

# THE **#LABEL***icious* COMPETITION 2023

Portuguese contestant, Júlia Bettencourt,  
eighteen year old student.

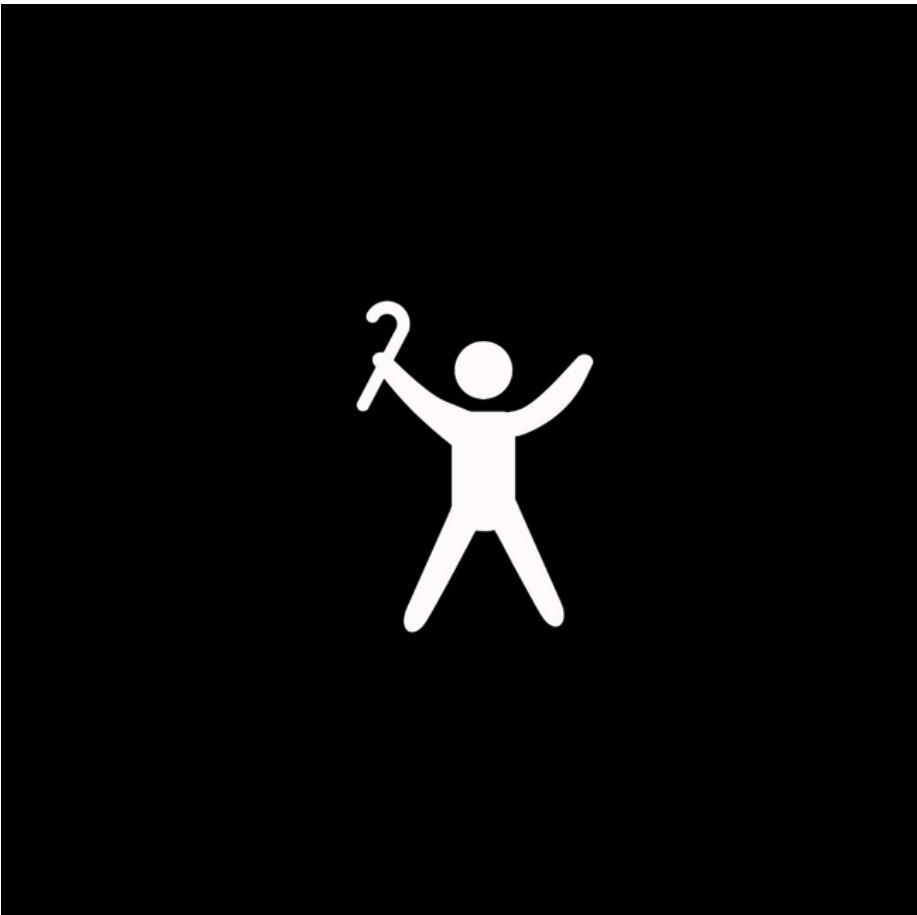
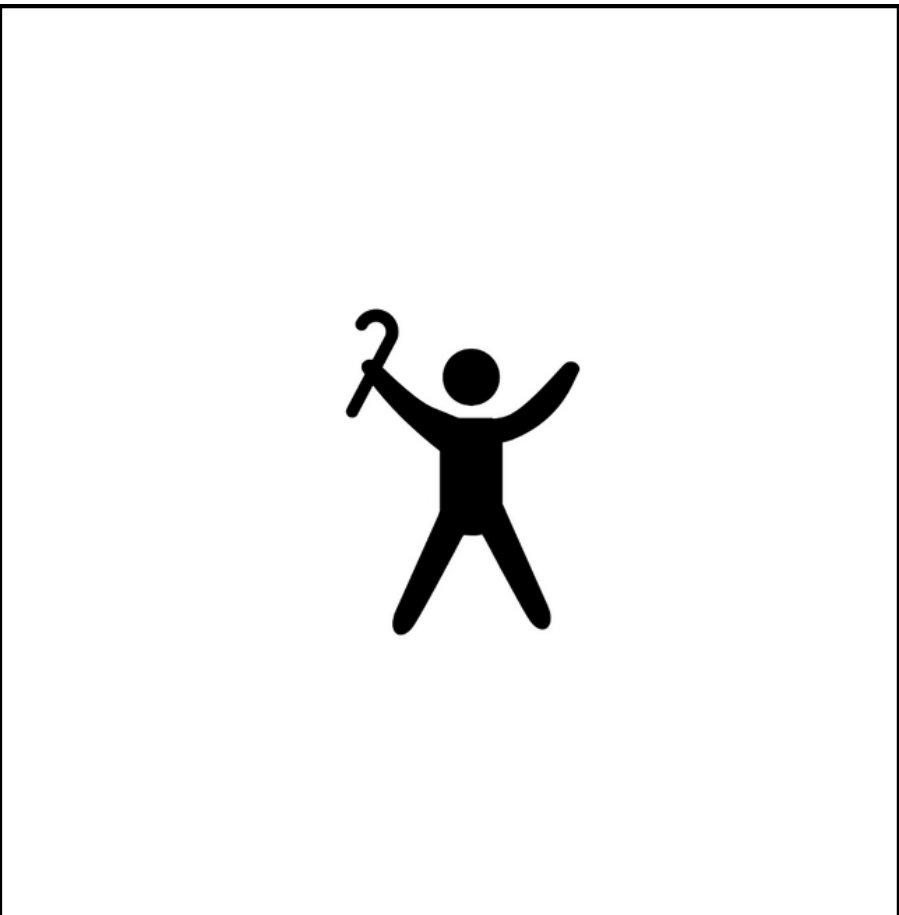
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# THE BRAND

