

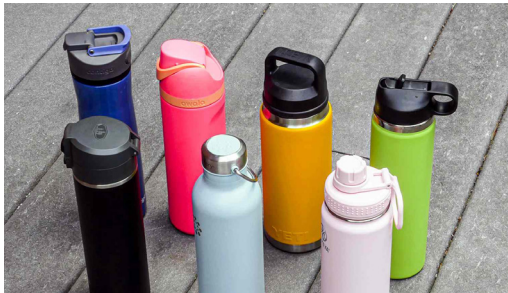


Abby Miller

Minimalist Packaging

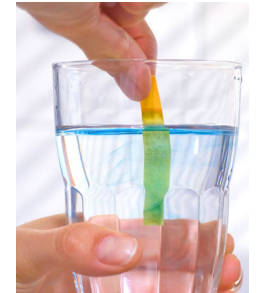
Fall 2023

CONCEPTS



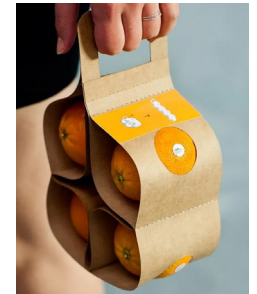
WATER BOTTLE COMPANY

The idea here would be to create minimal packaging for a water bottle company and give the label a second life. The label would serve as a pH tester for safe drinking water.



FRUIT CARRIERS

Fruit containers use a lot of plastic and making an environmentally friendly version of the widely known package would pose possible benefits to the environment.



CREATIVE BRIEF

CLIENT

Quench is a company that seeks to provide a sustainable water bottle and testing strips for water to ensure any water the customer might drink is considered safe by the pH scale.

THE OBJECTIVE

To create a minimalistic package.

PROJECT OVERVIEW

To produce a package with little material. The secondary goal for this project is to make a package that has a secondary use .

BRAND PROMISE

Quench seeks to cut down on plastic water bottle waste and make sure their customers are safe about their water consumption. Too many bottled water brands and tap water are unsafe in the end because of their unbalanced pH levels.

TARGET AUDIENCE

The target audience of this product is for anyone who can use and understand the pH scale, most likely those above the age of 13.

