



**Fresh.**  
Little package, big freshness.

# Fresh Toothpaste

## Table of Contents



So, what's the problem?	2
Squeezing out an idea.	4
Typography & Usage	6
Color Palette	7
The Concept	8
Logotype & Label	10
The Bottle	11
The Finished Product	12



This proposal is was created for Fresh Toothpaste. All ideas herein are sole property of Stephanie Charles and will be tranfered only to Fresh upon completion of agreement documents.

# So, what's the problem?

The toothpaste industry hasn't changed a lot in the last one hundred years. The standard tube and box design has been industry standard for too long and Fresh is here to change it.

The gooey mess we end up with on the end of the tube needs to be eliminated with a better product formula and a more efficient dispensing design. By changing these two problem we are also decreasing waste and making sure that the consumer gets the most for their money.

We also are adding the convenience of a refillable product. We can reuse packaging for dish soap, hand soap and other health and wellness products. Why can't this be carried over into the toothpaste industry?

The standard measure for toothpaste is a pea size amount. But did you know that mos people use two to four times as much as is required? Fresh wants to make sure that people

are safely using their product and getting the most out each bottle. By controlling the amount dispensed the regular consumer can get more for their hard earned dollar.

We also have seen across the board and standard packaging design that is outdated. When we stand in a retail store all the packaging looks the same. Brightly colored foil labels that are confusing for consumers trying to understand the difference between paste and gel.

Fresh is eliminating the obnoxious labels and statements that include words like "max," "extreme" and "explosion." We are here to provide the best product in the most straight forward way.



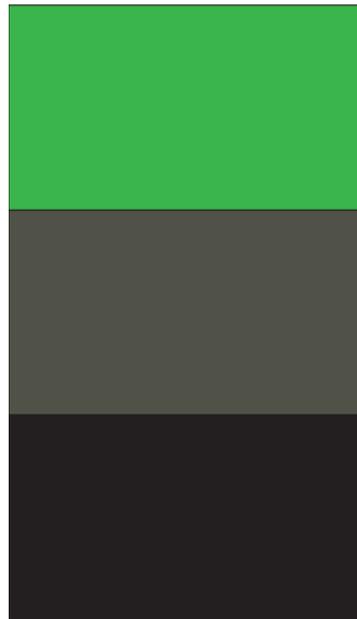
Fresh Toothpaste

# Squeezing Out an Idea.

Creating Fresh Toothpaste came from an idea of being **simple, straightforward and easy** to use. They want to challenge the market with a traditional product. Our research began with what are the **core ideals** of what toothpaste is; **fresh breath, good mouth feel and easy to use**. We would use these three ideas to build our new brand of Fresh.

We researched across industry boundaries for examples of how we could expand past the typical toothpaste product. We collected many examples of how other products are using **clean type, handrawn simple designs and a minimal color palette** to highlight the product.

Sample Color Palettes



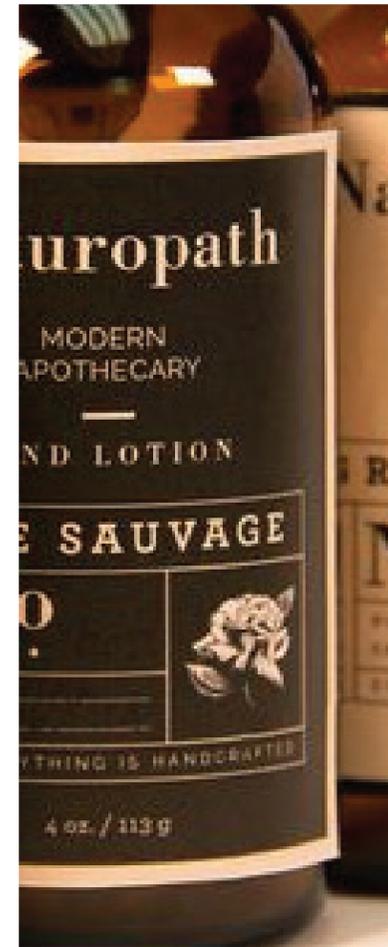
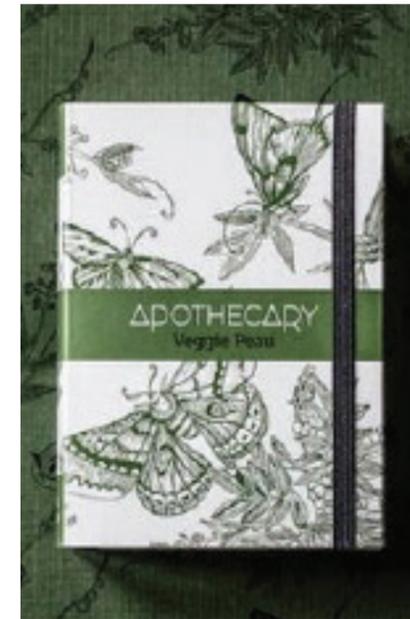
Clean Organized Type



