

# STOMACH RELIEF

**ROUND 1**

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# BRIEF

3

Utilizing a limited amount of the existing elements and copy provided via the product, create an eye-catching and minimalist packaging design for the Quality Choice Stomach Pain Relief medicine. The overall design should stand out from competitors on crowded retail shelves, focusing on the simplicity of the design while having it make a bold visual impact.

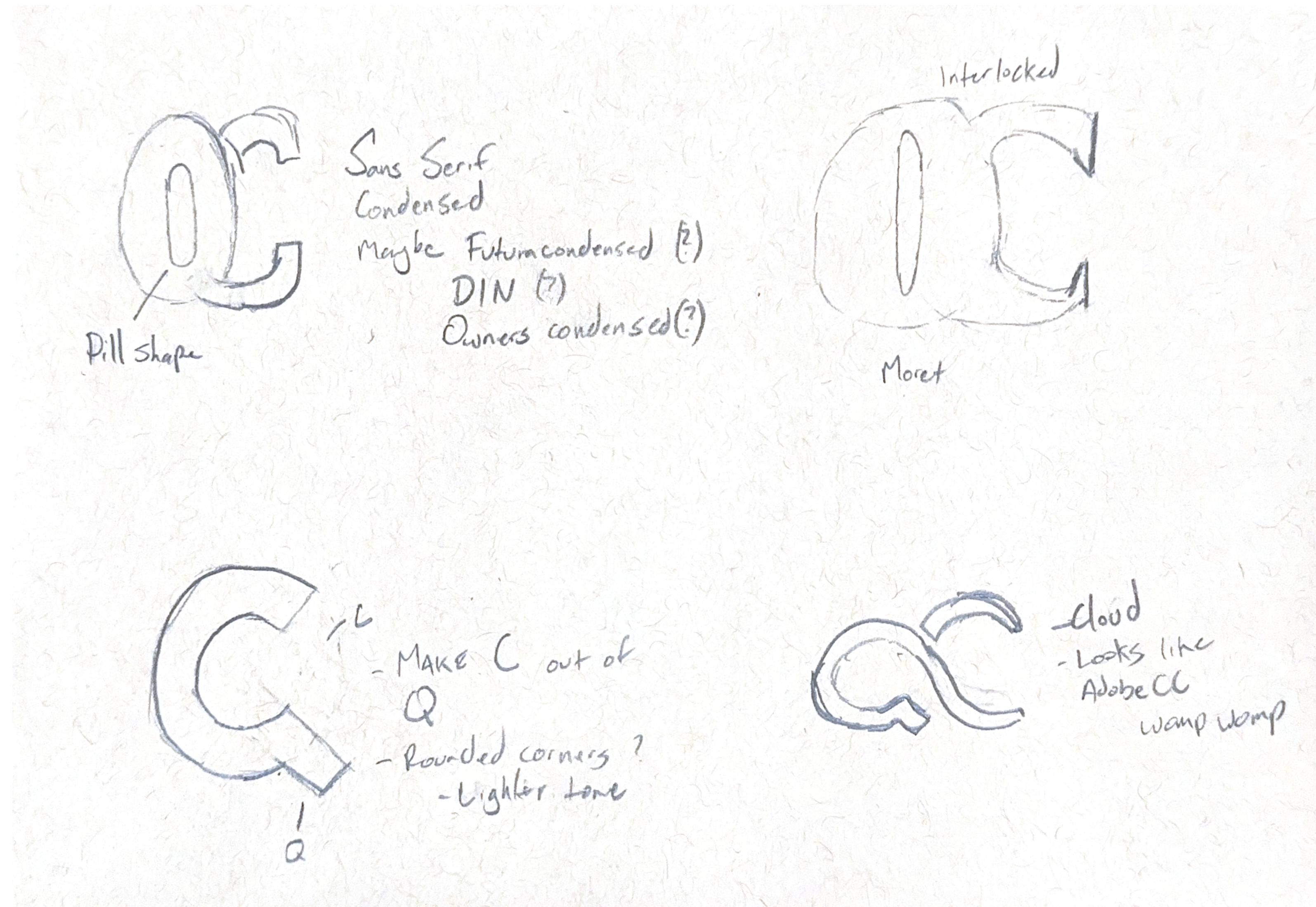
The design should subtly reference the medicine's physical properties, whether through color scheme, shapes, or other graphic elements, while ensuring a balance exists between the aesthetic quality and communication of the product's use cases.

## Current Packaging Design



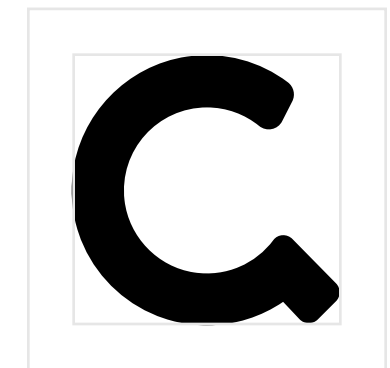
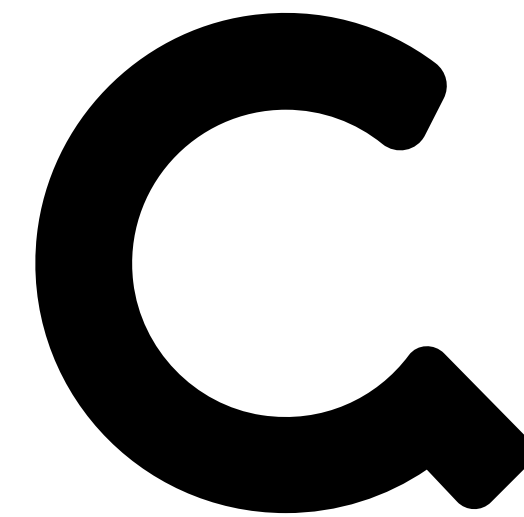
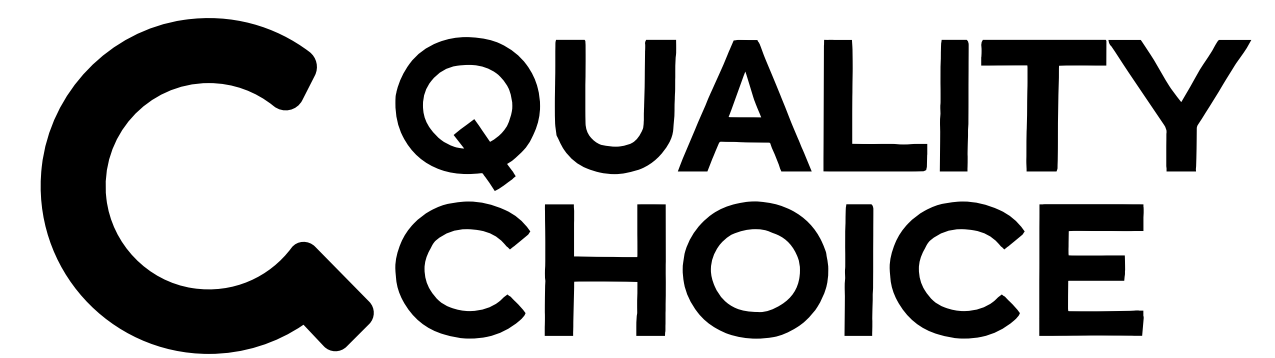


