

# color variation

Amanda Blake



# DESCRIPTION

Amanda Blake



- colored cap to match favor
- Simple screw off lid
- Repetitive name of product and what type of product it is
- Bubbles for carbonated effect
- Simple shape of fruit to represent favor (hand drawn look)
- actual picture of fruit to represent favor of juice
- small gradual curve in bottle (easily fits in hand)

# RESEARCH & INPIRATION

Amanda Blake



Bottle Shape  
simple and fresh design



orange slice photo  
for orange favor bottle



Hand drawn fruit shape on label



Bubbles to appear wet



clean simple label  
clear large font



Photo of pomagrante  
for pomagrante favor



Shape of full pomagrante

Bottle shape and simplicity of logo  
Representation of fruit



Apple slice picture  
for apple favor



# Bottle colors

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## Pantone Process coated



DS 6 - 4 C



33 - 1 C

## Pantone CMYK



690 EC