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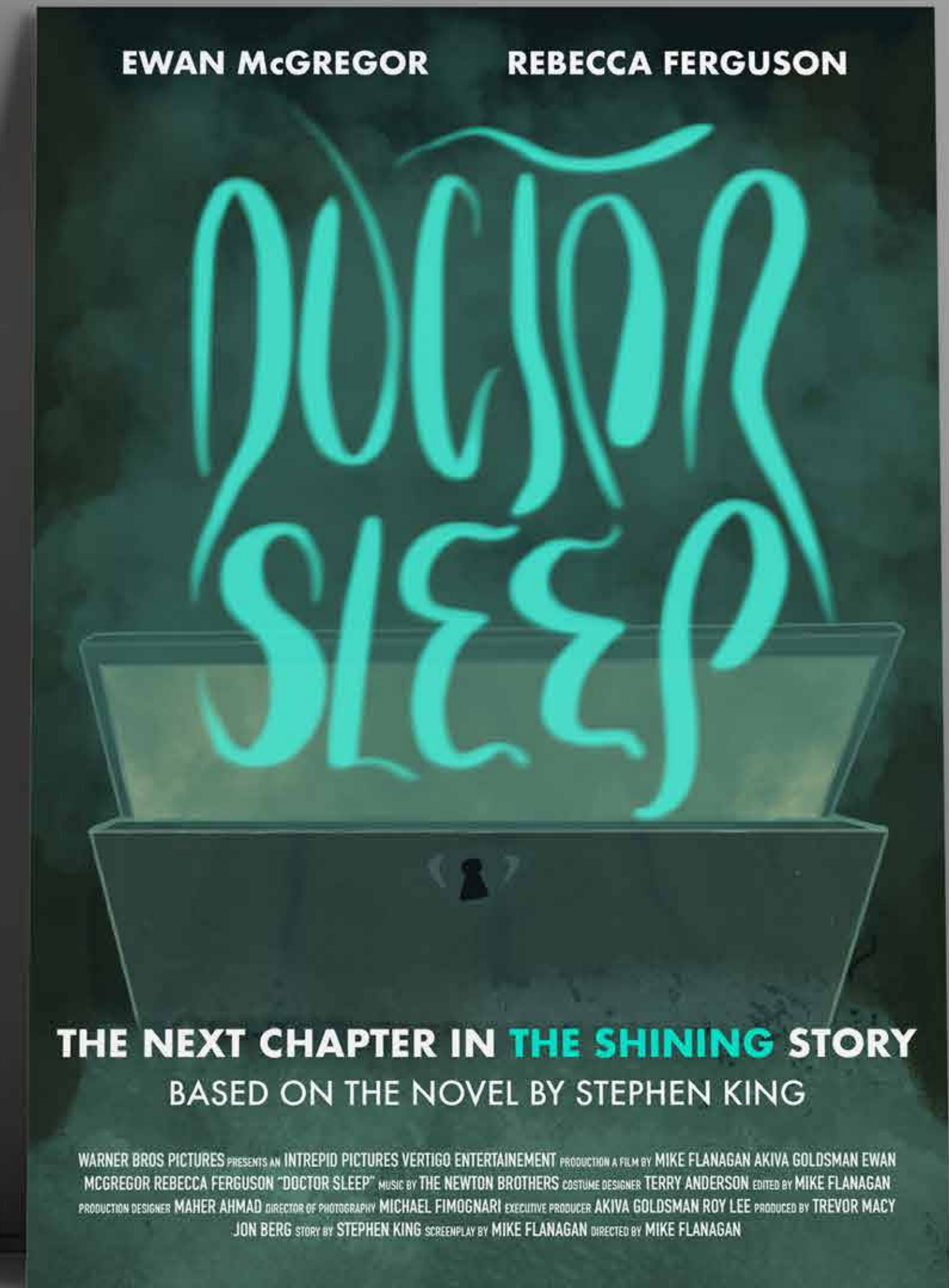
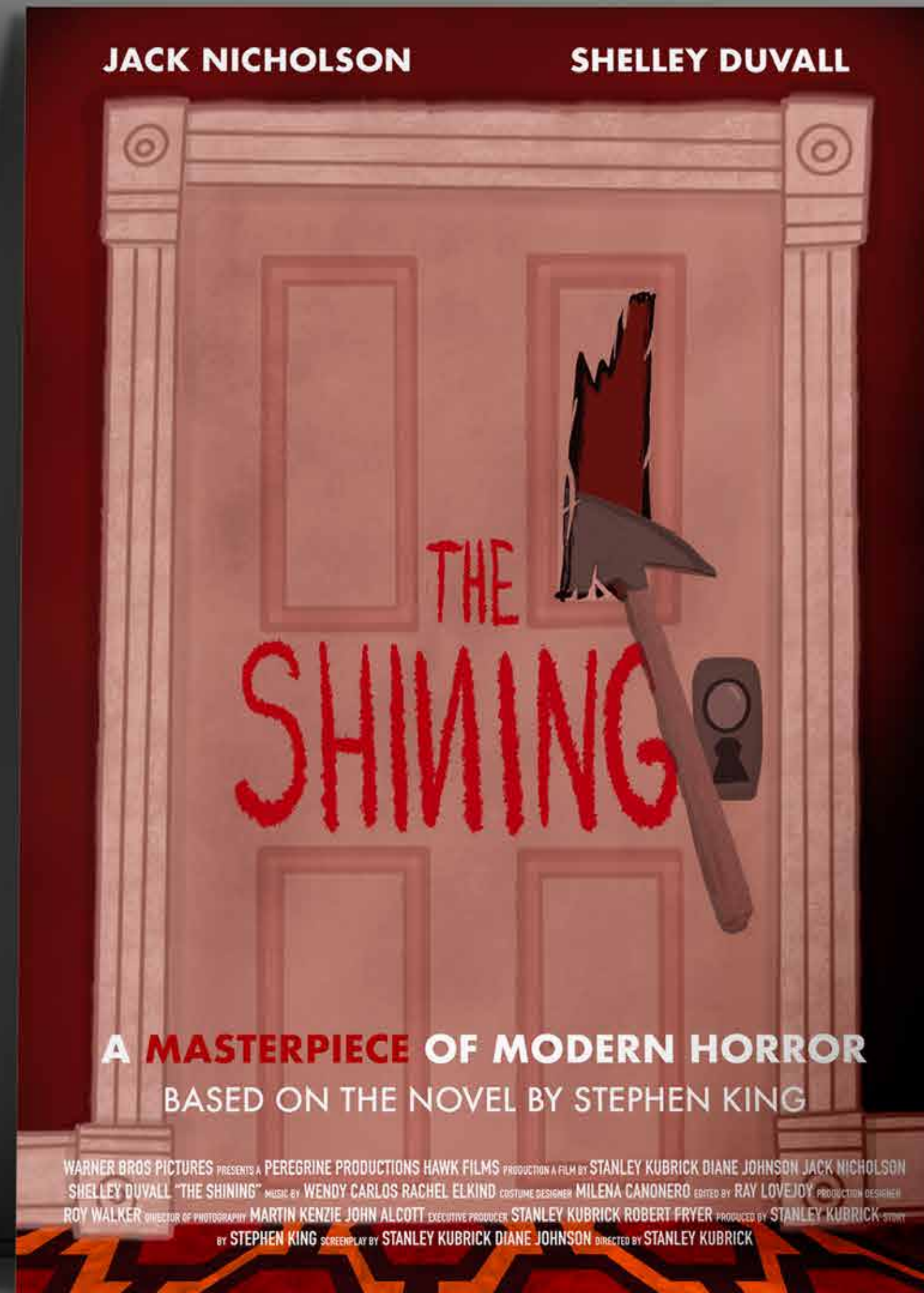
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01

## 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

SHELLEY DUVALL

THE  
SHIMING

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

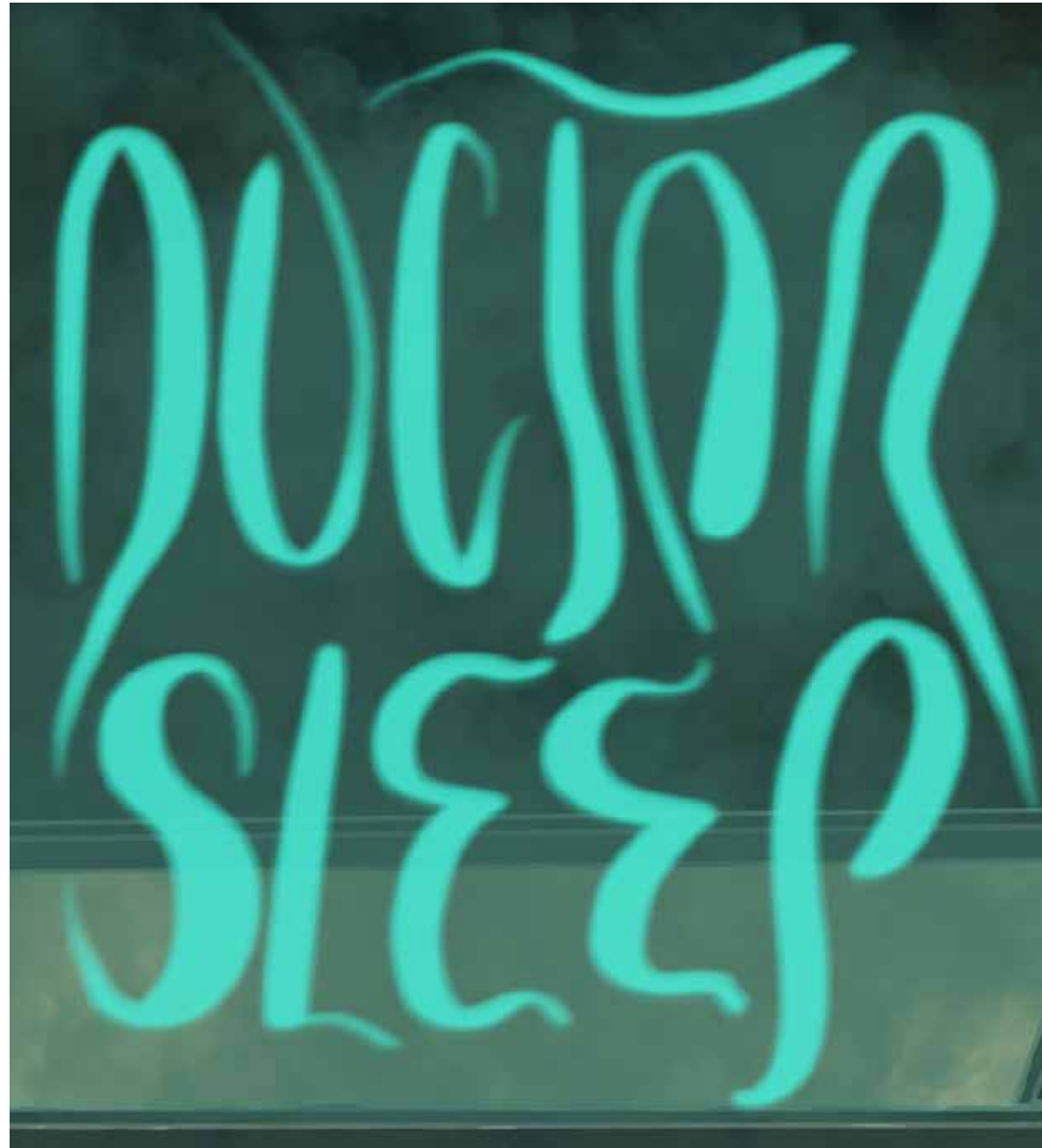
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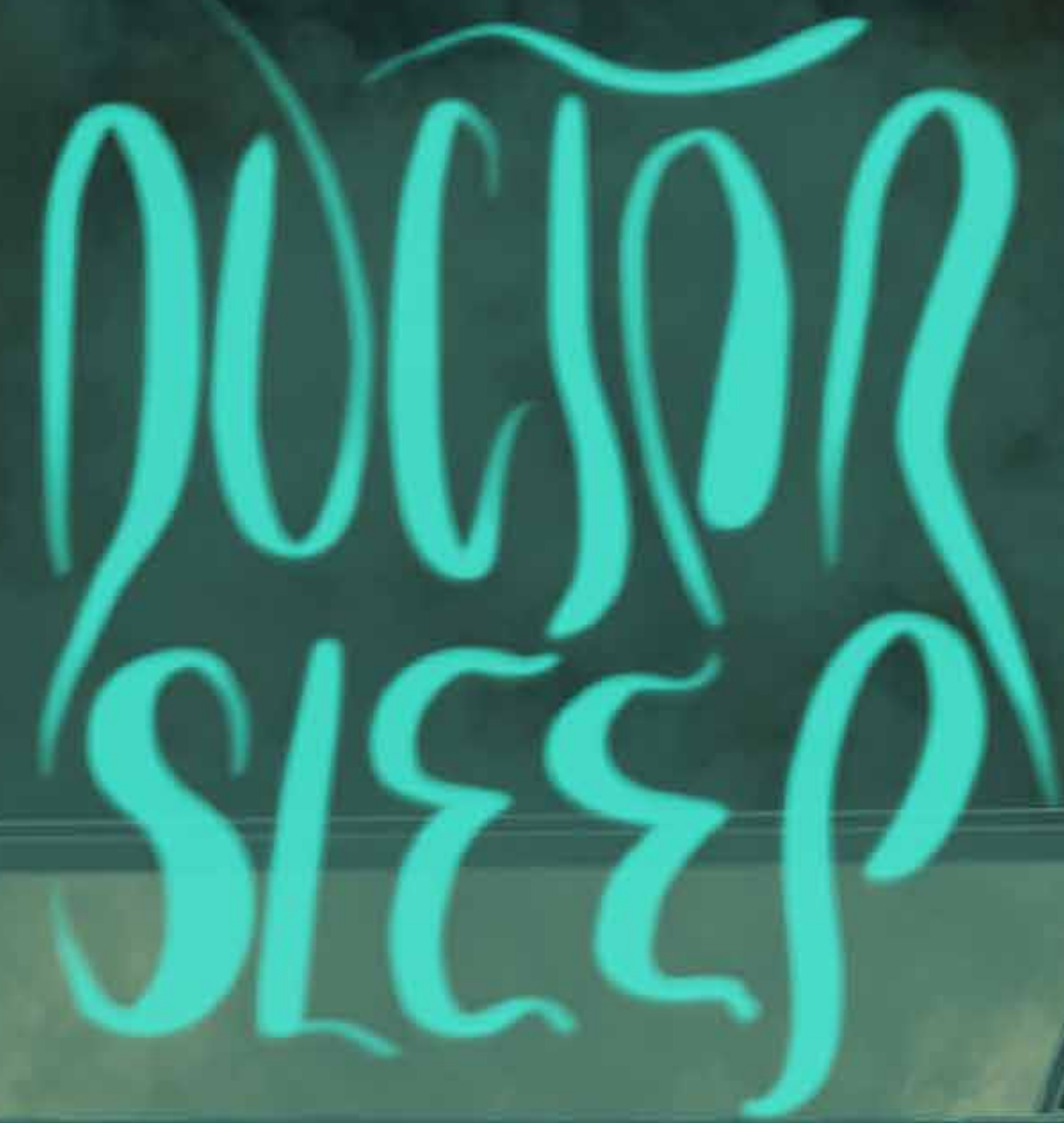