## “SEXTY SOMETHING”

SUGGESTION OF LOGOS (POSITIVE AND NEGATIVE)



## **SELECTED** *PRODUCTS*

### **S E X T Y   S O M E T H I N G   ( B A S E ) :**

P O W E R   D R I N K S

### **S E X T Y   S O M E T H I N G   ( C A R E ) :**

V I T A M I N   S U P P L E M E N T S

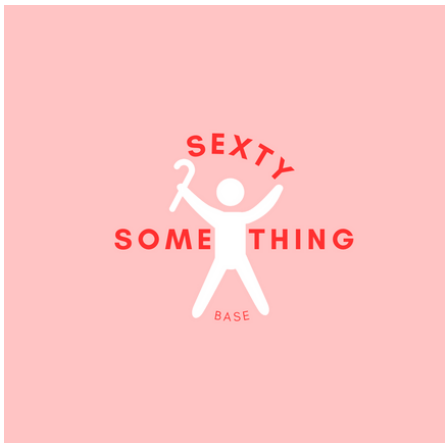
### **S E X T Y   S O M E T H I N G :**

C O N D O M S



POWER DRINK

SUGGESTION OF LOGOS



# POWER DRINK

## SUGGESTION OF LABELS



# POWER DRINK

## PRODUCT MOCK-UPS





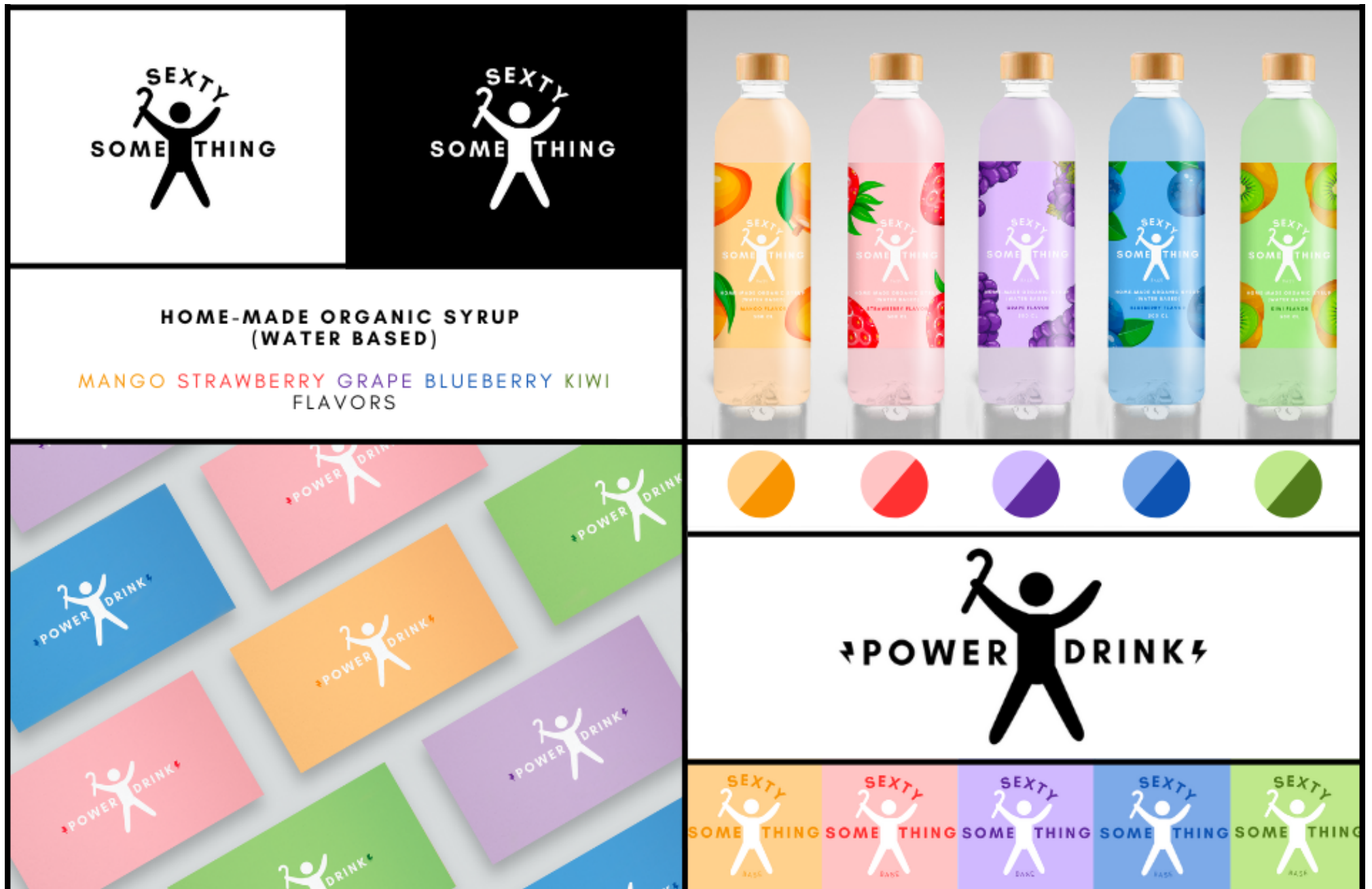
# POWER DRINK

CARDS MOCK-UPS \*



\* AN OPTION THAT CAN BE UTILIZED WHEN A CUSTOMER MAKES A PURCHASE, INCLUDES A CARD WITH ADDITIONAL INFORMATION ABOUT THE PRODUCT AS WELL AS CONTACT DETAILS.

