

D&G REDESIGN

Kayla Anderson | ARTG 351 | Process Book

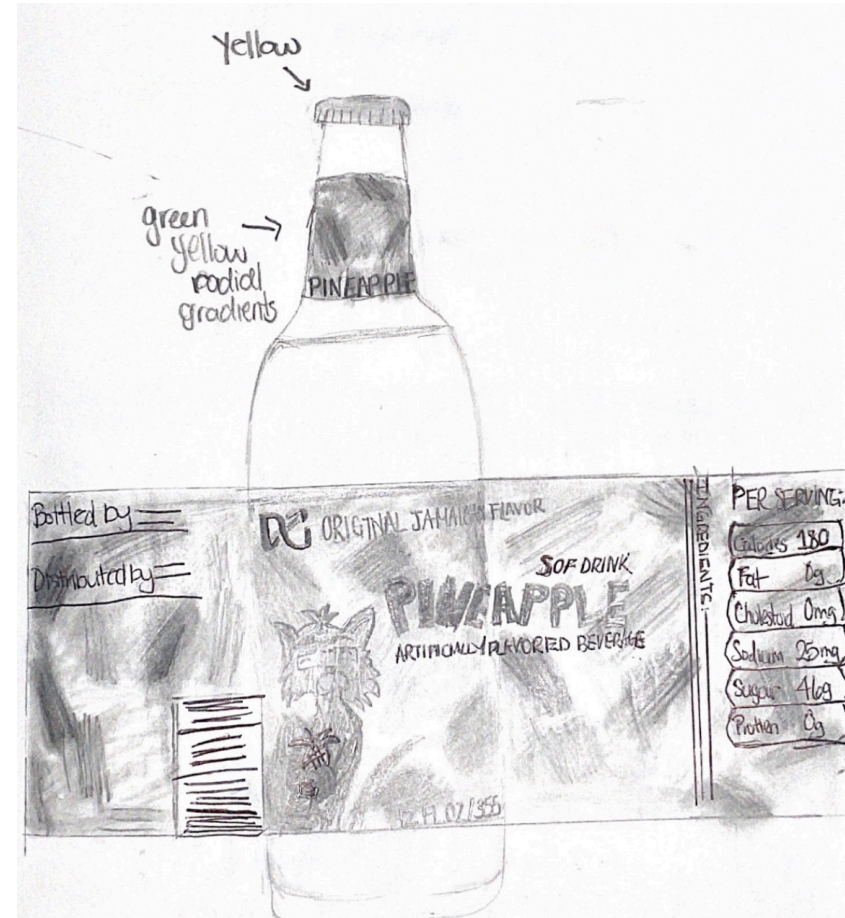
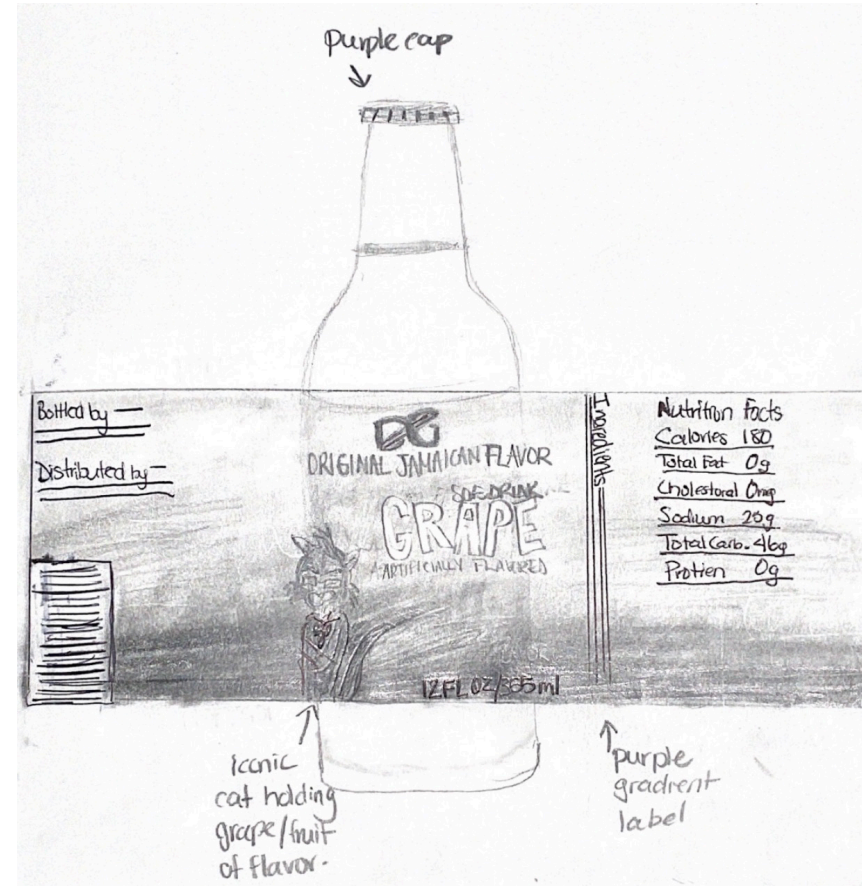
Goal of Redesign