**THE NEXT CHAPTER IN THE SHINING STORY**  
BASED ON THE NOVEL BY STEPHEN KING

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



EWAN MCGREGOR REBECCA FERGUSON



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

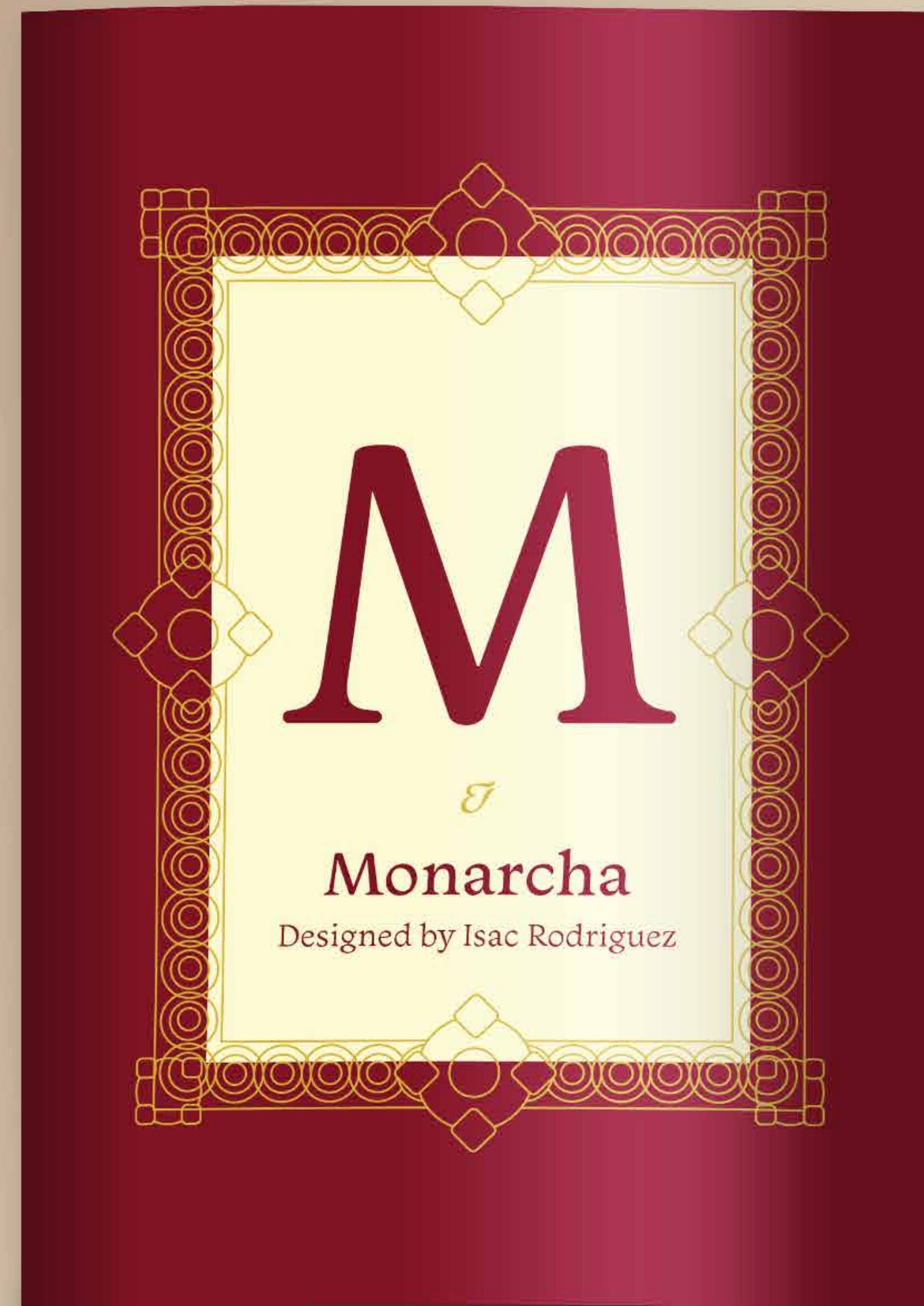
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# 02

## Monarcha Type Specimen

DES254

Following the Baroque style that 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.





A  
**BAROQUE**  
INSPIRED TYPEFACE

Monarcha is a **serif typeface** released in **2014** by Brazilian designer, **Isac Rodriguez**. 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.

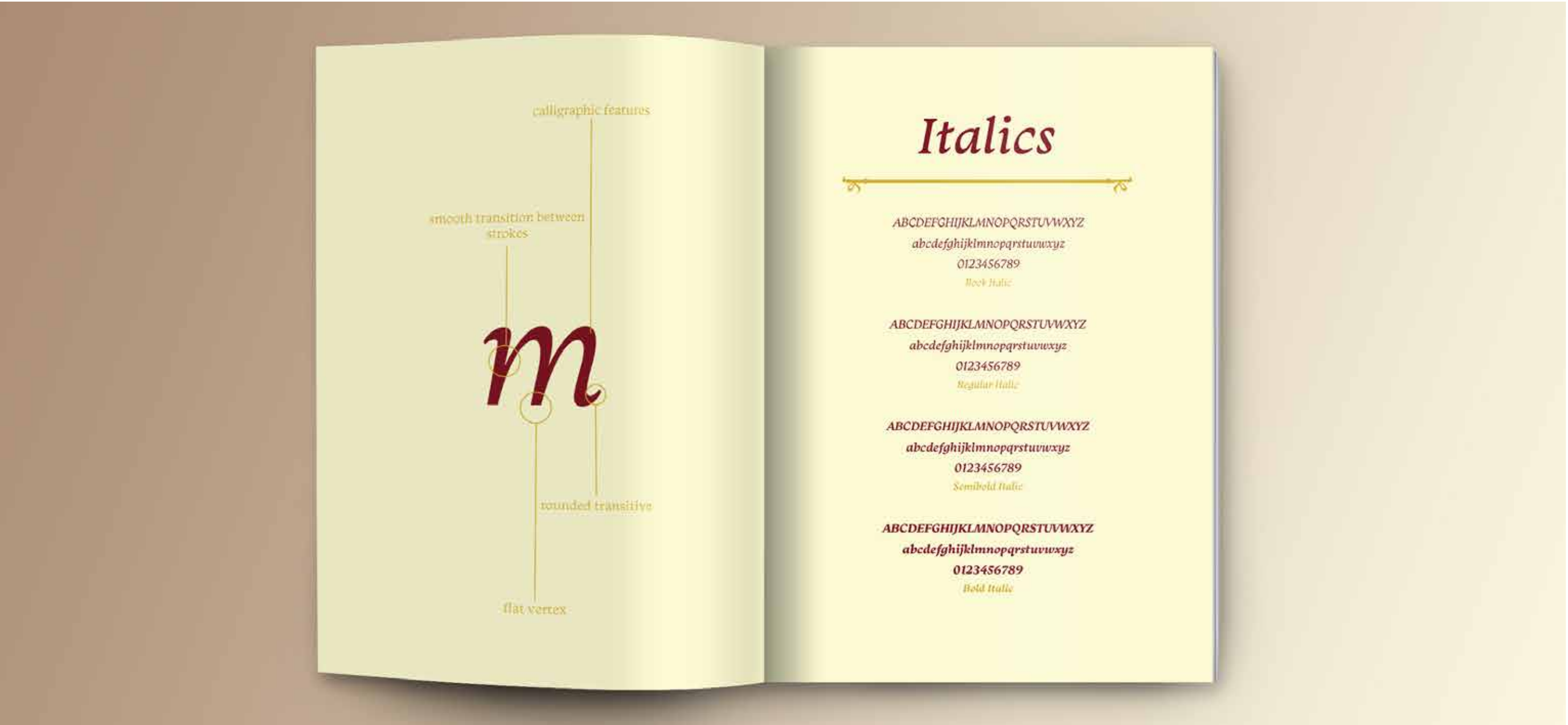
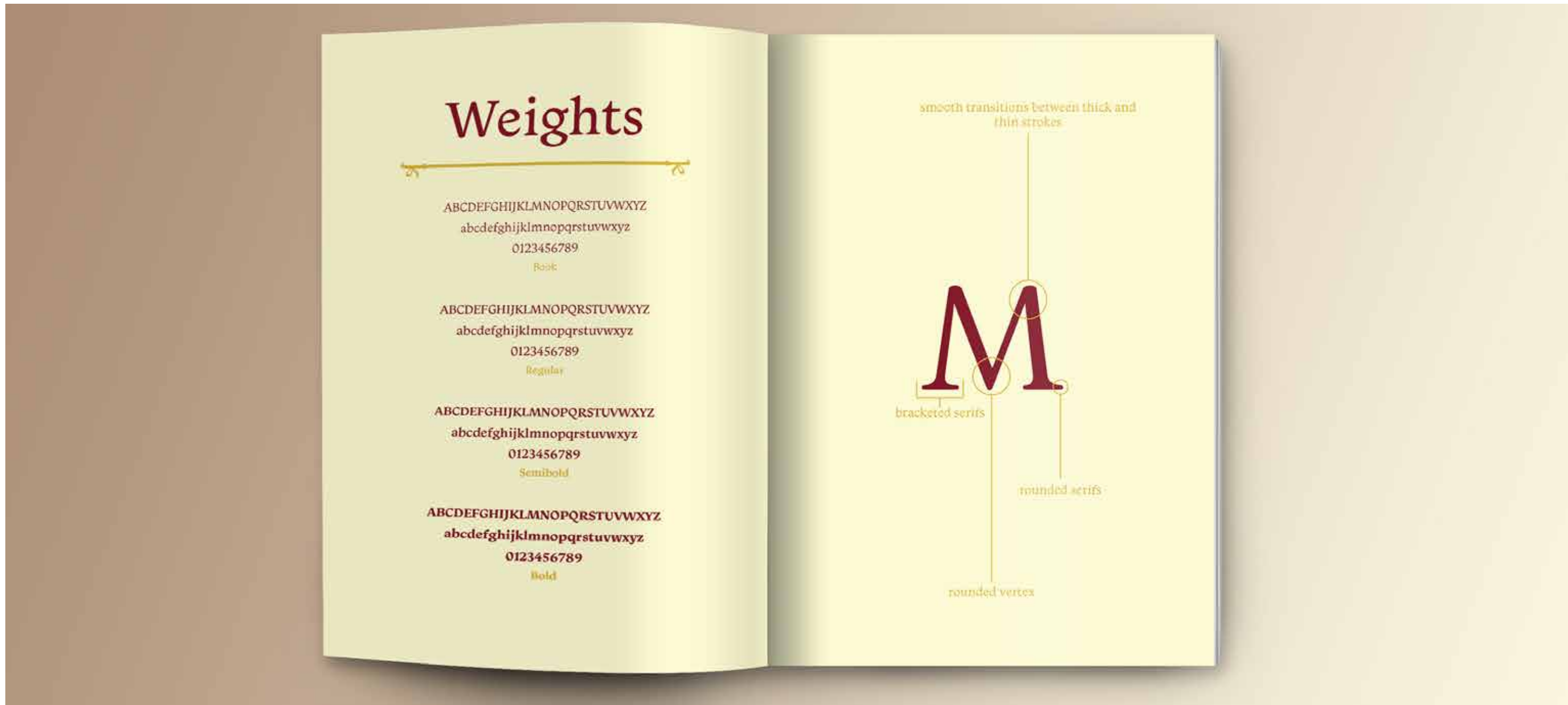
Before it was officially released the Monarcha type family also received a **Certificate of Excellence** at the **4th Tipos Latinos Biennial in 2010**, the biggest type award available in Latin America.

