



Made from the Best Stuff on Earth.
S

ALL NATURAL
Snapple
RASPBERRY
TEA

MADE FROM
GREEN AND BLACK
TEA LEAVES

20 FL. OZ. (1.25 PT.) 591ml

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REV. 12/12/12

I chose to create an open top glass for many reasons. The first is because it allows the consumer to reuse the bottle or container many times without having to use it only as a bottle. The open top design also allows the consumer to collect the glasses and use them as everyday glasses. This idea will also give Snapple more exposure in many other demographics and in a longer span of time. The second reason why I went with an open top design is because generally when people drink tea it is in their own home with similar style glasses. These bottles or containers will remind the consumer of being at home relaxing outside on a warm summers day. The final reason why I chose an open top design is because it sets it apart from other ready-made teas. When a consumer goes to pick out a ready-made tea the unique but familiar shape will stand out against the rest.

The demographics of this product would be between the ages 25 to 50. The audience would be both male and female. The color choices, overall shape of the glass container, and available flavors would all be enticing for this age group. This age group also would enjoy the reusability of the glass containers. They could be used in the house, taking to a picnic, to work, or any where else they need or want a portable glass container.



Flexible and sealable lid. Great for taking on the go without the worry of a spill!

Overall shape of the 20 oz. glass was designed for the consumer to want to keep the glass as a everyday drinking glass. This would be more sustainable and would promote the brand for a longer period, and to new audiences.

Embossed glass logo. Looks great and has an extra tactile feel. Also shows the brand to be strong.

Company slogan positioned around the company logo fully express the roundedness of the company.

Biodegradable shrink wrap sleeve for easy composting, consistent coloring for a better branding, and a glossy fresh look.

Clear window for viewing of the product and checking the quality.

Smooth curving window presents a clean natural shape design, as well as guiding the consumer's eye to the next element.

Consistent color of shrink sleeve to show the consumer what flavor of tea and enables to tell which flavor is which quickly

Simple yet elegant icon of the flavor also helps the consumer to know what flavor they are choosing.

Label strip emphasizes what the tea is made from, which consumers like to know without looking too hard.

Snapple

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ALL NATURAL
Snapple
ORANGE
TEA

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ALL NATURAL
Snapple
MINT
TEA

MADE FROM
GREEN AND BLACK
TEA LEAVES

20 FL. OZ. (1.25 PT.) 591ml



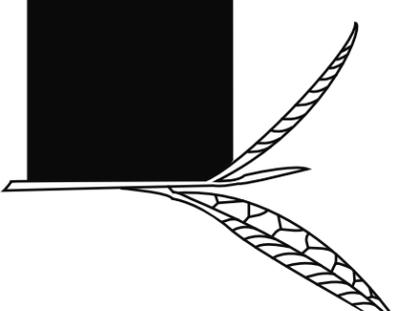
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Snapple
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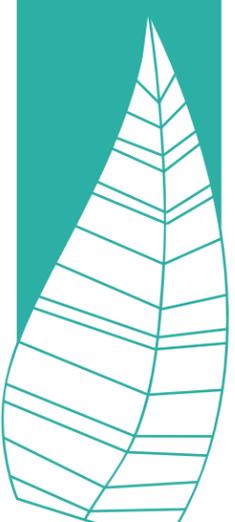
Pantone 426c

Snapple Original



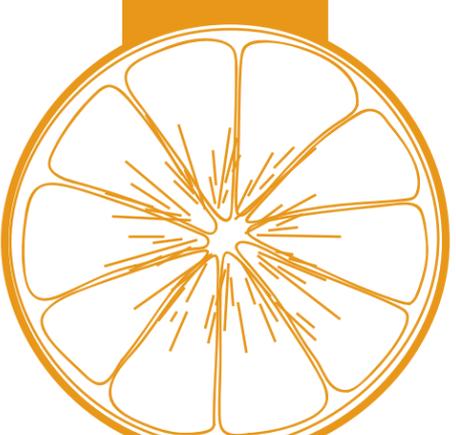
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Snapple Mint



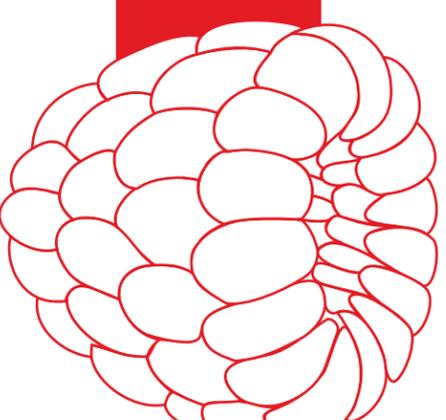
Pantone 7412c

Snapple Orange



Pantone 1797c

Snapple Raspberry





1



2



3



4



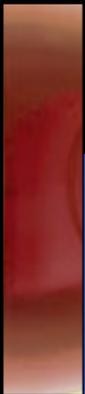
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6



