



20 FL OZ - 59 mL

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*Product shown actual size.



Mango Green Tea

Green Tea

Cranberry Pomegranate Tea

Peach Tea



I chose to design this bottle with a subtle, constant curve to give it a clean, strong, natural look. The product is organic and rarely do you see anything but gradual curves in nature. This shape is also comfortable to hold and will not tip over easily as the foot of the bottle is only slightly smaller in circumference than the widest part.

The material chosen for the bottle was glass as it has a clean, crisp modern look and would allow for the natural coloring from the flavors to show through. Glass also has a more sophisticated look than plastic and appeals to the target audience of health-conscious, earth-friendly consumers of ages 18 and up. Glass can also be recycled and does not release ozone-destroying chemicals while being formed as plastic does.

The label was made to be clear everywhere there was no graphic or type to emphasize the simplicity of the product in terms of the ingredients. This also allowed the natural liquid color to show through and enhance the label graphics. The fruit or ingredient that flavored each variety is featured large on the label to immediately give the consumer a way to recognize that flavor before they are close enough to read the flavor or variety. The placement and way the graphics are arranged is consistent from one flavor to the next to unify the product line. The ingredients are listed on the front of the bottle to show that the product really is simple and healthy as soon as the consumer picks it up.

The text saying the brand name "SIMPLICITEA", is the main part of the logo and the way it was arranged on the bottle is meant to be the main part of the logo. The sans serif font was chosen to be very clean and crisp and put on edge to give a different, more unique and memorable look than straight horizontal type. The letter T in the brand name was extended to draw attention and guide the eye to the flavor variety. This also forms an angle for the ingredients to be listed under and still look unified and neat.

The consumers of this product would be health-conscious individuals that want a healthy, good tasting alternative to soda and sugary drinks other than water. The consumers would be 18 and up. The consumers could range from students getting a drink at lunch to professionals drinking it in the office to stay hydrated during a long work day.



\$1.35



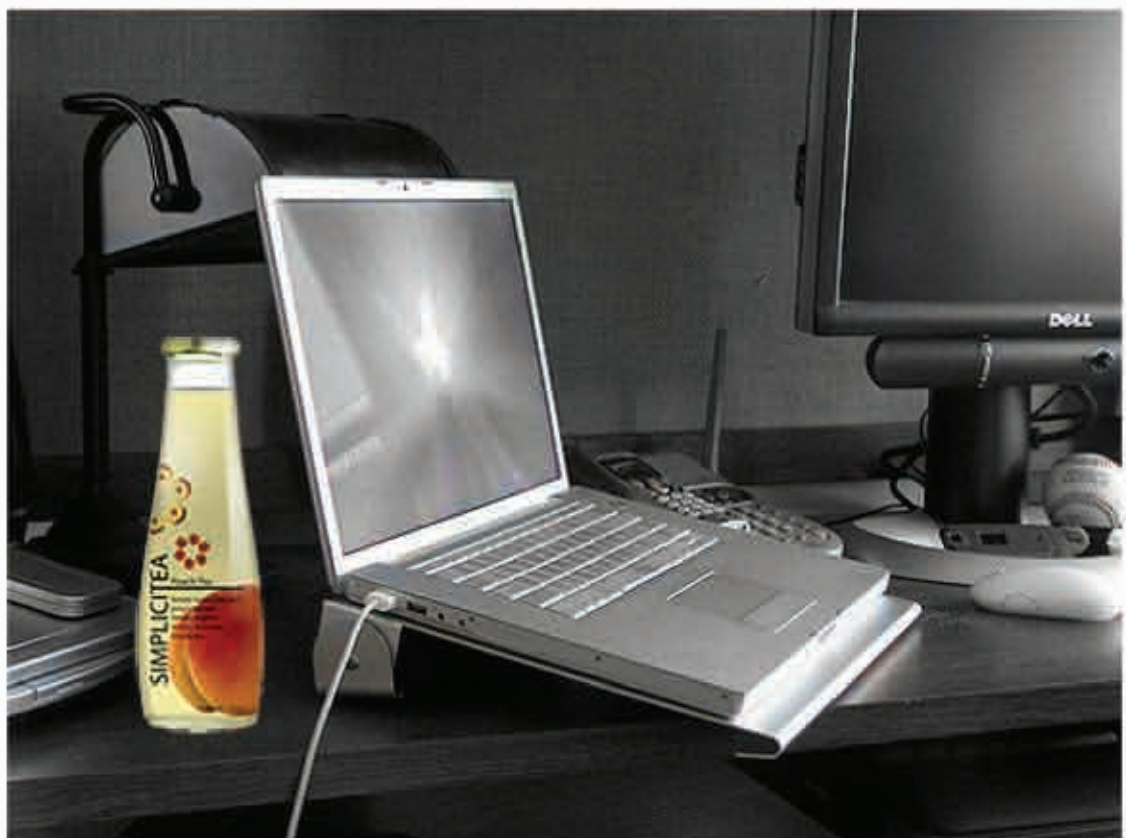
\$1.35



Product shown in refrigerated case with other beverages.



Product shown in hand for scale.



Product shown in office work space.



1- Original curve for bottle shape.



2- Silhouette to see shape.



3- Rough 3-D rendering to see form.



4- Empty rendered bottle with no label.



5- Empty rendered bottle with label.



6- Rendered bottle with label and tea.

Similar Products



Arizona Tea



Snapple



Lipton



Gold Peak Tea



This bottle also had a very clean silhouette with subtle curves that I used as inspiration.

Inspiration For Bottle Shape



This bottle had a good top to reference when designing a glass bottle to see how the lid would attach and screw on.

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Liked the subtle curves of the FUZE bottle and how the silhouette was very clean, strong, and simple. This shape is also very easy to hold and isn't easily knocked over.

Graphic/ Label Inspiration



Snowflake-like forms made from other smaller shapes. I used this idea somewhat in my label design.



Clear label that would let the beverage color show through.



Type as the main part of the logo. I liked this idea and wanted to use it along with the photos of the fruit that flavored the drink to make up my logo label design.