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The Shining Franchise Movie **Posters Redesign** DES254

An illustrative redesign of The Shining and Doctor Sleep movie posters combining hand lettering and detailed illustrations to create a more expressive alternative to the original design. These new elements help better connect the two movies as a series while continuing to convey their horror appeal by drawing on symbolism used in each production.

JACK NICHOLSON

MASTERPIECE OF MODERN HORROR BASED ON THE NOVEL BY STEPHEN KING

LLEY DI BY STEPHEN KING SCREENPLAY BY STANLEY KUBRICK DIANE JOHNSON DIRECTED BY STANLEY KUBRICK

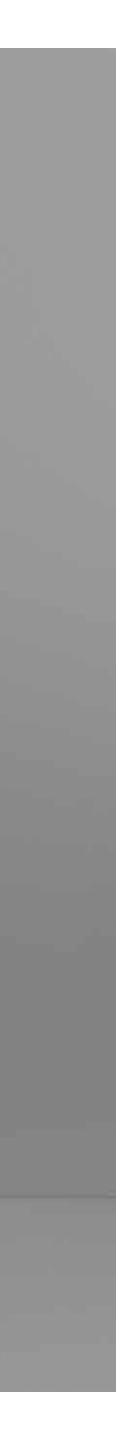


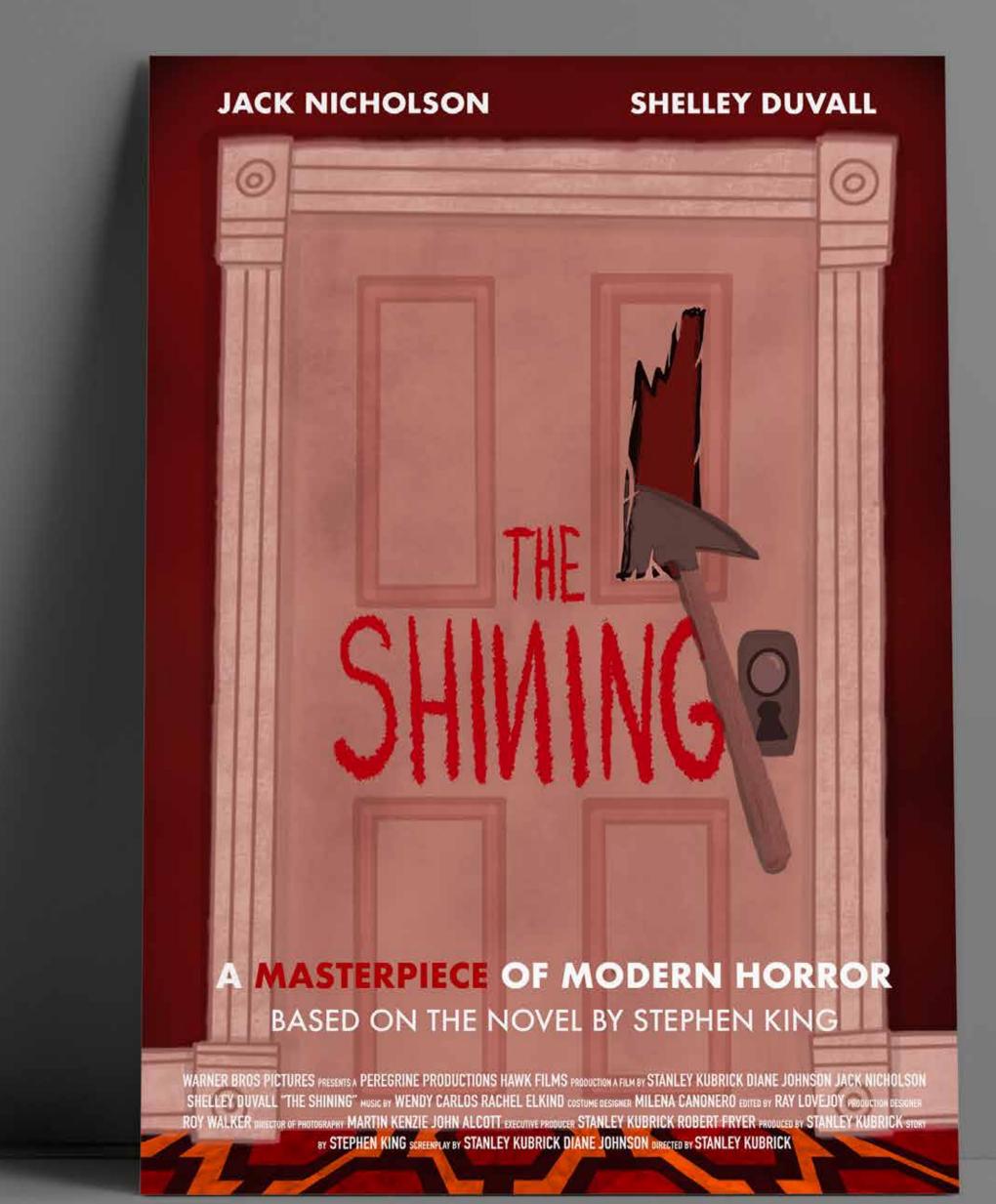
RINE PRODUCTIONS HAWK FILMS PRODUCTION A FLM BY STANLEY KUBRICK DIANE JOHNSON JACK NICHOLSON WENDY CARLOS RACHEL ELKIND COSTUME DESIGNER MILENA CANONERO EDITED BY RAY LOVEJOY PRODUCTION DESIGNE OHN ALCOTT EXECUTIVE PROUBLER STANLEY KUBRICK ROBERT FRYER PRODUCED BY STANLEY KUBRICK

EWAN McGREGOR REBECCA FERGUSON

THE NEXT CHAPTER IN THE SHINING STORY BASED ON THE NOVEL BY STEPHEN KING

WARNER BROS PICTURES PRESENTS AN INTREPID PICTURES VERTIGO ENTERTAINEMENT PRODUCTION A FILM BY MIKE FLANAGAN AKIVA GOLDSMAN EWAN MCGREGOR REBECCA FERGUSON "DOCTOR SLEEP" MUSIC BY THE NEWTON BROTHERS COSTUME DESIGNER TERRY ANDERSON EDITED BY MIKE FLANAGAN PRODUCTION DESIGNER MAHER AHMAD DIRECTOR OF PHOTOGRAPHY MICHAEL FIMOGNARI EXECUTIVE PRODUCER AKIVA GOLDSMAN ROY LEE PRODUCED BY TREVOR MACY JON BERG STORY BY STEPHEN KING SCREENPLAY BY MIKE FLANAGAN DIRECTED BY MIKE FLANAGAN





A MASTERPIECE OF MODERN HORROR BASED ON THE NOVEL BY STEPHEN KING

WARNER BROS PICTURES PRESENTS A PEREGRINE PRODUCTIONS HAWK FILMS PRODUCTION A FILM BY STANLEY KUBRICK DIANE JOHNSON JACK NICHOLSON SHELLEY DUVALL "THE SHINING" MUSIC BY WENDY CARLOS RACHEL ELKIND COSTUME DESIGNER MILENA CANONERO EDITED BY RAY LOVEJOY PRODUCTION DESIGNER ROY WALKER DIRECTOR OF PHOTOGRAPHY MARTIN KENZIE JOHN ALCOTT EXECUTIVE PRODUCER STANLEY KUBRICK ROBERT FRYER PRODUCED BY STANLEY KUBRICK STORY BY STEPHEN KING SCREENPLAY BY STANLEY KUBRICK DIANE JOHNSON DIRECTED BY STANLEY KUBRICK

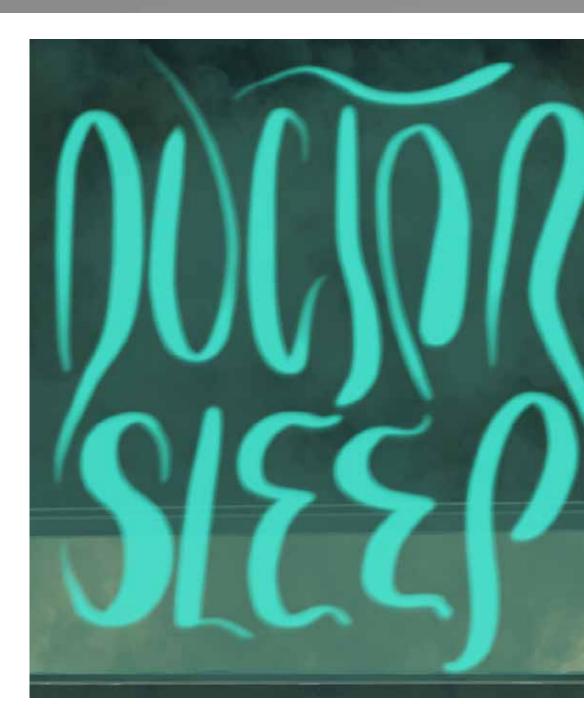






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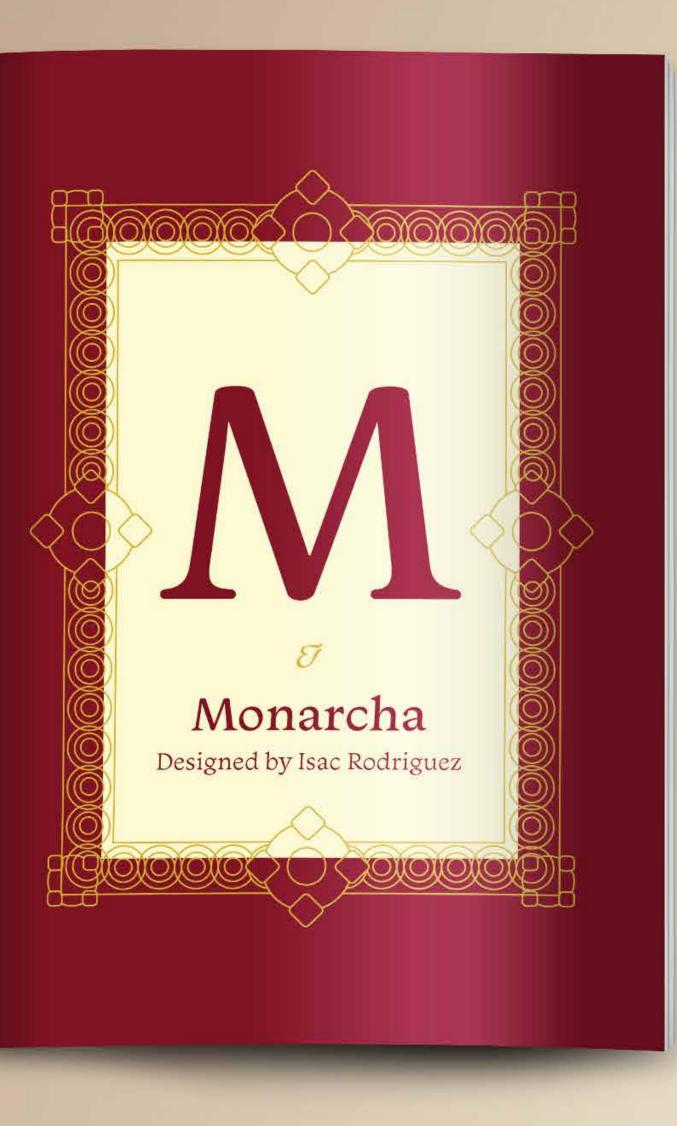
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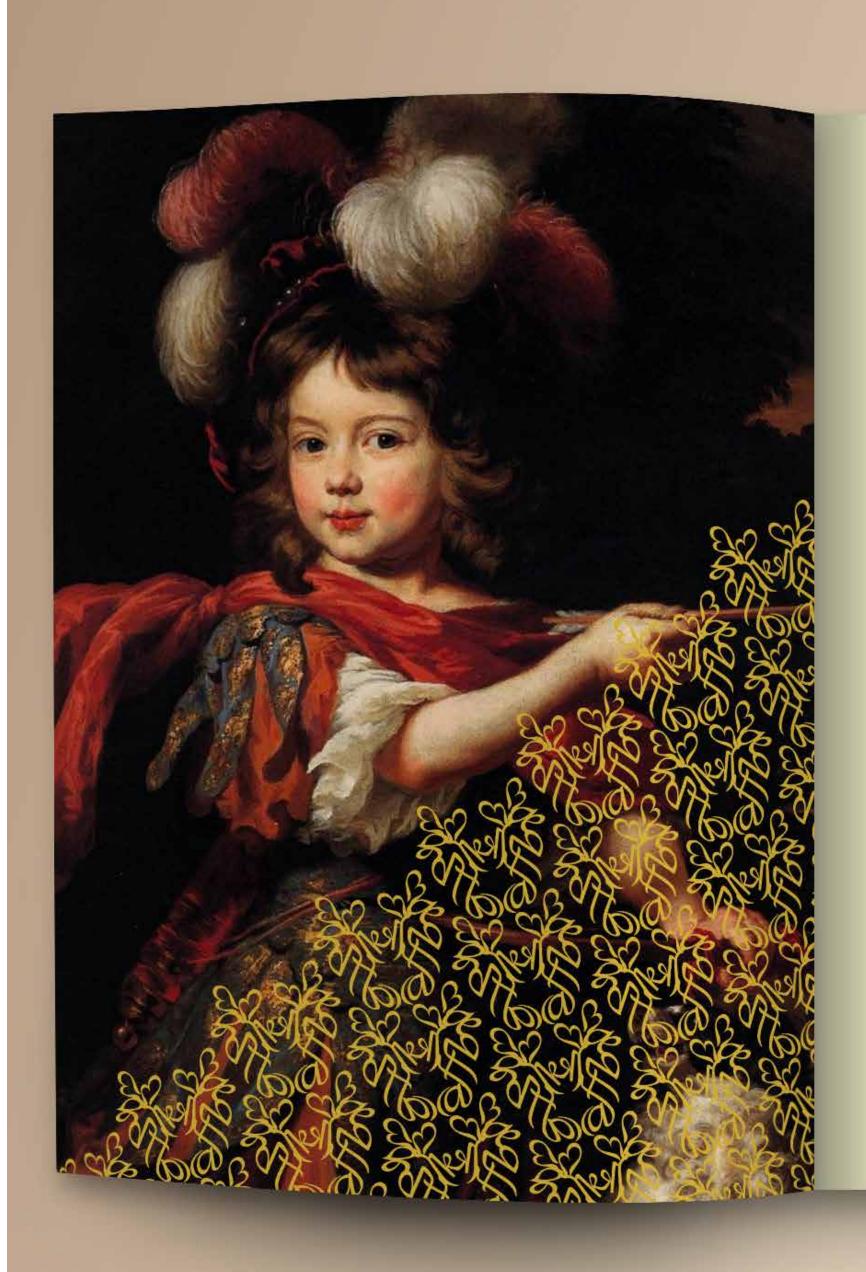
O2 Monarcha Type Specimen DES254