This redesign aims to convey a friendly and playful tone that coincides with the jovial nature of the Caribbean and its culture. The design implements vibrant and festive colors to appeal to its Caribbean target audience. The goal was to modernize the brand, while maintaining certain aspects that consumers are attached to.

Moodboard



Initial Sketches



Label Thumbnails

Note: From the project's initial stages, I knew I wanted to work with a gradient or range of colors for each flavor.



Label Redesign Version 1

Note: These label designs were completed in Fall 2021, but as time went by I kept finding issues and decided to improve them.

Bottled under the authority of:
PC Jamaica LTD.
KINGSTON, JAMAICA

DISTRIBUTED BY
REGGAE IMPORTS LTD.
BROOKLYN, NY 11207
CT90

INGREDIENTS: FILTERED CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP, CITRIC ACID, GUAR GUM, NATURAL AND ARTIFICIAL FLAVORS, FD&C YELLOW #5, SODIUM BENZOATE.

DG

LIMITED EDITION FOR CARNIVAL

SOFT DRINK

PIÑA COLADA

ORIGINAL JAMAICAN FLAVOR

ARTIFICIALLY FLAVORED BEVERAGE
12 FL OZ / 355mL

0 123456 789012

Nutrition Facts	
1 servings per container	
Serving size 1 bottle (355ml)	
Amount Per Serving	
Calories	180
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 25mg	1%
Total Carbohydrate 46g	17%
Dietary Fiber 0g	0%
Total Sugars 46g	
Includes 46g Added Sugars	92%
Protein 0g	0%

Not a significant source of vitamin D, calcium, iron, and potassium

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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CT90

INGREDIENTS: FILTERED CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP, CITRIC ACID, GUAR GUM, NATURAL AND ARTIFICIAL FLAVORS, FD&C YELLOW #5, SODIUM BENZOATE.

DG

LIMITED EDITION FOR CARNIVAL

SOFT DRINK

PEACH CHAMPAGNE

ORIGINAL JAMAICAN FLAVOR

ARTIFICIALLY FLAVORED BEVERAGE
12 FL OZ / 355mL

0 123456 789012

Nutrition Facts	
1 servings per container	
Serving size 1 bottle (355ml)	
Amount Per Serving	
Calories	180
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 25mg	1%
Total Carbohydrate 46g	17%
Dietary Fiber 0g	0%
Total Sugars 46g	
Includes 46g Added Sugars	92%
Protein 0g	0%

Not a significant source of vitamin D, calcium, iron, and potassium

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Bottled under the authority of:
PC Jamaica LTD.
KINGSTON, JAMAICA

DISTRIBUTED BY
REGGAE IMPORTS LTD.
BROOKLYN, NY 11207
CT90

INGREDIENTS: FILTERED CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP, CITRIC ACID, GUAR GUM, NATURAL AND ARTIFICIAL FLAVORS, FD&C YELLOW #5, SODIUM BENZOATE.