White Type with Cobalt Bottles



Handrawn Imagery Combined with Clean Type



Fresh Toothpaste

# Typography & Usage

We wanted to keep the font **neat and easy to read** we also wanted to bring some powerhousefont families to the brand. ITC Kabel and Anago are **modern** but also **dependable**. The same **qualities** that Fresh wants the consumer to see in their product. Pairing this with the **incredible** hand drawn **imagery** on the label we are **creating** a brand that has never been seen before in the toothpaste industry.

Aa

ITC Kabel

**Weights:**

Book, Medium, Bold

**Usage:**

Display, Headings, Subheadings

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
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Aa

Anago

**Weights:**

Book, Italics, Bold

**Usage:**

Body Copy, Labels, Call Outs, Captions

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
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# Color Palette

## Primary Colors

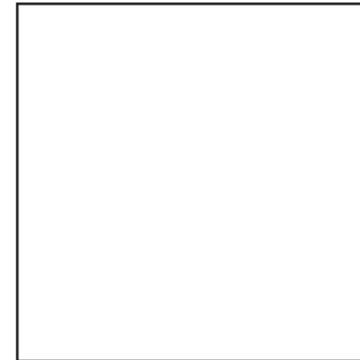
Our brand color palette consists of three primary. These colors are always used together on an with a cobalt bottle.



**Cobalt Blue**  
CMYK: 99, 96, 3, 0  
RGB: 46, 55, 145  
HEX: 2E3791



**Black**  
CMYK: 70, 67, 64, 74  
RGB: 34, 31, 32  
HEX: 221F20



**White**  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
HEX: FFFFFFFF

Our color palette is what gives our brand it's **distinct look**. The deep cobalt bottle harkens to a day when things were **simpler**. If you were looking for something for your personal health you would venture out to your local chemist or apothecary to make you a product that would suit your needs. The cobalt bottle brings an appearance of a **healthy safe products** while the label is **simple and straightforward** what your read is what you get. The assigned color matches each flavor distinctly without any confusion as to what you are getting.

## Secondary Colors

Our secondary colors consist of 3 accent colors. These are only to be used as accents to the main colors and in the illustrations on the bottles. Do not use more than one accent color in a design in addition to the primary logo and it should correspond with the illustrated flavor.



**Vanilla**  
CMYK: 6, 0, 62, 0  
RGB: 244, 239, 130  
HEX: F4EF82



**Chili**  
CMYK: 16, 66, 78, 3  
RGB: 204, 111, 72  
HEX: CC6F48



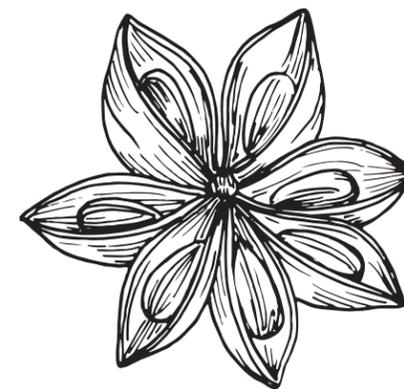
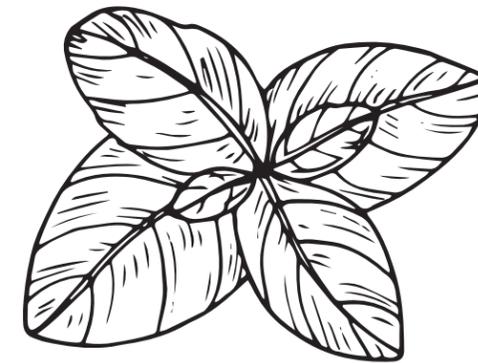
**Mint**  
CMYK: 58, 13, 66, 0  
RGB: 118, 175, 123  
HEX: 76AF7B



**Chai**  
CMYK: 34, 53, 86, 16  
RGB: 154, 112, 59  
HEX: 9A703B

# The concept.

Working through some simple sketches of what might be a **good design** combination of label, fonts and bottle shapes helped us to determine what would work. Then we could move onto some digital sketches of the **illustrations** for the labels.