# LOGO CONCEPTS



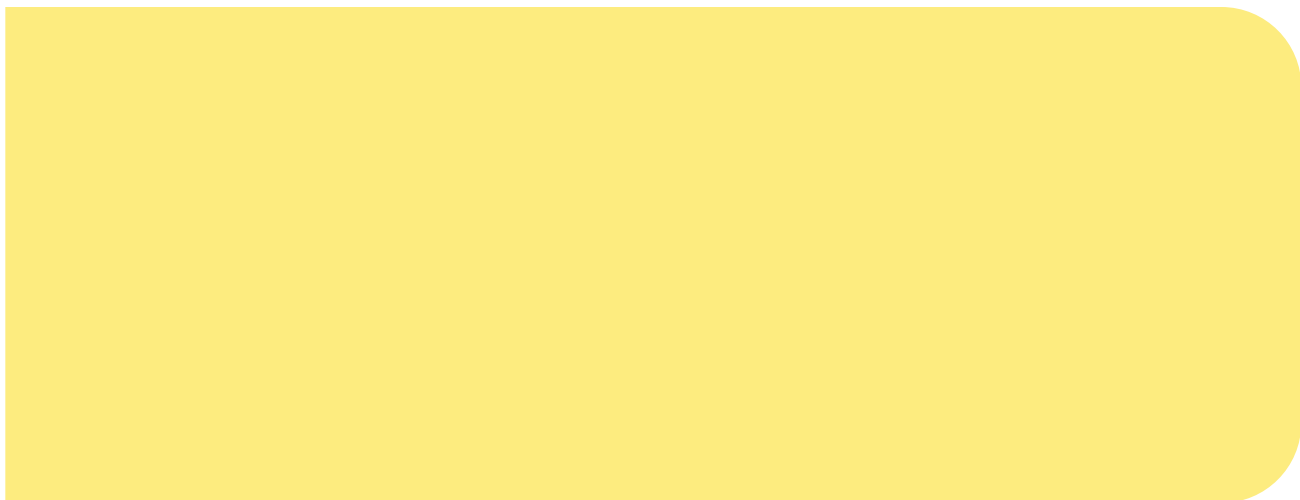


# STAGED LOGOS





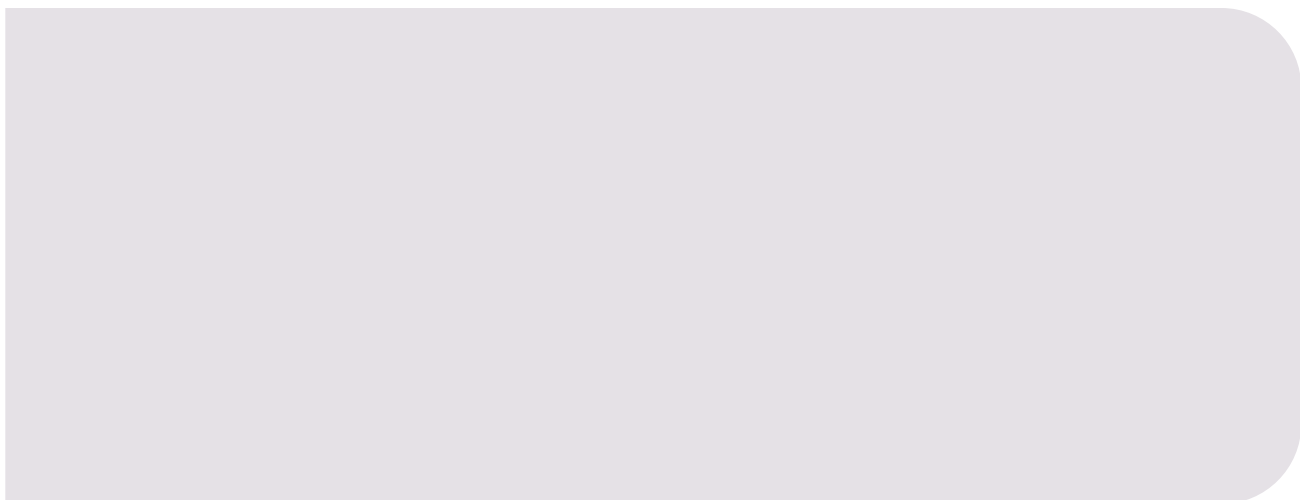
# COLOR & TYPOGRAPHY



HEX: FDEC7F  
RGB: 253 236 127  
CMYK: 2 2 62 0  
