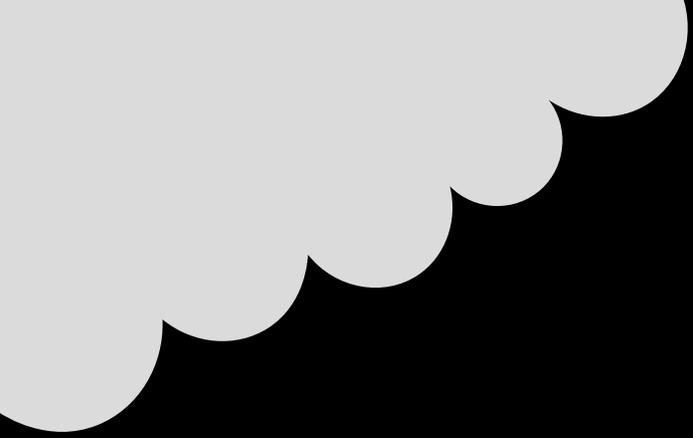


design graphique

SIX PIERRE



phase 1

RECHERCHES

RECHERCHES LOGO

AXE 1 Innovation, Nouveauté

Squart

SQUART

SQUART

SQUART

Squart Squart

Squart Squart

RECHERCHES LOGO

AXE3 Naturel, Sain

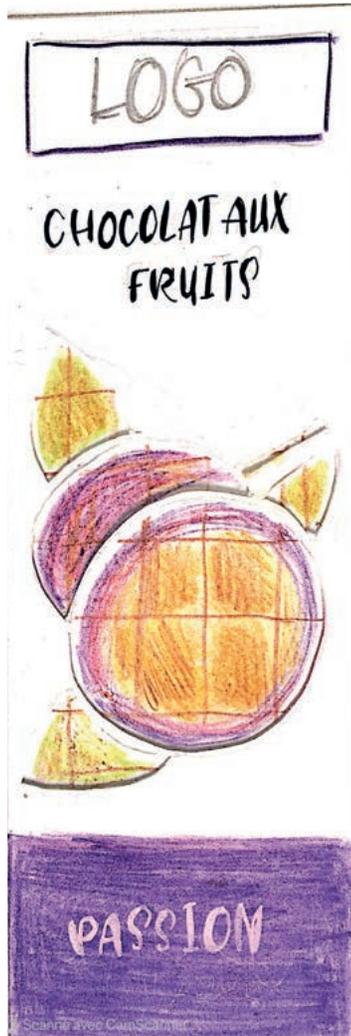
Squart

Squart Squart

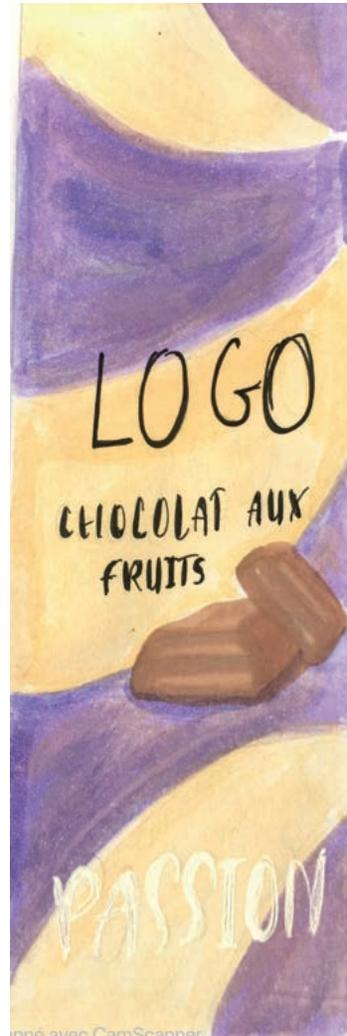
Squart

RECHERCHES PACKAGING

AXE1 Innovation, Nouveauté