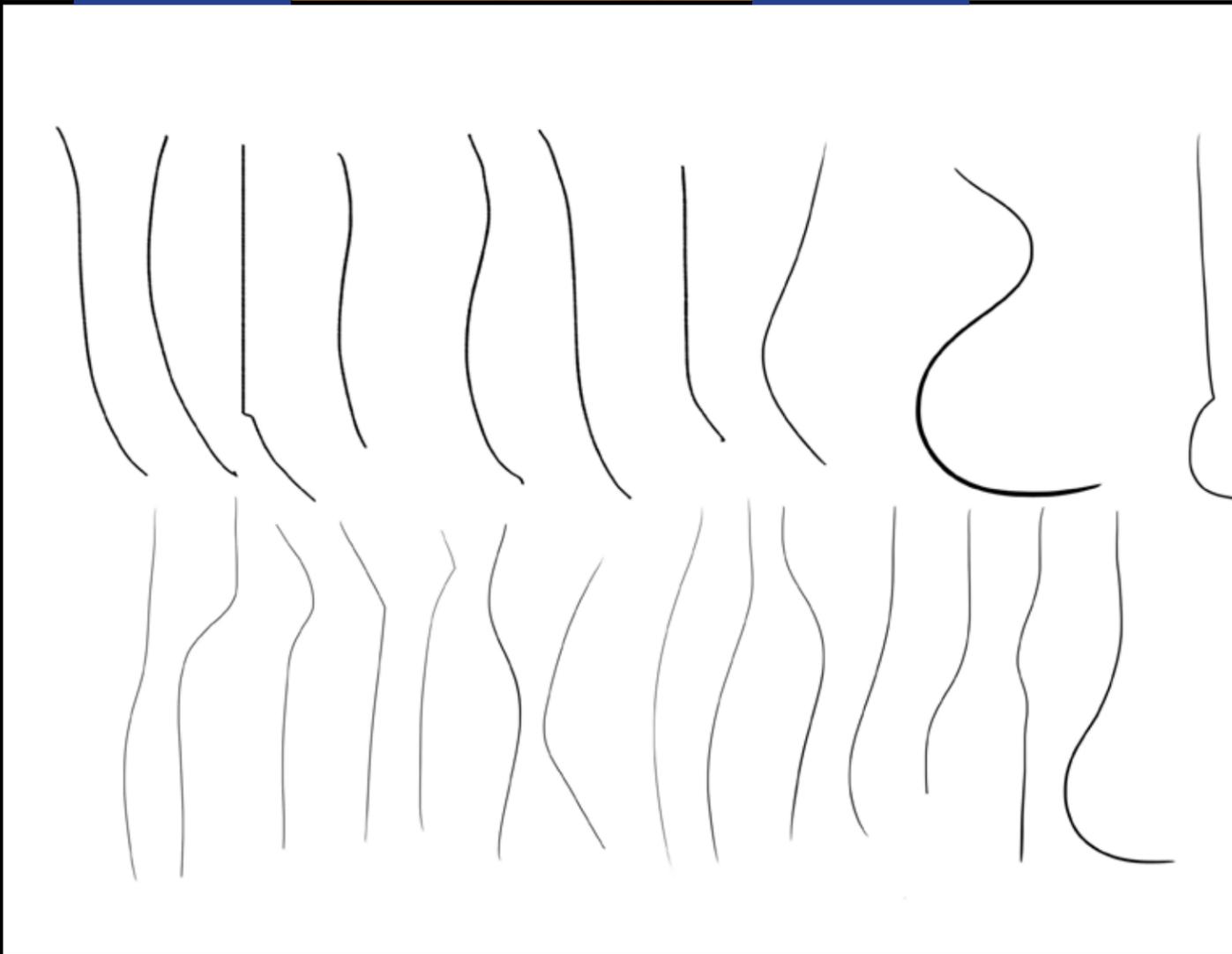
7



8



9



10

1

This reference image was used for coloring for the bottle's shrink sleeve. It was also used as a reference for making the raspberry logo.

2

This image was used to make the actual logo outline for the raspberry flavor.

3

This reference image was also used for color selection and overall shape.

4

This reference image was used for the outline logo of the orange. It chose because of the quality of the image, which allowed me to get the most accurate outline. An orange high quality image was not available at the time of this creation, hence the use of a lime.

5

This reference image was used for the accents near the middle of the orange. There was not a high quality image available at the time of this creation, hence the use of a lime.

6

This reference image was used for idealizing the look of an outline logo of a mint leaf.

7

This mint leaf image was also used for getting the ideal shape for the mint tea logo.

8

This is a image of an existing Snapple bottle and the tea color, it was also used to reference the color of the tea through the glass.

9

This wood texture was used a background for the display of the product. The would was cut and duplicated to make a longer and wider image that was needed for the proper size.

10

These strokes were made in the concept stage. They were created using a wacom tablet and pen. I was looking for an organic shape with an open top for a collectable drinking glass.