PANTONE: 602 C



HEX: EE4097  
RGB: 238 64 151  
CMYK: 0 89 0 0  
PANTONE: 212 C



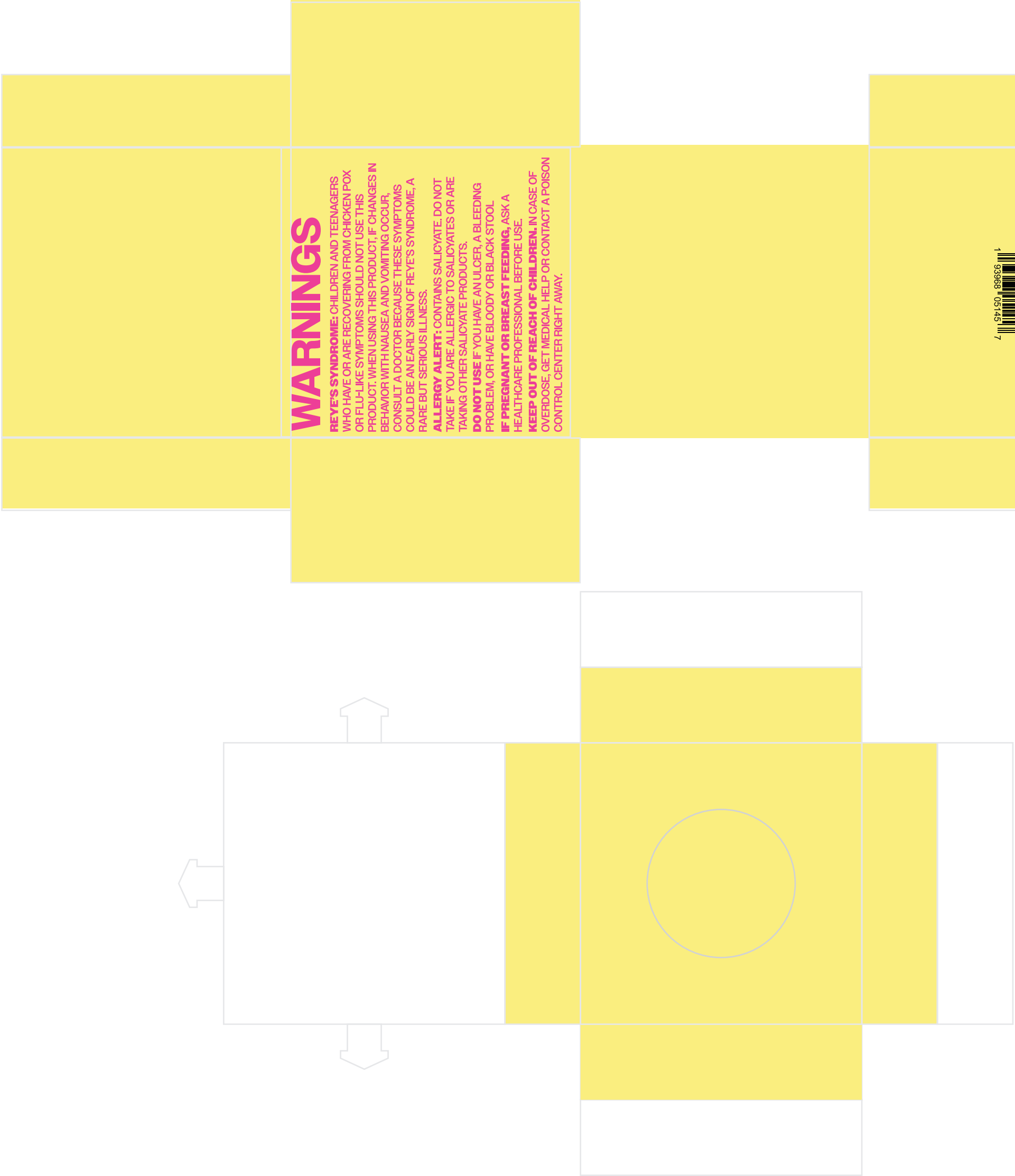
HEX: E5E1E6  
RGB: 229 235 230  
CMYK: 9 9 5 0  
PANTONE: 663 C