DG

LIMITED EDITION FOR CARNIVAL

SOFT DRINK

GRAPE GINGER BEER

ORIGINAL JAMAICAN FLAVOR

ARTIFICIALLY FLAVORED BEVERAGE
12 FL OZ / 355mL

0 123456 789012

Nutrition Facts	
1 servings per container	
Serving size 1 bottle (355ml)	
Amount Per Serving	
Calories	180
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 25mg	1%
Total Carbohydrate 46g	17%
Dietary Fiber 0g	0%
Total Sugars 46g	
Includes 46g Added Sugars	92%
Protein 0g	0%

Not a significant source of vitamin D, calcium, iron, and potassium

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Revised Sketches



Type Selection

Note: The original D&G soda labels primarily use a sans-serif typeface that's altered/rotated to feel playful. So, I used a typeface that evoked a similar feeling.

ORIGINAL JAMAICAN FLAVOR

LOST ISLAND

DISTRIBUTED BY REGGAE IMPORTS LTD. BROOKLYN, NY

AVENIR NEXT CONDENSED

Label Redesign Version 2

Note: The major change in this redesign was bringing the brand's mascot to the forefront.



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PC Jamaica LTD.
KINGSTON, JAMAICA

DISTRIBUTED BY
REGGAE IMPORTS LTD.
BROOKLYN, NY 11207
CT90



Nutrition Facts

1 servings per container
Serving size 1 bottle

Amount Per Serving
Calories 180

% Daily Value*

Total Fat 0g	0%
Sodium 0mg	20%
Total Carbohydrate 46g	3%
Dietary Fiber 0g	11%
Total Sugars 46g	
Added Sugars 46g	0%
Protein 0g	

* Percent Daily Values are based on a 2,000 calorie diet.
Your Daily Values may be higher or lower depending on your calorie needs.

INGREDIENTS: TRIPLE FILTERED CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP, CITRIC ACID, GUM ARABIC, NATURAL AND ARTIFICIAL FLAVORS, FD&C YELLOW 15, SODIUM BENZOATE.

ARTIFICIALLY FLAVORED BEVERAGE

Bottled under the authority of:
PC Jamaica LTD.
KINGSTON, JAMAICA

DISTRIBUTED BY
REGGAE IMPORTS LTD.
BROOKLYN, NY 11207
CT90



Nutrition Facts

1 servings per container
Serving size 1 bottle

Amount Per Serving
Calories 180

% Daily Value*

Total Fat 0g	0%
Sodium 0mg	20%
Total Carbohydrate 44g	3%
Dietary Fiber 0g	11%
Total Sugars 44g	
Added Sugars 44g	0%
Protein 0g	

* Percent Daily Values are based on a 2,000 calorie diet.
Your Daily Values may be higher or lower depending on your calorie needs.

INGREDIENTS: TRIPLE FILTERED CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP, CITRIC ACID, NATURAL AND ARTIFICIAL FLAVORS, FD&C YELLOW #6, CARAMEL COLOR, SODIUM BENZOATE.

ARTIFICIALLY FLAVORED BEVERAGE

Bottled under the authority of:
PC Jamaica LTD.
KINGSTON, JAMAICA

DISTRIBUTED BY
REGGAE IMPORTS LTD.
BROOKLYN, NY 11207
CT90



DG

SOFT DRINK
GRAPE LYCHEE
ORIGINAL JAMAICAN FLAVOR

LIMITED EDITION FOR CARNIVAL

12 FL OZ / 355 mL

Nutrition Facts

1 servings per container
Serving size 1 bottle

Amount Per Serving
Calories 190

% Daily Value*

Total Fat 0g 0%

Sodium 0mg 20%

Total Carbohydrate 46g 3%

Dietary Fiber 0g 11%

Total Sugars 46g

Added Sugars 46g 0%

Protein 0g

* Percent Daily Values are based on a 2,000 calorie diet.
Your Daily Values may be higher or lower depending on your calorie needs.

INGREDIENTS: TRIPLE FILTERED CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP, CITRIC ACID, GUM ARABIC, NATURAL AND ARTIFICIAL FLAVORS, FD&C RED #40, FD&C BLUE #1 SODIUM BENZOATE.

ARTIFICIALLY FLAVORED BEVERAGE