## 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.

mbështretje gjuhësore	supporto linguistico
Albanian	Italian
hizkuntza laguntza	appoġġ lingwistiku
Basque	Maltese
jezička podrška	taalondersteuning
Bosnian	Dutch
suport lingüistic	språkstøtte
Catalan	Norwegian
jazyková podpora	wsparcie językowe
Czech	Polish
sprogstøtte	jezikovna podpora
Danish	Slovenian
support linguistique	språkstöd
French	Swedish
nyelvi támogatás	dil destegi
Hungarian	Turkish





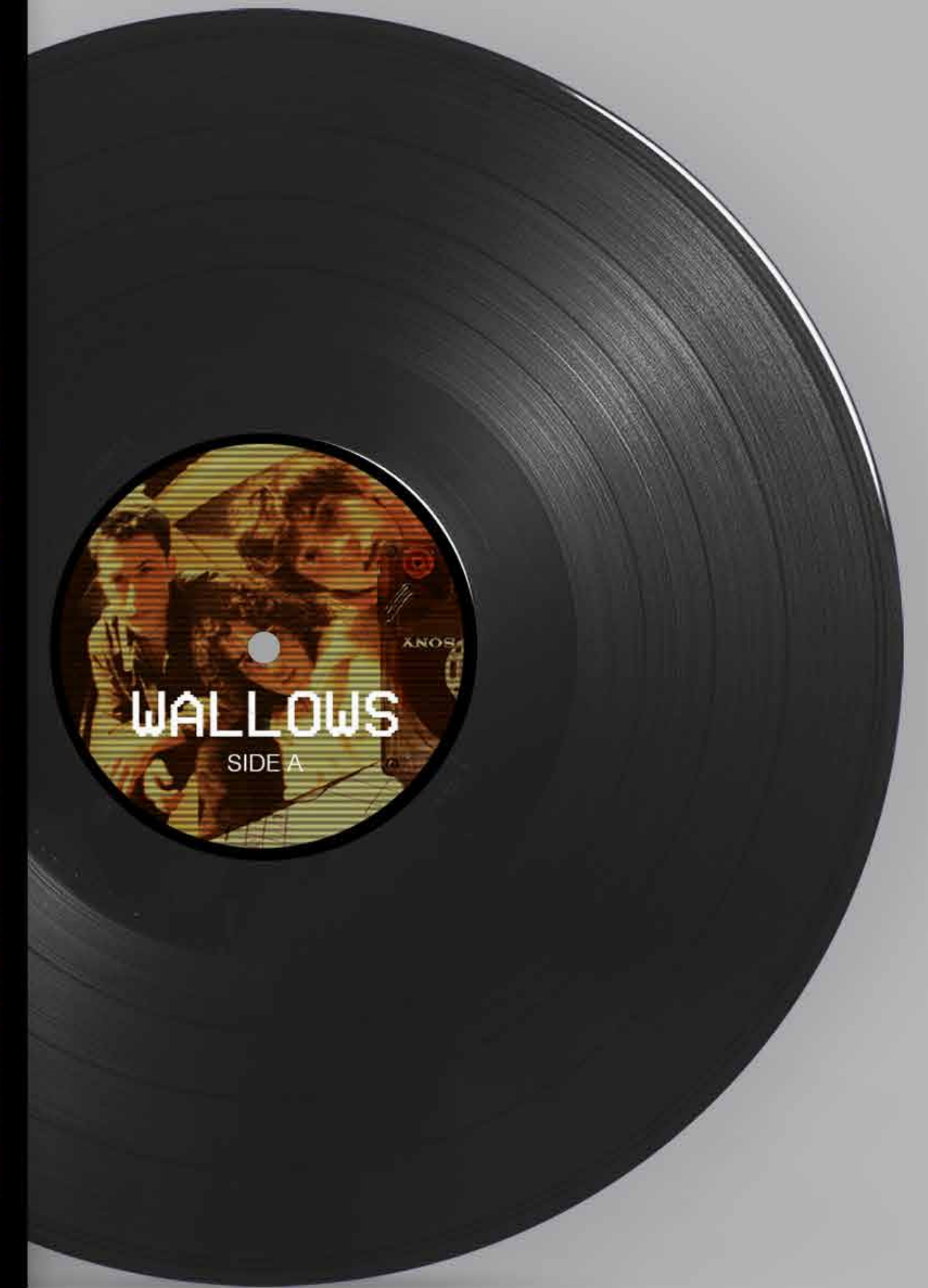


# 03

## “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.





**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 testament 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 its 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.

**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**

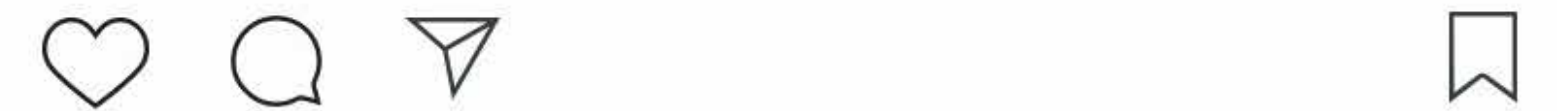
A song about relationship insecurities, OK offers the idea of embracing love for what it is. The song was released shortly before the COVID-19 pandemic but has received a lot of praise throughout quarantine.



# Alternate Deliverables

Instagram Promotional Post

Cassette



Liked by remiwolf and others

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

View all comments

Add a comment...



