

# Poppy Soda

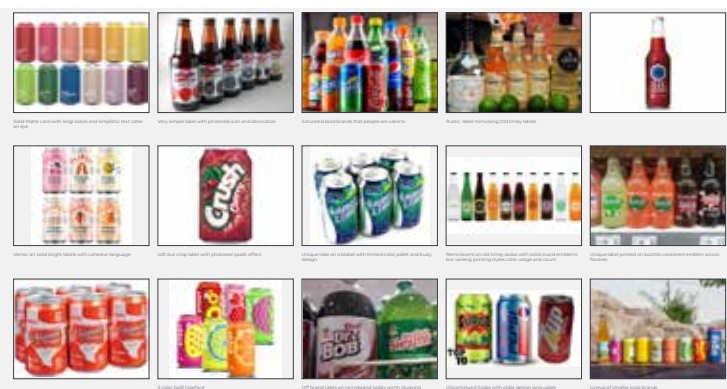
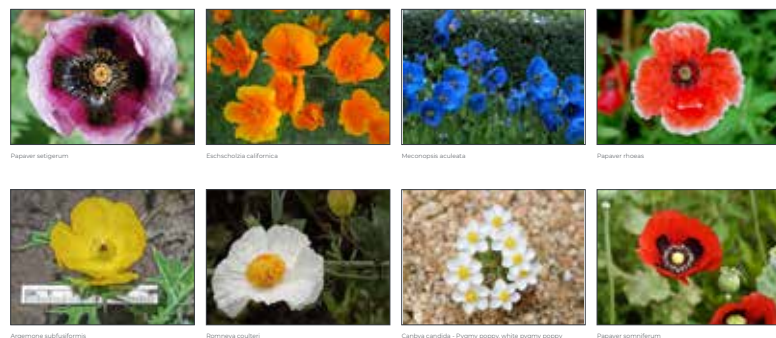


## Overview

In this project I explored how far I could take a brand-name with set logo and typography to make a unique eye catching label for multiple flavors. After completing color experiments I went with a simple flat composition where i used vectorized images of the brands namesake all these elements nest together in a unique label shape that embraces the bottle. I decided to expand upon the brand-name as it was an invaluable asset the brand has going for it, utilizing poppy species as a key component in the label composition counterbalanced by the fruit that flavors each soda.

## Visual Research+ Development

Explored different existing labels, especially smaller brands and imagined them paired with species of poppies.