OPPONENTS

Yeti

Hydroflask

Thermos

DELIVERABLES

Minimalistic Packaging

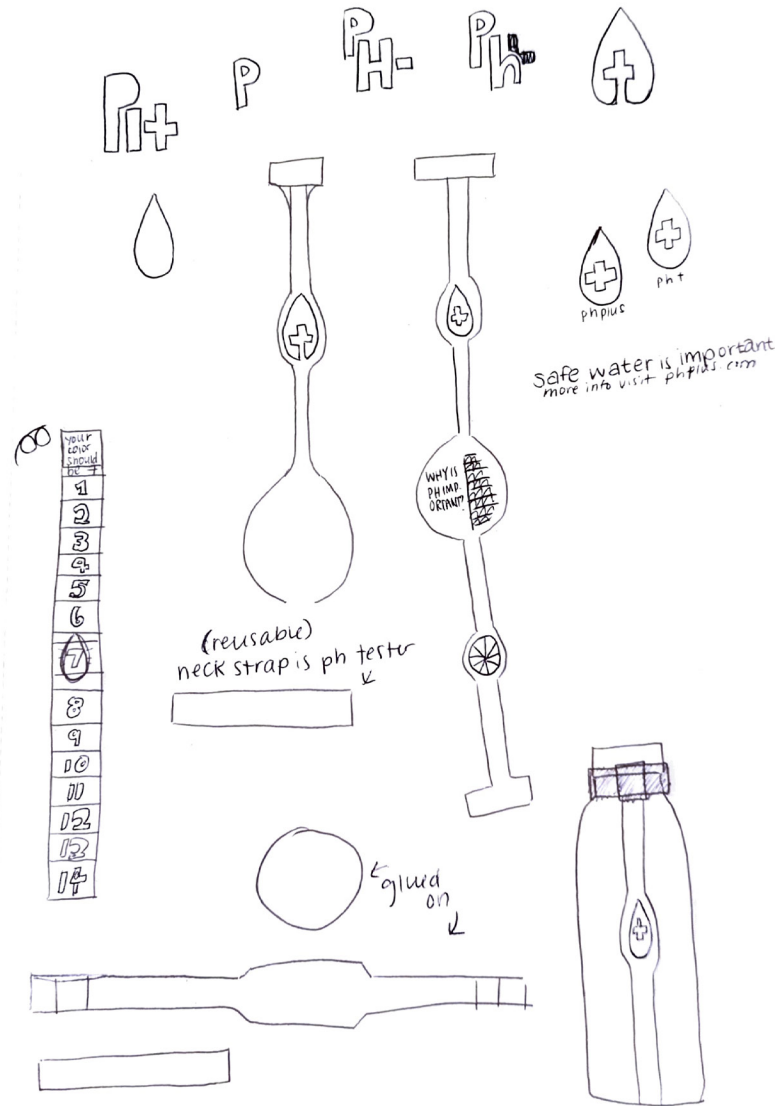
INSPIRATION

INSPIRATION



SKETCHES

SKETCHES



COLOR PALETTE

COLOR PALETTE



C 0 M 99 Y 37 K 0



C 0 M 99 Y 62 K 0



C 0 M 95 Y 92 K 0



C 0 M 81 Y 94 K 0

QUENCH COLORS

I wanted this packaging to have a fun color palette all while serving a legitimate function. I colors are a bit muted and natural to fit the theme I wanted but they still show the different levels of the pH scale.

The pink colors are more acidic whereas the blue colors are more basic.



C 0 M 65 Y 97 K 0



C 0 M 51 Y 86 K 0



C 1 M 17 Y 100 K 0



C 27 M 8 Y 100 K 0



C 43 M 20 Y 100 K 1



C 79 M 17 Y 100 K 3



C 86 M 18 Y 100 K 4



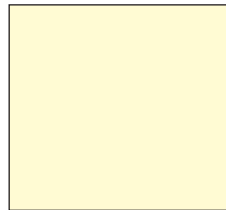
C 89 M 32 Y 78 K 20



C 90 M 39 Y 69 K 29



C 93 M 56 Y 54 K 37



C 0 M 0 Y 21 K 0

TYPE EXPLORATION

DOGMA OT BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

ITC Avant Garde

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Aileron Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Baucher Gothic URW

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Gadugi Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx
Yy Zz

Timonium Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

Niveau Grotesk

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

PARITY sans mono

aa BB CC DD ee FF GG
HH II JJ KK LL mm nn
OO PP QQ RR SS TT uu
VV WW XX YY ZZ

Acumin Variable Concept

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Countach

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

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DOGMA OT BOLD

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Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx
Yy Zz