New pump bottle specifically designed for thier product eliminates the tube and box design of the past.

New pump bottle dispenser to eliminate messes control portion size.

Plastic cap for cleanliness and easy travel.

Cobalt blue bottle meant to catch the consumers eye and help it stand out among traditional toothpaste.

Removable nozzle to make refill possible and easy.

Modern logo front and center to catch the consumers eye and bring a new typeface to the toothpaste industry.

Beautiful hand drawn illustrations highlighting the flavor of the product.

Color strip indicating the flavor and also giving the consumer a visual for future purchases.



# The logotype.

Clean type with soft curves adds to the overall modern design of Fresh toothpaste. Based on the Kabel typeface it is easy to read with opportunities throughout to show it's quirky personality that is just like Fresh toothpaste.

# Fresh.

# The label.

Clean type with soft curves adds to the overall modern design of Fresh toothpaste. Based on the Kabel typeface it is easy to read with opportunities throughout to show it's quirky personality that is just like Fresh toothpaste.



**Fresh.**

Flouride Toothpaste  
Naturally Whitening & Effective

A refreshing blend of spearmint, peppermint and eucalyptus to gently cleanse and whiten your teeth leaving your breath fresh and your teeth brighter.

Made in the USA 4 oz/113 g

Mentholiptus



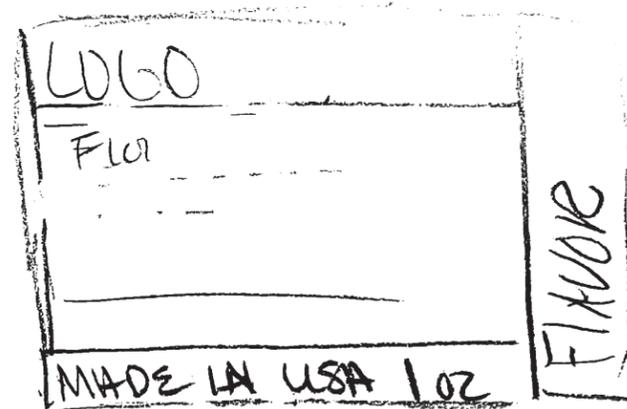
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Mentholiptus



# Fresh.

Flouride Toothpaste  
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A refreshing blend of vanilla and spearmint to gently cleanse and whiten your teeth leaving your breath fresh and your teeth brighter.

# The bottle.

The **color, shape and size** are what make it stand out from it's competitors. This size and shape are perfect for the palm of your hand. A **specially designed nozzle** will deliver the correct amount of toothpaste. Including a **reusable cap** for easy travel and preventing accidental spillage. The extreme grip neck allows for easy removal making **refills more convenient.**

See through plastic cap.

24/410 black lockup pump head.

2ml dispense per pump.

Continuous Thread 24mm neck.

6oz. cobalt blue PET plastic bullet bottle.

Shatter resistant body.

Stick resistant internal coating.

Overall dimension of 4.3in x 2.1 diameter.



# The final product.

Fresh is approached the market with a **new attitude** towards toothpaste. Their goals are to **change the way toothpaste is packaged** and sold with a cleaner bottle, a consistent portion of product being accessed by the consumer and stepping away from the standard toothpaste branding format.

This allows us to create a new design that **shifts away from the standard tube and box design** to a stand alone bottle with a shrink wrap safety lid making it more modern and cost effective. This dramatically **decreases the amount of waste** in landfills and allows for a **refillable bottle**.

The screen printed plastic bottle is **light and weight durable**, surviving drops on tile and hard surfaces found in bathrooms. The **clean modern typography** along with the beautifully hand drawn artwork catch the consumers encouraging them to come in for a closer look.

Consumers continually struggle with the ooey gooey dried toothpaste around the opening of the toothpaste tube. Fresh has developed a **new gel formula** that is cleanly pumped through the new **no hassle dispenser** on the top of their bottles. In the event of the product spilling you can easily rinse the whole bottle under running water without contaminating the tube.

The final concern is product **portion control**. The directions on a standard toothpaste bottle says to use a pea size amount but after our market research study we have found that a typical individual uses two times that amount! The new pump bottle allows consumers to access the **correct amount of toothpaste** and therefore extending the use of a single bottle and **saving money** in the long run.



Fresh Toothpaste