**Owners Bold**  
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**defghijklmnopqrstuvwxyz1234567890**

**Owners Medium**  
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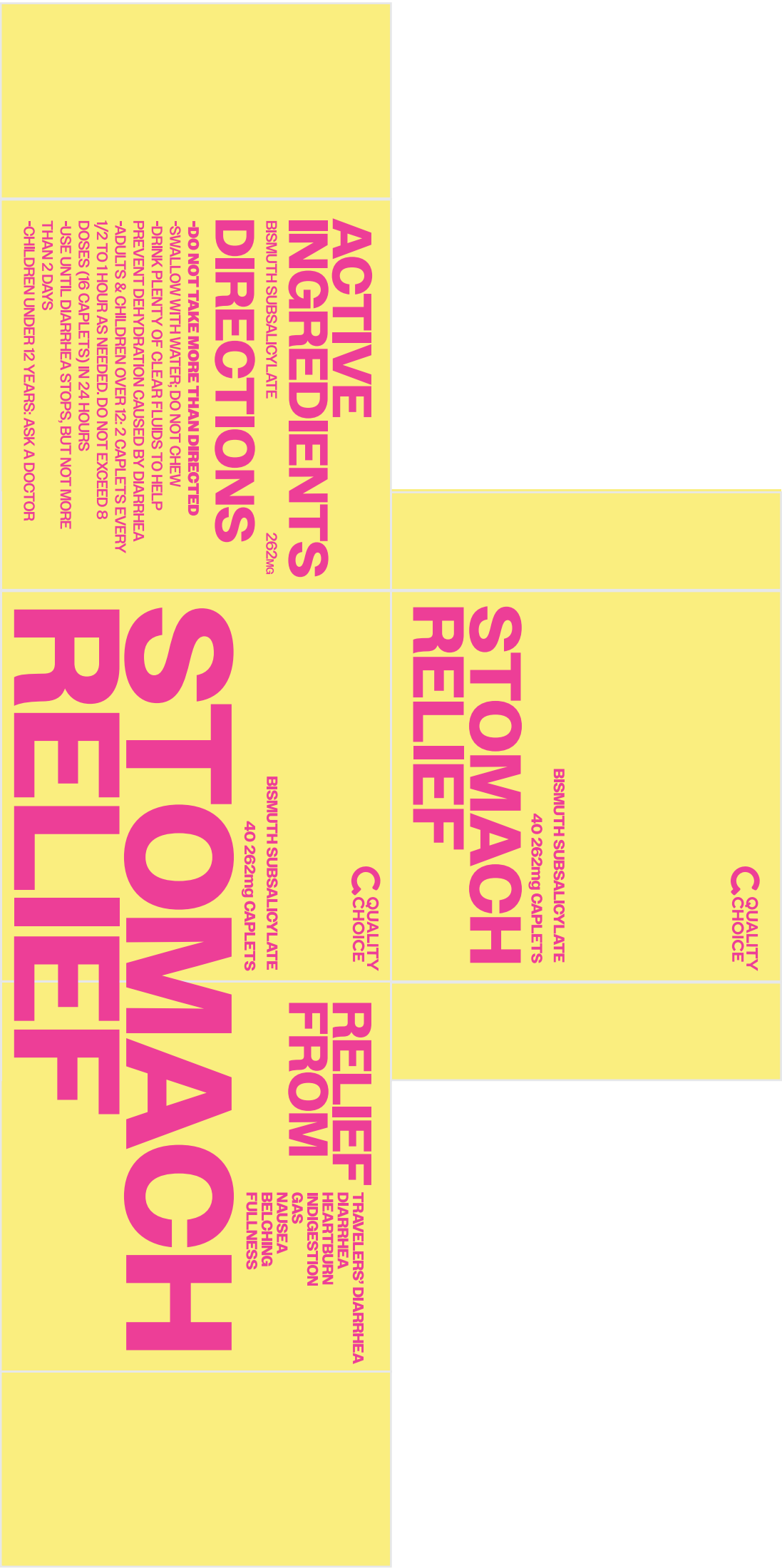
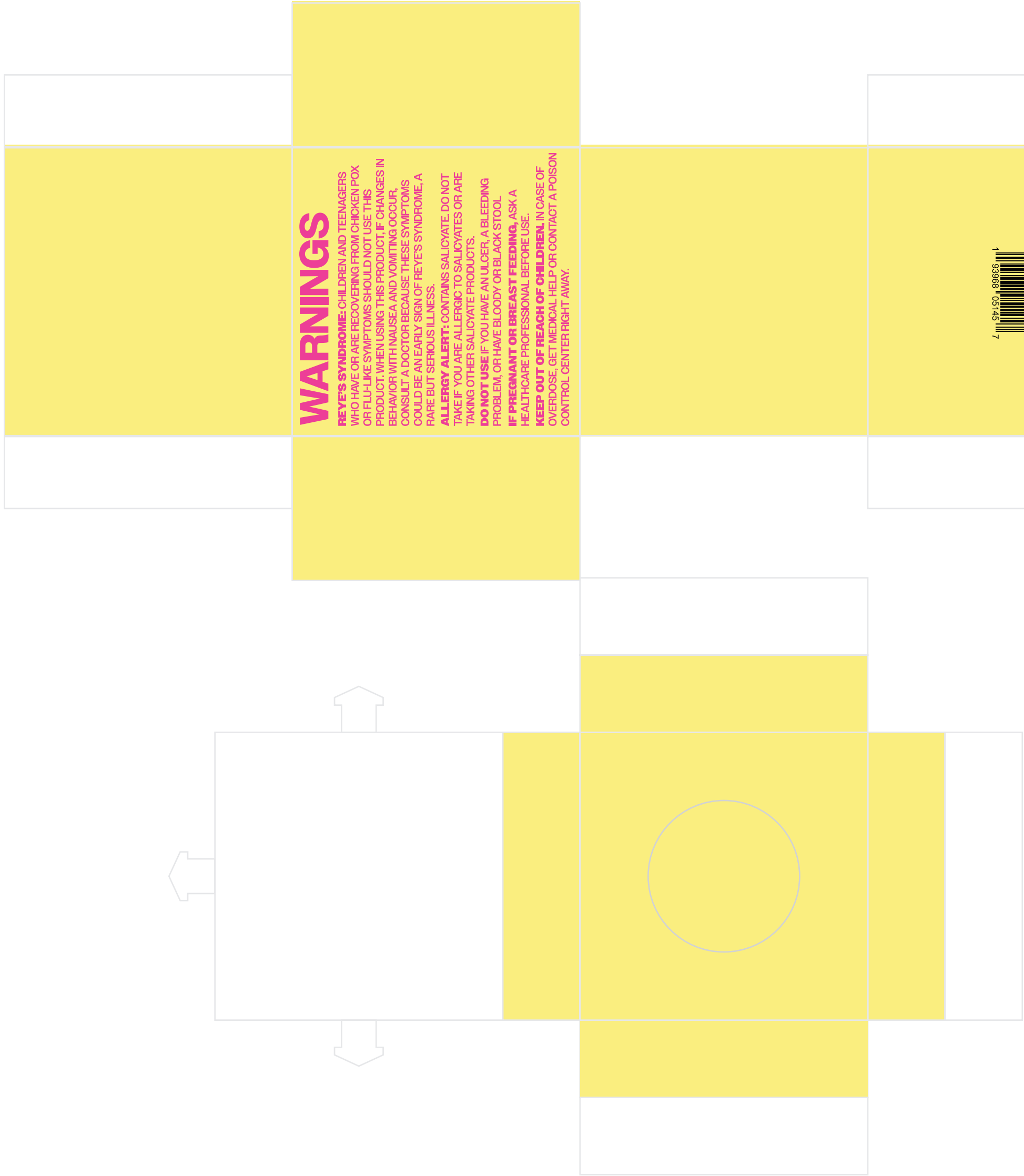