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Vv Ww Xx Yy Zz

PARITY sans mono

aa BB CC DD ee FF GG
HH II JJ KK LL mm nn
OO PP QQ RR SS TT UU
VV WW XX YY ZZ

Acumin Variable Concept

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Countach

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

DIGITAL EXPLORATION



quench
quench
quench
quench
quench

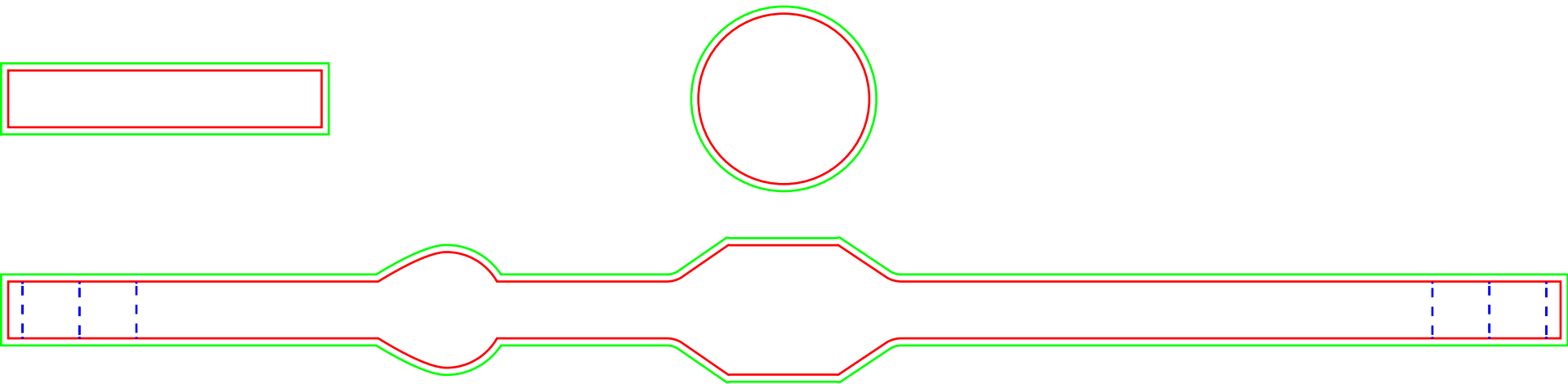
LOGO/BRAND IDENTITY



quench
sip safely.

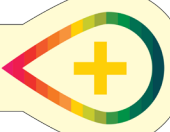
DIELINE

DIELINE



FINAL DIGITAL



sip safely.  **quench**

14
13
12
11
10
9
8
7
6
5
4
3
2
1

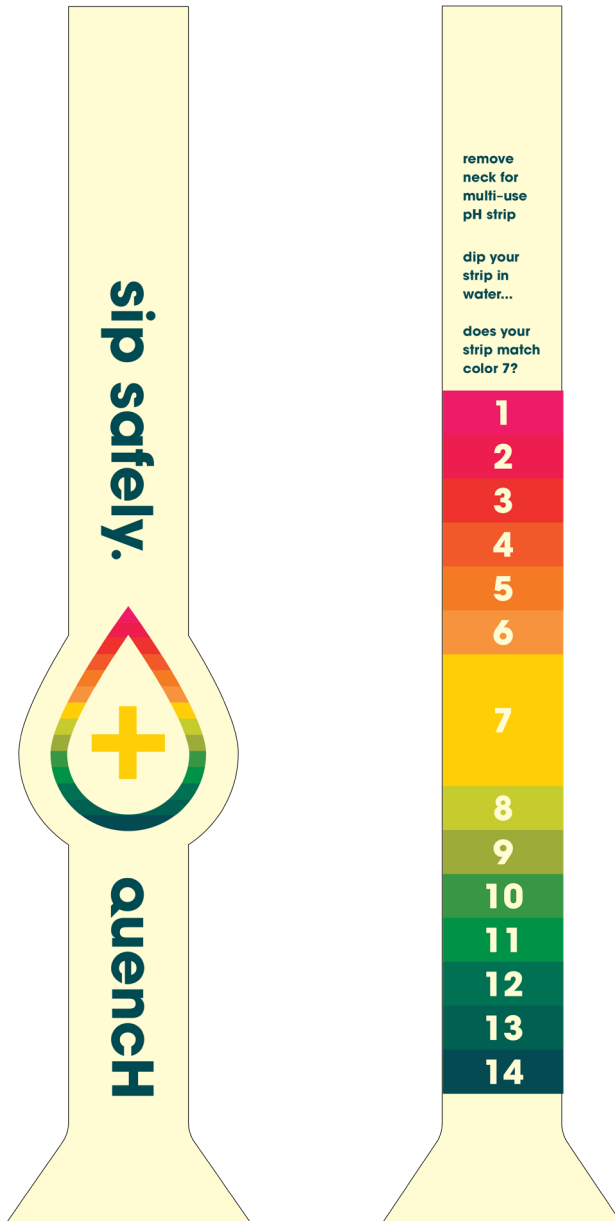
remove
neck for
multi-use
ph strip
dip your
strip in
water...

does your
strip match
color??

why is pH important?

The pH of water is a measure of its acidity or alkalinity. The pH scale ranges from 0 to 14, with 7 being neutral. The pH of drinking water can impact its taste, and extreme pH levels can be indicative of contamination. Water that is too acidic or alkaline may not be suitable for consumption and can have adverse health effects.





why is pH important?

The pH of water is a measure of its acidity or alkalinity. The pH scale ranges from 0 to 14, with 7 considered neutral. Values below 7 indicate acidity, while values above 7 indicate alkalinity. The pH of drinking water can impact its taste, and extreme pH levels can be indicative of contamination. Water that is too acidic or alkaline may not be suitable for consumption and can have adverse health effects.



FINAL MOCKUPS

FINAL MOCKUPS