Découpe+filtre transparent aux couleurs du fruit laissant apercevoir le chocolat



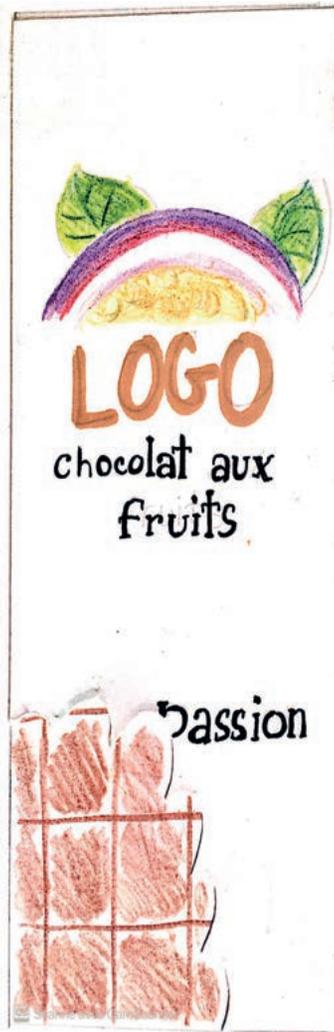
Fond en fonction des couleurs du fruit



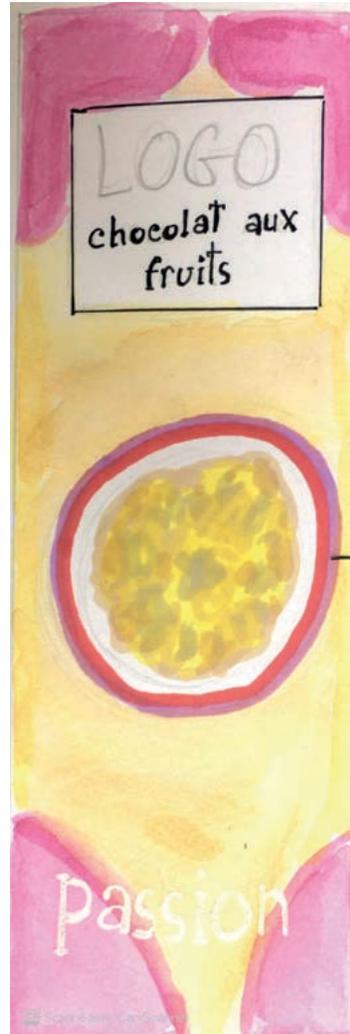
Couleur de l'ellipse en fonction des couleurs du fruit

RECHERCHES PACKAGING

AXE2 Plaisir, Sain



Film plastique transparent laissant apercevoir le chocolat



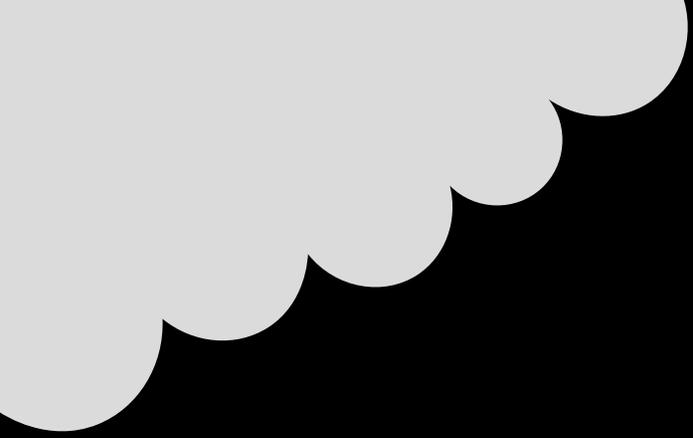
Changement de couleur en fonction du fruit