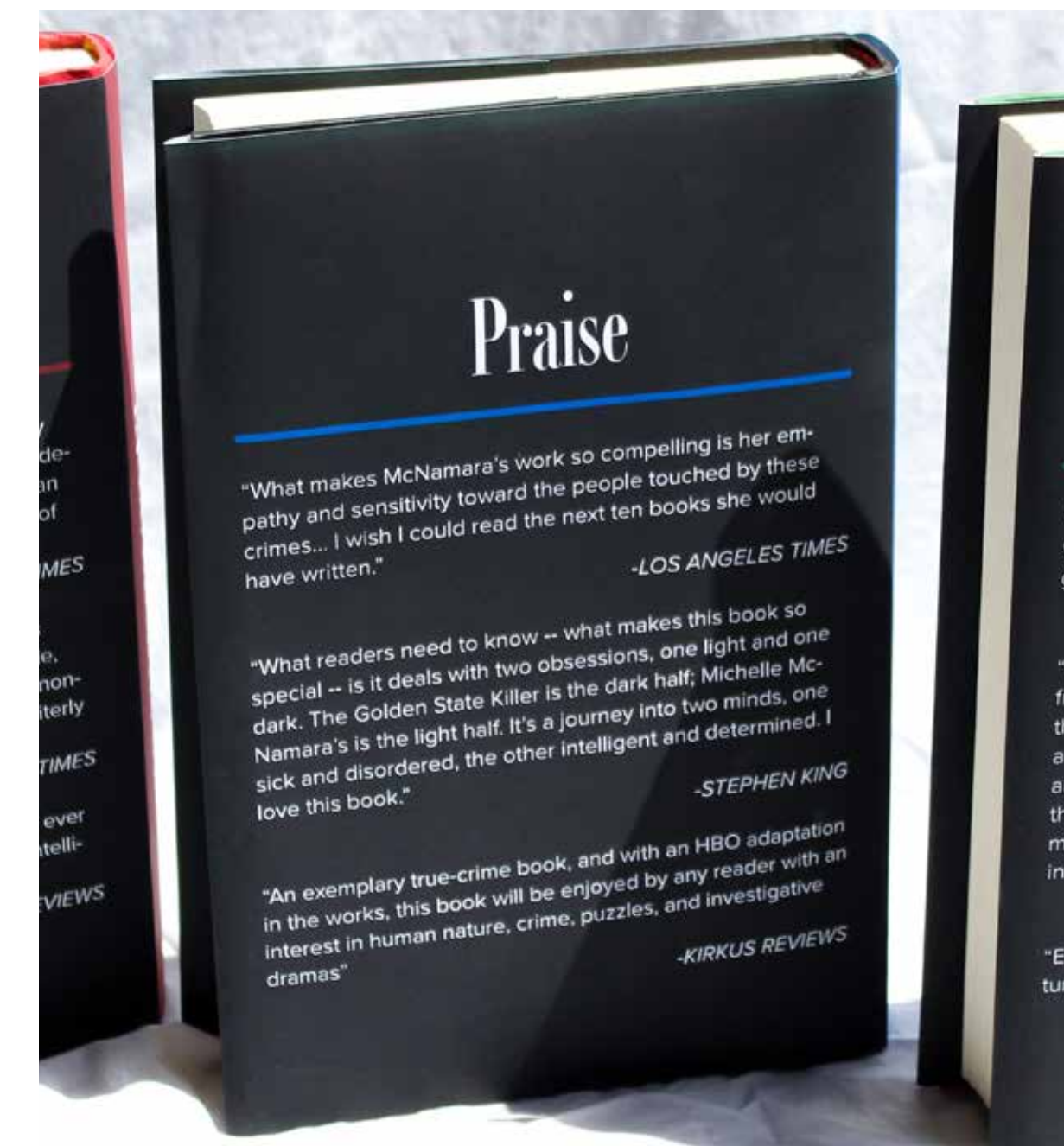
# 04

## 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.







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



# 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, 1 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.

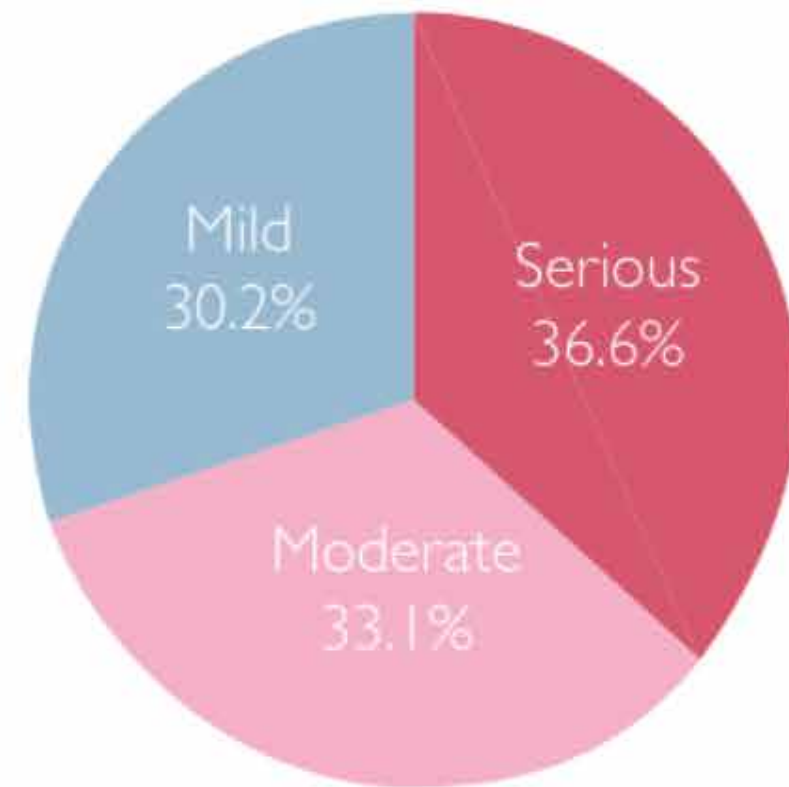




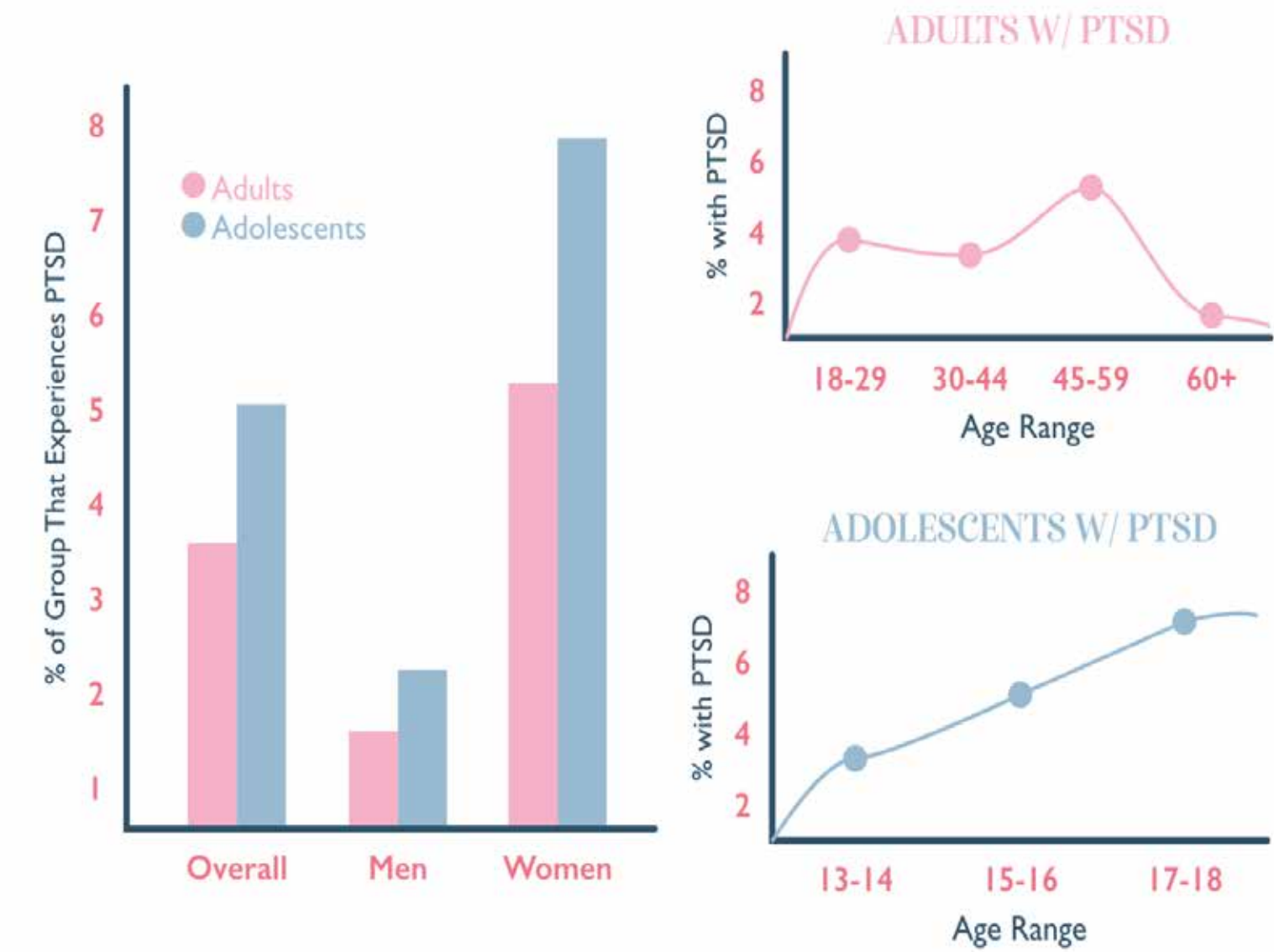
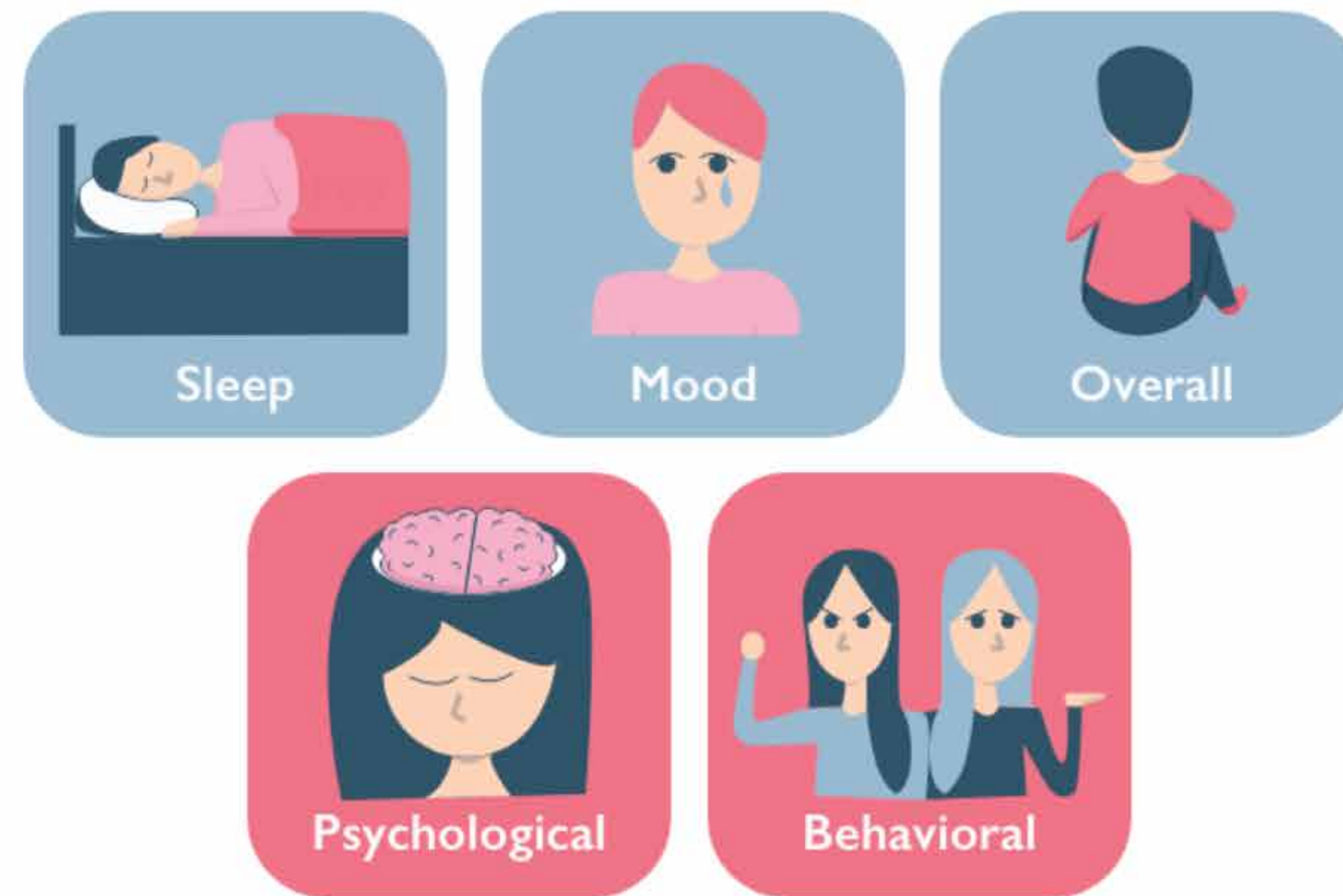
## DEVELOPMENT OF PTSD IN THE U.S.

### SYMPTOMS

#### 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.*



## POSSIBLE CAUSES

- Single Incident Trauma
- Chronic Trauma



## Helpful Resources



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

**PTSD in Children:** [childrens.org/en/topic/default?id=post-traumatic-stress-disorder-in-children-90-P02579](https://www.childrens.org/en/topic/default?id=post-traumatic-stress-disorder-in-children-90-P02579)

**Post Traumatic Stress Disorder During COVID-19:** <https://medicine.umich.edu/dept/psychiatry/michigan-psychiatry-resources-covid-19/specific-mental-health-conditions/posttraumatic-stress-disorder-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>

## Hotlines

**PTSD Foundation of America, Veteran Line:** (877)717-PTSD

**National Suicide Prevention Hotline:** 1(800)273-8255

**Crisis Call Center:** (800)273-8255

**Military Helpline:** (888)457-4838

**YouthLine:** (877)968-8491

# 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.





## CHAPTER 2 Intriguing Galaxies Across the Universe

Hubble's exceptional views of the cosmos have allowed astronomers to examine galaxies better than they ever could before, resolving features that would otherwise elude detection. His observations continually reveal intriguing galaxies with surprising features, both near and far, showing how different they can be from one another, but also how they relate. Hubble, like all telescopes, is a time machine that astronomers can use to see into the past. Because light from the universe does not reach us instantly but takes time as they are today, but as they appeared when their light left those galaxies millions or billions of years ago. The farther the galaxy Hubble studies, the farther back in time it sees. Faraway galaxies at earlier versions of those seen nearby. By observing galaxies at a range of distances, Hubble helps astronomers piece together a story of how galaxies have evolved over time. In addition, each galaxy has a story to tell about its own history and ongoing evolution. Some galaxies observed by Hubble divulge secrets about their galactic hosts.

Others tell a tale of how stars there were born, lived, and died, and how intergalactic encounters can spark new episodes of stellar birth. Some exhibit different stages of collisions, as they merge to form new, even larger galaxies. Still other galaxies show how they can assemble into gigantic clusters, creating the largest objects in the universe bound together by gravity.



### Finding a Relic Galaxy Close to Home



Figure 4: Saturn and its rings (composite image)

