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# PLAN

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**PRODUCT NAME:** Horizon Organic

**TARGET GROUP:** All Ages

**BRIEF HISTORY:** Back in the 40's milk bottles were one of the most popular ways of getting milk. "Milk boys" would come to houses and deliver milk on a weekly basis. They would bring families six glass bottles filled with fresh milk. This was a fast and easy way to get milk delivered and it was environment friendly because you would reuse the glass bottles.

**BIG IDEA:** For many decades now, milk has come in cartons or gallon bottles. With this new redesign I will be making milk taste better by using glass bottles. Horizon Organic milk only comes in cartons, and cartons can give off a weird taste. But by using glass bottles the milk will taste better and fresher. The glasses come in sets of six and milk boys come and deliver them to your house. Every week they stop by to pick up the old bottles and bring new bottles filled with fresh milk. Having glass bottles will sustain the freshness of the milk. With starting a new way of getting milk into your home, advertising is going to be a big part of increasing sales. There will be a delivery car that the delivery boy uses to deliver the milk and having the company name on the car will help advertise it.



# STYLE GUIDE

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## FONTS

**Headings: HEPTAGON FRENCH**

- When used for large headings, use size 58.
- When used for small headings, use size 14.

**Body Copy: Bakersville Regular**

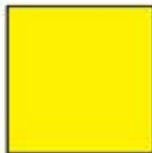
- When used in paragraphs or sentences use size 10-12.
- Using bold is acceptable when necessary.

## COLOR SCHEME



### Orange

R:242 G:101 B:34  
C:0 M:75 Y:100 K:0  
Hex Color: #F26522  
Pantone: 166 C



### Crayon Yellow

R:255 G:242 B:0  
C:4 M:0 Y:93 K:0  
Hex Color: #FFF200  
Pantone: 3945 C



### Sky Blue

R:52 G:182 B:228  
C:66 M:8 Y:3 K:0  
Hex Color: #34B6E4  
Pantone: 298 C





# STYLE GUIDE

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## Color Logo

To the right is the color logo for Horizon Organic Milk. It will be used on all glass bottles and logos that promote the milk for Horizon Organic. It was designed to make big or small, depending on where it will be placed.



## Grayscale Logo

To the right is the grayscale logo for Horizon Organic Milk. It is designed to fit for any size.





# PACKAGE DESIGN



The bottle is made of glass so they can be reused time and time again. And the bottle cap is designed to keep the milk from going bad. The bottle and carrier are both very effective now that many families are recycling and reusing. Sustainability is key.



# PACKAGE COMPARISON

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Before



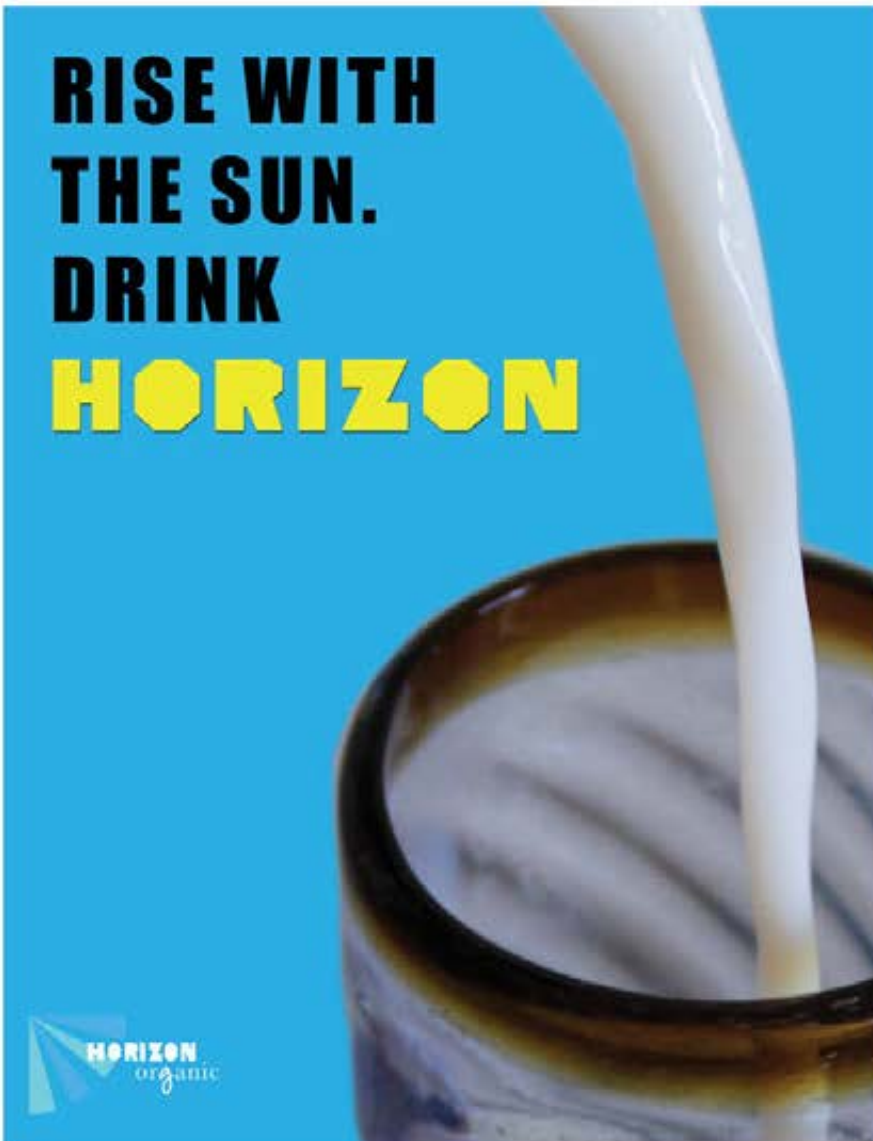
After






# ADVERTISEMENT

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**RISE WITH  
THE SUN.  
DRINK  
HORIZON**

 HORIZON  
organic

This advertisement will be placed in all types of magazines. This eye-catching ad will attract all people because of the simple ambiguity. Once people start seeing this ad they will start noticing the new design of the product in stores.