RECHERCHES PACKAGING

AXE2 Naturel, Sain





Phase 2

DEVELOPPEMENT

DEVELOPPEMENT LOGO

SQUART

SQUART

SQUART

SQUART

chocolat passion

SQUART

chocolat
passion

SQUART

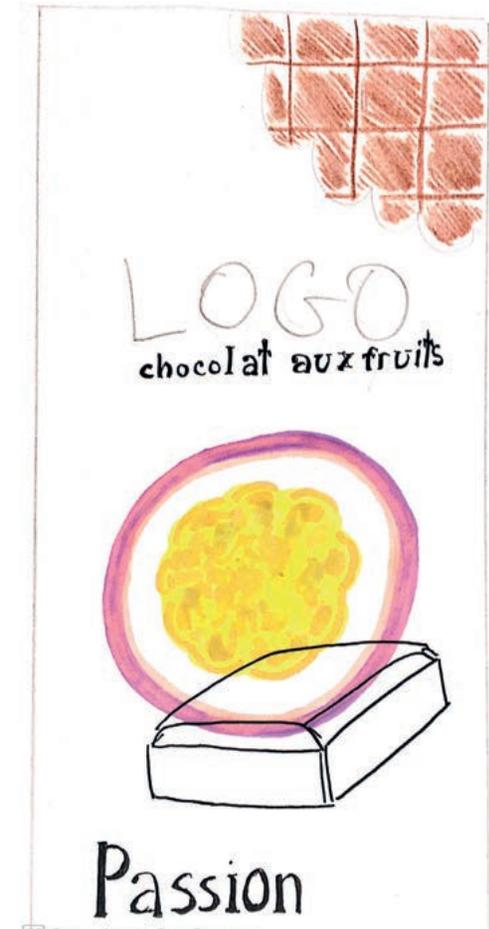
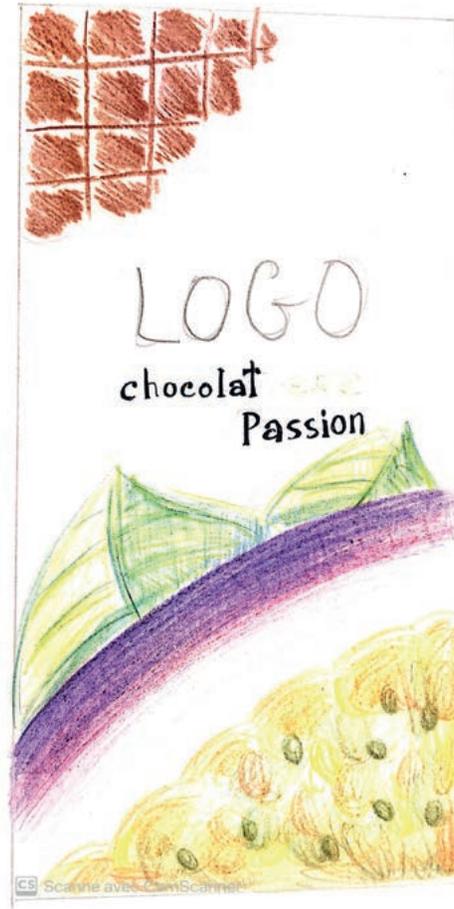
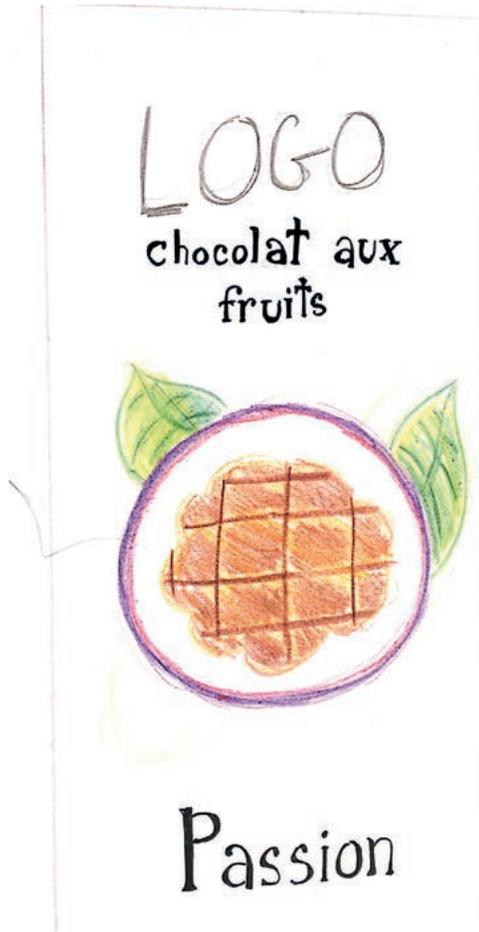
chocolat
passion