# SUGGESTION OF PRESENTATION



# VITAMIN SUPPLEMENTS

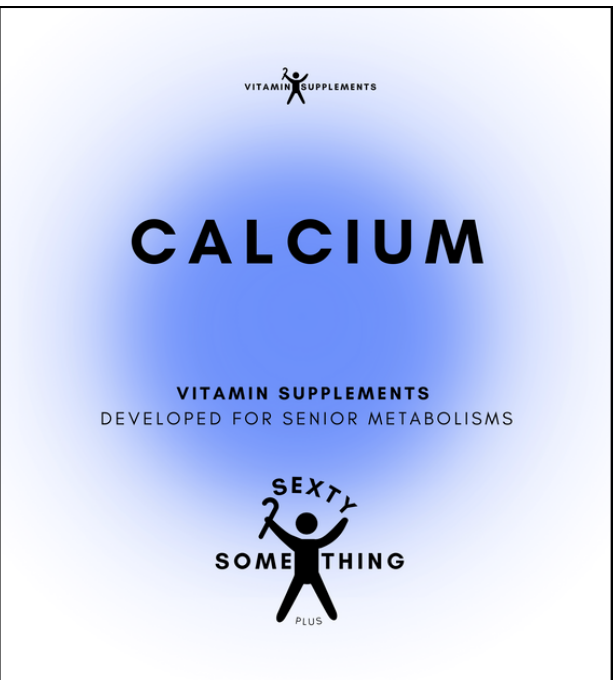
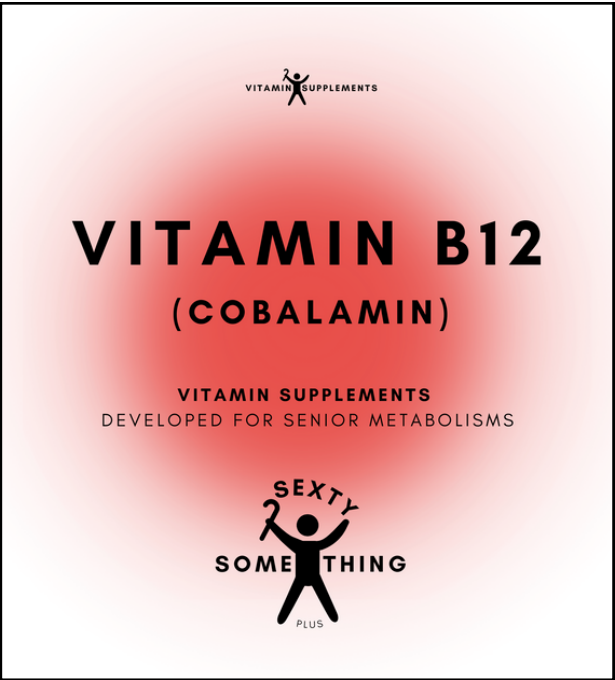
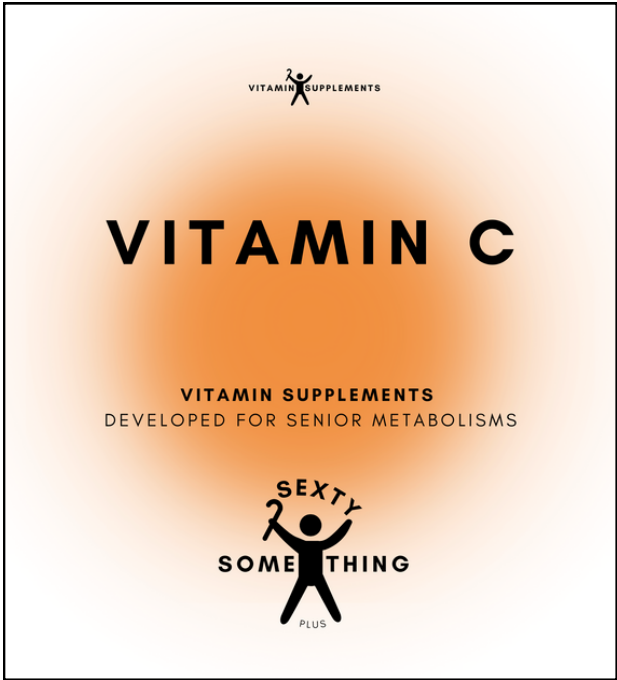
SUGGESTION OF LOGOS