Following the Baroque style that the the typeface was originally inspired by, this type specimen booklet explores the characteristics of Monarcha, designed by Isac Rodriguez. The goal of this booklet is to inform type enthusiasts about the unique qualities of the typeface and its intended uses.









Α BAROQUE **INSPIRED TYPEFACE** 05 3

Monarcha is a **serif typeface** released in **2014** by Brazilian designer, Isac Rodriquez. It was strongly influenced by the baroque style with its slightly skewed letter forms and calligraphic features. For the most part it is intended for extended texts, but has been used for several brand campaigns since its release.

Before it was officially released the Monarcha type family also received a Certificate of Excellence at the 4th Tipos Latinos Biennial in 2010, the biggest type award available in Latin America.

Language Support

The Monarcha type family includes features for small caps, fractions, old style-lining, tabular numbers, scientific superior/inferior figures, stylistic sets and characters supporting 74 different languages. This includes Baltic, CE, Turkish, and Western European languages.

This extended character set is what makes this such a diverse typeface, as it can be used in a variety of situations worldwide.

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zkuntza lag

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Dutch

språkstøtte

språkstöd

jezička podrška

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sprogstøtt

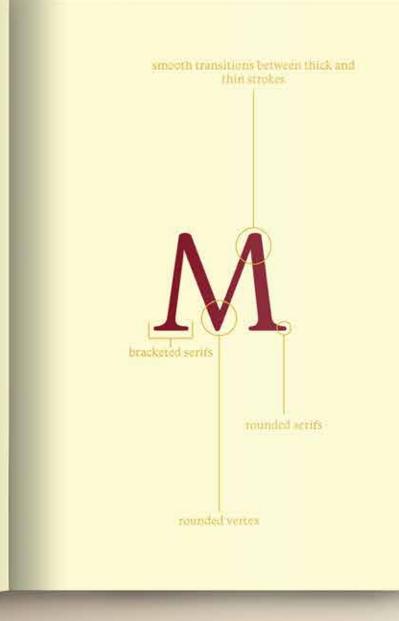
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support linguistique

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Weights

1

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 Book

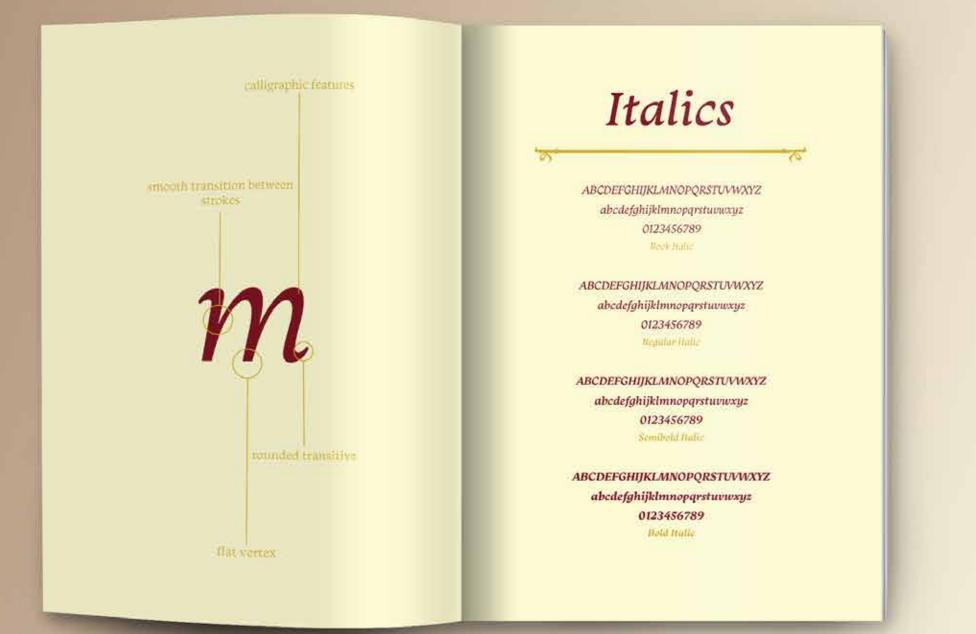
27

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 Bold











Discretionary Ligatures - ch ck cl ct ee gg gi gm gn gr gu gy il ik ib ly ng oo ph pp ry sb sf sh sk sp st th Th tt

Standard Ligatures - ff fi fi fi fy fb fh fj fk fl ft ffi ffb ffh ffj ffk ffl fft

Lining Figures - f€£¥0123456789

x÷+=f

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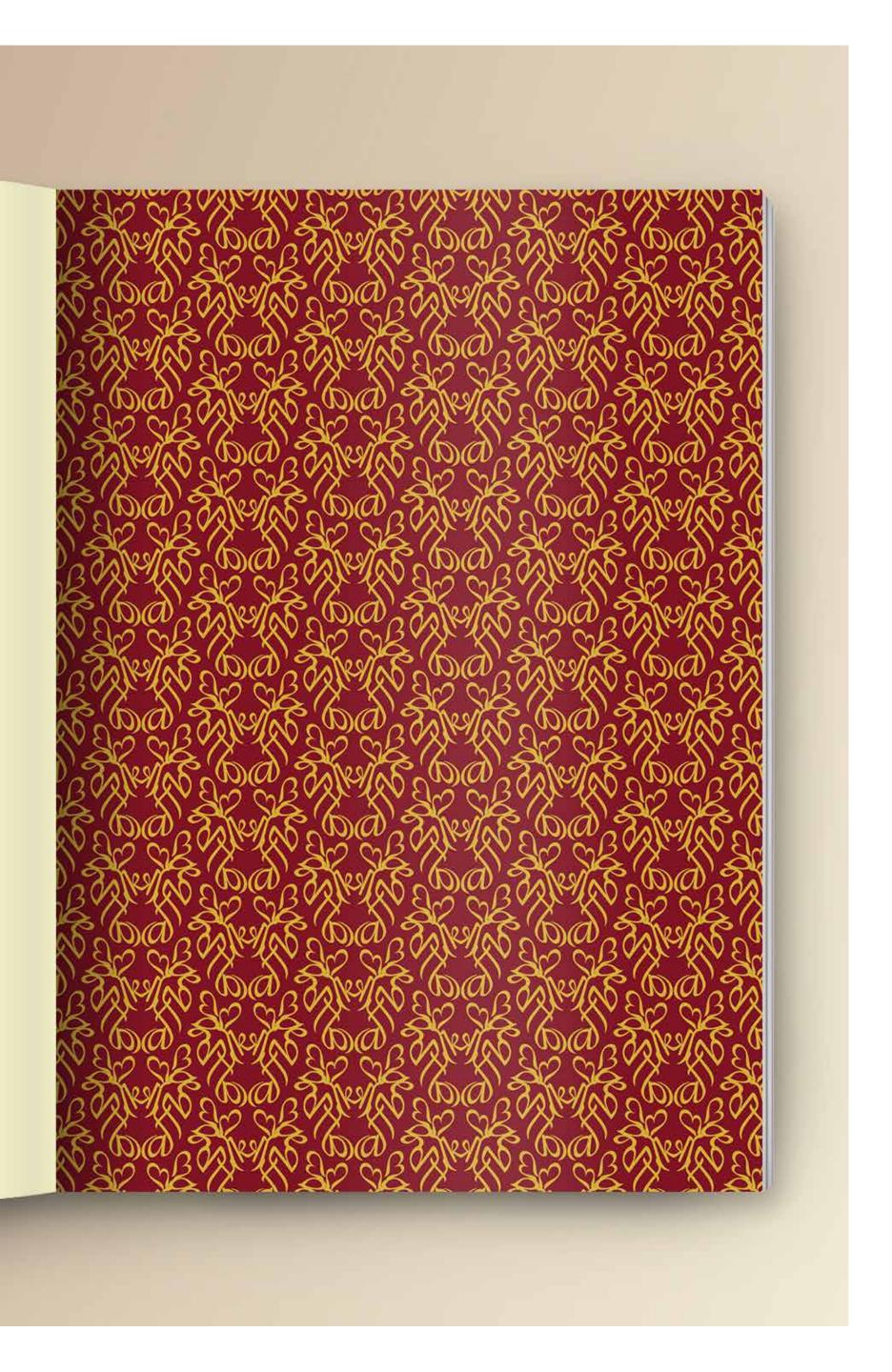


Glyphs

Old Style Figures - o£¥f€0123456789

Swash - a e m nr

Other Symbols - \$¢©®™() {[/|¦#†‡*@¶&:;!?ç&^}""¤ Ð↓↑←→ß§



03 "Wallows Greatest Hits" Album Cover Self Initiated Project

An album design for the band Wallows consisting of their most popular songs since their debut in 2017. The 90s video aesthetic is a reflection of the band's established brand and long history together as friends, creating a sense of nostalgia for them and their fans.



WALLOWS GREATEST HITS

WALLOWS







SIDE A PLEASER 2017

Pleaser was the first song that the band had put out under the name "Wallows". The song was ranked no. 2 on Spotify's United States Viral 50 list shortly after its debut.

PICTURES OF GIRLS 2018

Pictures of Girls is the band's testiment to the fear of growing up and transitioning into adulthood. This reflects the band's own experience as they moved from the suburbs into the city when they started to gain popularity.

THESE DAYS 2018

Written in one night, These Days addresses the question: "does she like me?". The song is currently one of the band's most listened to tracks since it's release.

DRUNK ON HALLOWEEN 2018

Drunk on Halloween is a classic heartbreak song using Halloween as a backdrop for the story. The band has stated the song quite literally came out of nowhere and quickly came to life.

SIDE B

ARE YOU BORED YET? (feat. Clairo) 2019

The band's most popular song, Are You Bored Yet? is a song reflecting the idea of someone getting bored of a relationship and wanting to move on. This was the band's first-ever feature as they collaborated with Clairo.

WALLOWS

SIDE B

SCRAWNY 2019

Scrawny acted as a break from the serious themes of the Nothing Happens album. It touches on the theme of growing up but with a few humorous twists.

REMEMBER WHEN 2019

Remember When was a song the band had originally played as kids before they became known as "Wallows". It was rewritten and produced for the Nothing Happens album.

