process book
splash soda
package design

carabow.
creative

table of contents

introduction

Splash Soda is a conceptual brand inspired by my interest in the colorful and illustrative package design that is becoming so popular today. I have always been drawn to bright colors and creative typography on packaging when shopping. I wanted to pull from this fascination and be the designer behind a brand that I would personally reach for on the shelf.

research

After deciding on soda as a product, I researched trendy can package designs to see what was out there. I found that bright colors, expressive typography, and illustrations have begun to take over as a new package design trend. I knew that I wanted to include these aspects in my own design. I wanted to create packaging that would stand out to me on a shelf in a store. With new inspiration, I began the ideation process.

ideation

I began my ideation process playing with the word "Splash." I began sketching possible logotype, as well as mark. I knew I wanted to play with a water drop as an integral part of the logo, with a style of logotype that resembled it. In this stage, I decided on possible flavors that I mgiht want to used. I chose color swatches that reflected each flavor.
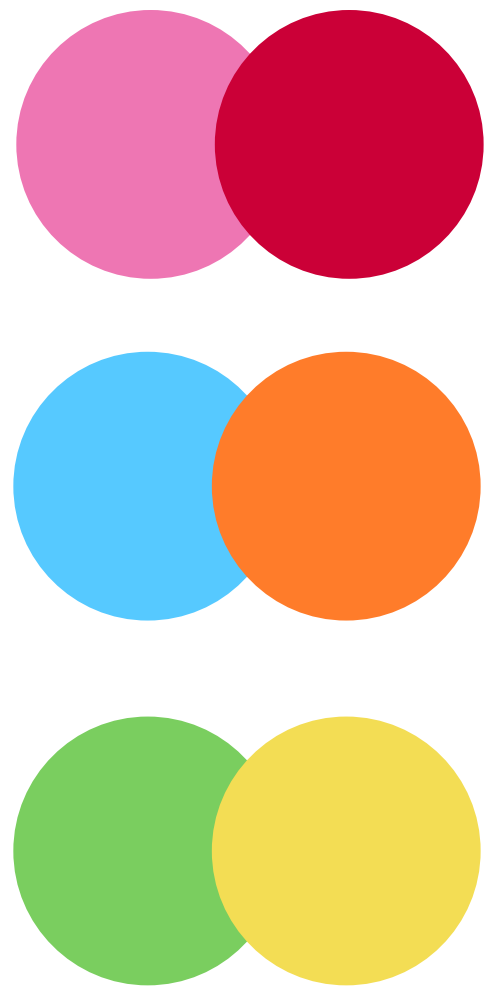
first round

The next step was to begin digitally rendering components of the Splash Soda label design. I chose the three following flavors: lemon lime, peach, and strawberry. I decided to do a simple color palette with only two colors for each flavor. Once my color palettes and flavors were finalized, I illustrated a fruit to go along with each flavor.
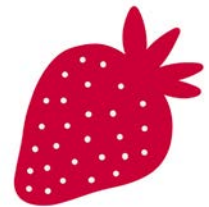
second round

After positive feedback on the first round of critique, the next step was to begin laying out the package design. I started by sketching where I wanted the placement of each element on the can, then moved forward with completing the full can wrap.
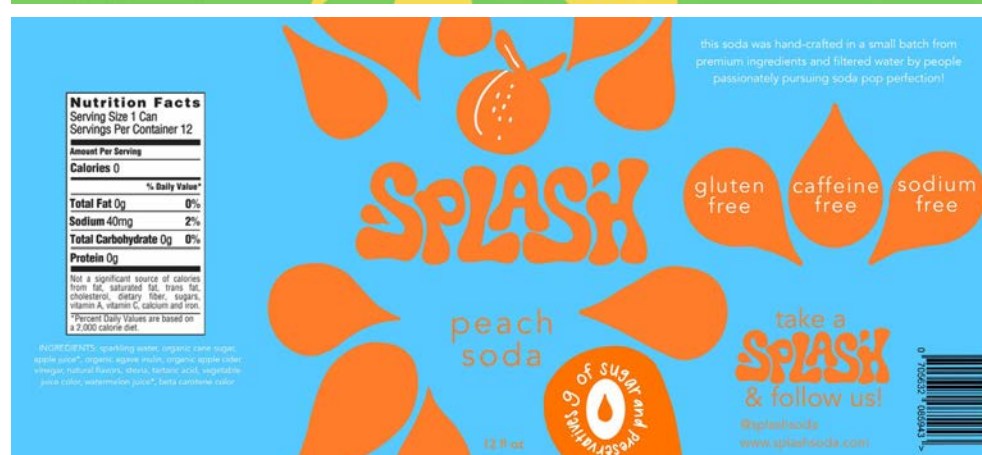
final

This personal project taught me so much in terms of packaging design. After finally seeing my design in mockup form, I am very proud of the Splash Soda package design. The finished product is an eye-catching can that will stand out on the shelf with its bright colors and expressive, hand-rendered typography.