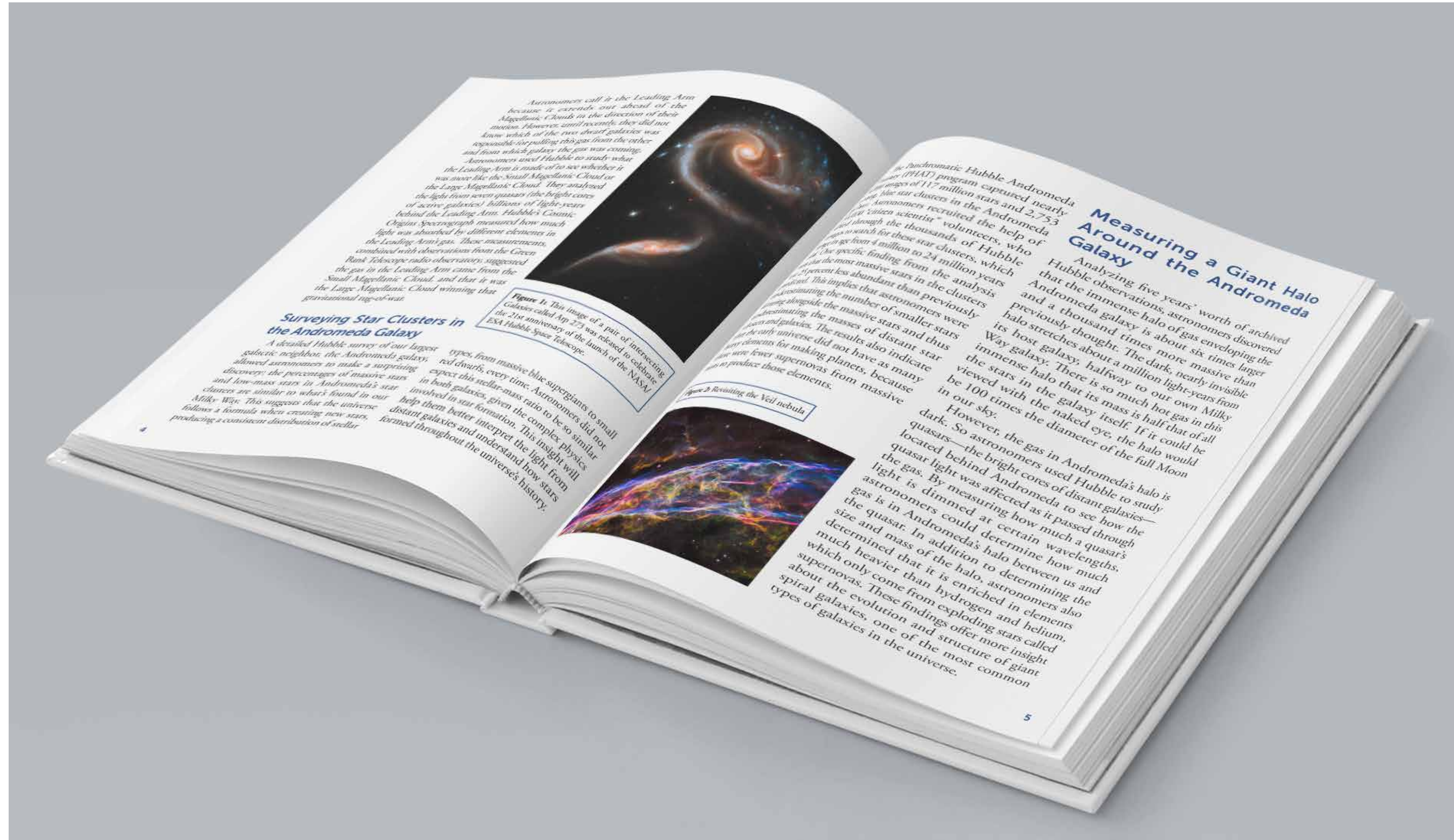
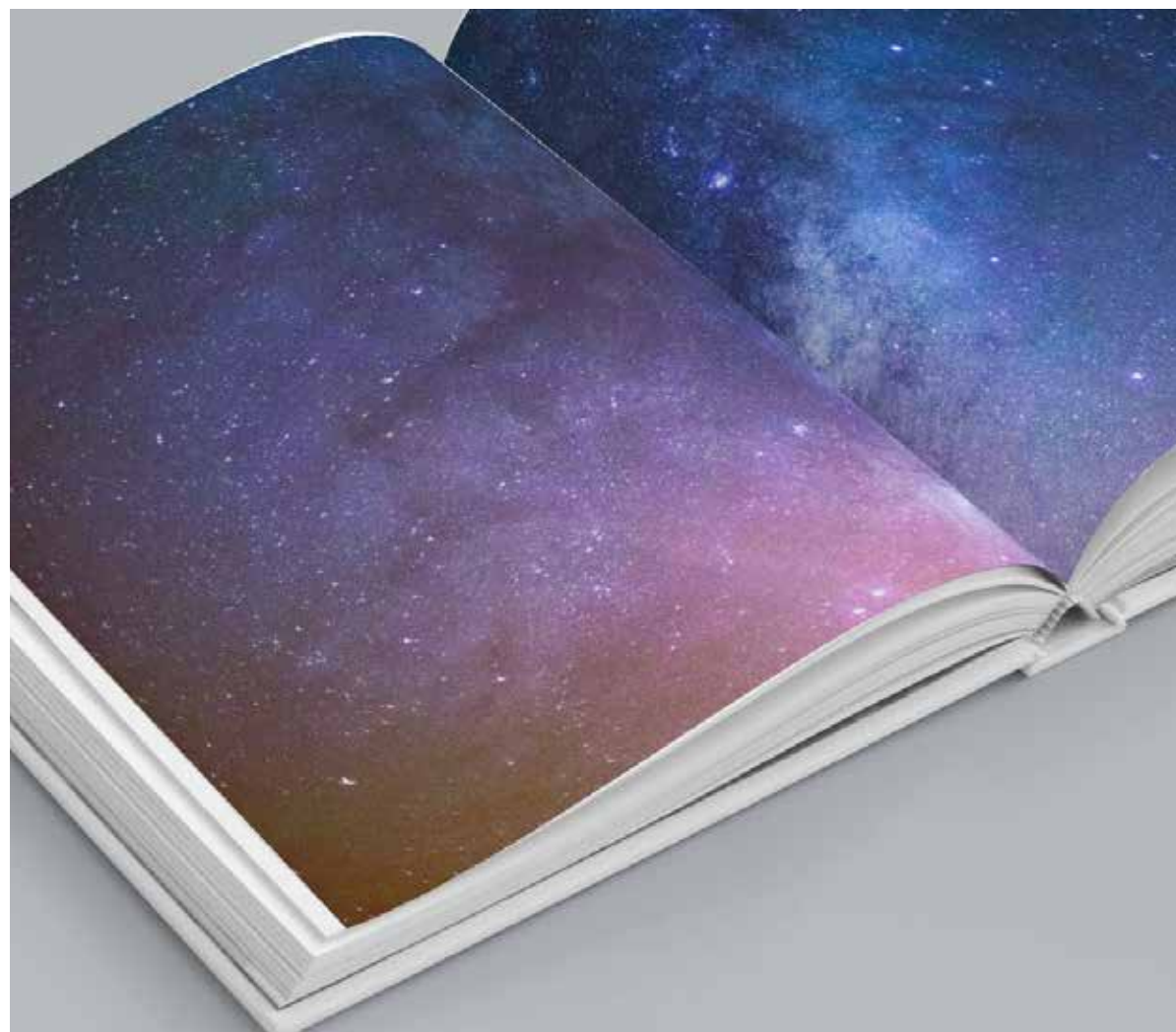
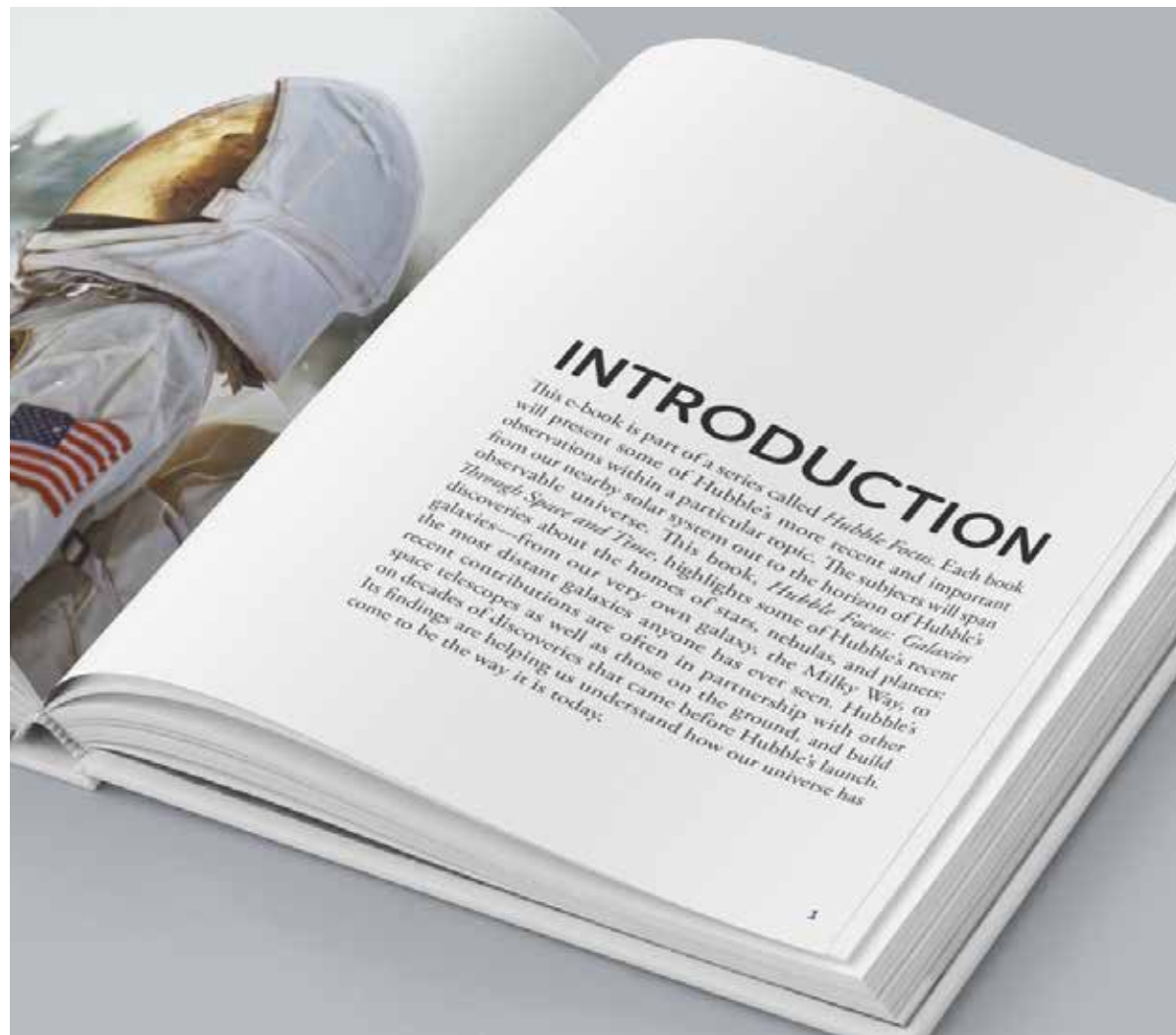


Figure 6: The NASA/ESA Hubble Space Telescope image of the cluster Westerlund 2 and its surroundings. It was taken to celebrate Hubble's 25th year in orbit and a quarter of a century of new discoveries.

Hubble's observations with stars from other galaxies, astronomers found that the black hole jets and accretion disks in these distant galaxies are all stars of a different size. The jets are narrower in diameter than the accretion disks. This is the opposite of what we see in our own galaxy, where the jets are wider than the accretion disks. This suggests that the jets in these distant galaxies are formed from a different process than the jets in our galaxy.

While most massive galaxies have both metal-rich clusters (which appear red) and metal-poor clusters (which appear blue), Hubble found that all of the globular clusters in NGC 1277 are red and blue. This suggests that the globular clusters in this galaxy formed at the same time as the galaxy itself, rather than being acquired later as the galaxy swallows up smaller satellite galaxies.

The lack of blue, metal-poor clusters suggests that NGC 1277 never kept growing by gobbling up surrounding galaxies—unlike our own Milky Way, which continues to cannibalize galaxies that come too close. In addition, the galaxy likely halted its stellar production because it was starved of fresh, outside material needed to make new stars.



07

## 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.





# Alternate Deliverables

Packaging

Glass Charms



Cider Glasses





# Process

## Kallisti Hard Cider Beverage Brand

DES 225



## 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

## Define Concept: Elegant Cider

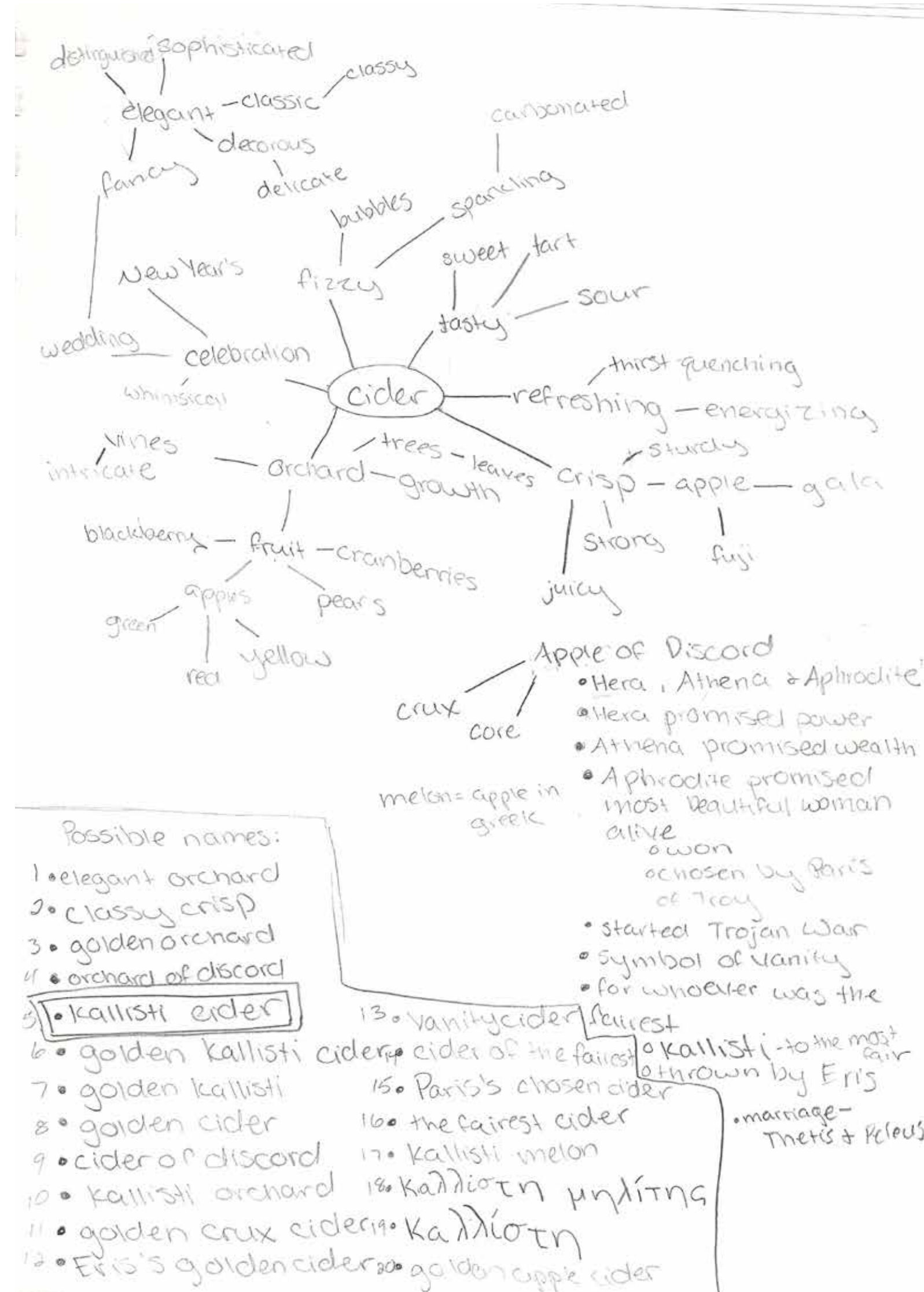
- Where? (made in Oregon)
  - grocery stores; near alcohol aisle, but not necessarily in it; maybe in floral boutiques?
  - could be used at weddings, New Years Celebrations, or any other special occasion; anywhere that it will be paired nicely next to wine
- How?
  - How does this compete with other similar products?
    - other ciders are very cartoony, colorful, and light
    - this product will have a more "grown-up" look w/ elegance
  - How do you want the target audience to react when they see your product?
    - I want this product to intrigue its audience with its decorative qualities
    - I also want the difference in aesthetic to draw people in
    - encourage people to purchase and possibly keep the bottle for decoration
    - intrigue people w/ story
- Why?
  - to provide an elegant drink good enough to have at fancier occasions
  - gives non-alcohol drinkers an option at these occasions
    - or gives them an option for having on their own as something decorative
- Who?
  - non-alcohol drinkers
  - wedding planners who want to fit a certain "aesthetic" while also giving non-alcohol drinkers an option
  - families who want to celebrate something with their kids
  - people who like purely decorative bottles to add to some sort of collection
  - people who are in to Greek mythology or female empowerment