OK 2020

A song about relationship insecurities, OK offers the idea of embracing love for what it is. The song was released shortly before the COVID-19 pandemic but has recieved a lot of praise throughout quarantine.



Alternate Deliverables

Cassette



Instagram Promotional Post



wallowsmusic



 \forall



Liked by remiwolf and others

Lets reminisce on our time together... Coming July 7th, 2021

(+)

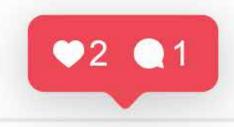
View all comments



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Add a comment...

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04 Book Series Jacket Redesign DES224

A three-book series redesign of Into the Wild, I'll Be Gone in the Dark, and In Cold Blood, using original photography and a black and white color palette with three accent colors. The goal of this project was to, convey an eerie, realistic tone to match the "true-crime" appeal of the stories' contents.



THE GOLDEN STATE KILL

MICHELL

A MAN'S FATAL JOURNEY TOWARDS OBTAINING ULTIMATE FREEDOM



TRUMAN CAPOTE

UNT OF A FAMILY MURDER S CONSEQUENCES

MICHELLE

MCNAMARA

ONE WOMAN'S OBSESSIVE SEARCH FOR THE GOLDEN STATE KILLER

A MAN'S FATAL JOURNEY TOWARDS OBTAINING ULTIMATE FREEDOM

Praise

"What makes McNamara's work so compelling is her empathy and sensitivity toward the people touched by these crimes... I wish I could read the next ten books she would have written."

-LOS ANGELES TIMES

"What readers need to know -- what makes this book so "What readers need to know -- what makes this book so special -- is it deals with two obsessions, one light and one dark. The Golden State Killer is the dark half; Michelle Mc-Namara's is the light half. It's a journey into two minds, one sick and disordered, the other intelligent and determined. I love this book."

"An exemplary true-crime book, and with an HBO adaptation in the works, this book will be enjoyed by any reader with an interest in human nature, crime, puzzles, and investigative drames"

dramas"







Synopses and real images of the individuals that the books are about



KRAKAUER INTO THE WILD

MCNAMARA L'LL BE GONE IN THE DARK

IN COLD BLOOD



05 PTSD Awareness Interactive Infographic DES 225

An interactive infographic covering the ins and outs of post-traumatic stress disorder and how to identify it in someone. With the help of a welcoming color palette and helpful illustrations, the goal is to reach even the most vulnerable victims and let them know about their options for recovery.

See the infographic in action: https://youtu.be/JC1KY6lZcWk

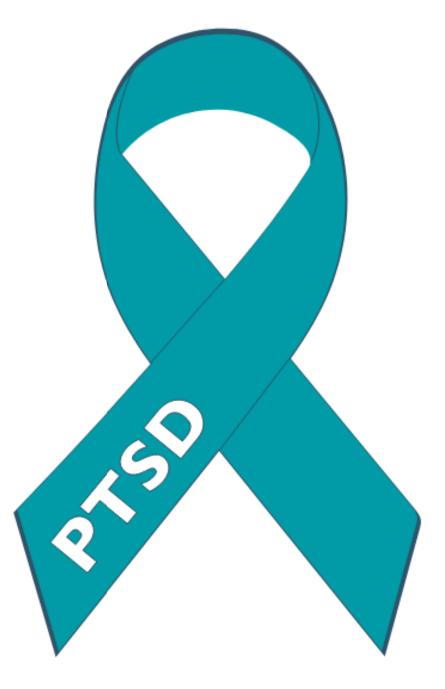
Post Traumatic Stress Disorder Awareness: How to Know If You've Been Affected

Post traumatic stress disorder (PTSD) is a mental disorder that can develop in individuals that have experienced trauma. The disorder is often set off by "triggers" in which victims are reminded of the traumatic event by going about their daily lives. In these instances these people will tend to have heightened emotional or physical reactions. Of people who experience severe trauma, I in 3 develop this disorder and it can last up to several years before recovering.

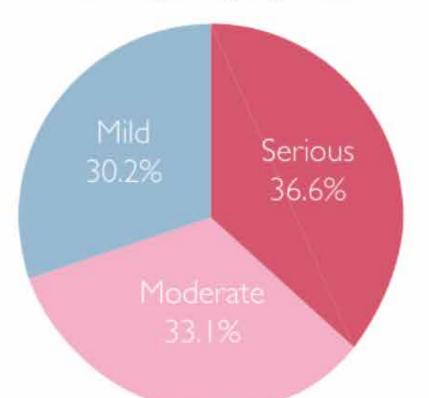
Although people are aware of the disorder, they don't necessarily know what it entails, how common it is, or what kind of treatment is available. This prevents victims of traumatic events and/or their loved ones from seeking out the help that they need for recovery.

As an attempt to spread awareness, an interactive infographic is provided below highlighting the most common causes, possible symptoms, statistics, and treatment options for anyone who may have PTSD.

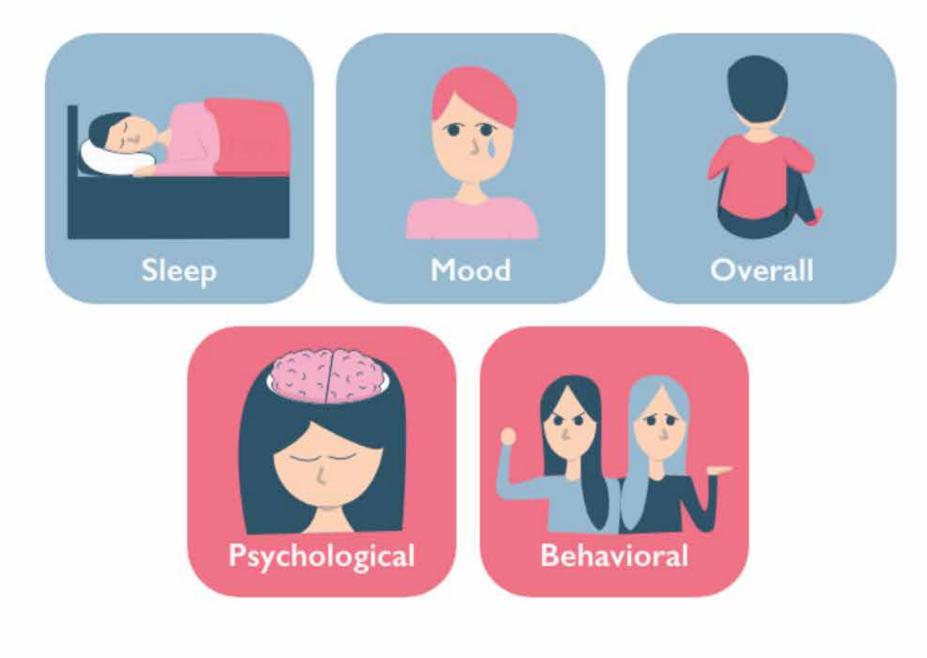




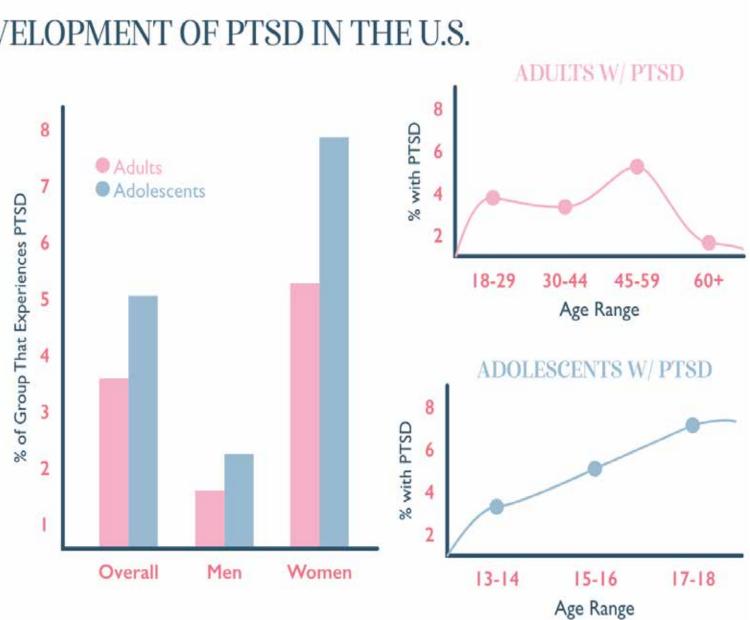
Severity of Symptoms



It is important to note that feelings of anxiety, fear, etc. are normal within a few weeks of a traumatic event. You should visit a doctor if these symptoms are still present after about four weeks of the event.



DEVELOPMENT OF PTSD IN THE U.S.



SYMPTOMS





Helpful Resources

ptsd.htm P02579

Hotlines

PTSD Foundation of America, Veteran Line: (877)717-PTSD National Suicide Prevention Hotline: I (800)273-8255 Crisis Call Center: (800)273-8255 Military Helpline: (888)457-4838 YouthLine: (877)968-8491

Helping Someone With PTSD: https://www.helpguide.org/articles/ptsd-trauma/helping-someone-with-

PTSD in Children: childrens.org/en/topic/default?id=post-traumatic-stress-disorder-in-children-90-

Post Traumatic Stress Disorder During COVID-19: https://medicine.umich.edu/dept/psychiatry/ michigan-psychiatry-resources-covid-19/specific-mental-health-conditions/posttraumatic-stressdisorder-during-covid-19

How to Prevent Trauma from Becoming PTSD: https://adaa.org/learn-from-us/from-the-experts/blog-

posts/consumer/how-prevent-trauma-becoming-ptsd

PTSD Chat Room: https://www.healthfulchat.org/ptsd-chat-room.html





06 *Hubble Focus* Book Design DES200

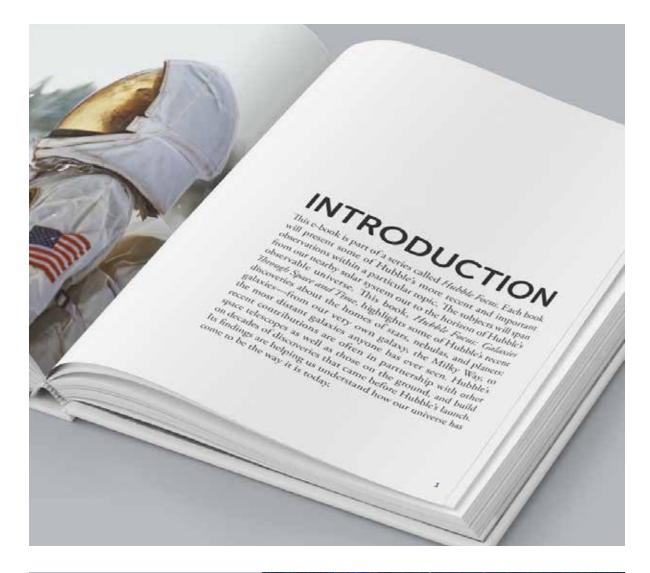
A photo-heavy, physical adaptation of the e-book Hubble Focus: Galaxies Through Space and Time. The goal of this book layout is to keep readers engaged and informed with a variety of spread styles and beautiful images captured by the Hubble Focus. HUBBL

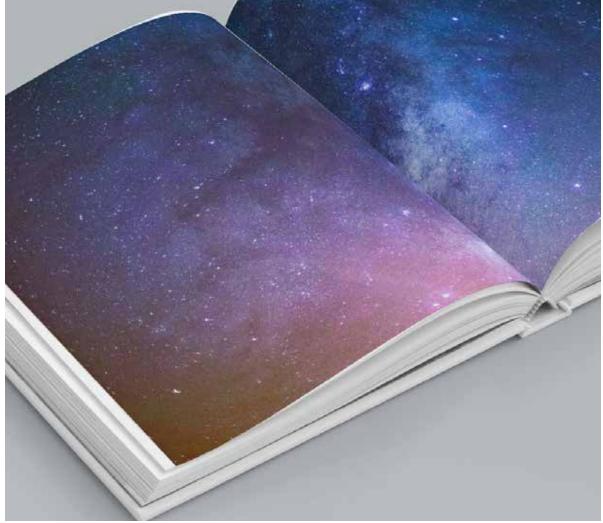












Auronomers call is the Leading Arra because is excende out shead of the Magellouic Clouds in the direction of their motion. However, and recently, they did not know which of the root dwalf galaxies was responsible for pulling this gas from the other and from which galaxy the gas was coming And man which parts the to study what Annonomers used Hubble to study what the Lending Arm is made of to see whether it was more like the Social Magellanie Cloud or the Large Mugellante Cloud. They analyzed the light from seven quasars (the bright cores of active galaxies) billions of light-years behind the Leading Ann. Hubble's Count Origins spectrograph measured how much light was absorbed by different elements in the Leading Arm's gas. These measurements, combined with abservations from the Green Rank Telescope natio observatory, suggested the gas in the Leading Arm came from the Small Magellanic Cloud, and that it was the Large Magellanic Cloud winning that Figure Is This gravitational ing-of-wat

Surveying Star Clusters in

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1

ESA Hubble

Stille NASA



w padromatic Bubble Andromeda

Measuring a Giant Halo

Measuring a Giant Haio Galaxy the Andromeda

Analyzing five Hubble observations astronometa discoverd that the immense halo of gas enveloping the Andromeda galaxy is about six times larger

that the immense halo of gas enveloping the and a chouse and a chouse and a chouse and a chouse and comes more massive than

Andromeda Salax, is about six times and a thousand times about six times lage previously thought. The dark, nearly invisible its host galax; halfsvay to out own Milky

halo sucches about a million light its host galaxy half way to our own Mills immense halo there is so much hot gas in this halo that its mass is half that of all

Way galaxy. There is so much hor gas in the stars in the galaxy itself. If it could be

immense halo that its mass is half the stars in the salaxy inself. If it could be 100 times the naked eye, the halo would be full Moon

viewed with the naked eve the halo would in our sky.

