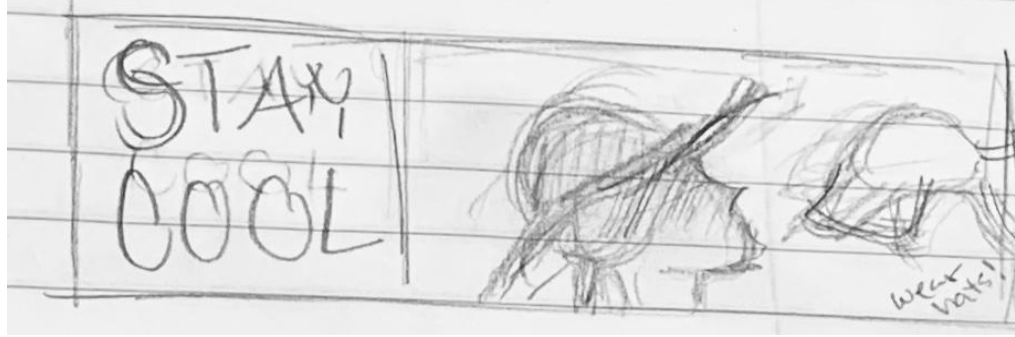
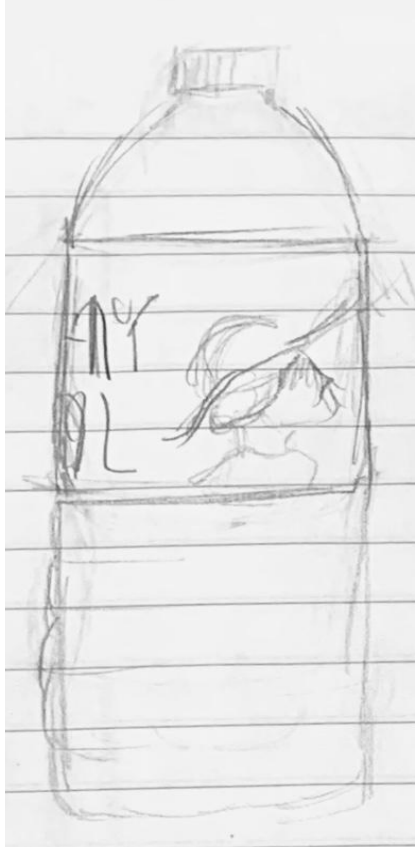


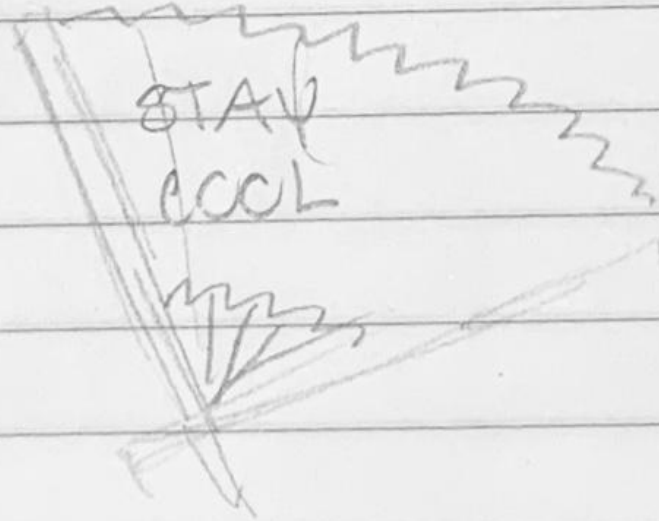
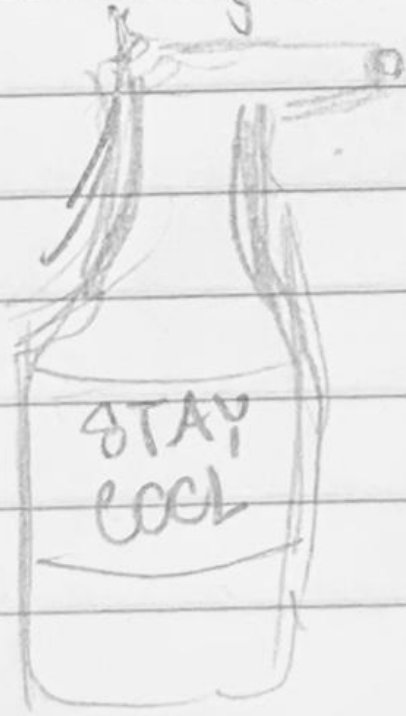
Water Station



Initial sketches for water bottle logos. Has a more figural/object-based approach to imagery.

Alt. objects

er
ver



In the process of the water bottle, I floated around alternative ideas for what objects would be handed out. From left, spray bottle, manual fan, and handheld electronic fan.



Quick sketches of how to layout a bottle label. Above is an example that did not hold to my color palette. Below is the same version, but with within the color scheme.

Fan blowing hot air?

Fans become ineffective over 95°F (37°C). Try cooling down with water instead!

STAY
COOL



Final version of the water bottle version. Redesign features more organic shapes along with two rectangular fields in order to keep text readable. Note the move towards lighter blues and greens as well as the limiting of orange and yellow.



The water label in context.