PLOD

GOOD DAYS, BOTTLED.

ORANGE

A little sunshine.



250 ml

PLOD / PACKAGING DESIGN

Orange. A little sunshine.

Front label / 250 ml concept

PLOD

GOOD DAYS, BOTTLED.

ORANGE

A little sunshine.



IDENTITY

Original vector symbol and wordmark, unchanged.

Warm paper base; orchard green for logo and text.

Citrus orange identifies the existing Orange variant.

Nimbus Sans Bold / Regular; label type is outlined.

Clear space around the logo exceeds its stem width.

Orchard green

#173F35

Warm paper

#F6EEDC

Citrus orange

#EF773D

FORMAT & PRODUCTION

Proposed trim: 70 x 90 mm. Bleed: 3 mm on page 1.

PDF page 1: 76 x 96 mm media; trim/bleed boxes included.

Vector RGB artwork. Match the printer profile and proof colors.

Bottle size, final dimensions and material need confirmation.

CONCEPT ARTWORK / FRONT LABEL

Back-label product information is outside this design; no ingredients or nutrition values are invented.