

MAGGIE GLEESON

PORTFOLIO PROCESS BOOK

MGG

PROJECT BREIF

In this project, a beverage packaging design will be created for three bottles of the same brand, but differing flavors/types. This project will induce the design of Safety, Functionality, Convenience, Packaging Differentiation, Promotion, Brand Reinforcement, and Communication.

The deliverables for this project include logo and full identity branding, three flat labels, physical delivery of design, and outer container.



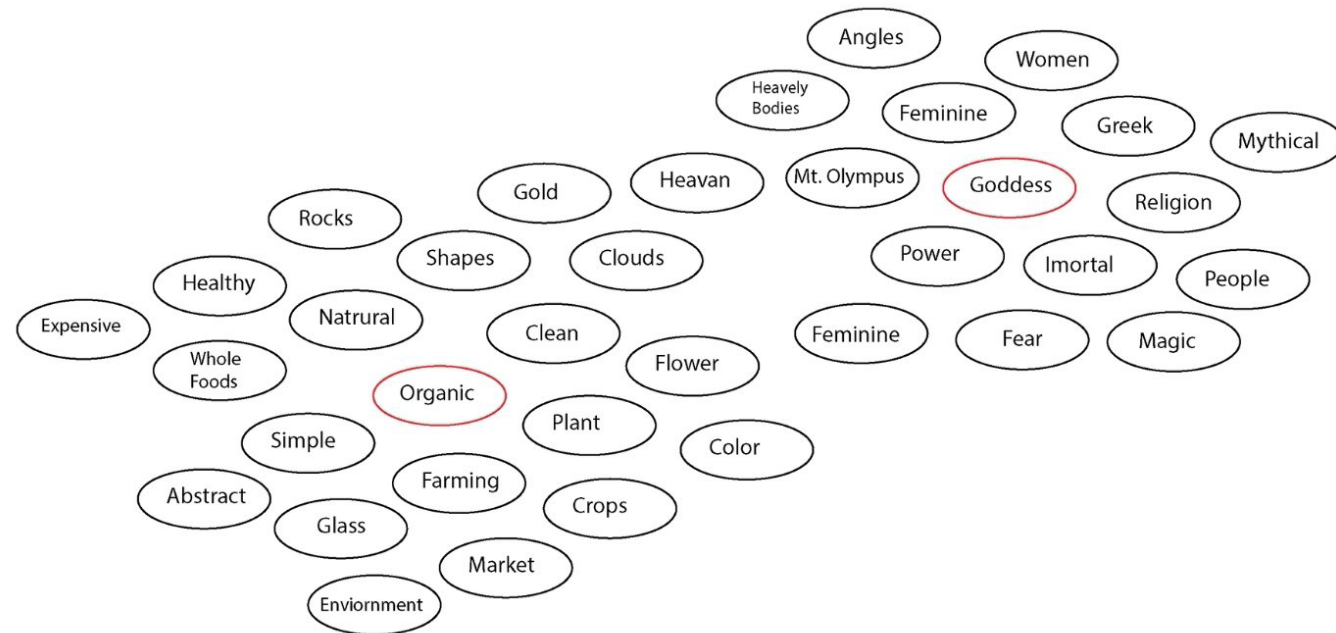
DESIGN CONCEPT

Nectar of the Gods a simple and healthy take on sweet and sugary coffee. Stevia is a zero calorie, plant based sweetener, however, there are no simple syrups designed for coffee with stevia. This whole in the market will give this bottle packaging a place to shine.

Through graphics and type, the packaging will depict ancient three of the most powerful greek goddesses and how they have passed down the sweet stevia nectar to humans to enjoy. The design will mix female ancient statue, with modern design elements to create a magical and inviting aesthetic.

The three flavors will be Aphrodite's Caramel, Athena's Vanilla, and Artemis's Mocha. Aphrodite was the goddess of love, sex, and beauty. Athena was the goddess of reason, wisdom, and war. Artemis was the goddess of the hunt. This design will represent female empowerment by encouraging healthy food options and depicting female icons.