# VITAMIN SUPPLEMENTS

SUGGESTION OF LABELS



# VITAMIN SUPPLEMENTS

PRODUCT MOCK-UPS





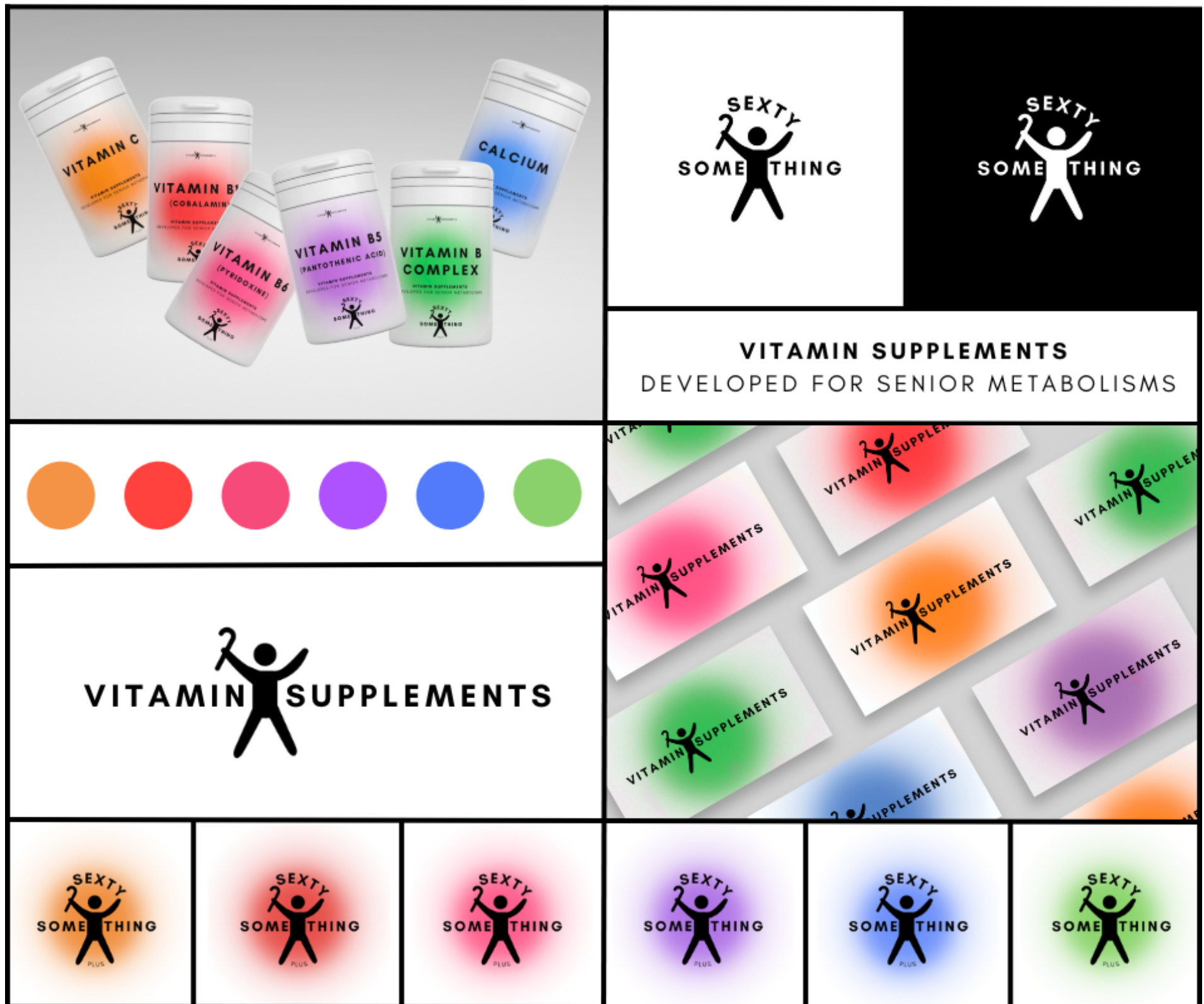
# VITAMIN SUPPLEMENTS

CARDS MOCK-UPS \*



\* AN OPTION THAT CAN BE UTILIZED WHEN A CUSTOMER MAKES A PURCHASE, INCLUDES A CARD WITH ADDITIONAL INFORMATION ABOUT THE PRODUCT AS WELL AS CONTACT DETAILS.