Pour sky: However, the gas in Andromeda's halo is astronomers used Hubble to study

However, the gas in Andromeda's halo is guasars_the bright cores of distance galaxies_

dark. So astronomers used Hubble to study located behind androneda to see how the guasar light was affected as it passed through

Incared behind Andromeda to see how the the gas. By measuring how much a guasar is dimmed at certain wavelengths.

the gas. By measuring how much a quasar is in Andromed as halo between us and

Astronomers could determine how much the guasar. In addition to determining the Bas is in Andromeda's halo between us and size and mass of the halo, astronomets also the guasar. In addition to determined that it is enriched in elements size and mass of the halo astronomers also determined that it is enriched in elements also much heavier than hydrogen and helium. determined that it is enriched in elements which heavier than hydrogen and helmens come from exploding stars called much heavier than hydrogen and helium supernovas. These from exploding some dial integer findings offer more insight which only come from exploding states called about the evolution and structure of giant

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analysis

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the spectre massive stars in the analysis of the most massive stars in the clusters

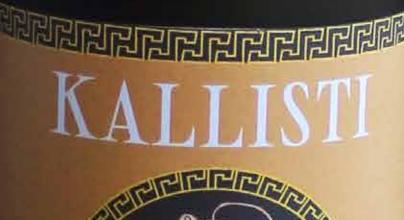
percentes masore stars in the clusters percentes abundant than previously

supernovas. These findings offer nore insight about the evolution and softer more insight spiral galaxies in the universe of giant

O7 Kallisti Hard Cider Beverage Brand DES225

Kallisti Cider is a hard cider company based in Northern Oregon, inspired by the Ancient Greek Mythological story of "The Apple of Discord". Ideally this product will bring a "grown up" appeal to an otherwise cartoony and stereotypical cider market with it's complex story and original composition.





KALLIST



HERA'S PEAR APPLE HARD CIDER

REBEREERE

APHRODITE'S GOLDEN APPLE HARD CIDER

REFERENCE







Alternate Deliverables

Glass Charms



Cider Glasses



KALLISTI

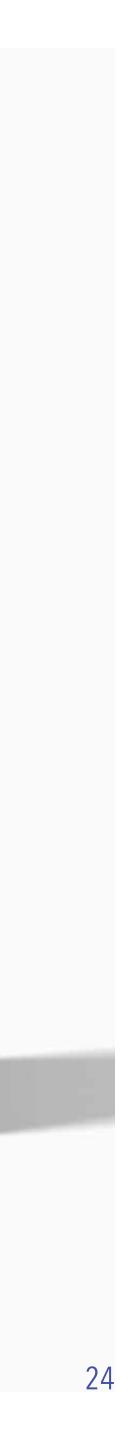
Aphrodite's Golden Apple Cider

Athena's Pomegranate Apple Cider

Hera's Pear Apple Cider

KALLISTI 3 Flavor Variety Pack

6 Bottles - 25 FL OZ - 3% ABV



Process Kallisti Hard Cider **Beverage Brand DES 225**





EKORDERLIG KORDERLIC





Research: Competitor Analysis

Current Market Characteristics:

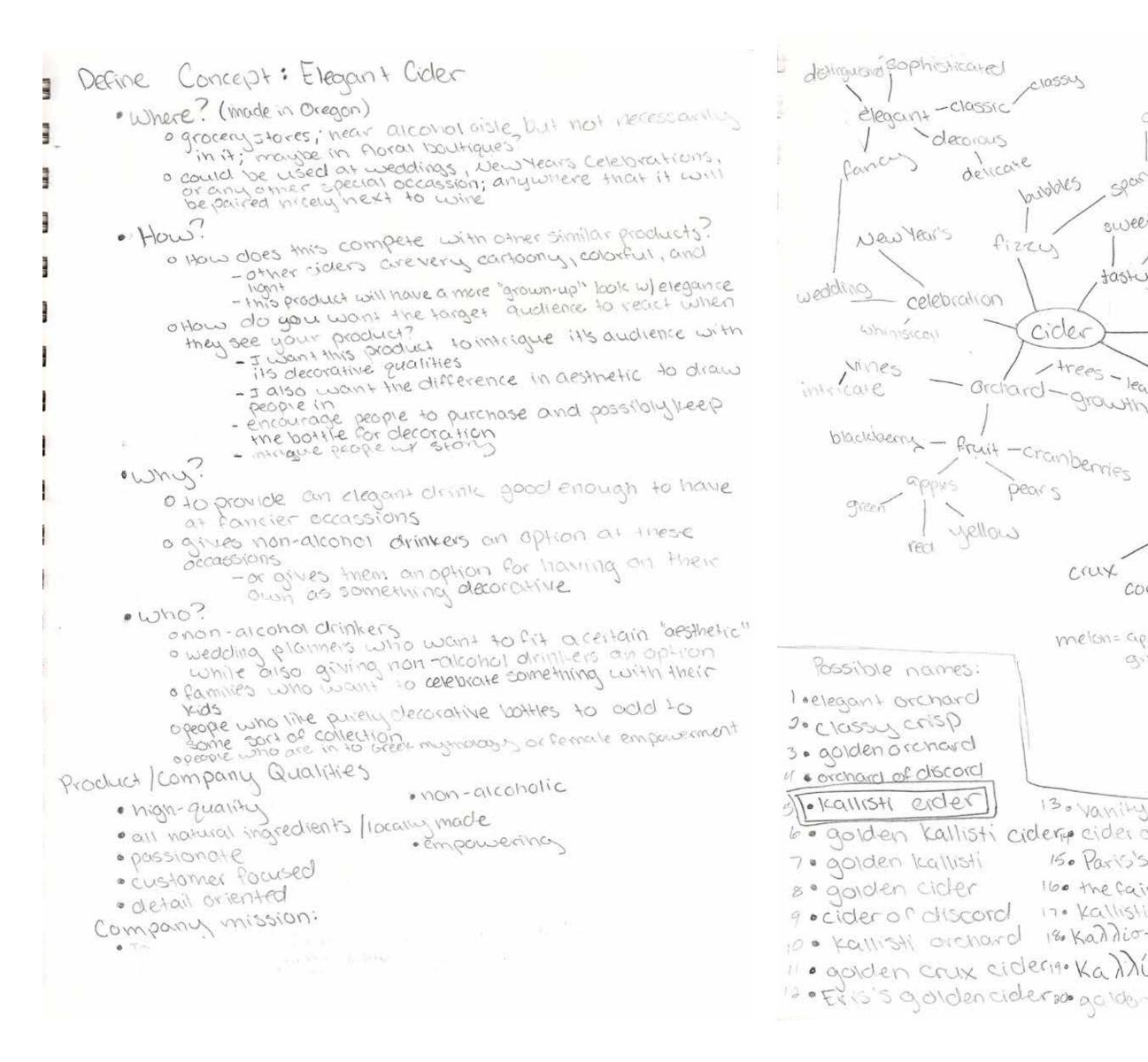
- Very cartoony
- Overused apple and orchard imagery
- Mostly consists of single-person bottles
- Average of 6 to 9% ABV

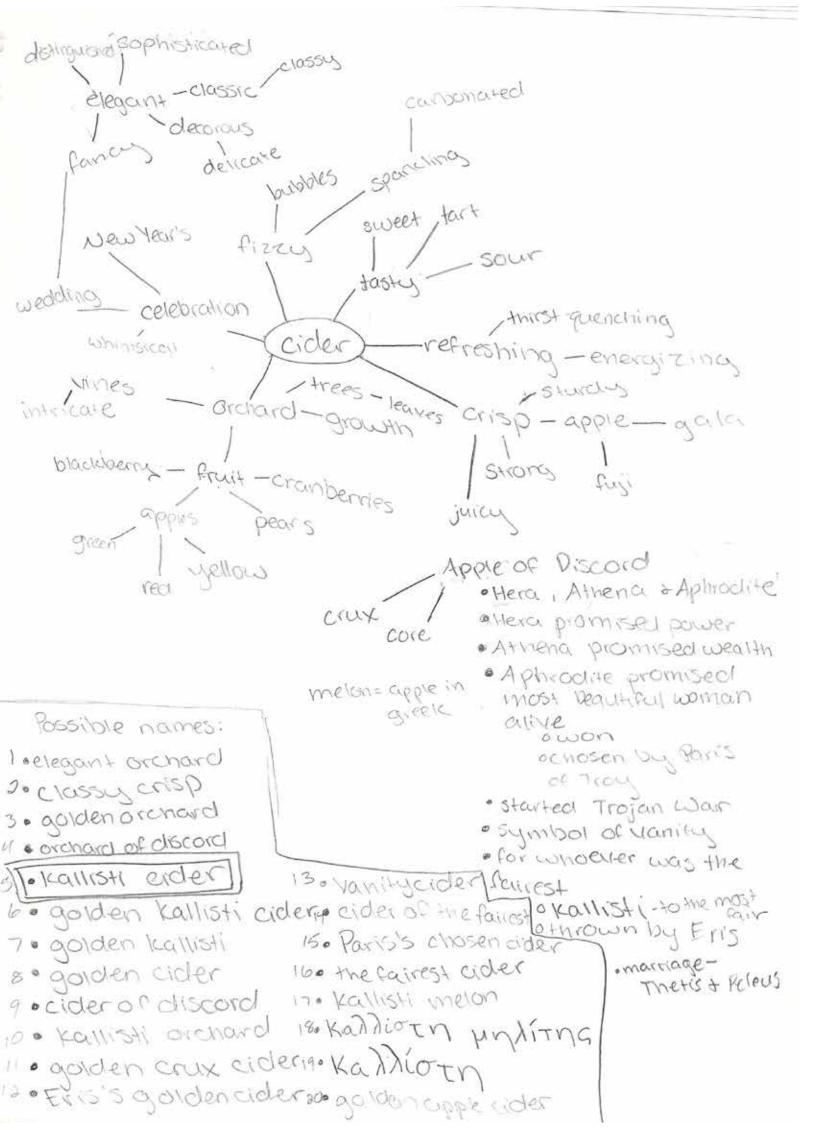
Desired Brand Characteristics:

- Elegant aesthetic
- Thought-out imagery, interesting backstory
- Bigger bottle for group enjoyment at fancier events
- Low alcohol content



Define Concept

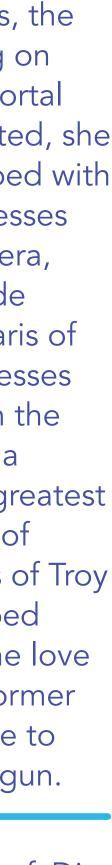




The Apple of Discord Story

The Golden Apple of Discord was created by Eris, the Goddess of Discord. Zeus had thrown a wedding on Mount Olympus for Thetis the sea nymph and mortal Peleus. After Eris found out that she was not invited, she crashed the wedding and threw the apple inscribed with the word "kallisti" or "for the fairest". The goddesses all fought over the apple, but it came down to Hera, Aphrodite and Athena. They asked Zeus to decide who received the apple and he told them that Paris of Troy was to choose the fairest. Each of the goddesses offered him a gift for the apple. Hera offered him the chance to be the king of Asia and Europe. Athena offered him wisdom and to become the world's greatest warrior. Aphrodite offered him the love of Helen of Sparta, who was married to King Menelaus. Paris of Troy gave the apple to Aphrodite. After Paris kidnapped her, Aphrodite kept her promise and gave him the love of Helen of Sparta. King Menelaus and Helen's former suitors refused to rest until she was found. All due to Golden Apple of Discord, the Trojan War had begun.

https://mythus.fandom.com/wiki/Golden_Apple_of_Discord#:~:text=The%20Golden%20Apple%20of%20Discord,or%20%22for%20the%20fairest%22.







