One family. Four clear flavors.

The brand stays constant. Each label uses the color and a small illustration of its own fruit.

PLOD
GOOD DAYS, BOTTLED.

ORANGE

A little sunshine.



Orange
#EF773D

PLOD
GOOD DAYS, BOTTLED.

LEMON

A little brightness.



Lemon
#E5C84B

PLOD
GOOD DAYS, BOTTLED.

STRAWBERRY

A little sweetness.



Strawberry
#B84A5B

PLOD
GOOD DAYS, BOTTLED.

PINEAPPLE

A little golden hour.



Pineapple
#E9B949

Keep the identity stable.

Same green citrus logo, cream reading field, Nimbus Sans hierarchy, label dimensions and volume position.
Change only the flavor name, accent band and matching fruit artwork. Strawberry rose is a flavor-only extension.

Concept front labels / 70 x 90 mm trim + 3 mm bleed. Confirm product information, bottle fit and printer profile before production.

PLOD

GOOD DAYS, BOTTLED.

ORANGE

A little sunshine.



250 ml

PLOD

GOOD DAYS, BOTTLED.

LEMON

A little brightness.



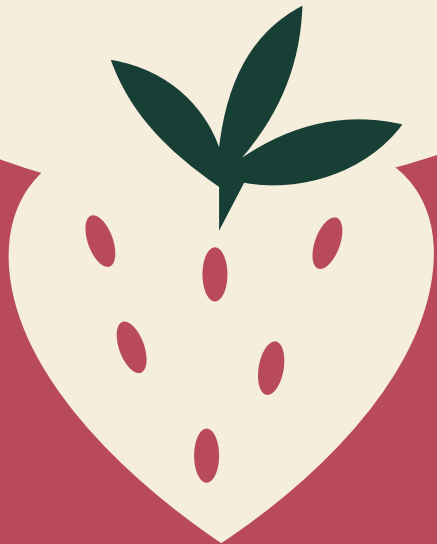
250 ml

PLOD

GOOD DAYS, BOTTLED.

STRAWBERRY

A little sweetness.



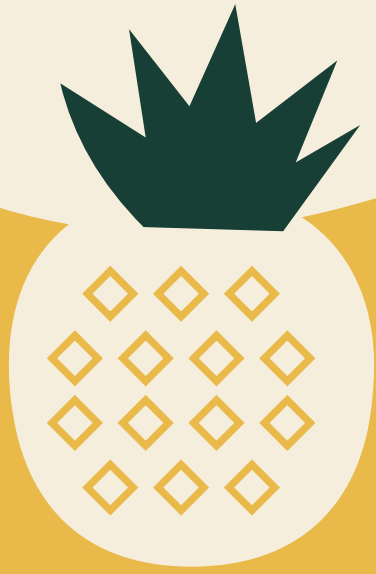
250 ml

PLOD

GOOD DAYS, BOTTLED.

PINEAPPLE

A little golden hour.



250 ml