

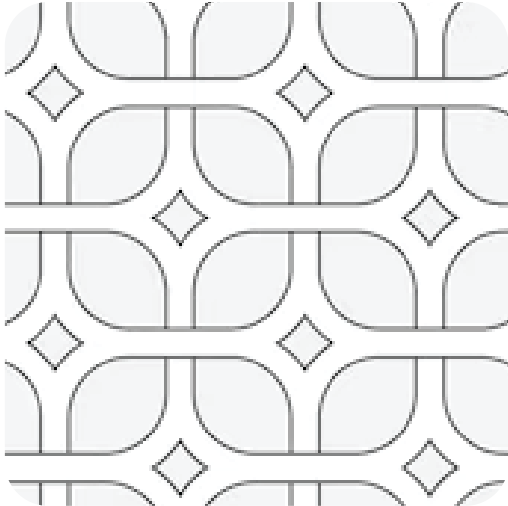
Project 06: Brand Redesign

Elsa Voight Sterilite Rebrand



Sterilite

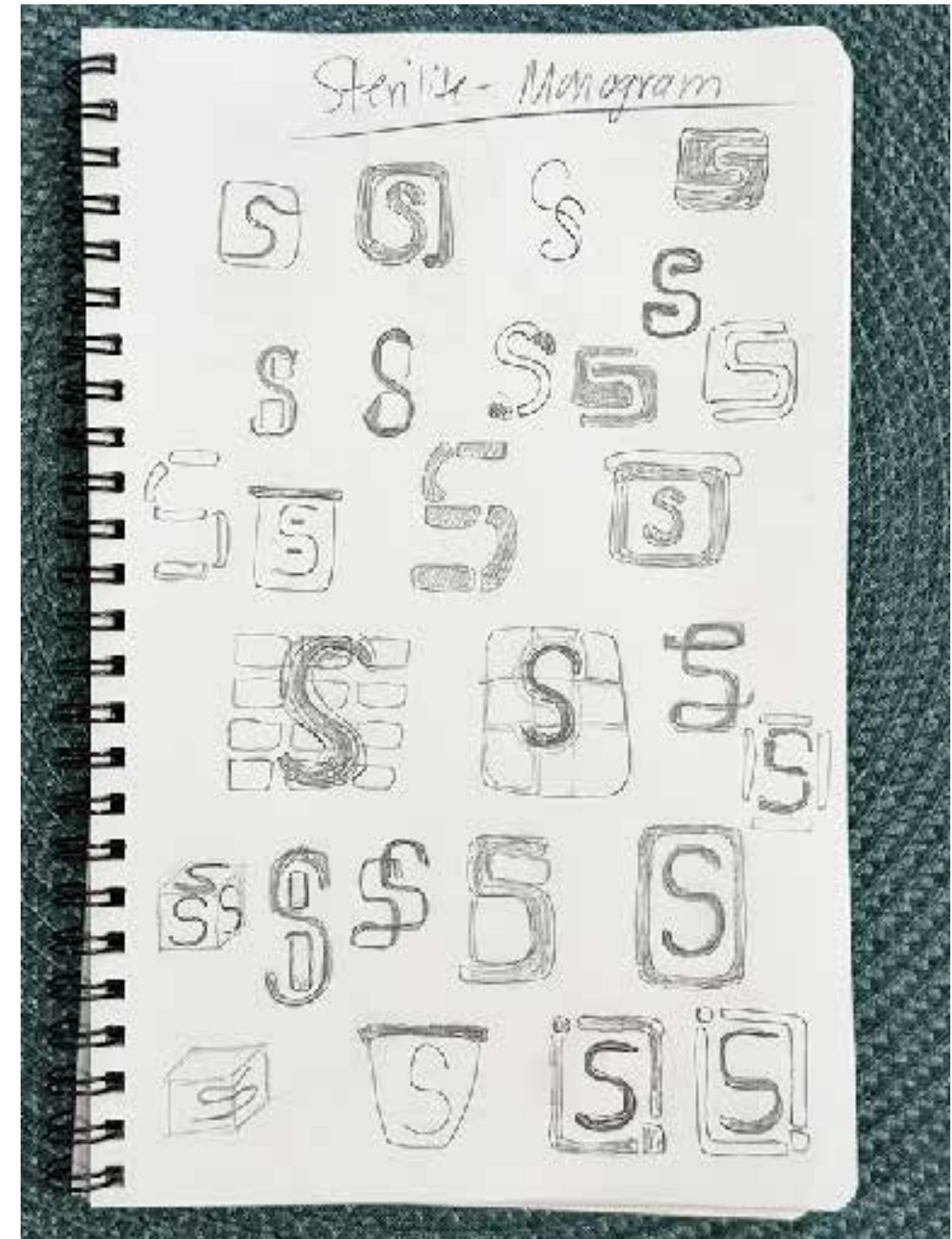
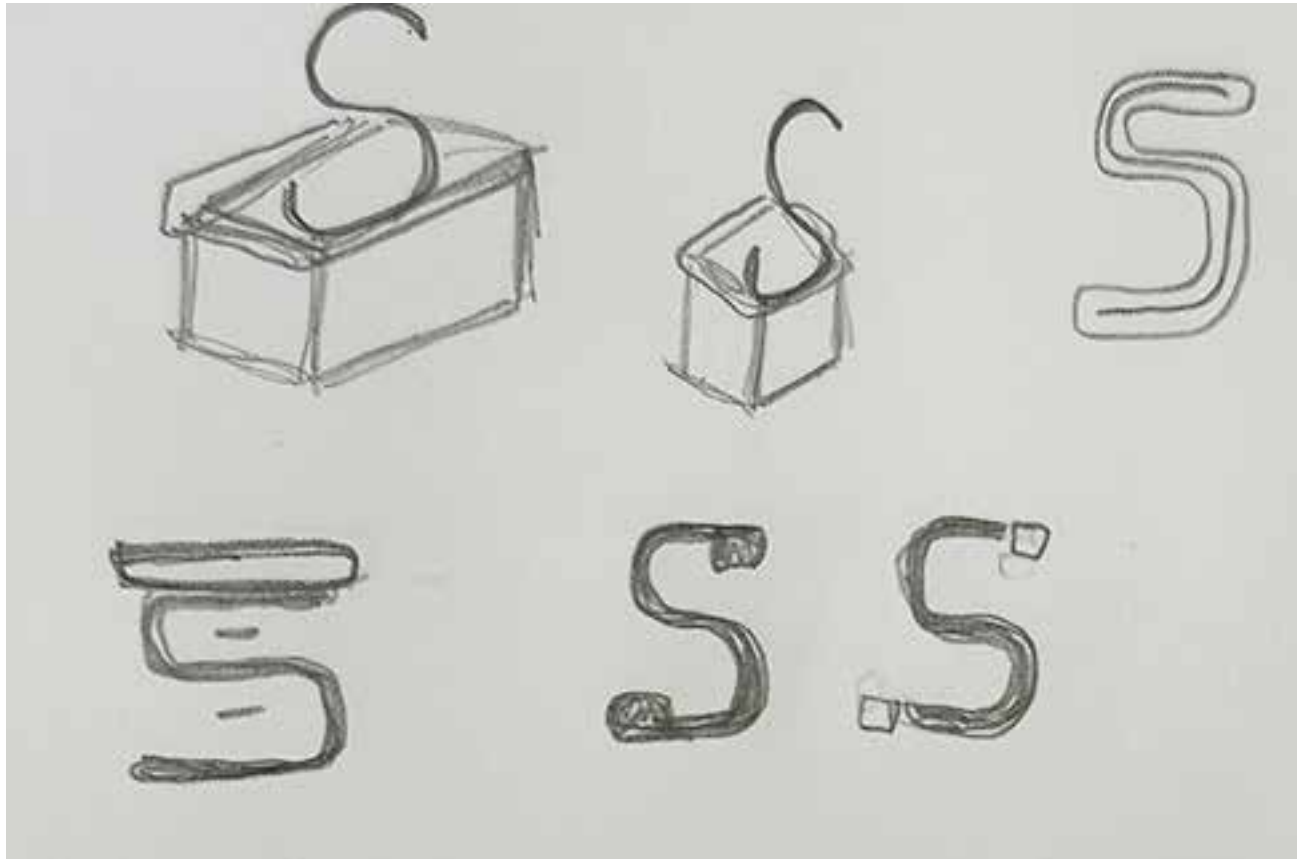
01. Mood board