MOCKUPS





MOCKUPS

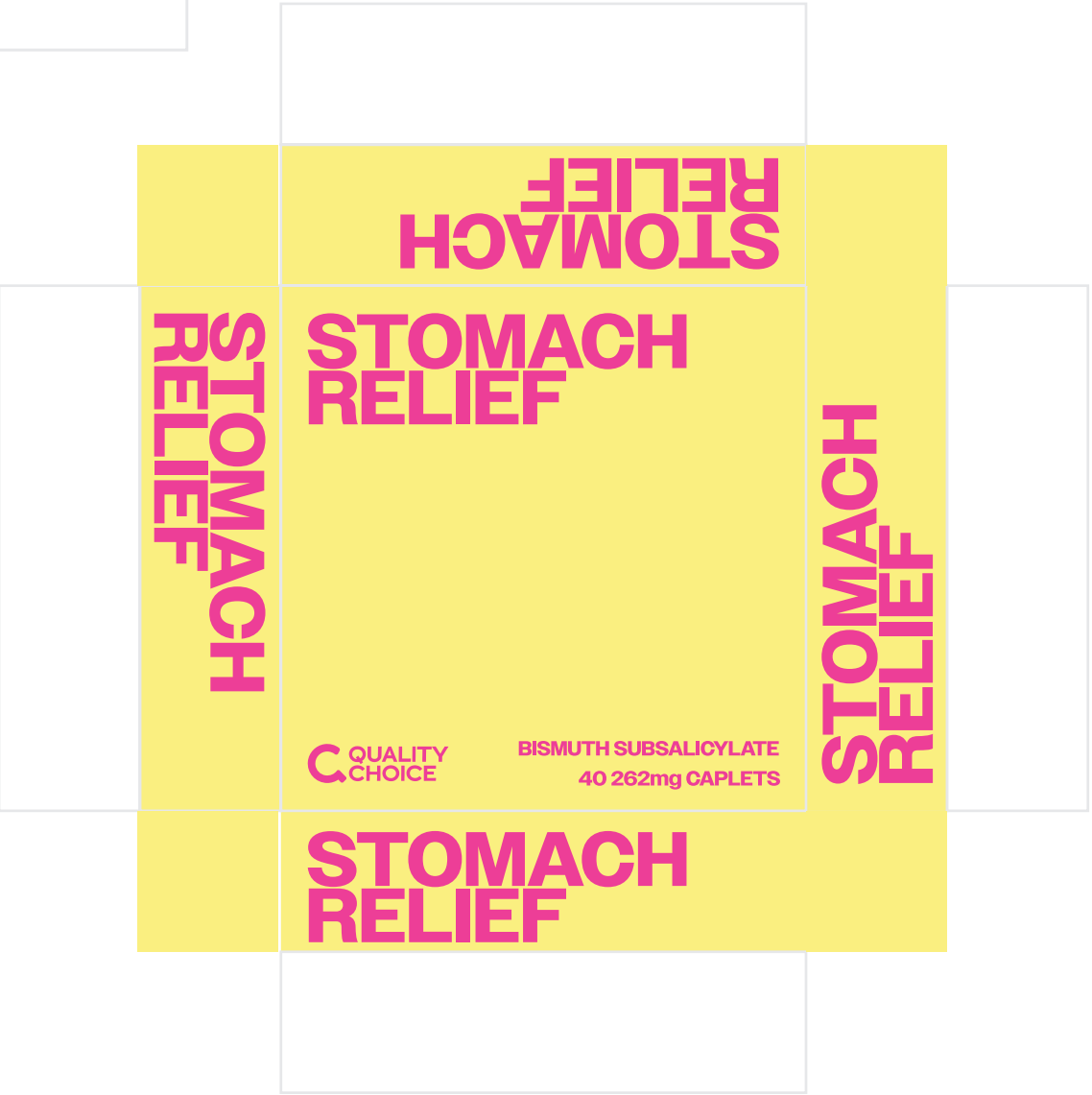




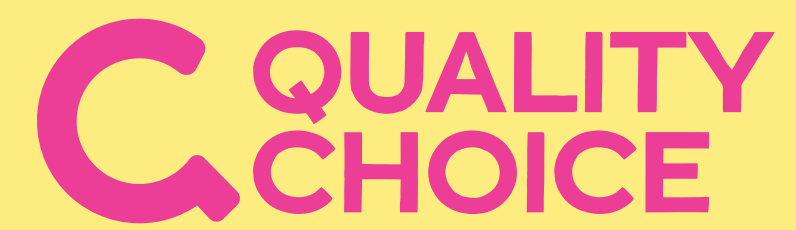
# MOCKUPS

	STOMACH RELIEF	WARNINGS	DIRECTIONS	INGREDIENTS
	<div>QUALITY CHOICE</div> <div>BISMUTH SUBSALICYLATE 40 262mg CAPLETS</div>	<p><b>REYE'S SYNDROME:</b> CHILDREN AND TEENAGERS WHO HAVE OR ARE RECOVERING FROM CHICKEN POX OR FLU-LIKE SYMPTOMS SHOULD NOT USE THIS PRODUCT. WHEN USING THIS PRODUCT, IF CHANGES IN BEHAVIOR WITH NAUSEA AND VOMITING OCCUR, CONSULT A DOCTOR BECAUSE THESE SYMPTOMS COULD BE AN EARLY SIGN OF REYE'S SYNDROME, A RARE BUT SERIOUS ILLNESS.</p> <p><b>ALLERGY ALERT:</b> CONTAINS SALICYLATE. DO NOT TAKE IF YOU ARE ALLERGIC TO SALICYLATES OR ARE TAKING OTHER SALICYLATE PRODUCTS.</p> <p><b>DO NOT USE</b> IF YOU HAVE AN ULCER, A BLEEDING PROBLEM, OR HAVE BLOODY OR BLACK STOOL</p> <p><b>IF PREGNANT OR BREAST FEEDING,</b> ASK A HEALTHCARE PROFESSIONAL BEFORE USE.</p> <p><b>KEEP OUT OF REACH OF CHILDREN.</b> IN CASE OF OVERDOSE, GET MEDICAL HELP OR CONTACT A POISON CONTROL CENTER RIGHT AWAY.</p>	<p><b>-DO NOT TAKE MORE THAN DIRECTED</b></p> <p>-SWALLOW WITH WATER; DO NOT CHEW</p> <p>-DRINK PLENTY OF CLEAR FLUIDS TO HELP PREVENT DEHYDRATION CAUSED BY DIARRHEA</p> <p>-ADULTS &amp; CHILDREN OVER 12: 2 CAPLETS EVERY 1/2 TO 1 HOUR AS NEEDED. DO NOT EXCEED 8 DOSES (16 CAPLETS) IN 24 HOURS</p> <p>-USE UNTIL DIARRHEA STOPS, BUT NOT MORE THAN 2 DAYS</p> <p>-CHILDREN UNDER 12 YEARS: ASK A DOCTOR</p>	<div>BISMUTH SUBSALICYLATE262mg</div> <div>HELPS WITH RELIEF FROM</div> <div>TRAVELERS' DIARRHEA DIARRHEA HEARTBURN INDIGESTION GAS NAUSEA BELCHING FULLNESS</div>