Moodboards

Concept 2:

Greek pottery inspired, old-fashioned





Concept 1:

classic elegance, metallic ornaments, simple shapes

Concept 3:

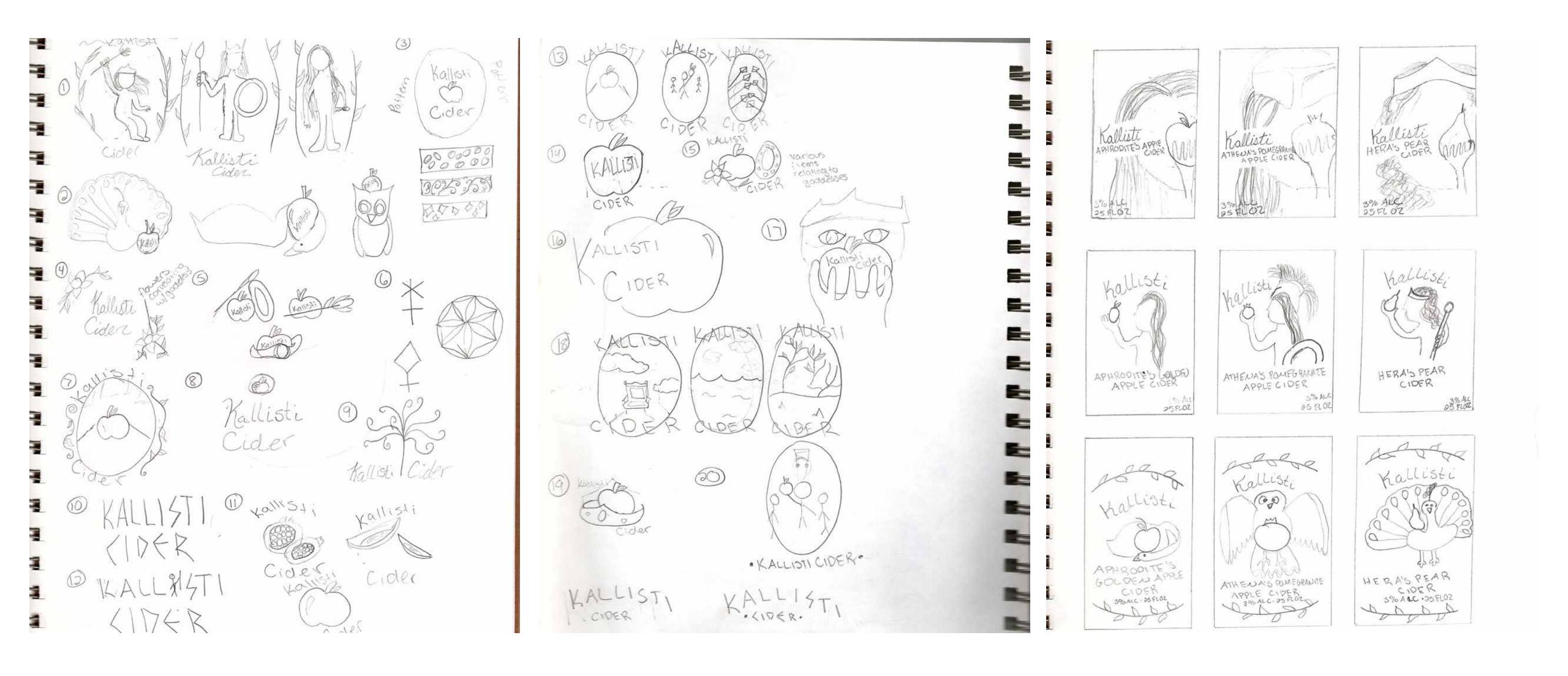
feminine, floral motifs, water color, simple linework



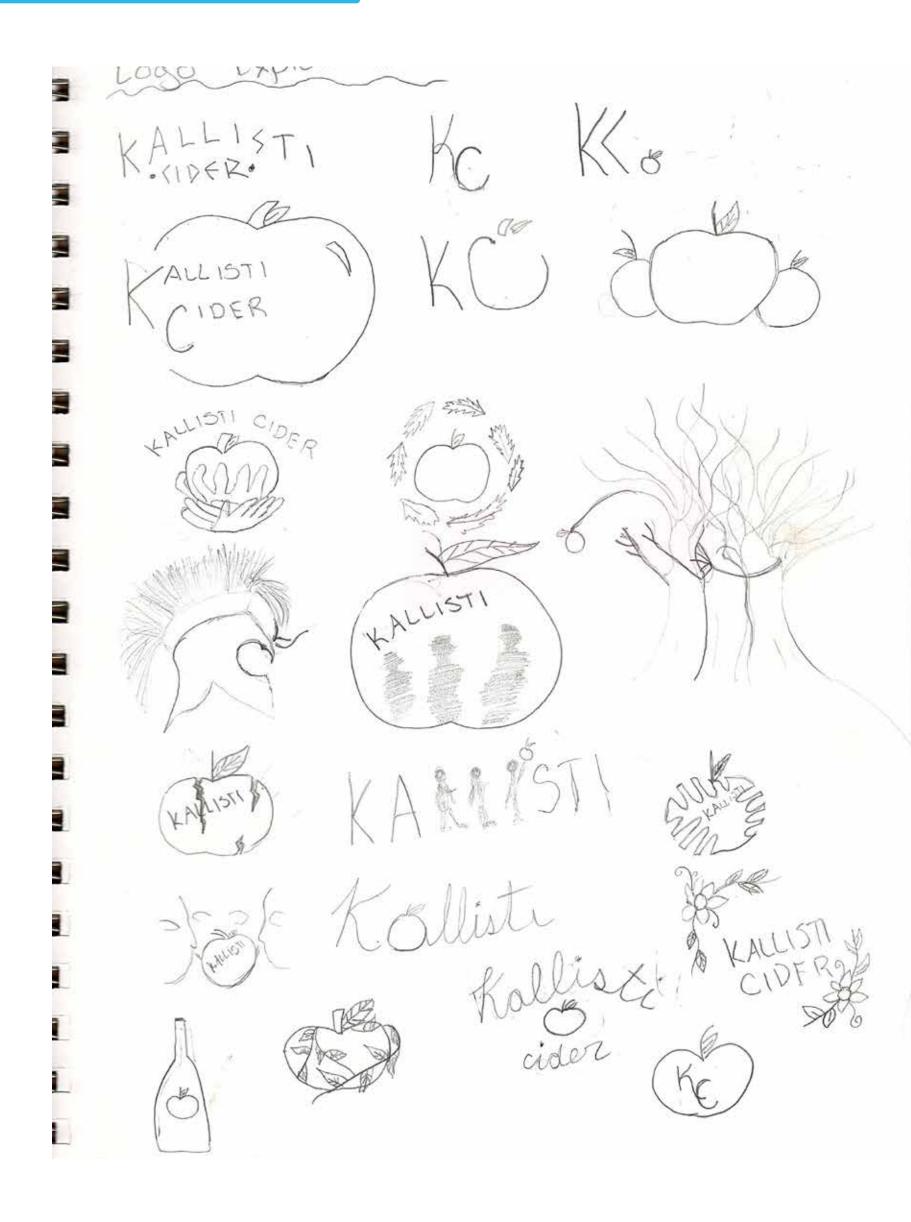


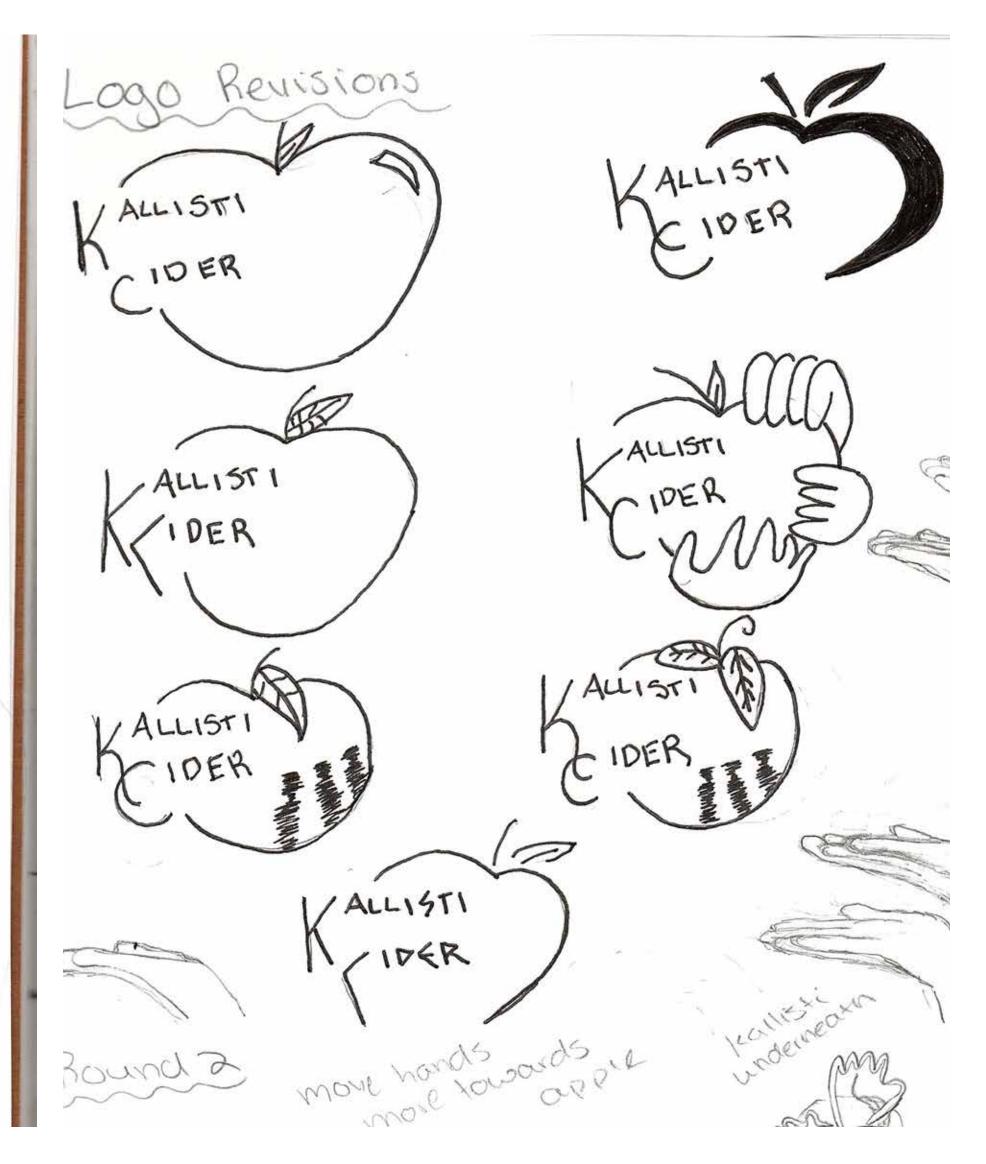


Initial Sketches: Label Exploration



Initial Sketches: Logos





First Direction: Concept 3

Originally I wanted to go for a more floral/feminine aesthetic, however I quickly realized that this wouldn't reflect the story behind the drink in a way I wanted. Because of this, I quickly shifted to Concept 2.