SQUART

chocolat
passion

DEVELOPPEMENT PACKAGING

AXE 2 Plaisir, Sain



Filtre plastique transparent
coloré laissant apercevoir le
chocolat



Phase 3

PREFINALISATION

LOGO ET PACKAGING FINAUX

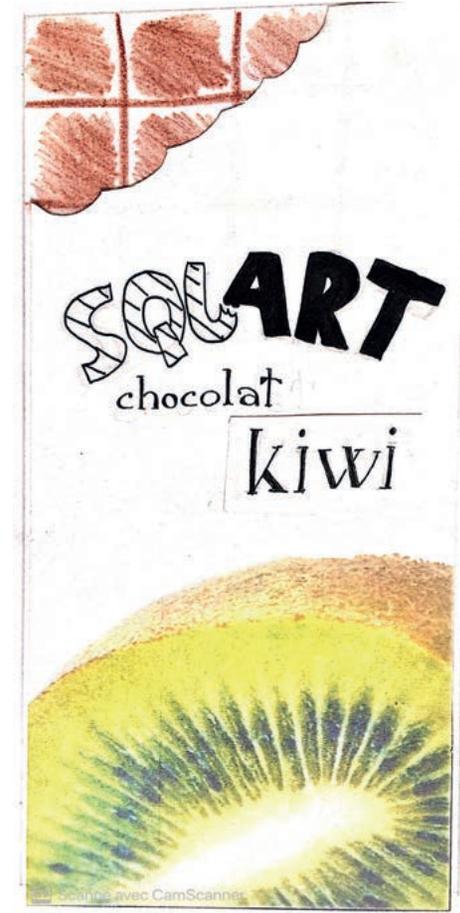
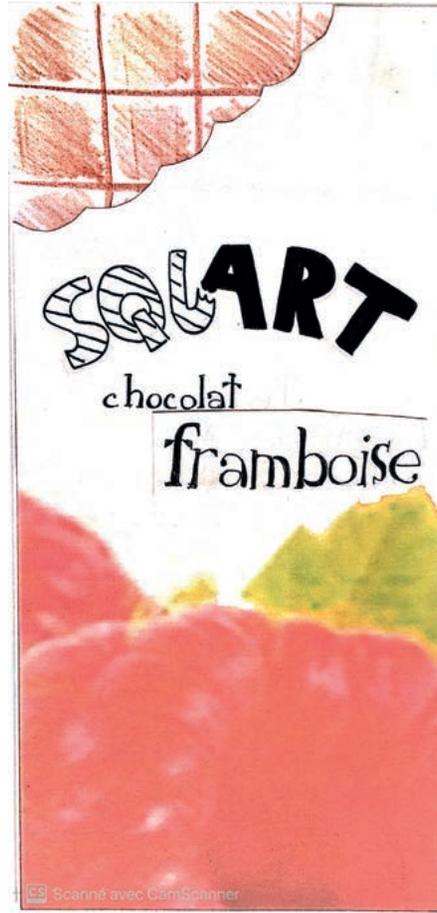
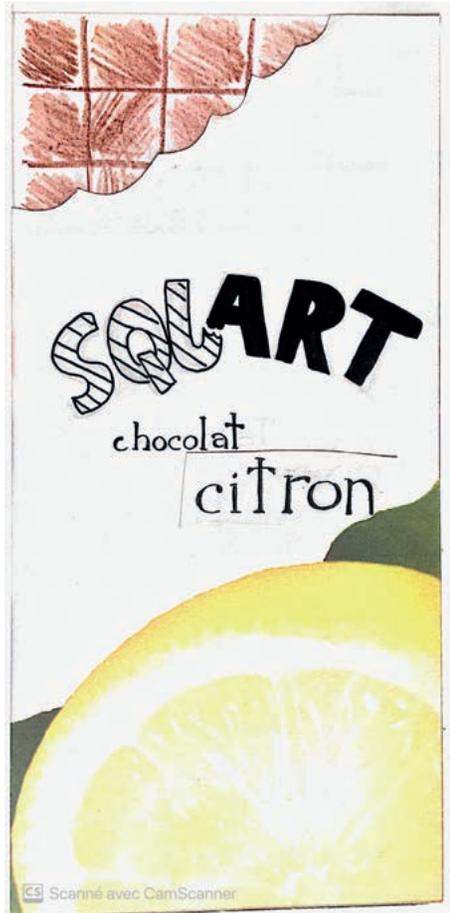


The logo for 'SQUART' is presented in a hand-drawn style. The letters 'S' and 'Q' are filled with diagonal hatching, while 'L', 'A', 'R', and 'T' are solid black. The entire word is slanted upwards from left to right.

