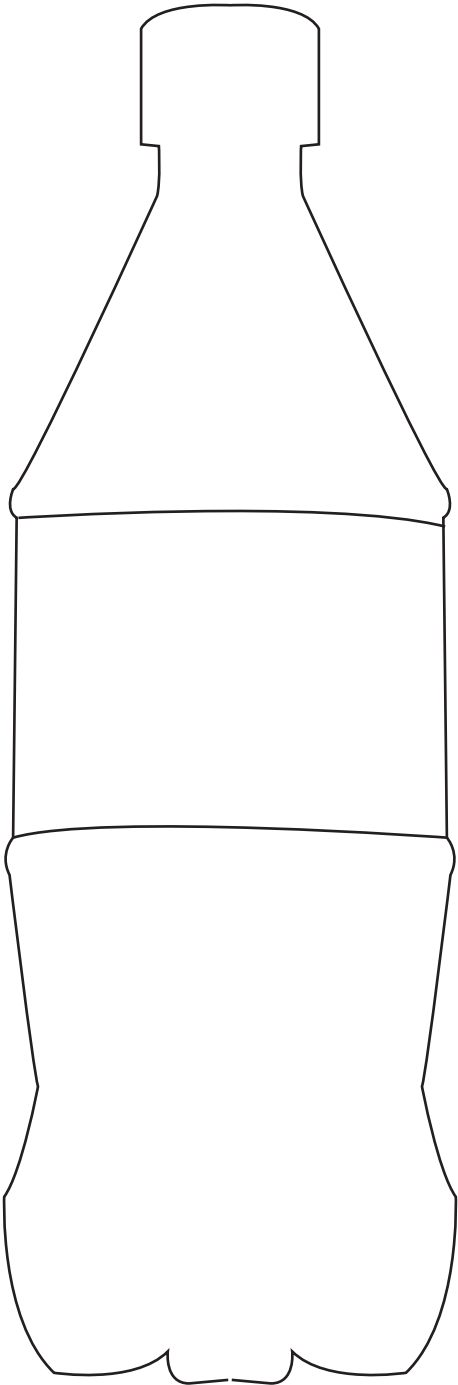
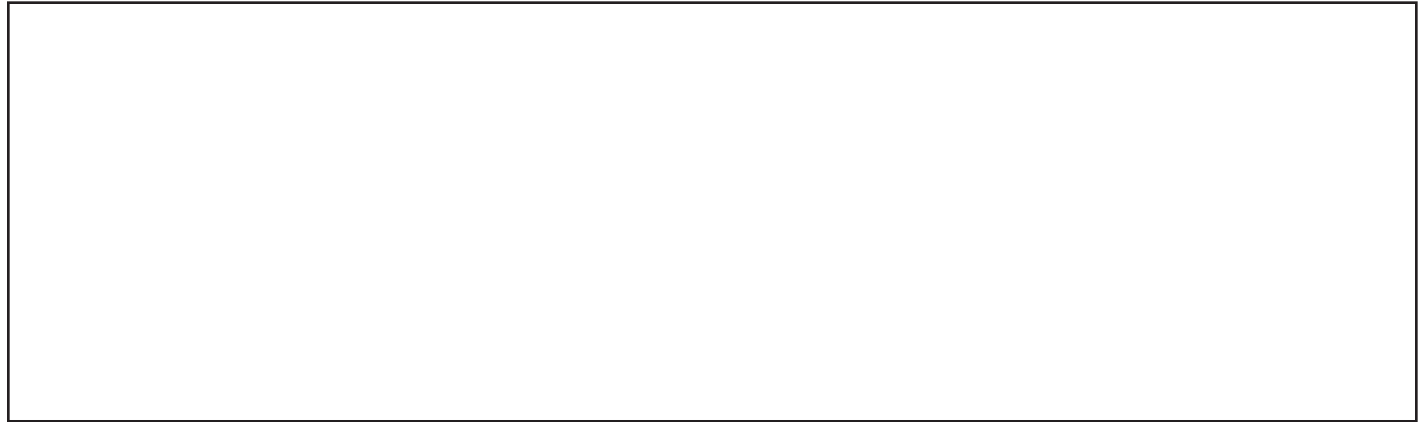


BOTTLE EXAMPLE - PRODUCT DESIGN



bottle width=x" height=y" depth=z"



label w= x" h=y"

logo examples (you'll show your logo and any variations on it- for example the cingular logo and the apple logo are sometimes made to look like "gel". The Motorola logo changes color constantly).



logo- m-dot cola



A successful logo can use either the name of the company with the symbol, or just the symbol. You can use a variety of combinations in your designed materials. Think of the most famous logos you know of- they don't even need the name of the company next to them- you recognize them automatically!