# SUGGESTION OF PRESENTATION



CONDOMS

SUGGESTION OF LOGOS





# CONDOMS

SUGGESTION OF LABELS



# CONDOMS

PRODUCT MOCK-UPS





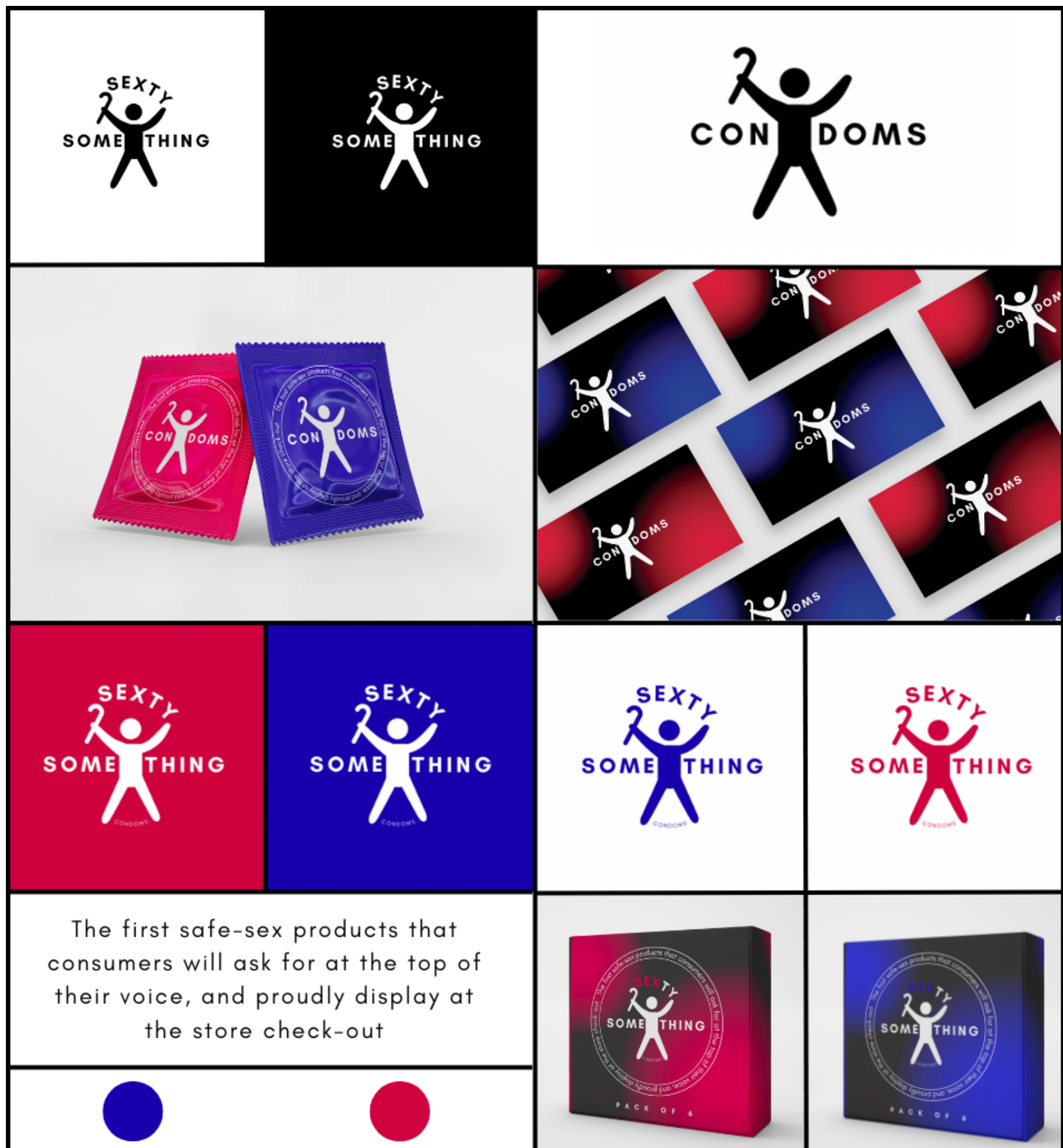
# CONDOMS

CARDS MOCK-UPS \*



\* AN OPTION THAT CAN BE UTILIZED WHEN A CUSTOMER MAKES A PURCHASE, INCLUDES A CARD WITH ADDITIONAL INFORMATION ABOUT THE PRODUCT AS WELL AS CONTACT DETAILS.

# SUGGESTION OF PRESENTATION



# THE **#LABEL***icious*

## COMPETITION 2023

Creating a logo for the age group of sixty proved to be a challenging and rewarding experience. Within the designated four products, I chose to work with condoms, power drinks, and vitamin supplements, excluding body cream.

From the start, my primary objective was to find an interesting, unique, and captivating approach for the logo that would be inclusive and respectful towards older individuals. I wanted to create something that would represent this more contemporary phase of life without causing any offense to the target audience.

The logo subtly and creatively incorporates elements related to energy and the celebration of that energy, catering to the specified age group while avoiding stereotypes or clichés. The intention was to communicate the ideas of health, pleasure, and well-being subliminally, without being offensive.

I also wanted the logo to be versatile in its usage, including the use of positive and negative space, making it recognizable in its entirety or with just a portion of it. Additionally, I aimed for it to be adaptable to future products that the brand may introduce.

I invested time in gathering opinions from individuals within this age group, seeking both project guidance and a kind of approval. Throughout the process, I learned that older individuals also have the right to seek and desire an active and healthy life. Based on these insights, I created a logo that conveyed energy, vitality, and innovation.

As an portuguese 18-year-old, I felt excited and determined to explore the world of design and, who knows, potentially gain recognition by participating in this European-wide contest, aware that only one winner would be selected.

I opted for vibrant and lively colors, including pastel shades, which represent the energy and inner youthfulness that everyone possesses, regardless of age. The typography was carefully selected to be legible, modern, and minimalist.

In conclusion, participating in this contest was an enriching experience, regardless of the final outcome. The opportunity to explore my passion for design, challenging myself to create something for a different age group, proved to be invaluable. Learning about the needs and desires of older individuals helped me grow as a person and as a student in this field.

My best regards, Júlia Bettencourt.