BRAINSTORMING



CONCEPTS

CONCEPT 1:

This beverage concept is a simple and healthy take on sweet and sugary coffee. Stevia is a no calorie, plant based sweetener, however, there are no simple syrups designed for coffee with stevia. Using nature inspired graphics and clean/ modern type, the packaging would convey a cozy, healthy, and sweet message. Possible flavors could include: Salted Caramel, French Vanilla, Hazelnut, Irish Cream, Butterscotch, chocolate. The logo/ brand would be Whole Foods inspired, meaning it would look high end while still feeling healthy and desirable.

CONCEPT 2:

Wine is an ancient drink, but now days, very few young drinkers would pick wine as their first choice. This packaging concept would advertise wine to a younger generation by creating a story of a day full of wine. Flavors would include, a red, a rose, and a white. Each of these flavors would signify a time of day and would depict part of the story. Not only would the wine bottles themselves be unique but the design would stand out among other wine bottles and labels. To unify the bottle, a sundial would hold the bottles in a shelf like container.

CONCEPT 3:

Dairy free milk options are limited. And healthy dairy free options are even more rare. Concept 3 would be a take on old fashioned glass milk cartons, but for clean and healthy Dairy free milks. Flavors could be almond, oat, coconut, and soy milk. The label and packaging would be inspired by real vintage milk packaging, but with a fun modern twist. A mascot would invite consumers to try dairy free milks. The glass bottles would give it weight. The container could be a wire and wood carton.

DETAILS

Mind maps and other brainstorming methods were used to explore concepts and design ideas. Using different brainstorming tactics leads to a well rounded research and exploration of the project.

LOGO SKETCHES

- 1. AGORA
- 2. AGORA
- 3. AGORA
- 4. AGORA
- 5. Agora
- 6. AGORA
- 7. A
- 8. III
- 9. AGORA
- 10. AGORA
- 11. AGORA
- 12. agora
- 13. agora
- 14. AGORA
- 15. A
- 16. AGORA
- 17. AGORA
- 18. A
- 19. A
- 20. AGORA
- 21. Agora
- 22. AGORA
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- 31. agora
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- 34. A
- 35. AGORA
- 36. A
- 37. A
- 38. AGORA
- 39. A
- 40. AGORA

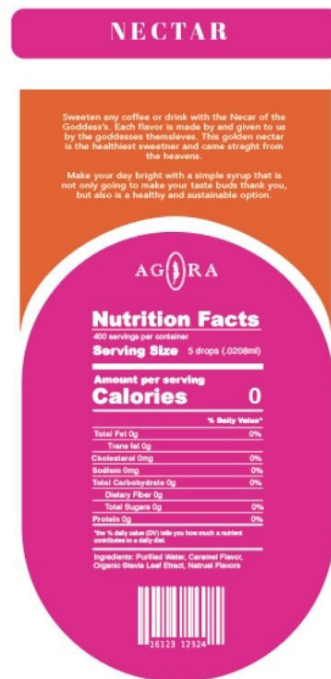
LOGO SKETCHES

- 41. AGORA
- 42. AGORA
- 43. AGORA
- 44. A
- 45. AGORA
- 46. AGORA
- 47. AGORA
- 48. A
- 49. A
- 50. A
- 51. A
- 52. AGORA
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- 56. A
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- 58. A
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- 60. A