ATHENA'S POMEGRANATE APPLE CIDER

3% ALC 25 FL OZ



Shift in Direction: Greek Pottery Research



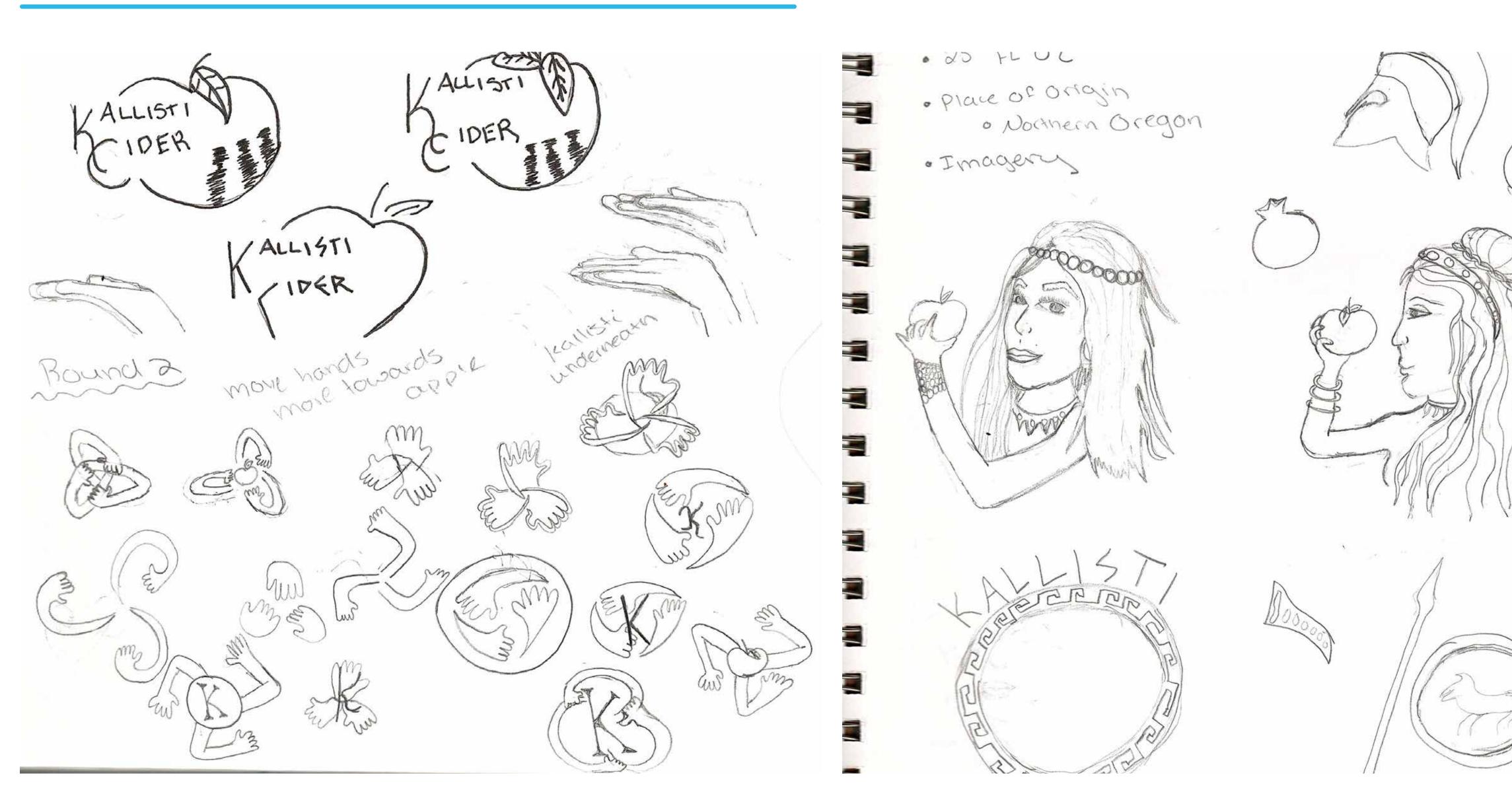




Notable Characteristics:

- flat figures
- geometric patterns
- consist mostly of line work
- commonly have black background with a shade of bronze for the details

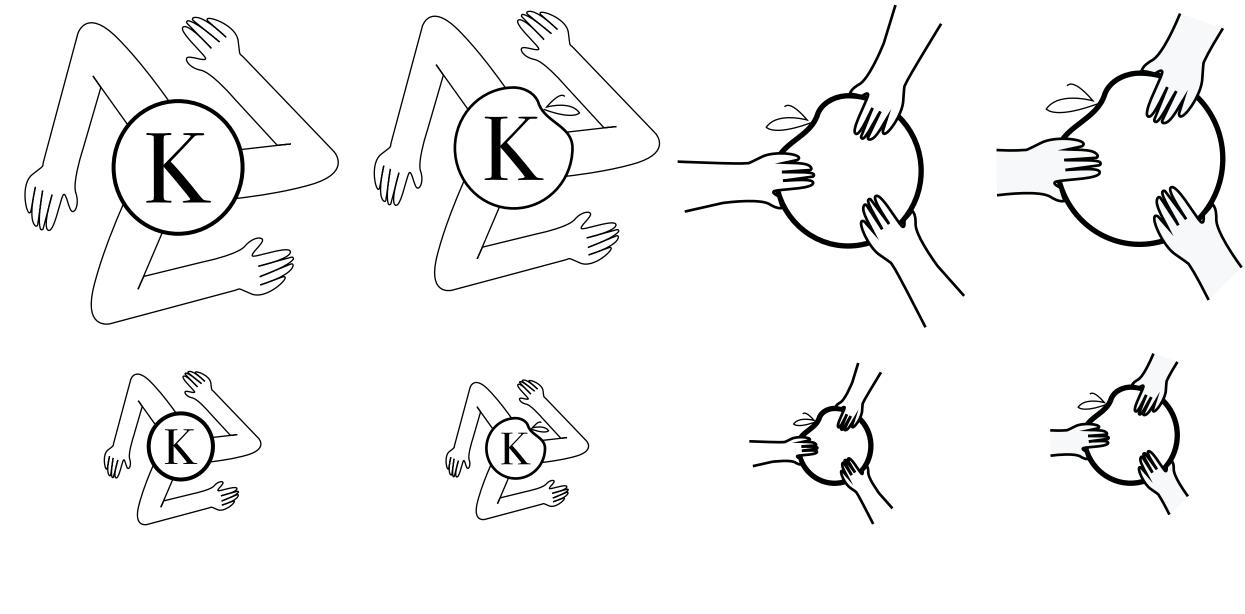
Refined Sketches: Logo and Label Assets





Original Front Label Artwork





Logo Development

First Round Labels





Jera's Pear-App 25 fl oz . 3% abv

Aphrodite's Golden Apple Cider 25 fl oz • 3% abv



Our Story

content.

Kallisti Cider

Portland, OR

the elegance and discord of the three

they fight for the golden apple. "Kallisti"

translates to, "to the fairest" meaning that

the posessor of the golden apple holds the most beauty. Ultimately Aphrodite won the prize and war was unleashed.

We hope that with this story we can add a

more "grown-up" appeal to the classic hard

cider we know and love, with lower alcohol

Our Story

Inspired by the Ancient Greek story Apple of Discord", Kallisti Ciders hi the elegance and discord of the thr goddesses Aphrodite, Athena, and they fight for the golden apple. "Ka translates to, "to the fairest" meaning the posessor of the golden apple h most beauty. Ultimately Aphrodite v prize and war was unleashed. We hope that with this story we car

more "grown-up" appeal to the clas cider we know and love, with lower content.

Kallisti Cider 5432 SW 118th St, Suite 204 Portland, OR

www.kallisticiders.com

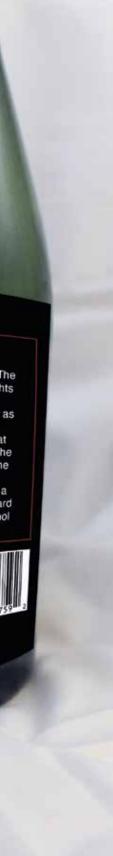
ory the Ancient Greek story of "The cord", Kallisti Ciders highlights e and discord of the three Aphrodite, Athena, and Hera as Inspired by the Ancient Greek story of "The r the golden apple. "Kallisti" , "to the fairest" meaning that Apple of Discord", Kallisti Ciders highlights r of the golden apple holds the goddesses Aphrodite, Athena, and Hera as

. Ultimately Aphrodite won the ar was unleashed. at with this story we can add a

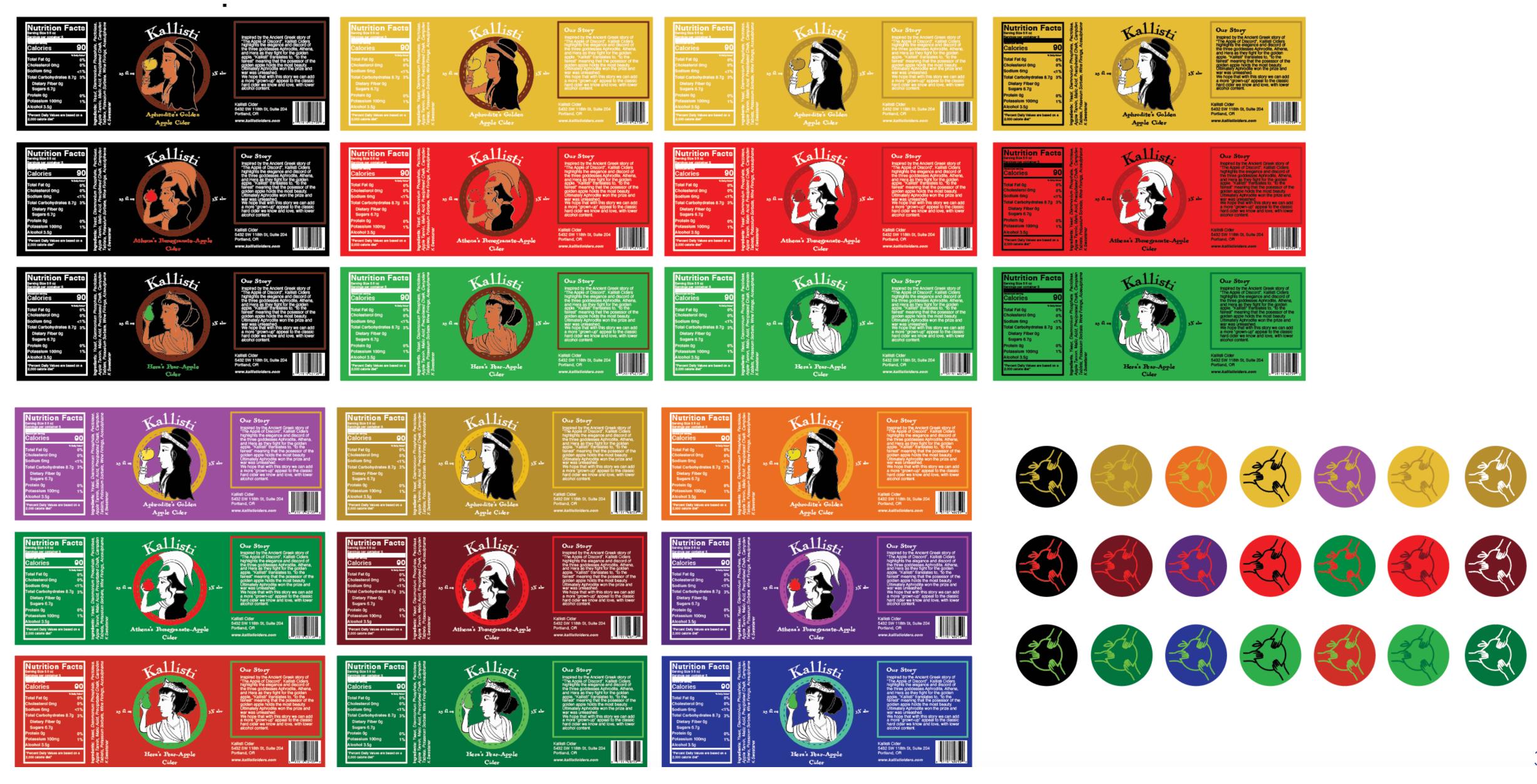
1-up" appeal to the classic hard bw and love, with lower alcohol

h St, Suite 204 iders.com

5432 SW 118th St, Suite 204 www.kallisticiders.com



Color Exploration



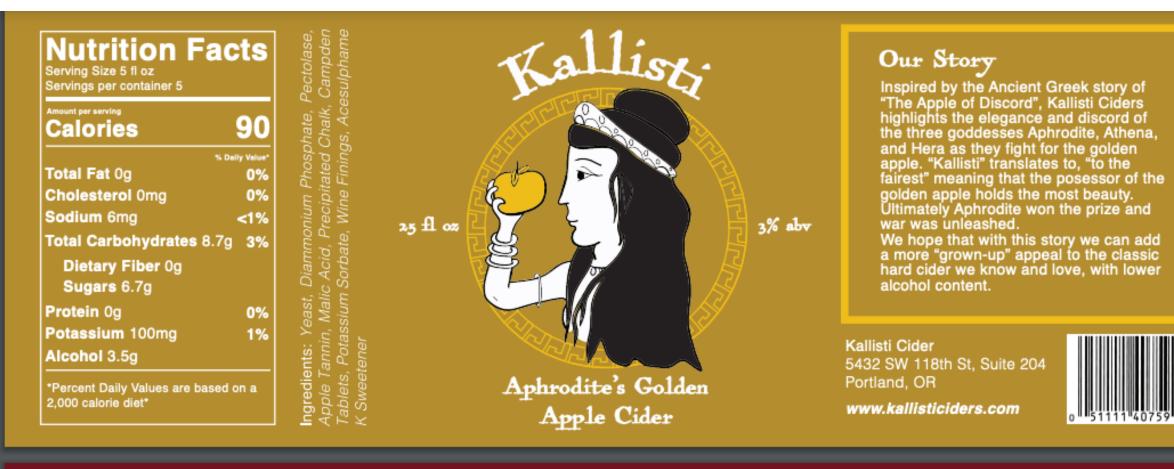


Revised Profiles









Nutrition Facts Serving Size 5 fl oz Servings per container 5 Amount per serving 90 Calories % Daily Value Total Fat Og 0% Cholesterol 0mg 0% Sodium 6mg <1% Total Carbohydrates 8.7g 3% Dietary Fiber Og Sugars 6.7g Protein 0g 0% Potassium 100mg 1% Alcohol 3.5g *Percent Daily Values are based on a 2,000 calorie diet*



Our Story

Inspired by the Ancient Greek story of "The Apple of Discord", Kallisti Ciders highlights the elegance and discord of the three goddesses Aphrodite, Athena, and Hera as they fight for the golden apple. "Kallisti" translates to, "to the fairest" meaning that the posessor of the golden apple holds the most beauty. Ultimately Aphrodite won the prize and war was unleashed. We hope that with this story we can add

We hope that with this story we can add a more "grown-up" appeal to the classic hard cider we know and love, with lower alcohol content.