## Product/Company Qualities

- high-quality
- all natural ingredients / locally made
- passionate
- customer focused
- detail oriented

## Company mission:

- to



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

# Moodboards

## Concept 1:

classic elegance,  
metallic ornaments,  
simple shapes



## Concept 2:

Greek pottery inspired,  
old-fashioned

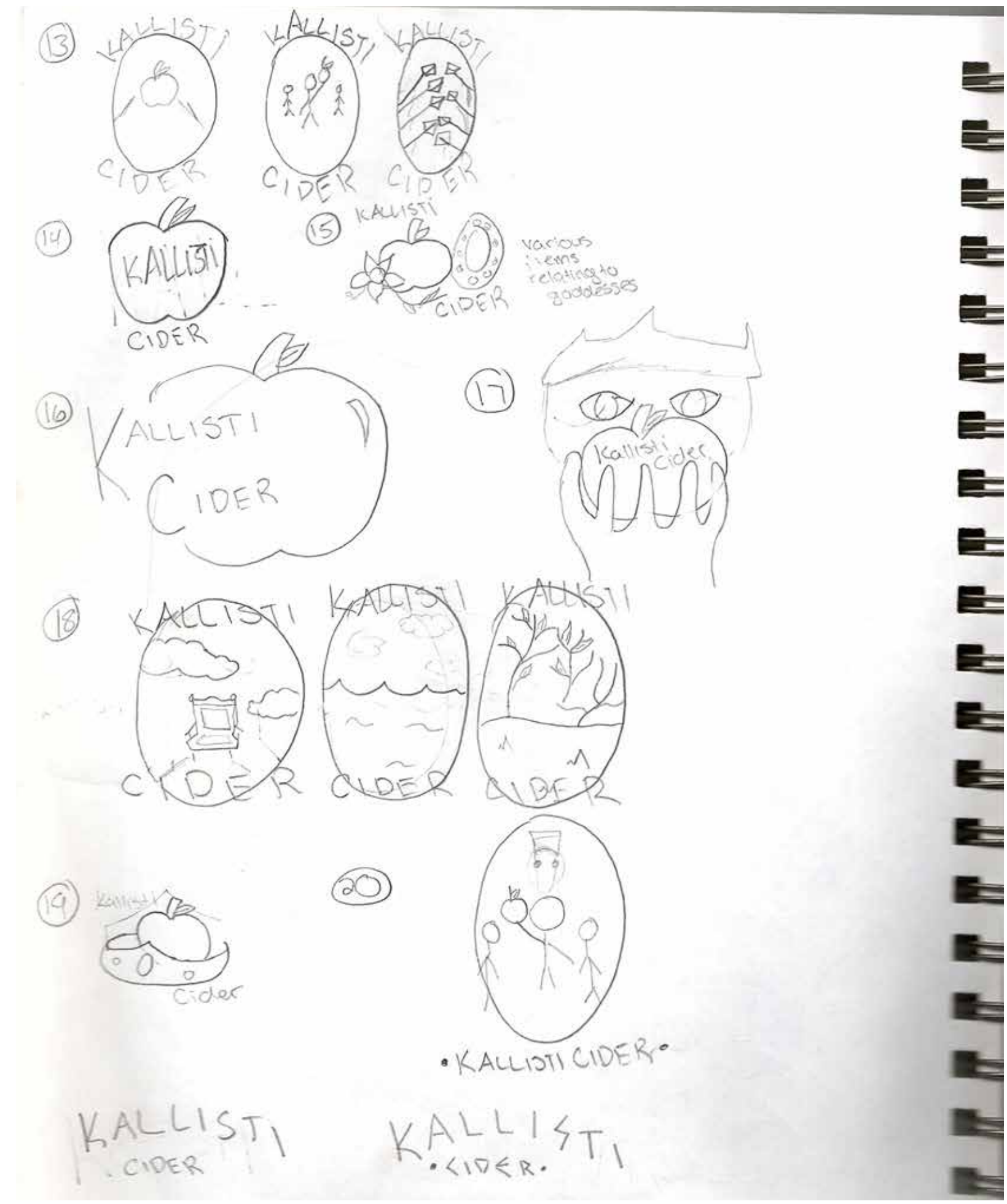
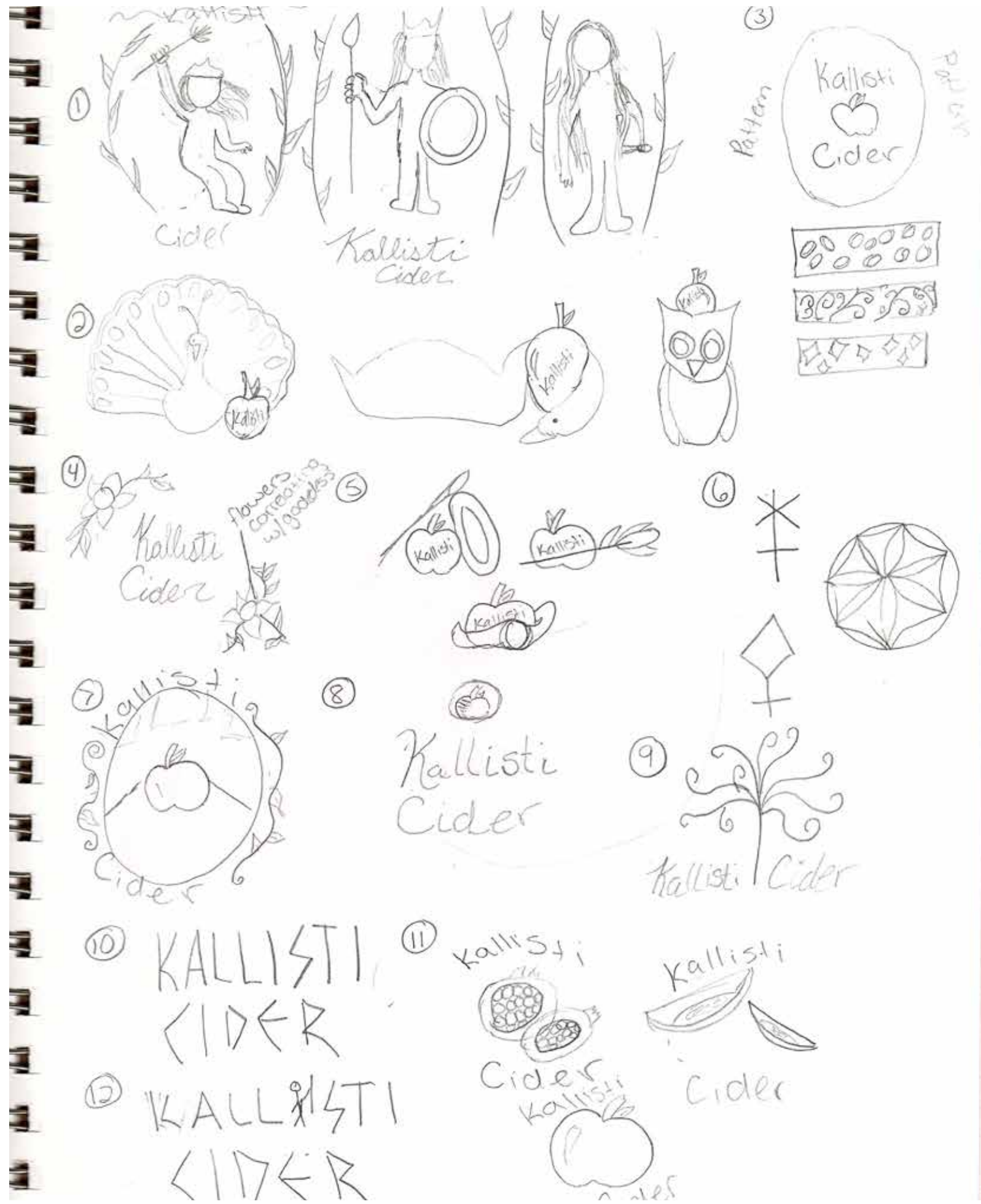


## Concept 3:

feminine, floral motifs,  
water color, simple  
linework



# Initial Sketches: Label Exploration



# Initial Sketches: Logos



# Logo Revisions

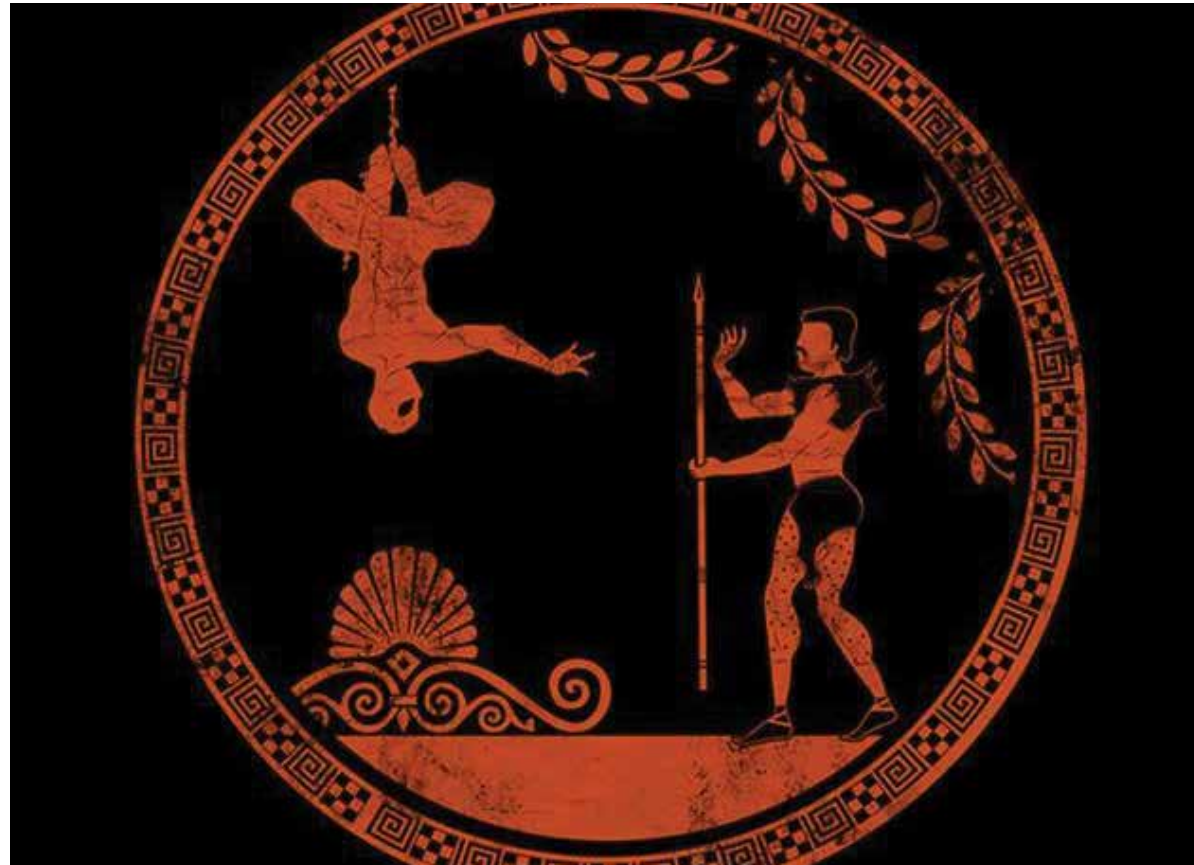


# First Direction: Concept 3

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.