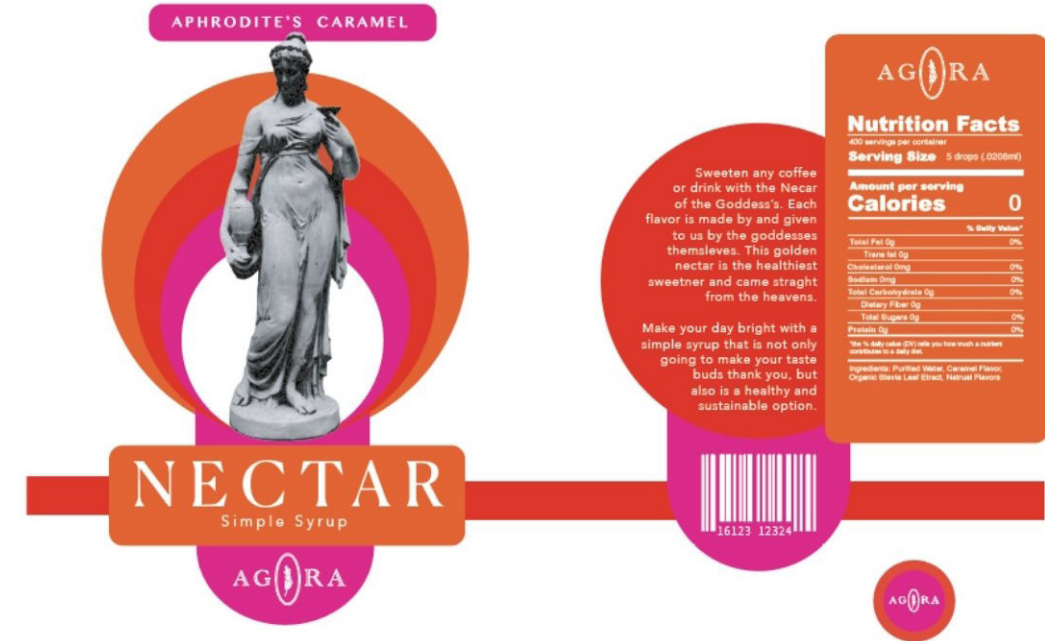
- 1. AGORA
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- 3. AGORA

- 4. A
AGORA
- 5. III
AGORA

LABEL VARIATIONS



LABEL VARIATIONS



Sweeten any coffee or drink with the Nectar of the Goddess's. Each flavor is made by and given to us by the goddesses themselves. This golden nectar is the healthiest sweetener and came straight from the heavens.

Make your day bright with a simple syrup that is not only going to make your taste buds thank you, but also is a healthy and sustainable option.

AGORA

Nutrition Facts
400 servings per container
Serving Size 5 drops (0.0208ml)

| Amount per serving | Calories | 0 |
|-----------------------|----------|----|
| % Daily Value* | | |
| Total Fat 0g | | 0% |
| Total Fat 0g | | 0% |
| Cholesterol 0mg | | 0% |
| Sodium 0mg | | 0% |
| Total Carbohydrate 0g | | 0% |
| Dietary Fiber 0g | | 0% |
| Total Sugars 0g | | 0% |
| Protein 0g | | 0% |

*% Daily Value is based on a diet of 100% Goddess's Nectar.

Ingredients: Purified Water, Caramel Flavor, Organic Stevia Leaf Extract, Natural Flavors