Kallisti Cider

5432 SW 118th St, Suite 204 Portland, OR

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90 0% 0%

% Daily Value*

<1%

0%

1%

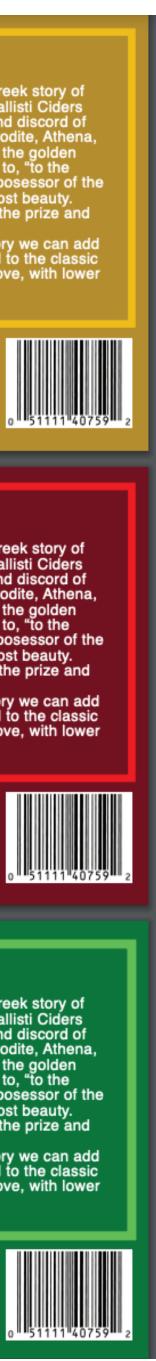


Our Story

Inspired by the Ancient Greek story of "The Apple of Discord", Kallisti Ciders highlights the elegance and discord of the three goddesses Aphrodite, Athena, and Hera as they fight for the golden apple. "Kallisti" translates to, "to the fairest" meaning that the posessor of the golden apple holds the most beauty. Ultimately Aphrodite won the prize and war was unleashed. We hope that with this story we can add

We hope that with this story we can add a more "grown-up" appeal to the classic hard cider we know and love, with lower alcohol content.

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Third Round Labels



Nutrition Fac Serving Size 5 fl oz Servings per container 5	ts
urrount per serving Calories	90
গত। Fotal Fat 0q	ty Value' 0%
Cholesterol Omg	0%
Sodium 6mg	<1%
Total Carbohydrates 8.7g	3%
Dietary Fiber 0g	
Sugars 6.7g	
Protein Og	0%
Potasslum 100mg	1%
Alcohol 3.5g	
Percent Daily Values are based o 2,000 calorie diet	on a



APHRODITE'S GOLDEN APPLE CIDER



Nutrition Facts Calories Fotal Fat Og Cholesterol Or Sodlum 6mg Total Carbohydrates 8.7g Dietary Fiber 0g Sugars 6.7g rotein Og o**tasslum** 100m Alcohol 3.5g

Nutrition Facts Serving Size 5 fl oz Servings per container 5

Total Carbohydrates 8.7g 3% Dietary Fiber 0g Sugars 6.7g

Percent Daily Values are based on a 2,000 calorie diet*

90

% Daily Value' 0% 0% <1%

0%

1%

Ingredients: Yeast, Apple Tannin, Mali Tablets, Potassium K Sweetener

Calories

Protein Og

Alcohol 3.5g

Potasslum 100mg

Total Fat 0g Cholesterol 0mg Sodlum 6mg



APPLE CIDER



HERA'S PEAR APPLE CIDER

OUR STORY Inspired by the Ancient Gree story of "The Apple of Disco

We hope that with this story we can add

more "grown-up" appeal to the clas cider we know and love, while also a lower alcohol content for low calc

Kallisti Cider 5432 SW 118th St, Suite 204 Portland, OR www.kallisticiders.com

OUR STORY

Inspired by the Ancient Greek story of "The Apple of Discord", Kallisti Ciders highlights the elegance and discord of the three goddesses Aphrodite, Athena, and Hera as they fight for the golden apple. "Kallisti" translates to, "to the fairest" meaning that the posessor of the golden apple holds the most beauty. Ultimately Aphrodite won the prize and war was unleashed.

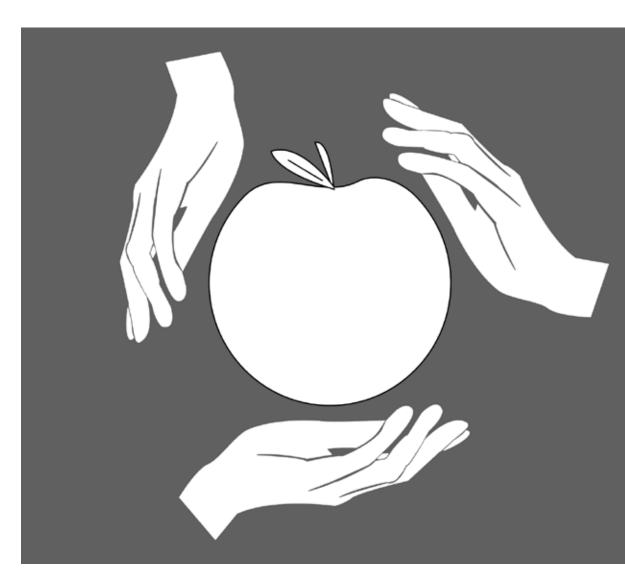
We hope that with this story we can add a more "grown-up" appeal to the classic hard cider we know and love, while also offering a lower alcohol content for low calorie intake.

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Revisions: Logo, Profiles, and Label Layouts

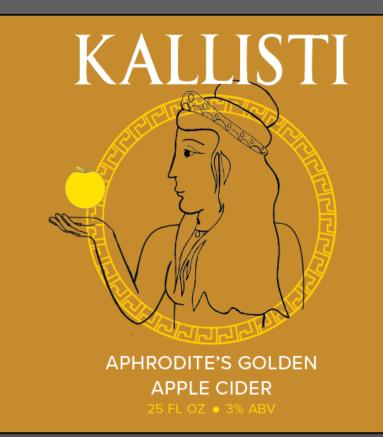




Nutrition Fac Serving Size 5 fl oz Servings per container 5	ts
Amount per serving Calories	90
~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~	ily Value"
Total Fat 0g	0%
Cholesterol 0mg	0%
Sodium 6mg	<1%
Total Carbohydrates 8.7g	3%
Dietary Fiber 0g	
Sugars 6.7g	
Protein 0g	0%
Potassium 100mg	1%

Percent Daily Values are based on a ,000 calorie diet*

Alcohol 3.5g



#### Our Story

Inspired by the Ancient Greek story of "The Apple of Discord", Kallisti Cider highlights the elegance and discord of the three goddesses Aphrodite, Athena, and Hera as they fight for the golden meaning that the posessor of the golden apple holds the most beauty. Ultimately Aphrodite won the prize and war was unleashed.

"grown-up" appeal to the classic hard cider we know and love, while also offering a lower alcohol content for low calorie intake.

Kallisti Cider



Nutrition Fac Serving Size 5 fl oz Servings per container 5	ts
Amount per serving Calories	90
	y Value*
Total Fat 0g	0%
Cholesterol 0mg	0%
Sodium 6mg	<1%
Total Carbohydrates 8.7g	3%
Dietary Fiber 0g	
Sugars 6.7g	
Protein 0g	0%
Potassium 100mg	1%
Alcohol 3.5g	
*Percent Daily Values are based o 2,000 calorie diet*	na

KALLISTI

## Our Story

Inspired by the Ancient Greek story of "The Apple of Discord", Kallisti Cider highlights the elegance and discord of the three goddesses Aphrodite, Athena, and Hera as they fight for the golden apple. "Kallisti" translates to, "to the fairest" meaning that the posessor of the golden apple holds the most beauty. Ultimately Aphrodite won the prize and war was unleashed.

We hope that with this story we can add a more "grown-up" appeal to the classic hard cider we know and love, while also offering a lower alcohol content for low calorie intake.

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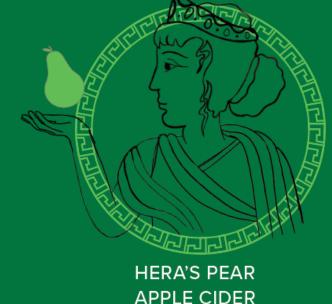


Servings per container 5	
Amount per serving Calories	90
	% Dally Value*
Total Fat 0g	0%
Cholesterol 0mg	0%
Sodium 6mg	<1%
Total Carbohydrates 8	.7g <b>3%</b>
Dietary Fiber 0g	
Sugars 6.7g	
Protein 0g	0%
Potassium 100mg	1%
Alcohol 3.5g	
*Percent Daily Values are bas 2,000 calorie diet*	sed on a

# KALLISTI

ATHENA'S POMEGRANATE

APPLE CIDER



APPLE CIDER

#### Our Story

Inspired by the Ancient Greek story of "The Apple of Discord", Kallisti Cider highlights the elegance and discord of the three goddesses Aphrodite, Athena, and Hera as they fight for the golden apple. "Kallisti" translates to, "to the fairest" meaning that the posessor of the golden apple holds the most beauty. Ultimately Aphrodite won the prize and war was unleashed.

We hope that with this story we can add a more know and love, while also offering a lower alcohol content for low calorie intake.

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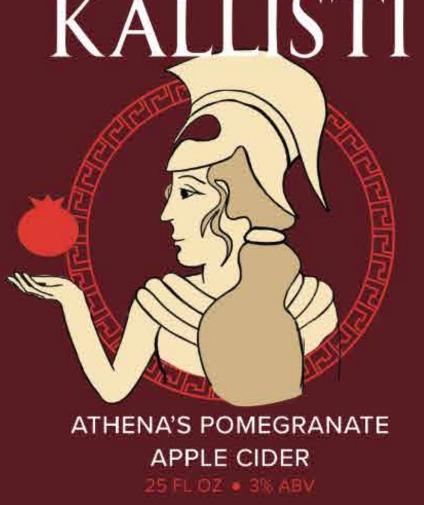


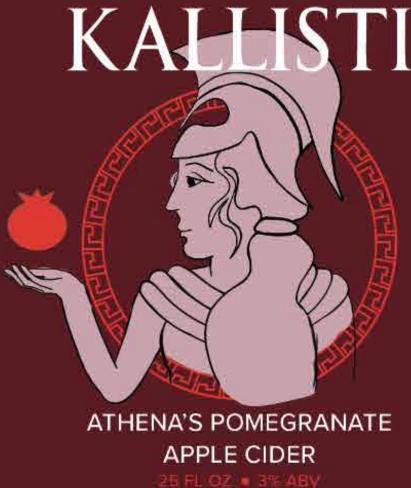




# **Color Exploration:** Round 2





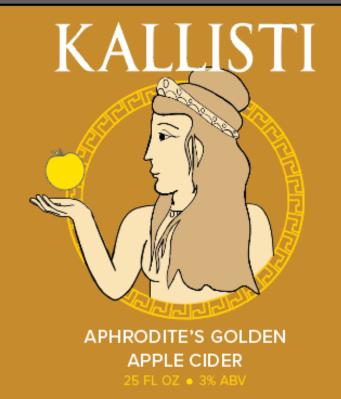






# **Fourth Round Labels**

Nutrition Fac Serving Size 5 fl oz Servings per container 5	ts
Amount per serving Calories	90
% Dell	y Velue*
Total Fat 0g	0%
Cholesterol Omg	0%
Sodium 6mg	<1%
Total Carbohydrates 8.7g	3%
Dietary Fiber 0g	
Sugars 6.7g	
Protein Og	0%
Potasslum 100mg	1%
Alcohol 3.5g	
"Percent Daily Values are based o 2,000 calorie diet"	na



#### Our Story

Inspired by the Ancient Greek story of "The Apple of Discord", Kallisti Cider highlights the elegance and discord of the three goddesses Aphrodite, Athena, and Hera as they fight for the golden apple. "Kallisti" translates to, "to the fairest" meaning that the posessor of the golden apple holds the most beauty. Ultimately Aphrodite won the prize and war was unleashed.

