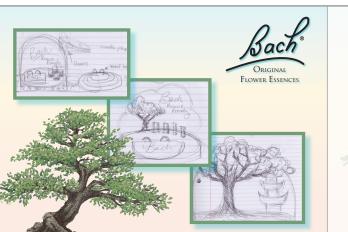




INFORMATIONAL FLIP CHART PAGE LAYOUTS

RESCUE ME!



RESCUE REMEDY C CREAM RESCUE REMEDY RESCUE REMEDY RESCUE REMEDY REMEDY REMEDY REMEDY KIGS\*

DISPLAY CONCEPTS:

A Bonsai tree was chosen and incorporated into the overall design because of their carefully and methodically soutpled and balanced appearance. I thought this was in keeping with the idea of paying attention to and giving care for a human body. a dimensional to state about 1/2 inch forward from the arced thates thoughful choice and effort to bring about a balance of mind, body and spirit. The organic shape of the Bonsai also echoed the organic nature of the product.

The Point of Purchase display (POP) is one that would be sitting at counter level, approximately 18 inches tall and 18 inches in diameter. I wanted soft bowers on it, further solidlying the overall level, approximately 18 inches tall and 18 inches in diameter. I wanted soft bowers a level inches tall and 18 inches in diameter. I wanted soft bowers a significant of ease and peace. For a natural feet, the idea of flowers. A signit angle was given to the disc so that it faced toward the was initially incorporated into the design but ultimately vewer at a downward angle, making the informational flip book decided against because it would have blended in with many of the other products that may be found on a health rood store sheft. Flowers were also the first idea that came to mind, making them rather contrived.

FLOWER ESSENCES

## SUPPORTING TYPOGRAPHY

Trajan Pro Bold & Trajan Pro regular AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR \$\$ TT UU VV WW XX YY ZZ AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR \$\$ TT UU VV WW XX YY ZZ

Arial Narrow Regular & Bold Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



There was no need to alter the original Bach Original Flower Essences logo beyond adding a soft aqua drop shadow for use on the new background gradient as shown to the left. It is a every strong logo that is becoming more readily recognized with the brand. The project's focus was more on how to integrate the logo and supporting typography into a point of purchase (POP) and informational display that captures the consumer's attention and draws them in.

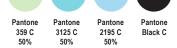






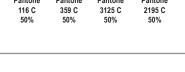
COLOR CHOICES:





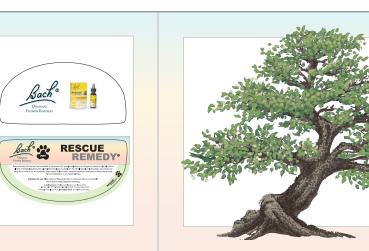


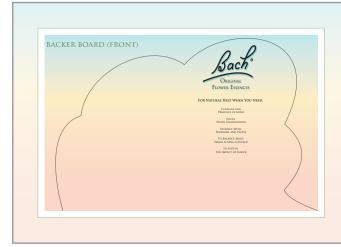


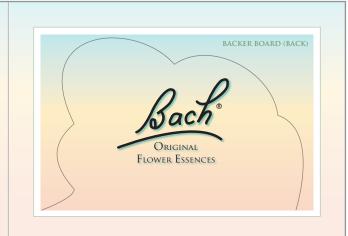
















Process Book - POP Display Bach Flower Rescue Remedies

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