	<div>1 93968 05145 7</div>		







# STOMACH RELIEF

**ROUND 2**



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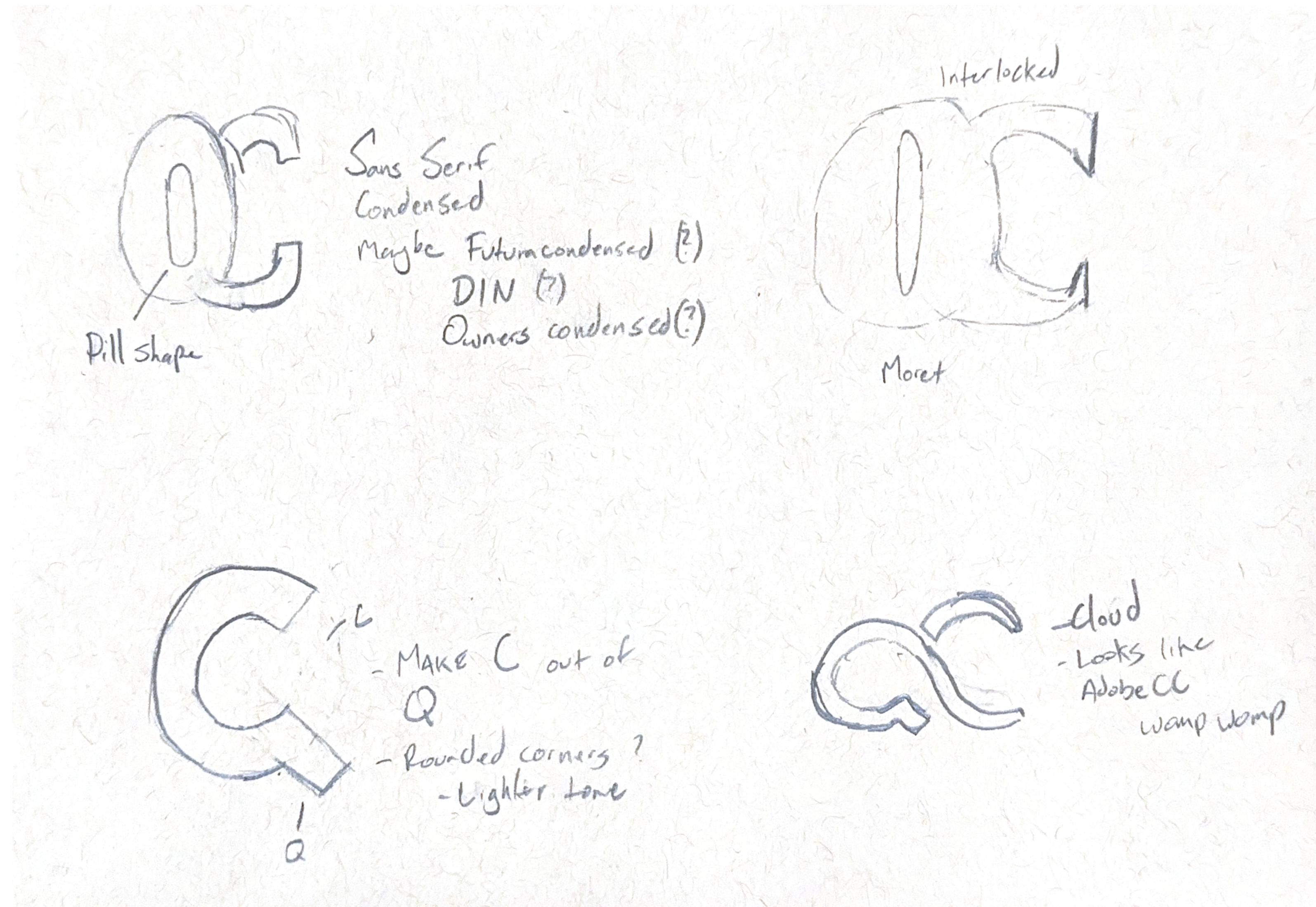
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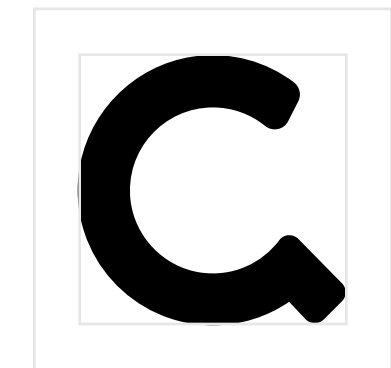
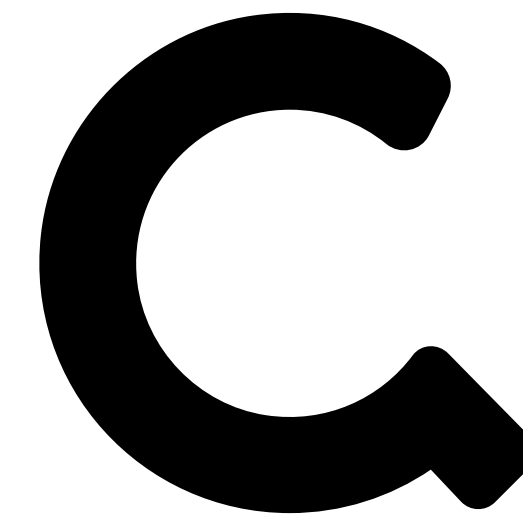
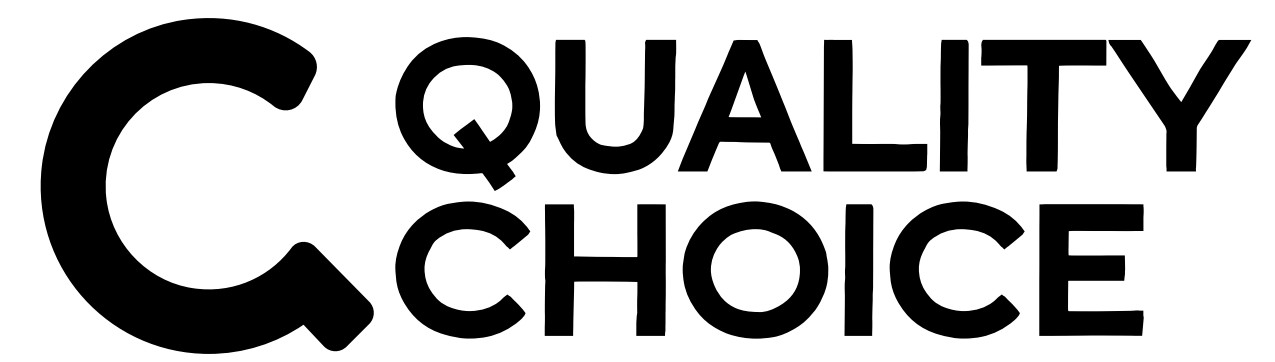


