

AmyRich

# Bottle Concept



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# Expanded Concept







- Product is completely organic
- Hybrid bottle design containing both salad dressing and olive oil inspiration shows inspiration
- Clear bottle to not only represent 'clean' organic, but to show the product's ingredients with its texture
- Minimal design portrays no hidden ingredients
- Color palette inspired by colors found in nature
- Typeface is simple and clean and its light weight inspires a calm energy
- Brown lid, 'Annie's Dressing', and the brown color band and circle on the label are carried throughout the entire product line to create unity
- Colors for the watercolor on the label are chosen to create contrast from the product color in the bottle
- Metal lid, glass bottle, and label are all made from recycled products
- Symbol on each bottle gives a visual to indicate what flavor or ingredient the product contains
- Sides concave slightly for easier grip and pouring control
- White vertical lines add interest to label with an organic concept
- Watercolor on label is used to further the organic feel



● Typeface: Champagne & Limousines Thick

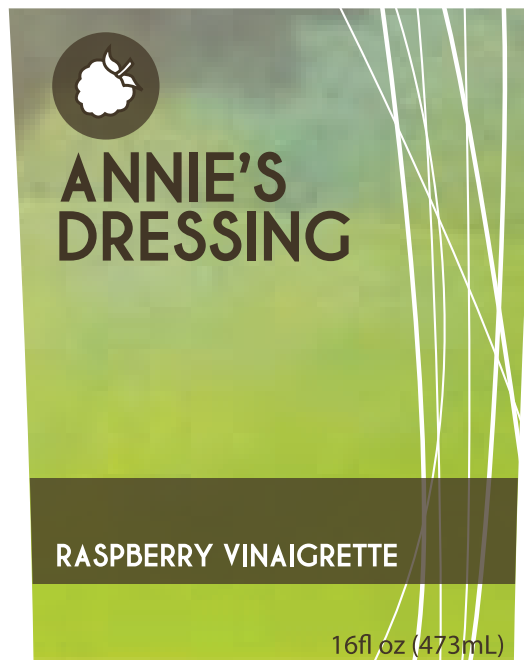
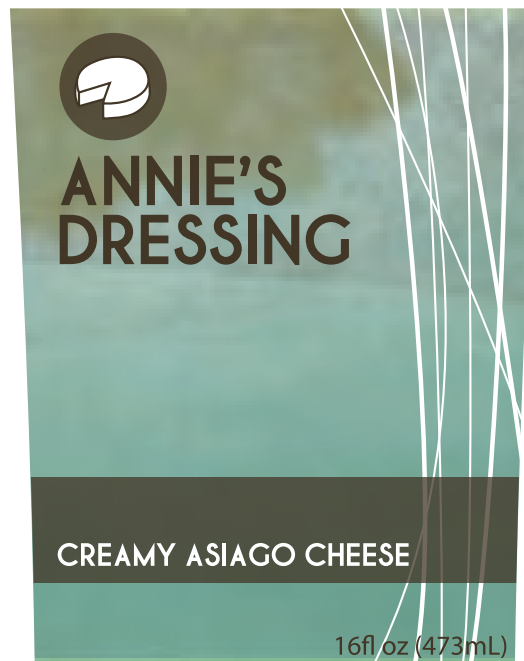
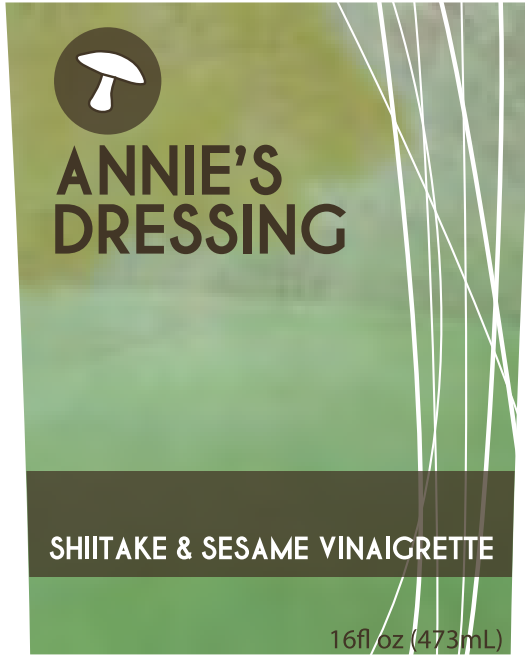
● Pantone® Solid Coated: 7519 C



● Lid: Recycled aluminum

● Bottle: Recycled glass

● Label: Recycled paper



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# Research & Inspiration



Annie's Natural Salad Dressing: original design

Successful salad dressing bottle and label design



Standard bottle shapes for salad dressing

Organic and artist label for inspiration



Standard bottle shapes for olive oil

Simple typeface and design



Clear bottle allows texture and color of product to be seen

Displays true organic quality



Different bottle shape inspirations