

Good Design

Design Principles Study



Patterns and depictions of a lion are portrayed throughout the design all following the Pepsi color palette. Lion symbolize “ferociousness” and “king”.



The bold white font works perfectly to contrast the other colors. The name “Messi” is clearly depicted along with slogans “Love it,” “Live it”.



Pepsi advertisement is very visible to the viewer. Classic Pepsi colors and logos all blending in perfectly. No one color or motif is too imposing.