Ce logo sera changé au moment de la finalisation en infographie, son rendu ne me satisfaisant plus a ce moment la.



DECLINAISON DES 3 AUTRES REFERENCES



DECLINAISON DES SUPPORTS DE COMMUNICATION
CONCEPT 1



Affiche



Tasse



Sac



DECLINAISON DES SUPPORTS DE COMMUNICATION
CONCEPT 2



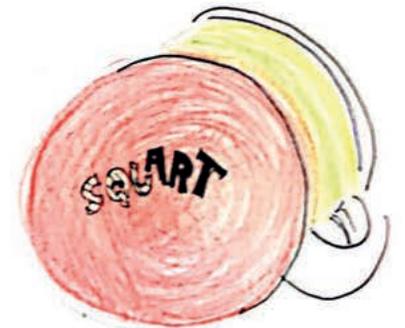
Affiche



Tasse



Sac



DECLINAISON DES SUPPORTS DE COMMUNICATION
CONCEPT 3



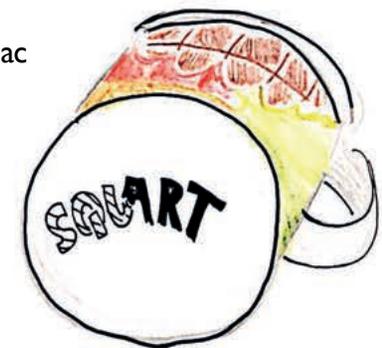
Affiche



Tasse



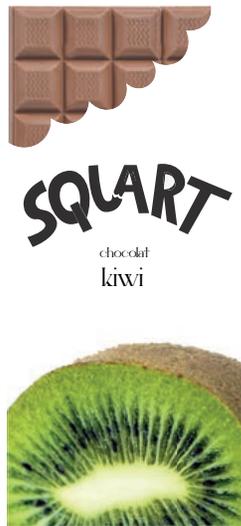
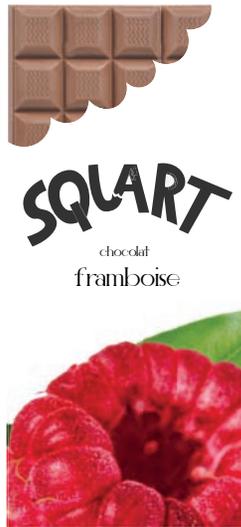
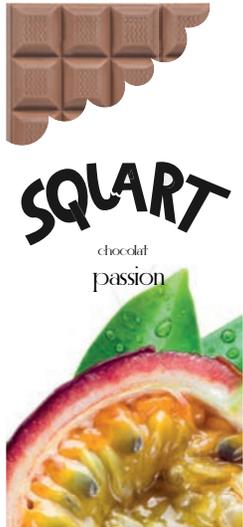
Sac



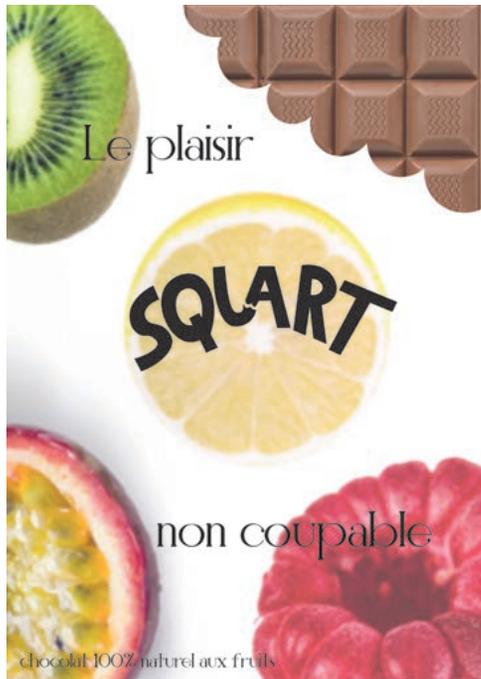
phase 4

FINALISATION INFOGRAPHIE

FINALISATION PACKAGINGS



FINALISATION affiche : simulation



FINALISATION Tasse et sac : simulation



MERCI, A BIENTOT !