We hope that with this story we can add a more "grown-up" appeal to the classic hard cider we know and love, while also offering a lower alcohol content for low calorie intake.

Inspired by the Ancient Greek story of "The Apple of Discord", Kallisti Cider highlights the elegance and discord of the three goddesses Aphrodite,

Athena, and Hera as they fight for the golden apple. "Kallisti" translates to, "to the fairest"

meaning that the posessor of the golden apple

the prize and war was unleashed.

content for low calorie intake.

holds the most beauty. Ultimately Aphrodite won

We hope that with this story we can add a more "grown-up" appeal to the classic hard cider we

know and love, while also offering a lower alcohol

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Kallisti Cider 5432 SW 118th St, Suite 204 Portland, OR

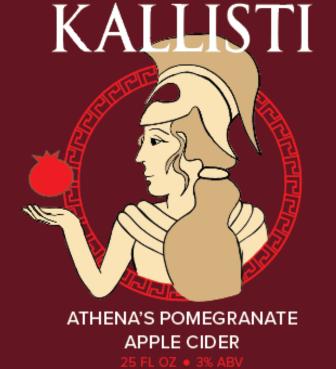
www.kallisticiders.com

Our Story



Nutrition Facts Serving Size 5 fl oz Servings per container 5 Amount per serving 90 Calories % Delly Velue Total Fat 0g 0% 0% Cholesterol Omg Sodium 6mg <1% Total Carbohydrates 8.7g 3% Dietary Fiber Og Sugars 6.7g Protein 0g 0% Potasslum 100mg 1% Alcohol 3.5g *Percent Daily Values are based on a 2,000 calorie diet*

edients: Yeast, Diammonium Phosphate, Pectolas le Tannin, Malic Acid, Precipitated Chalk, Campde lets, Potassium Sorbate, Wine Finings, Acesulphan weetener



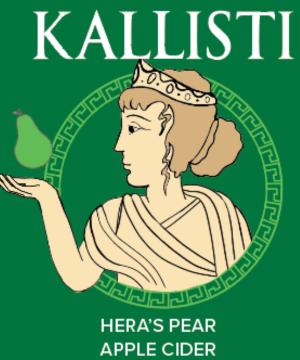
Kallisti Cider 5432 SW 118th St, Suite 204



Portland, OR www.kallisticiders.com

Nutrition Facts Serving Size 5 fl oz Servings per container 5 Amount per serving 90 Calories % Delly Velue* Total Fat 0g 0% Cholesterol 0mg 0% Sodlum 6mg <1% Total Carbohydrates 8.7g 3% Dietary Fiber Og Sugars 6.7g Protein Og 0% Potasslum 100mg 1% Alcohol 3.5g *Percent Daily Values are based on a 2,000 calorie diet*

ັ້ ໄດ້ & & & ... ຈິ & & ... ອີ & agredients: Yeast, Diammonium Phosphate, Pect Apple Tannin, Malic Acid, Precipitated Chalk, Can tablets, Potassium Sorbate, Wine Finings, Acesulp



Our Story Inspired by the Ancient Greek story of "The Apple of Discord", Kallisti Cider highlights the elegance and discord of the three goddesses Aphrodite, Athena, and Hera as they fight for the golden apple. "Kallisti" translates to. "to the fairest"

Athena, and Hera as they fight for the golden apple. "Kallisti" translates to, "to the fairest" meaning that the posessor of the golden apple holds the most beauty. Ultimately Aphrodite won the prize and war was unleashed.

We hope that with this story we can add a more "grown-up" appeal to the classic hard cider we know and love, while also offering a lower alcohol content for low calorie intake.

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# **Color Exploration:** Round 3

#### Nutrition Facts Calories 90

Total Fat 0g	0%
	<1%
Total Carbohydrates 8.7g	
Dietary Fiber 0g	
Sugars 6.7g	
Protein 0g	0%
Potassium 100mg	1%

#### Nutrition Facts

Calories	90
	"S Delly Veller"
Total Fat 0g	0%
Cholesterol Omg	0%
Sodium 6mg	<1%
Total Carbohydrates	8.7g 3%
Dietary Fiber Og	
Sugars 6.7g	
Protein 0g	0%
Potassium 100mg	1%
Alcohol 3.5g	

Nutrition Facts

Calories

otal Fat 0g

Sodium 6mg

Total Carbohy Dietary Fiber 0 90

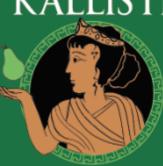


**KALLISTI** 



ATHENA'S POMEGRANATE APPLE CIDER





APPLE CIDER



own-up" appeal to

Kallisti Cider 5432 SW 118th St, Suite 20 Portland, OR

Our Story Inspired by the of Discord", Ke



Nutrition Facts

Calories	90
	Daily Veloc
Total Fat 0g	0%
Choleaterol Umg	0%
Soelium Emg	<1%
Total Carbohydratee 8.7	'g <b>3%</b>
Dietary Fiber 0g	
Sugaro 6.7g	
Protein Ug	0%
Potapolum 100mg	196
Alcohol 3.5g	
"Percent Daily Values are base	

Nutrition Facts

KALLISTI ATHENA'S POMEGRANATE HARD APPLE CIDER

KALLIST



We hope that v more "grown-u cider we know know alcohol c

Nutrition Facts Calories Total Fat 0g Cholesterol 0 Sodium 6mg Total Carbohy Dictory Fiber Sugars 6 7g

KALLISTI HERA'S PEAR HARD APPLE CIDER

Our Story





HERA'S PEAR

We hope that with this story we can add a more "grown-up" appeal to the classic hard cider we know and love, while also offering a lower alcoh context for low calculation intrile.







# Packaging Development















KALLI

Aphrodite's Golden Apple Cider Athena's Pomegranate Apple Cider Hera's Pear-Apple Cider

**NERGERE** 

#### Our Story Inspired by the Ancient Greek stor of Discord". Kallisti Cider highlights and discord of the three goddesse Athena, and Hera as they fight for spple. "Kallisti" translates to, "to the meaning that the posessor of the g holds the most beauty. Ultimately A the prize and war was unleasted." We hope that with this story we parprove and "sports" to the classic h

We hope that with this story we can add a more "grown op" appeal to the classic hard cider we know and love, while also offering a lower electron content for low calorie Intake.

Athena's Pomegranate Apple Cid

Hera's Pear-Apple Cider

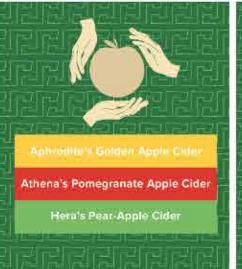












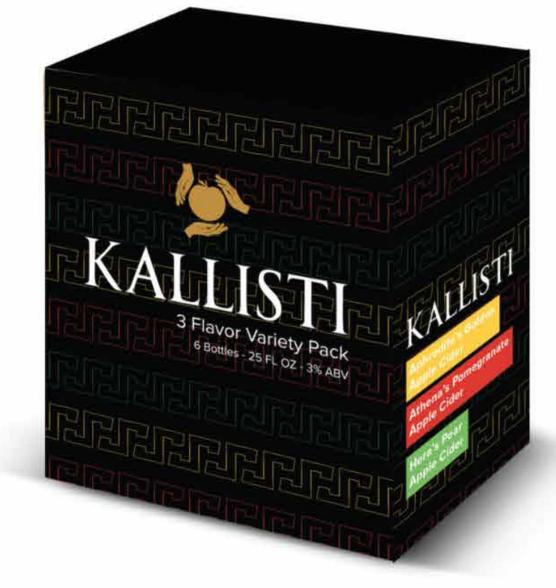
Our Story Inspired by the Ancient Greek story of I"The Apple of Discord", Kallisti Creen rightights the elegance and discord of the three goddesses Aphrodite, Attrend, and Hem as they right for the golden apple. [Kallisti" translates to: "to the folden apple holds the most beauty. Ultimately Aphrodite work the prize and war was infleighted. We hope that with this story we can add a more grown-up" apped to the classic band cloer we know and have, while also offering a lawer stochoconferent for pay calorte littawe.

thena's Pomegranate Apple Cider

Hera's Pear-Apple Cider



# Packaging Development: Continued













# Final Product: Labels and Packaging





#### 

Amount per serving	00
Calories	90
	Delly Velue*
Total Fat 0g	0%
Cholesterol Omg	0%
Sodlum 6mg	<1%
Total Carbohydrates 8.7	7g 3%
Dietary Fiber 0g	
Sugars 6.7g	
Protein Og	0%
Potasslum 100mg	1%
Alcohol 3.5g	

KALLISTI
KALLISTI
APHRODITE'S GOLDEN APPLE HARD CIDER
25 FL OZ 🔹 3% ABV

#### Our Story

Inspired by the Ancient Greek story of "The Apple of Discord", Kallisti Cider highlights the elegance and discord of the three goddesses Aphrodite, Athena, and Hera as they fight for the golden apple. "Kallisti" translates to, "to the fairest" meaning that the posessor of the golden apple holds the most beauty. Ultimately Aphrodite won the prize and war was unleashed.

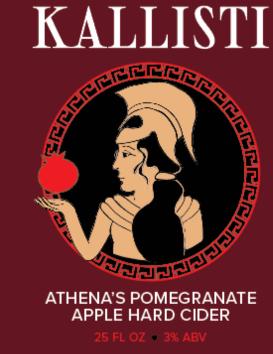
We hope that with this story we can add a more "grown-up" appeal to the classic hard cider we know and love, while also offering a lower alcohol content for low calorie intake.

Kallisti Cider 5432 SW 118th St, Suite 204 Portland, OR www.kallisticiders.com



#### 

Nutrition Fac Serving Size 5 fl oz Servings per container 5	ts
Amount per serving Calories	90
۳۵۵ Total Fat 0g	ily Velue" 0%
Cholesterol Omg	0%
Sodium 6mg	<1%
Total Carbohydrates 8.7g Dietary Fiber 0g	
Sugars 6.7g	
Protein Og	0%
Potassium 100mg	1%
Alcohol 3.5g	
'Percent Daily Values are based o 2,000 calorie diet'	ona



#### Our Story

Inspired by the Ancient Greek story of "The Apple of Discord", Kallisti Cider highlights the elegance and discord of the three goddesses Aphrodite, Athena, and Hera as they fight for the golden apple. "Kallisti" translates to, "to the fairest" meaning that the posessor of the golden apple holds the most beauty. Ultimately Aphrodite won the prize and war was unleashed.

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Kallisti Cider 5432 SW 118th St, Suite 204 Portland, OR www.kallisticiders.com



#### 

Nutrition F Serving Size 5 fl oz Servings per container 5	acts	Pectolase, Campden sulphame	KALLISTI	Our Story Inspired by the Ancient Gree Apple of Discord", Kallisti Cic	
Amount per serving Calories	90	hate, F Chalk, IS, Ace	CHERCE CONTRACTOR	elegance and discord of the Aphrodite, Athena, and Hera the golden apple. "Kallisti" tr	three goddesses as they fight for
Total Fat 0g	% Delly Value* 0%	iosp ted ning		the fairest" meaning that the	posessor of the
Cholesterol 0mg	0%	itat 9 Fil		golden apple holds the most Aphrodite won the prize and	
Sodium 6mg	<1%	ilum ecit Win		unleashed.	wai was
Total Carbohydrates		te Proc		We hope that with this story	wo can add a
Dietary Fiber 0g	Ŭ	Diamı Acid orba		more "grown-up" appeal to t cider we know and love, whil	he classic hard
Sugars 6.7g		n S L		lower alcohol content for low	
Protein Og	0%	ass Ma siur			
Potasslum 100mg	1%	'in'. ass	A State A Stat		
Alcohol 3.5g		nts: Pot		Kallisti Cider	
'Percent Daily Values are b 2,000 calorie diet'	pased on a	igredier pple Ta ablets, ' Sweete	HERA'S PEAR APPLE HARD CIDER	5432 SW 118th St, Suite 204 Portland, OR	
		ドイドメ	25 EL OZ + 3% ABV	www.kallisticiders.com	0 151111 40759



