

## Summary of existing bottles and **इतिहासतेज** Spirits' Design Ideas



- I. Overall look desired
  - A. Sleek/minimalistic (no background, excessive graphics, etc.)
  - B. Fonts in logo
    1. Geosans Light
    2. Prakrta
- II. Bottle is 750 ml, clear, "Claret" bottle and will be covered completely in a shrink wrap/sleeve (i.e. nothing has to show thorough unless you leave part of the wrap clear in design)
- III. Stelvin closure with design related to flavor/theme





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- IV. Bottle with be completely shrink wrapped -design on FRONT
  - A. Bottles with specific colors and elements by flavor



1. Chaitini Visuals: soft brown palate, graphics of cloves, cinnamon, star anise, other chai spices
2. Mirchitini Visuals: cool and refreshing, pale green shade (not clashing with logo), graphics of fresh mint leaves, green chili, limes
3. Lychitini Visuals: soft/pale pink shades, graphics of lychee fruit (outer red shell and inner pink flesh), ginger, honey



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### B. Real fruit pics/graphics

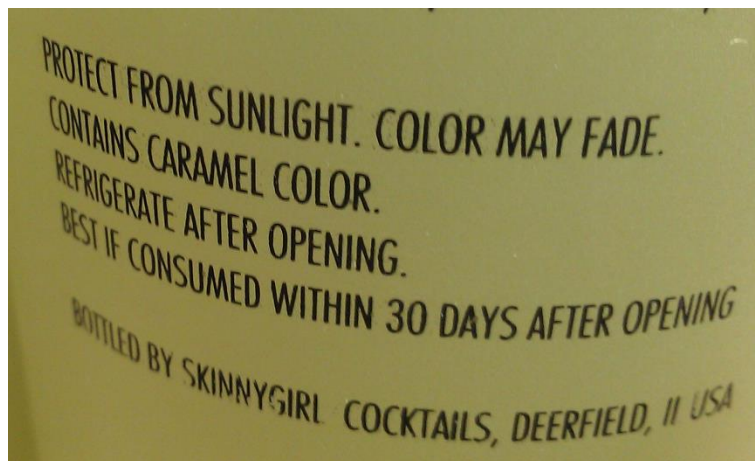
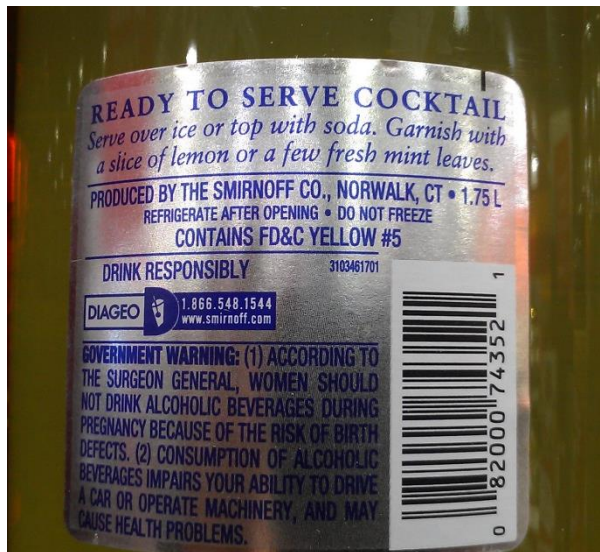




## Summary of existing bottles and शरितात्तेगं Spirits' Design Ideas



- V. Bottle with be completely shrink wrapped -design on BACK
  - A. Logo (regular Sharaabi Spirits with small Peacock on top)
  - B. Name of drink
  - C. "Bring the Bartender Home"
  - D. Government warning
  - E. Company address/bottled by information
  - F. Enjoy responsibly
  - G. Website
  - H. Bar code
  - I. Description of drink
  - J. "Ready to Serve Cocktail" with info on how to drink





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The Bacardi bottle has it on the front but we can put it on the back