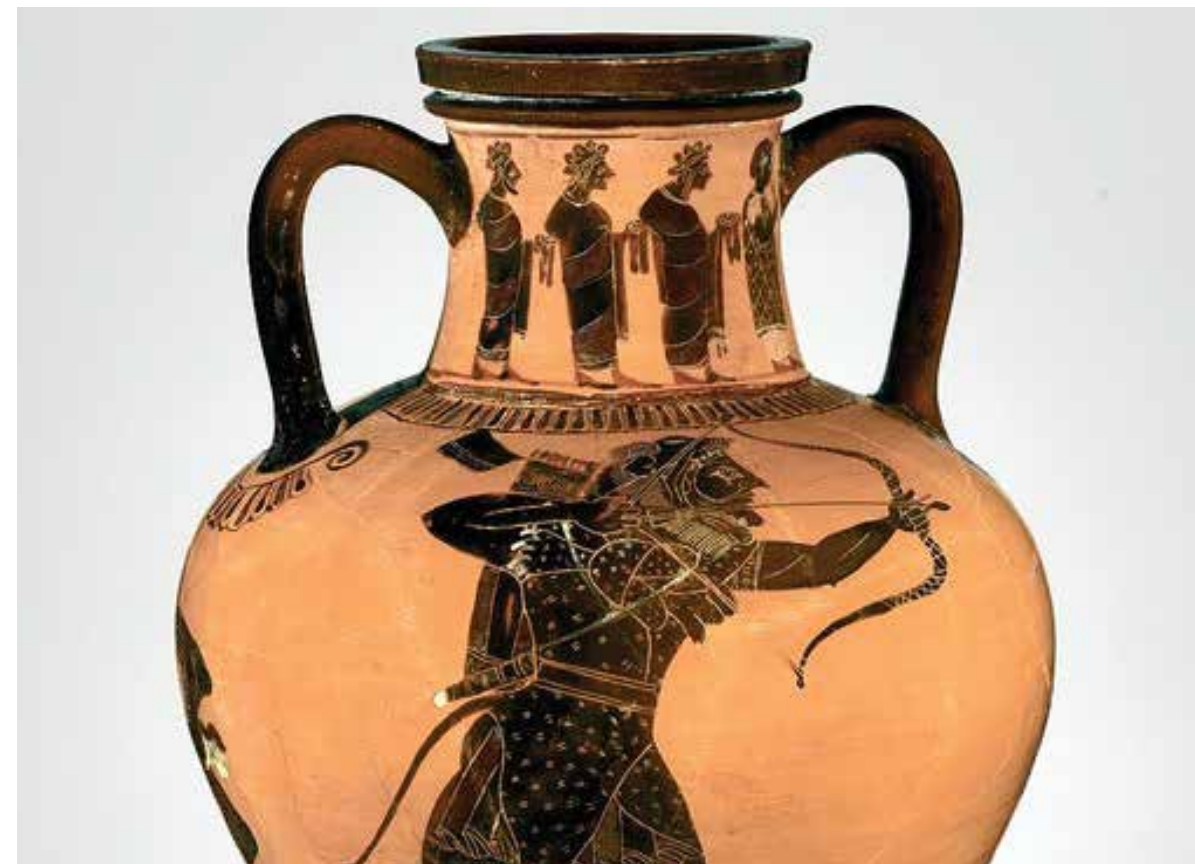


# Shift in Direction: Greek Pottery Research

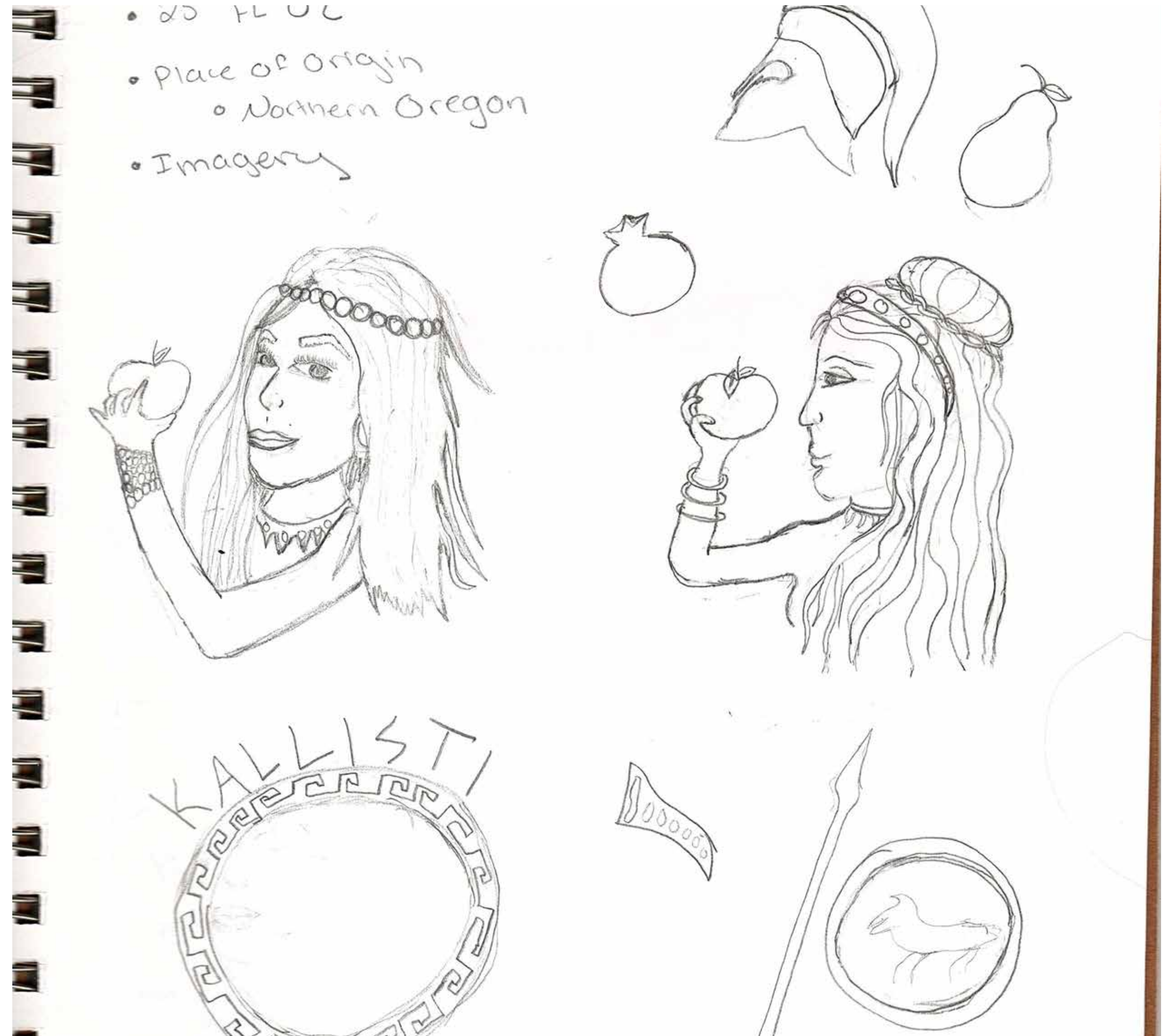


## *Notable Characteristics:*

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

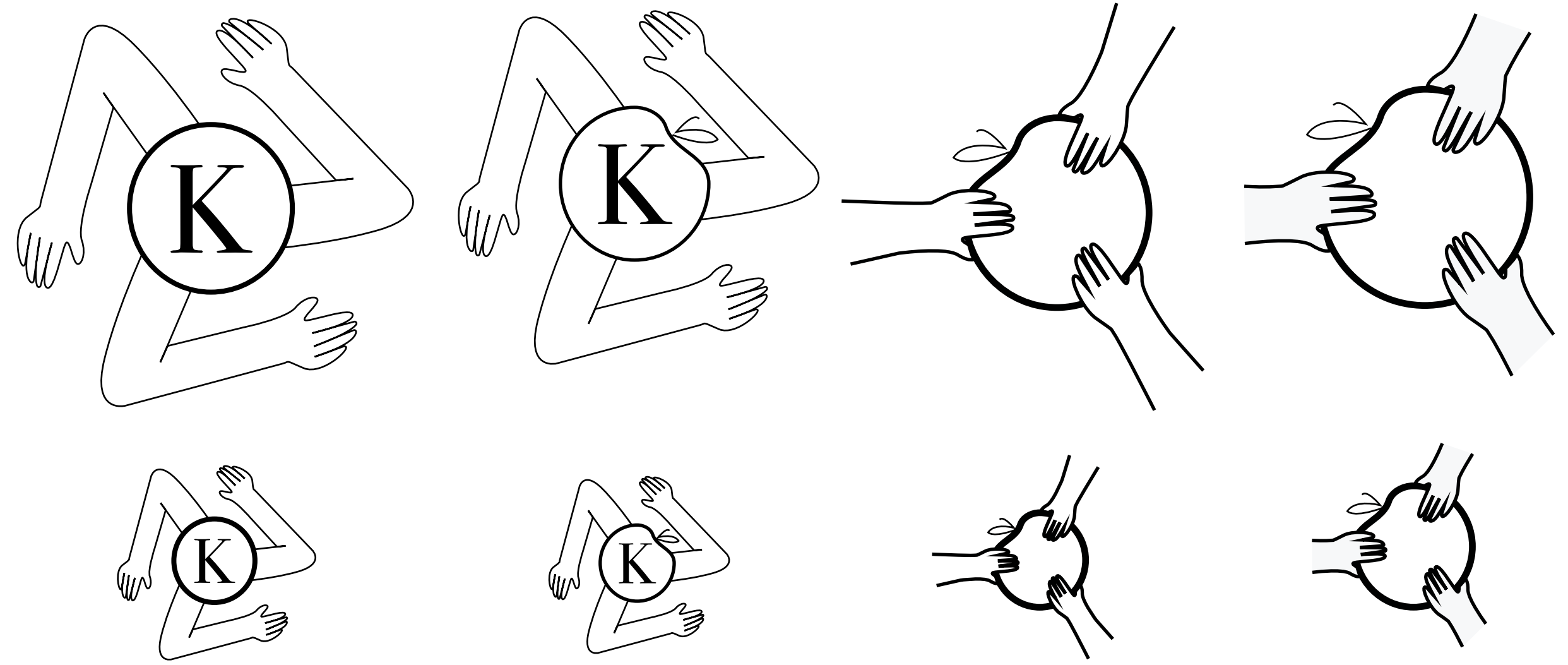


# Refined Sketches: Logo and Label Assets





# Digital Assets: First Round Development



Original Front Label Artwork

Logo Development



# First Round Labels

## Nutrition Facts

Serving Size 5 fl oz  
Servings per container 5

Amount per serving

<b>Calories</b>	<b>90</b>
<small>% Daily Value*</small>	
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 on a 2,000 calorie diet.

Ingredients: Yeast, Diammonium Phosphate, Pectinase, Apple Tannin, Malic Acid, Precipitated Chalk, Campden Tablets, Potassium Sorbate, Wine Finings, Acesulfame K Sweetener



## 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 possessor 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 content.

Kallisti Cider  
5432 SW 118th St, Suite 204  
Portland, OR  
[www.kallisticiders.com](http://www.kallisticiders.com)



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Ingredients: Yeast, Diammonium Phosphate, Pectinase, Apple Tannin, Malic Acid, Precipitated Chalk, Campden Tablets, Potassium Sorbate, Wine Finings, Acesulfame K Sweetener



## 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 possessor 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 content.

Kallisti Cider  
5432 SW 118th St, Suite 204  
Portland, OR  
[www.kallisticiders.com](http://www.kallisticiders.com)





# Second Round Labels

## Revised Profiles



Nutrition Facts	
Serving Size 5 fl oz Servings per container 5	
Amount per serving	
<b>Calories</b>	<b>90</b>
<small>% Daily Value*</small>	
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	
<small>*Percent Daily Values are based on a 2,000 calorie diet*</small>	

Ingredients: Yeast, Diammonium Phosphate, Pectinase, Apple Tannin, Malic Acid, Precipitated Chalk, Campden Tablets, Potassium Sorbate, Wine Finings, Acesulphame K Sweetener

**Aphrodite's Golden Apple Cider**

**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 possessor 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 content.

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Portland, OR  
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Nutrition Facts	
Serving Size 5 fl oz Servings per container 5	
Amount per serving	
<b>Calories</b>	<b>90</b>
<small>% Daily Value*</small>	
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	
<small>*Percent Daily Values are based on a 2,000 calorie diet*</small>	

Ingredients: Yeast, Diammonium Phosphate, Pectinase, Apple Tannin, Malic Acid, Precipitated Chalk, Campden Tablets, Potassium Sorbate, Wine Finings, Acesulphame K Sweetener

**Athena's Pomegranate-Apple Cider**

**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 possessor 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 content.