# LOGO CONCEPTS



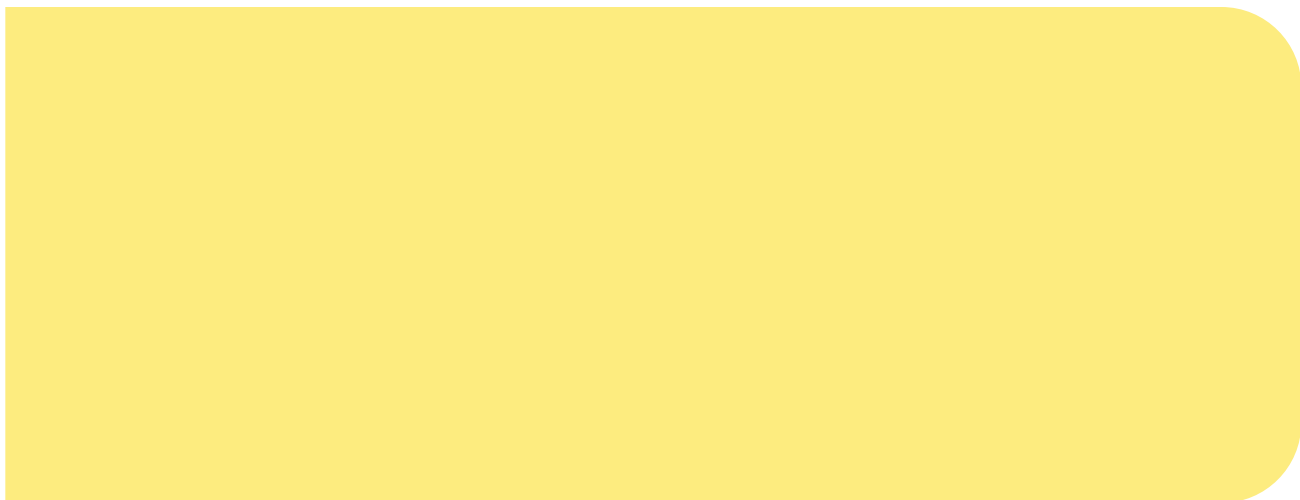


# STAGED LOGOS





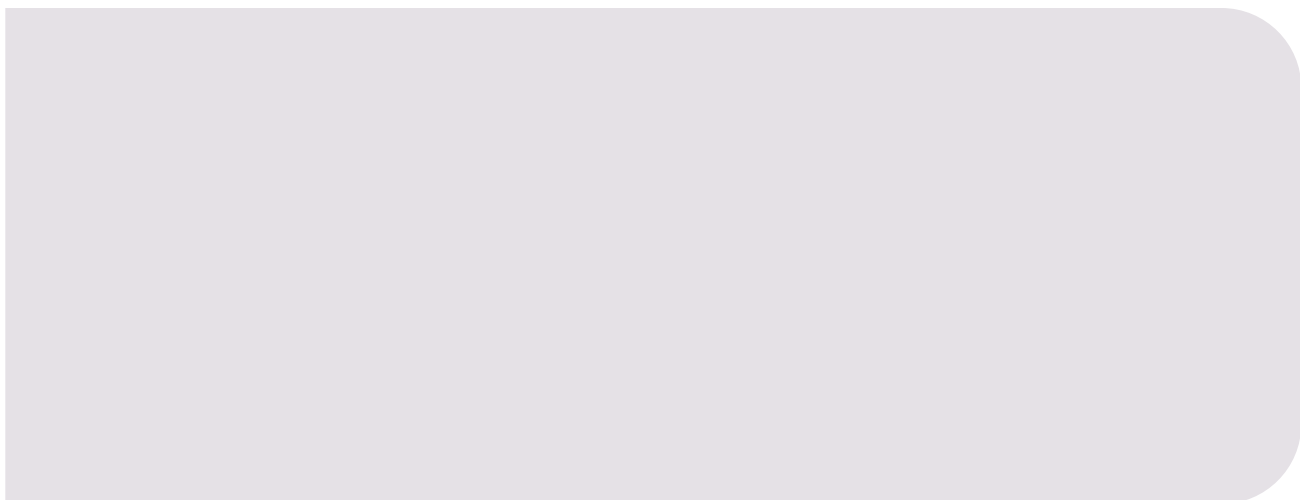
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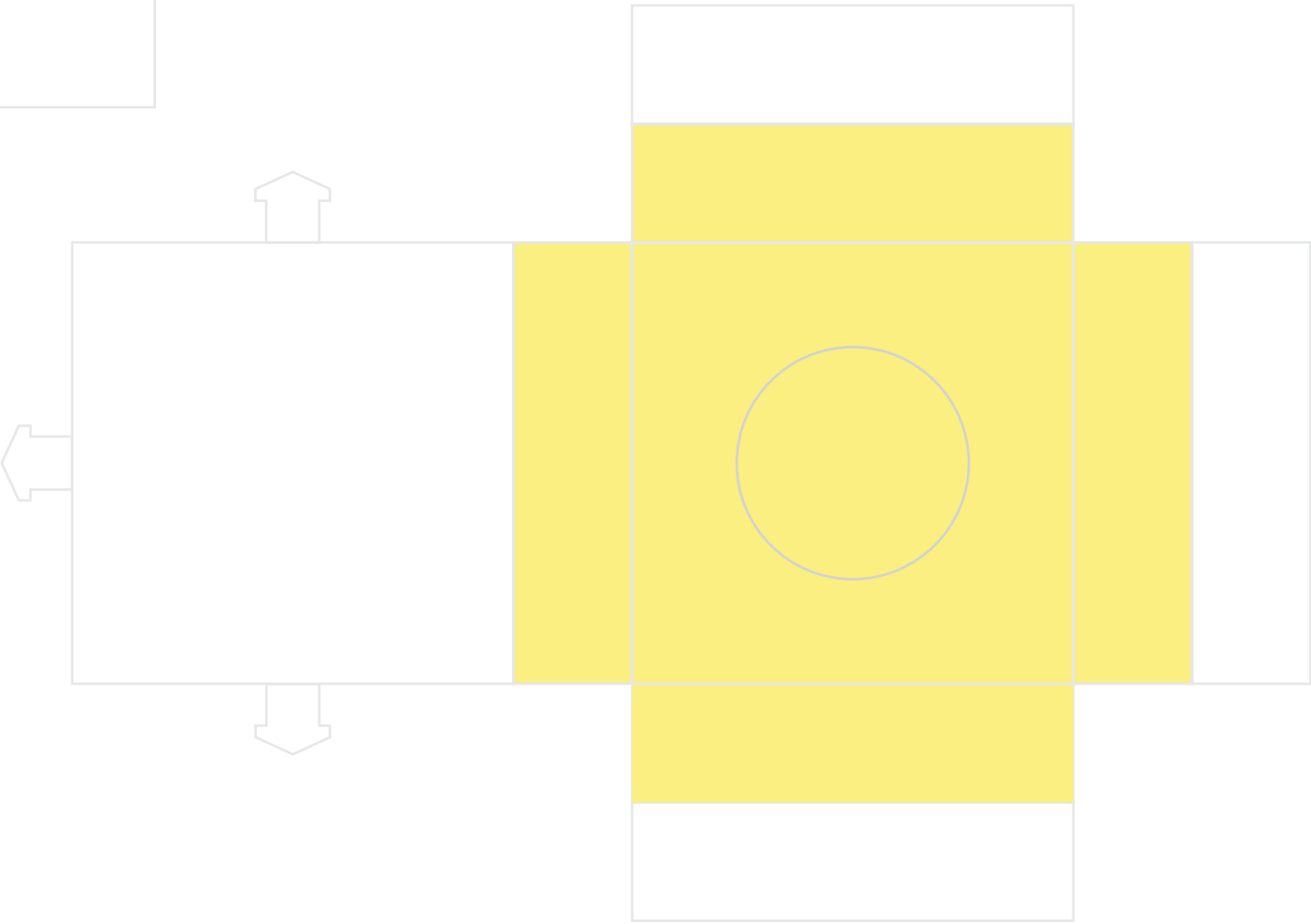
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**defghijklmnopqrstuvwxyz1234567890**

