

02 | Design

02_Color

COLOR IN PACKAGING



**FIRST,
LET'S LOOK
AT THESE...**



GRAND NUTS FROM
**MICHAEL'S
FARM**



EXTRA LARGE

CASHEW
PREMIUM QUALITY

DELICIOUSLY SALTED



GROWN BY NUT FARMERS DEVOTED
TO PROVIDING YOU WITH A GREAT
SNACKING EXPERIENCE.







Alcoholic
Beverage
Boisson
Alcoolique

Produced and bottled
in the Czech Republic
Produit et mis en bouteille
en République Tchèque
70% alc./vol





MEASURES CUP FOR CUP LIKE SUGAR

Splenda

NO CALORIE SWEETENER

Splenda

100% No-Cali
Sweetener
110g (3.9 oz)

100% No-Cali
Sweetener
110g (3.9 oz)



NET WT 3.8 OZ (110g)



**CAN YOU REMEMBER THE
NAME OF THE FIRST
PRODUCT?**

**CAN YOU REMEMBER THE
COLOR OF THE FIRST
PACKAGE?**



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REFLECTION OF THE BAG AND ITS CONTENTS

**DO YOU
RECOGNIZE THIS
COMPANY?**

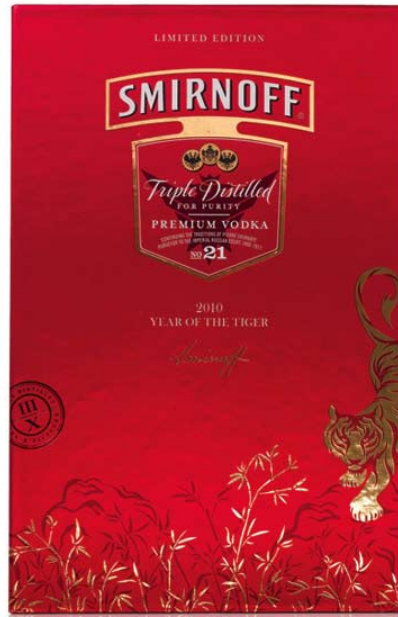


**WHAT'S
WRONG WITH
THIS PICTURE?**



RED

Red: warm spectrum, associated with the sun and heat: love, fire, passion, aggression, impulsiveness, excitement, daring, and power. Also danger, emergency and elicit feelings of aggression and fear.





LA FRONTERA
1217 BORDA SIMONET
BOTTLE NO. 03 490

ORANGE

Orange: similar to red, warmth of the sun, energy, exuberance, enthusiasm, zesty, spicy, fruity flavor.





GREEN

Green: symbolizes down-to-earth, tranquility, life, youth, freshness, and organic. Green also communicates recycling, renewal, nature, and the environment.





BLUE

Blue: symbolizes authority, dignity, loyalty, truth, and wisdom, but can also represent depression, sadness and solitude. Blue can communicate confidence, strength, trust and stability.





BLACK

Black: sturdiness, reliability, constancy, wisdom, and resonates power. In fashion, black is bold, elegant, hip, serious and upscale. Perceived as a classic color. In packaging, black can enhance other colors.





WHITE

White: purity, freshness, innocence, cleanliness and truthfulness. It can represent snow and coldness, it can also be used to enhance other colors.