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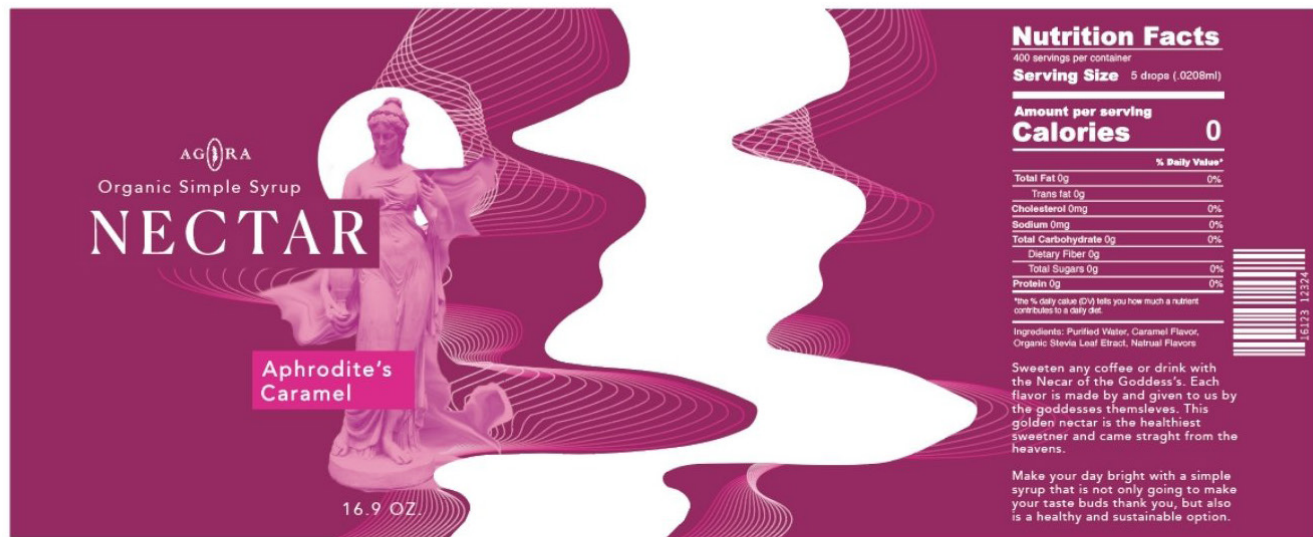
| Amount per serving | Calories | 0 |
|-----------------------|----------|----|
| % Daily Value* | | |
| Total Fat 0g | | 0% |
| Total Fat 0g | | 0% |
| Cholesterol 0mg | | 0% |
| Sodium 0mg | | 0% |
| Total Carbohydrate 0g | | 0% |
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| Total Sugars 0g | | 0% |
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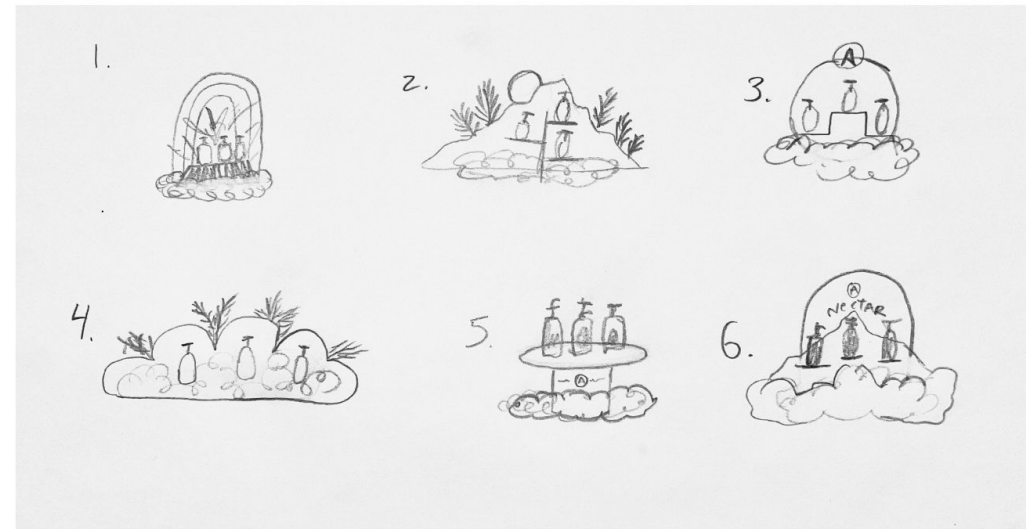
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LABEL VARIATION

LABEL EDITS



P.O.P DISPLAY SKECHES



P.O.P DISPLAY



For the Point of Purchase Display, I want to create a display that depicts Mt. Olympus. The bottles will sit on a wood stand, spray painted gold. The arch in the background will provide product information and brand logo. It will also contain the display. Other elements include cloud stuffing and gold leaves to further express the magical and god-like aesthetic.

DETAILS

A Point of Purchase Display was design to showcase the bottles within a store. The display was physically built and photographed.

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