

# DON'T QUIT

PACKAGE CONCEPT NO.2 BY EDWARD GARRITY

## LOGO CONCEPT

- THE FULL BRAND NAME BECOMES THE BADGE, SWOOSH, ICON THAT IS USED ON EVERY MARKETING MATERIAL. THE MESSAGE OF DON'T QUIT IS LOST WHEN REDUCED TO "DQ" CONSIDERING OTHER FAMILIAR BRAND NAMES.
- RED HALFTONE TEXTURE CREATES FORWARD MOTION, WHILE ALSO ALLOWING FOR SCALABILITY TO MARKETING MATERIALS AS A CONSISTENT IMAGE TREATMENT FOR THE BRAND.
- THE MONOSPACE TYPEFACE ALLOWS FOR PERFECTLY SPACED AND STACKED CHARACTERS

**DONT**  
  
**QUIT**



HALFTONE





# FLAVOR CONCEPTS

***DONT***  
***QUIT***

**CHAMPION**  
CHOCOLATE

***DONT***  
***QUIT***

**VICTORY**  
VANILLA

***DONT***  
***QUIT***

**STRENGTH**  
**STRAWBERRY**

# FLAVOR TEXTURES



VICTORY  
VANILLA



# JAKE STEINFELD

- HALFTONE IMAGE TREATMENT (DOTS) WAS A VERY POPULAR DESIGN TREND IN THE 80'S — 90'S
- WILL RESPOND TO GRAPHIC APPROACH OF THE LABEL, AS WELL AS THE HALFTONE TREATMENT OF THE LOGO





# PACKAGE CONCEPT

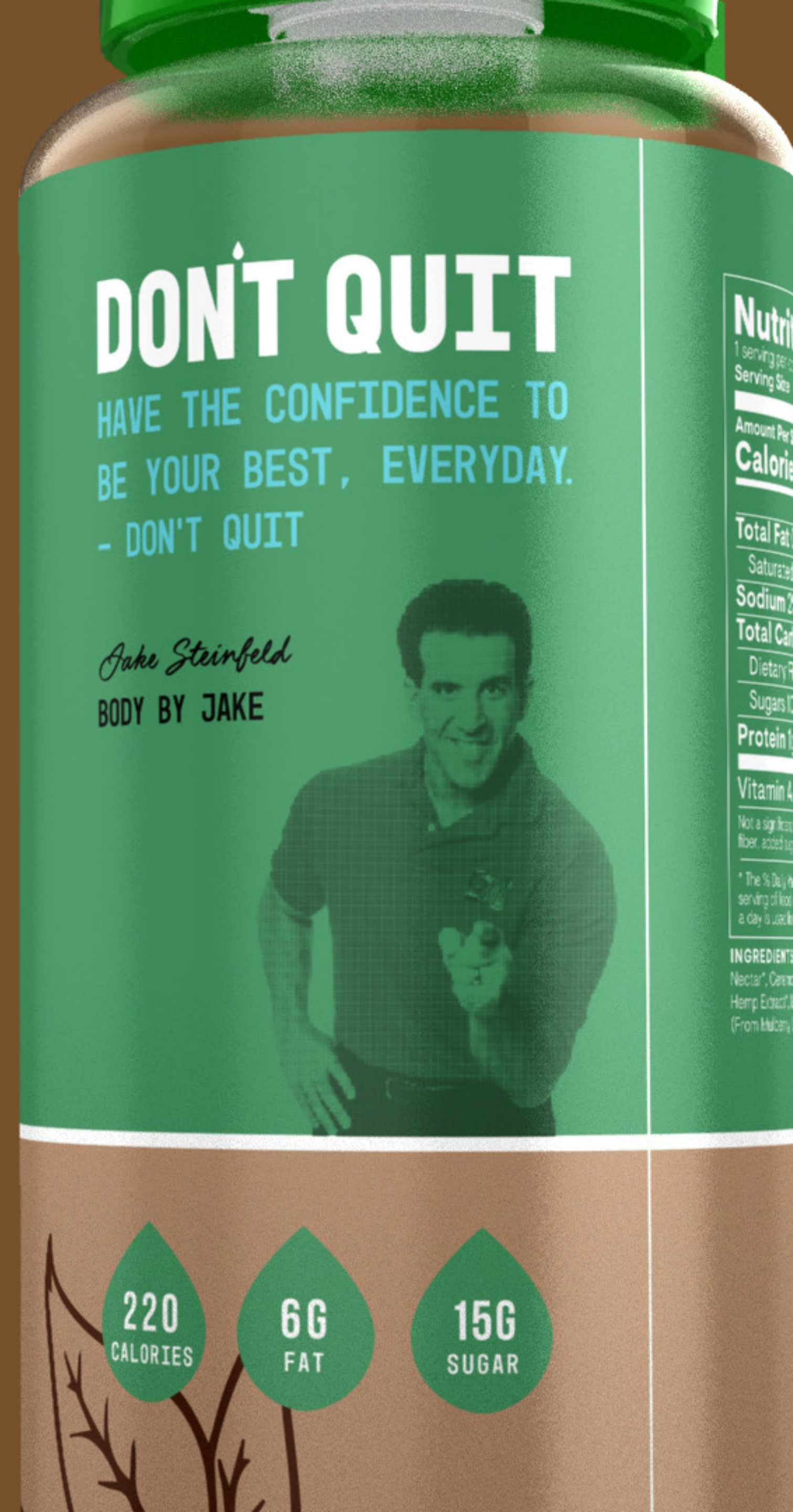
- ICONIC, BOLD LOGO AND CONSISTENT PLACEMENT
- EASILY SCALABLE TO MANY SKUS AND NEW BRANDS
- STANDS OUT FROM OTHERS ON THE SHELF FROM ITS SIMPLICITY AND VIBRANT COLOR, TO THE CONTAINER AND LIQUID





# PACKAGE CONCEPT

- LEAVES ROOM FOR IMAGERY AND MESSAGE FROM JAKE  
(PLACE FILL FOR OFFICIAL SIGNATURE)
- ASSOCIATES THE PRODUCT AS AN EXTENSION OF JAKE'S  
DON'T QUIT BRAND





# PACKAGE CONCEPT

- ILLUSTRATIONS OF THE INGREDIENTS PROVIDES A DIFFERENT APPROACH FROM THE INDUSTRY STANDARD OF LIQUID SPLASHES AND PHOTOGRAPHY OF INGREDIENTS (PLACE FILL FOR ORIGINAL MORE DETAILED ILLUSTRATIONS)
- INGREDIENT TEXTURES CAN BE EXPENDED TO FIT THE BRANDS NEEDS ON A VARIETY OF FORMATS







# DON'T QUIT

HAVE THE CONFIDENCE TO BE YOUR BEST, EVERYDAY – DON'T QUIT

6G  
FAT

220  
CALORIES

15G  
SUGAR

*Jake Steinfeld*  
BODY BY JAKE



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