



Natural
ICE
Cherry



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The Plan

The Product: Natural Ice Cherry

Audience: 18-35 year old

Outdoor Enthusiast

The History: The Mentholatum Company has been developing new products to help meet the needs of the customers for over 125 years. The National Ski Patrol recognized this brand as the most trusted and effective winter lip treatment.

The Plan: For the redesign of the chapstick, Natural Ice Cherry, we wanted to begin with picking more muted colors that would help bring forward the natural look. Also, we wanted to change the overall packaging and simplify the entire design.

We kept the cherries but gave them a new look. We also took out the icy landscape. Our focus was more on nature rather than on ice.



Fonts and Colors

Navy Blue

#14232f

RGB 20 36 48

CMYK 87 72 55 64

Pantone 7547c

Ice Blue

#4c7188

RGB 76 114 136

CMYK 75 48 34 8

Pantone 7544c

Cream

#faf8d1

RGB 250 248 209

CMYK 2 0 22 0

Pantone 7499c

Rose Pink

#e06662

RGB 225 102 99

CMYK 8 74 57 0

Pantone 7418c

Cherry Red

#8e1e1d

RGB 143 30 30

CMYK 27 98 98 29

Pantone 7622c

Script Mt Bold

Recommendation Size 20

Lato Regular

Recommendation Size 17

Packaging Design

Our purpose in changing the packaging was to have a completely new face for the product. Looking over other packaging for chapsticks, we decided we wanted something that would stand out and be different from the norm. Changing the packaging continued to show the message of natural. A simple box with clean sharp graphics helped that image.

Logo Design

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