real gym. You can see the gorillas on the cans working out through the windows, in the gym!

Gorillas would probably be larger than that, more cut off

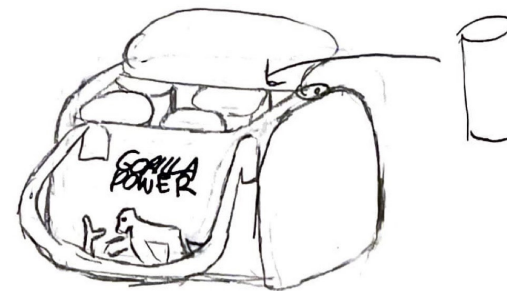
3.)



These are small weights that open up and store the cans.

Option - cut out shows the face of each gorilla from the can inside.
#2 For the display, the weights can be stacked in front of a cutout gorilla ready to workout.

6.)



This is a mini gym bag and cooler. It can store 4 cans and be used to keep your drinks cold when you go to the gym. It would have the Gorilla Power logo and a Gorilla on it.