

# First 12 Concepts

The first phase of concepts is the shape the package is going to take from a front view.



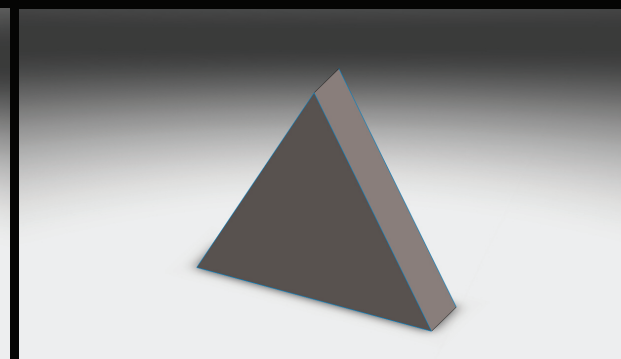
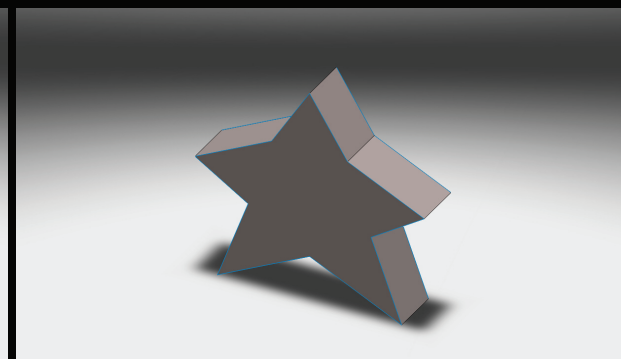
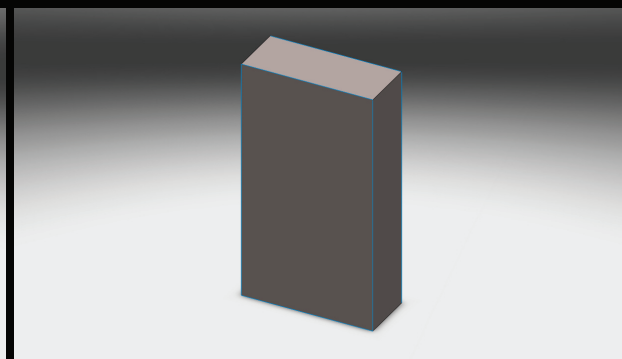
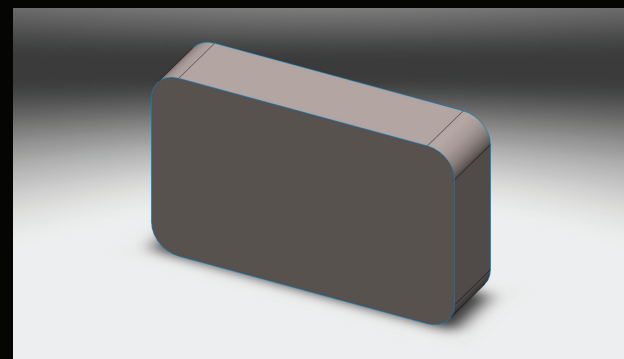
# Revised 9 Concepts

Horizontal Square

Vertical Rectangle

Star

Triangle



Logo Shape

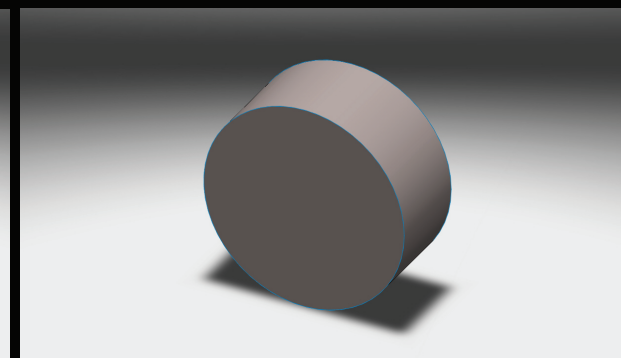
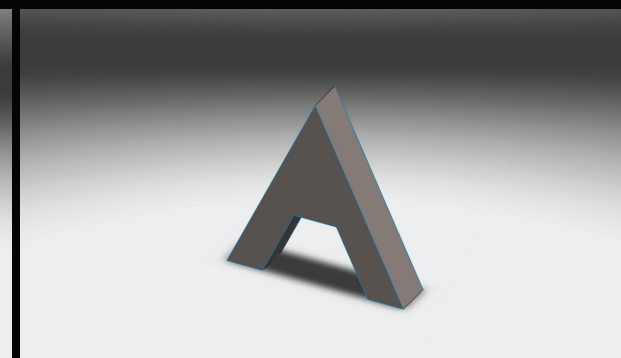
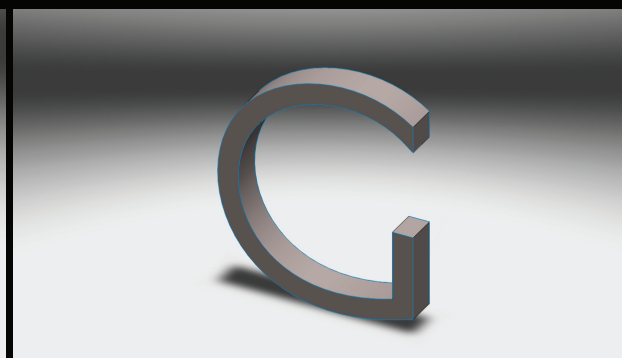


Letter V

Letter G

Letter A

Elipse



These revised concepts are the second phase of the product development process. They are shapes that have been selected from the first phase in order to select the package overall dimensions. These concepts are designed in solidworks for precision measurements and scale. Each Specific shape has been selected in search of identifying the best shape for best product appeal. They are all signifying in some way the company of Godiva.