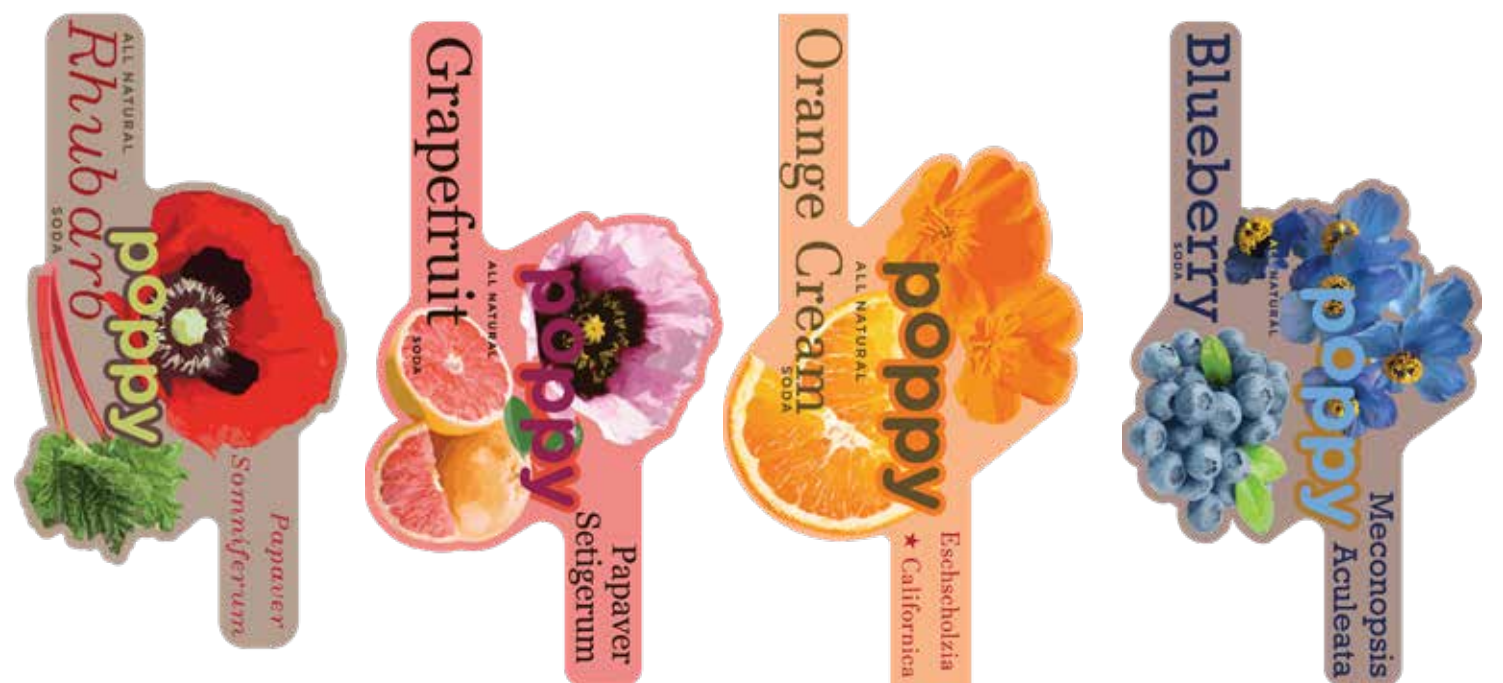
### ITERATION

## Visual Development

Type paring made me realize how flexible the logo is with multiple typefaces, although we could only work within one family experimentation during and after the assignment revealed how flexible this logo and subtext is



<p><b>poppy</b> ALL NATURAL SODA</p>	<p><b>poppy</b> ALL NATURAL SODA</p>	<p><b>poppy</b> ALL NATURAL SODA</p>
<p>Rhubarb Lemonade Huckleberry Black Cherry Strawberry Orange</p> <p>Proxima Nova Condensed Regular</p>	<p><b>Rhubarb Lemonade Huckleberry Black Cherry Strawberry Orange</b></p> <p><b>Proxima Nova Condensed- Extrabold Italic</b></p>	<p>Rhubarb Lemonade Huckleberry Black Cherry Strawberry Orange</p> <p>Proxima Nova Condensed Thin</p>



<p><b>poppy</b> Papaver somniferum ALL NATURAL Rhubarb SODA</p>	<p><b>poppy</b> ALL NATURAL Orange Soda Eschscholzia Californica</p>
<p><b>Prototype 1</b> Circular label test</p>	<p><b>Prototype 2</b> Special rectangular label California poppy</p>

**poppy**  
ALL NATURAL SODA  
Lemonade  
Romneya Coulteri

**Final**  
First unique shape label With final hierarchy

### Poppy Soda | Color Palette

STRAWBERRY	ORANGE	PINK LEMONADE	BLACK CHERRY	HUCKLEBERRY	RHUBARB

POPPY SODA COLOR PALETTE 1: SINGLE COLOR

STRAWBERRY	ORANGE	PINK LEMONADE	BLACK CHERRY	HUCKLEBERRY	RHUBARB

POPPY SODA COLOR PALETTE 2: GRADIENT

STRAWBERRY	ORANGE	LEMONADE	BLACK CHERRY	HUCKLEBERRY	RHUBARB

POPPY SODA COLOR PALETTE 3: TWO COLOR