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Portland, OR  
[www.kallisticiders.com](http://www.kallisticiders.com)

Nutrition Facts	
Serving Size 5 fl oz Servings per container 5	
Amount per serving	
<b>Calories</b>	<b>90</b>
<small>% Daily Value*</small>	
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	
<small>*Percent Daily Values are based on a 2,000 calorie diet*</small>	

Ingredients: Yeast, Diammonium Phosphate, Pectinase, Apple Tannin, Malic Acid, Precipitated Chalk, Campden Tablets, Potassium Sorbate, Wine Finings, Acesulphame K Sweetener

**Hera's Pear-Apple Cider**

**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 possessor 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 content.

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# Third Round Labels



Nutrition Facts	
Serving Size 5 fl oz Servings per container 5	
Amount per serving	
<b>Calories</b>	<b>90</b>
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 on a 2,000 calorie diet.

**KALLISTI**

**APHRODITE'S GOLDEN APPLE CIDER**  
25 FL OZ • 3% ABV

**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 possessor 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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Portland, OR  
[www.kallistidcers.com](http://www.kallistidcers.com)

Nutrition Facts	
Serving Size 5 fl oz Servings per container 5	
Amount per serving	
<b>Calories</b>	<b>90</b>
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 on a 2,000 calorie diet.

**KALLISTI**

**ATHENA'S POMEGRANATE APPLE CIDER**  
25 FL OZ • 3% ABV

**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 possessor 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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Portland, OR  
[www.kallistidcers.com](http://www.kallistidcers.com)

Nutrition Facts	
Serving Size 5 fl oz Servings per container 5	
Amount per serving	
<b>Calories</b>	<b>90</b>
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 on a 2,000 calorie diet.

**KALLISTI**

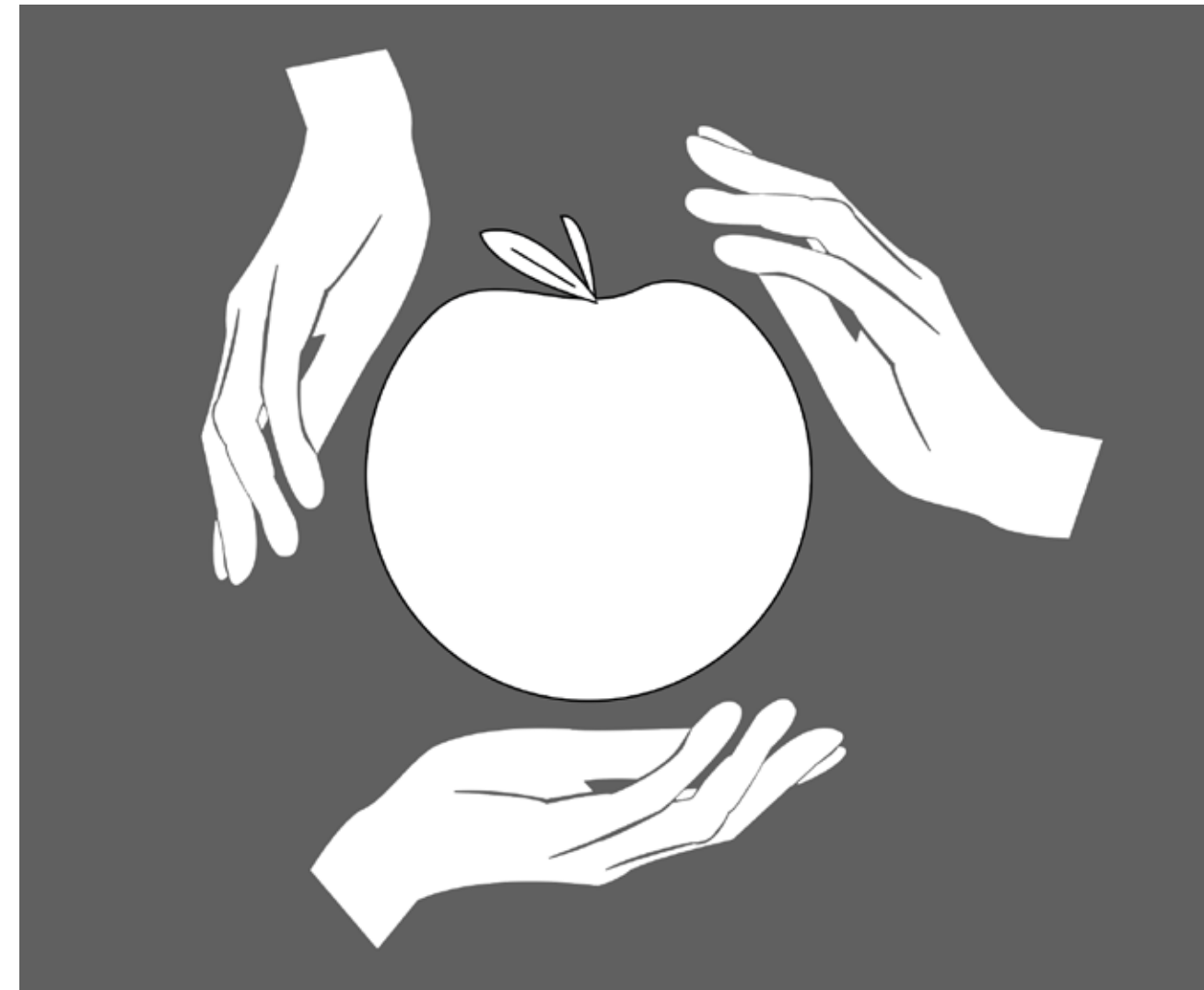
**HERA'S PEAR APPLE CIDER**  
25 FL OZ • 3% ABV

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

Ingredients: Yeast, Diammonium Phosphate, Pectinase, Apple Tannin, Malic Acid, Precipitated Chalk, Campden Tablets, Potassium Sorbate, Wine Finings, Acesulfame K Sweetener

## KALLISTI

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

Ingredients: Yeast, Diammonium Phosphate, Pectinase, Apple Tannin, Malic Acid, Precipitated Chalk, Campden Tablets, Potassium Sorbate, Wine Finings, Acesulfame K Sweetener

## KALLISTI

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

Ingredients: Yeast, Diammonium Phosphate, Pectinase, Apple Tannin, Malic Acid, Precipitated Chalk, Campden Tablets, Potassium Sorbate, Wine Finings, Acesulfame K Sweetener

## KALLISTI

**HERA'S PEAR APPLE 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 possessor 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 2

**Nutrition Facts**  
 Serving Size 12 fl oz (355 mL)  
 Calories 90

**Total Fat** 0g  
**Cholesterol** 0mg  
**Sodium** 10mg  
**Total Carbohydrates** 6g  
**Dietary Fiber** 0g  
**Sugars** 1g  
**Protein** 0g  
**Potassium** 100mg

**KALLISTI**  
 APHRODITE'S GOLDEN  
 APPLE CIDER

**Our Story**  
 Inspired by the Ancient Greek story of the myth of Aphrodite, Kallisti Golden Apple Cider is a golden apple cider with a hint of honey and a touch of citrus. It's the perfect drink for a relaxing evening or a special occasion. The golden apple cider is made from the finest apples and is brewed with natural ingredients. The golden apple cider is a delicious and healthy drink that is perfect for any occasion.

**Kallisti Co.**  
 1412 SW 10th St, Suite 204  
 Portland, OR  
 www.kallistico.com

**Nutrition Facts**  
 Serving Size 12 fl oz (355 mL)  
 Calories 90

**Total Fat** 0g  
**Cholesterol** 0mg  
**Sodium** 10mg  
**Total Carbohydrates** 6g  
**Dietary Fiber** 0g  
**Sugars** 1g  
**Protein** 0g  
**Potassium** 100mg

**KALLISTI**  
 ATHENA'S POMEGRANATE  
 APPLE CIDER

**Our Story**  
 Inspired by the Ancient Greek story of the myth of Athena, Kallisti Athena's Pomegranate Apple Cider is a delicious and healthy drink that is perfect for any occasion. The pomegranate apple cider is made from the finest apples and is brewed with natural ingredients. The pomegranate apple cider is a delicious and healthy drink that is perfect for any occasion.

**Kallisti Co.**  
 1412 SW 10th St, Suite 204  
 Portland, OR  
 www.kallistico.com

**Nutrition Facts**  
 Serving Size 12 fl oz (355 mL)  
 Calories 90

**Total Fat** 0g  
**Cholesterol** 0mg  
**Sodium** 10mg  
**Total Carbohydrates** 6g  
**Dietary Fiber** 0g  
**Sugars** 1g  
**Protein** 0g  
**Potassium** 100mg

**KALLISTI**  
 HERA'S PEAR  
 APPLE CIDER

**Our Story**  
 Inspired by the Ancient Greek story of the myth of Hera, Kallisti Hera's Pear Apple Cider is a delicious and healthy drink that is perfect for any occasion. The pear apple cider is made from the finest apples and is brewed with natural ingredients. The pear apple cider is a delicious and healthy drink that is perfect for any occasion.

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 Portland, OR  
 www.kallistico.com

**KALLISTI**

**ATHENA'S POMEGRANATE  
 APPLE CIDER**  
 25 FL OZ • 3% ABV

**KALLISTI**

**ATHENA'S POMEGRANATE  
 APPLE CIDER**  
 25 FL OZ • 3% ABV

**KALLISTI**

**ATHENA'S POMEGRANATE  
 APPLE CIDER**  
 25 FL OZ • 3% ABV

**KALLISTI**

**ATHENA'S POMEGRANATE  
 APPLE CIDER**  
 25 FL OZ • 3% ABV

**KALLISTI**

**ATHENA'S POMEGRANATE  
 APPLE CIDER**  
 25 FL OZ • 3% ABV



# Fourth Round Labels

Nutrition Facts	
Serving Size 5 fl oz Servings per container 5	
Amount per serving	
<b>Calories</b>	<b>90</b>
	% Daily 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 on a 2,000 calorie diet\*

**KALLISTI**



**APHRODITE'S GOLDEN  
APPLE 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 possessor 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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Nutrition Facts	
Serving Size 5 fl oz Servings per container 5	
Amount per serving	
<b>Calories</b>	<b>90</b>
	% Daily 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 on a 2,000 calorie diet\*

**KALLISTI**



**ATHENA'S POMEGRANATE  
APPLE 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 possessor 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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Nutrition Facts	
Serving Size 5 fl oz Servings per container 5	
Amount per serving	
<b>Calories</b>	<b>90</b>
	% Daily 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 on a 2,000 calorie diet\*

**KALLISTI**



**HERA'S PEAR  
APPLE 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 possessor 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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# Packaging Development



# Packaging Development: Continued



# Final Product: Labels and Packaging



**Nutrition Facts**  
Serving Size 5 fl oz  
Servings per container 5

Amount per serving		% Daily Value*
<b>Calories</b>	<b>90</b>	
Total Fat 0g		0%
Cholesterol 0mg		0%
Sodium 6mg		<1%
<b>Total Carbohydrates</b> 8.7g		<b>3%</b>
Dietary Fiber 0g		
Sugars 6.7g		
Protein 0g		0%
Potassium 100mg		1%
Alcohol 3.5g		

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

**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 possessor 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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Ingredients: Yeast, Diammonium Phosphate, Pectinase, Apple Tannin, Malic Acid, Precipitated Chalk, Campden Tablets, Potassium Sorbate, Wine Finings, Acesulfame K Sweetener

**Nutrition Facts**  
Serving Size 5 fl oz  
Servings per container 5

Amount per serving		% Daily Value*
<b>Calories</b>	<b>90</b>	
Total Fat 0g		0%
Cholesterol 0mg		0%
Sodium 6mg		<1%
<b>Total Carbohydrates</b> 8.7g		<b>3%</b>
Dietary Fiber 0g		
Sugars 6.7g		
Protein 0g		0%
Potassium 100mg		1%
Alcohol 3.5g		

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

**KALLISTI**



**ATHENA'S POMEGRANATE  
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 possessor 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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Ingredients: Yeast, Diammonium Phosphate, Pectinase, Apple Tannin, Malic Acid, Precipitated Chalk, Campden Tablets, Potassium Sorbate, Wine Finings, Acesulfame K Sweetener

**Nutrition Facts**  
Serving Size 5 fl oz  
Servings per container 5

Amount per serving		% Daily Value*
<b>Calories</b>	<b>90</b>	
Total Fat 0g		0%
Cholesterol 0mg		0%
Sodium 6mg		<1%
<b>Total Carbohydrates</b> 8.7g		<b>3%</b>
Dietary Fiber 0g		
Sugars 6.7g		
Protein 0g		0%
Potassium 100mg		1%
Alcohol 3.5g		

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

**KALLISTI**



**HERA'S PEAR 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 possessor 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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Ingredients: Yeast, Diammonium Phosphate, Pectinase, Apple Tannin, Malic Acid, Precipitated Chalk, Campden Tablets, Potassium Sorbate, Wine Finings, Acesulfame K Sweetener