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**defghijklmnopqrstuvwxyz1234567890**

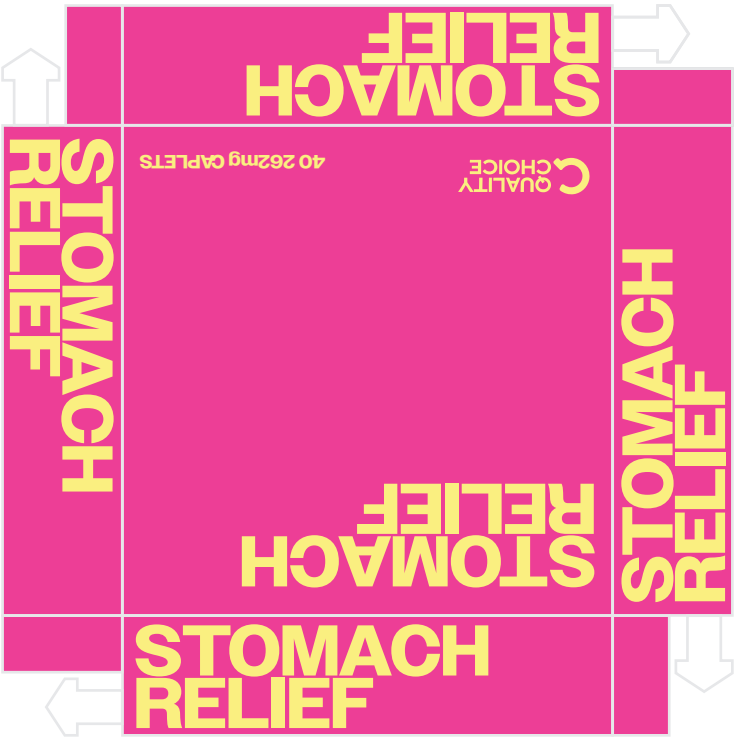
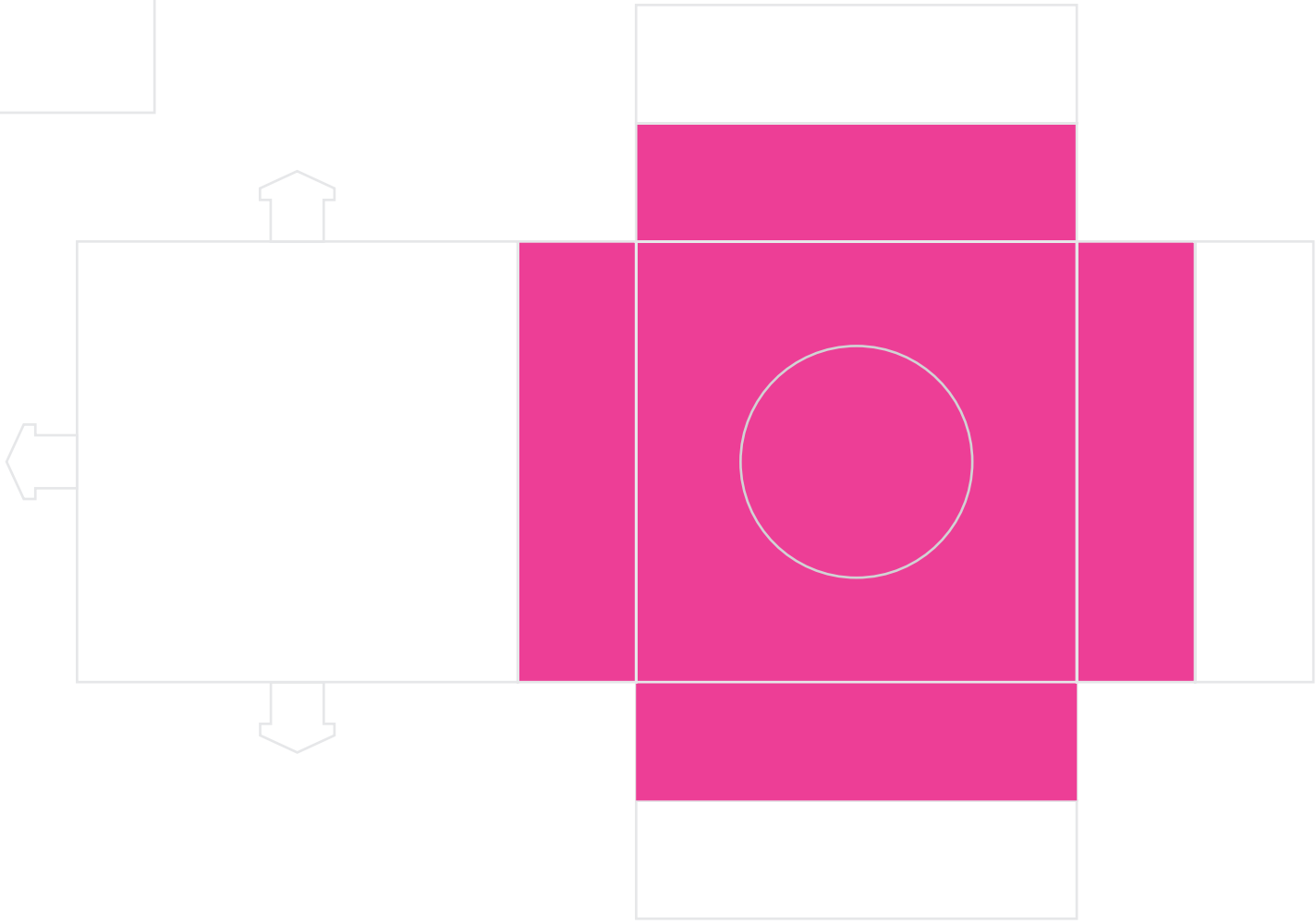


MOCKUPS





MOCKUPS





MOCKUPS

