



Brainstorming

In looking at the colors and shapes Godiva uses, more research is considered when creating the package and graphics for this new chocolate bar.

Color Study

The Color study is a representation of moods and what the colors below signify.

Energy, Exited, Adventurous	
Unsettled, Mixed Emotions	
Restless	
Normal, Average	
Daring, Stimulating	
Imiginative	
Very Nervous, Anxious	
Clarity, Sensual	
Bored, Frustrated	
Calm, Relaxed, Loveable	

Trademark

In the process to develop a new package and graphics style the chocolate bar shown was designed to a current Godiva chocolate bar and examined for further process development factors. And to see how the company Godiva designs their packages and products.

Product Image