Guyot Sans
Aglet Sans
Clear



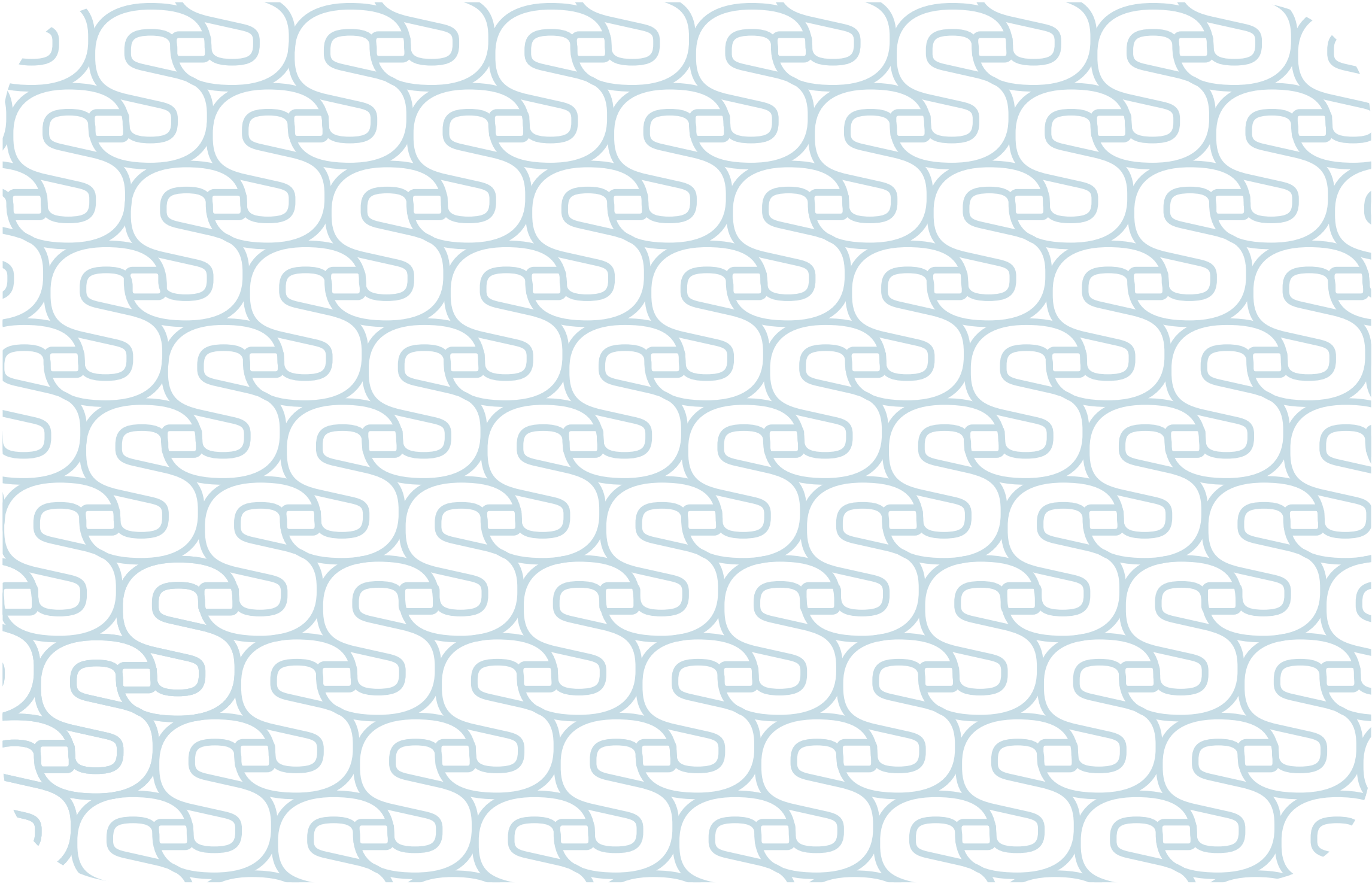
02. Thumbnail Sketches (at least 25)



03. Monogram and Logotype – Show in black and white, and in color. Large and small sizes.



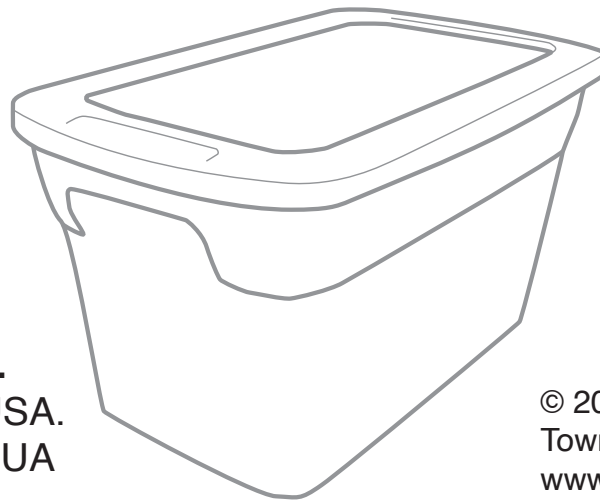
04. Pattern



05. Product Label

Sterilite

30 Gal. (114 L)



Made in U.S.A.
Fabriqué aux USA.
Hecho en los EUA

1818 Steel
1818LAB82

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Townsend, MA 01460
www.sterilite.com

WARNING: SUFFOCATION RISK. DO NOT ALLOW
CHILDREN TO PLAY IN CONTAINER WITH LID.

AVERTISSEMENT: RISQUE DE SUFFOCATION. NE PAS
PERMETTRE AUX ENFANTS DE JOUER DANS UN
CONTENANT AVEC COUVERCLE.

ADVERTENCIA: RIESGO DE ASFIXIA. NO PERMITA QUE
NIÑOS JUEGUEN EN EL CONTENEDOR CON TAPA.



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