



*Organic Mints*

有機ミント

## *Project Description :*

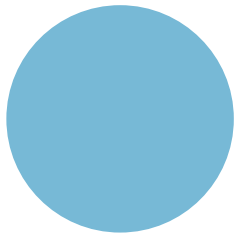
*Minorgo was a personal project, where the idea was to create branding for a mint made of complete organic ingredients.*

*The name itself is self explanatory. Minorgo - Mints made of organic ingredients.*

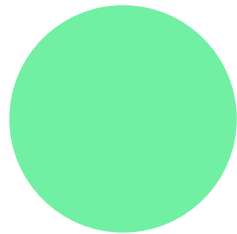
*The project is prominently focused on creating a logo and package design for the minorgo.*

*It was decided to do the design a logo and packaging for two different flavours of the mints.*

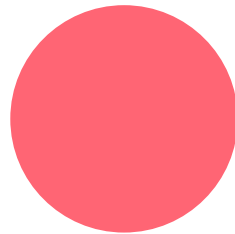
## *Color palette & typeface :*



#77B9D6



#71EFA3



#FF6574

### Heiti TC

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

### Okta Neue

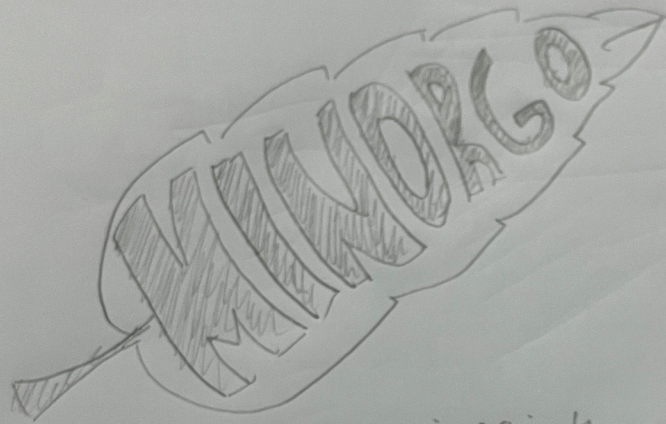
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

*The following colour palette is chosen based on the colour of the flavour and also feel fresh.*

# Minorgo (Project).

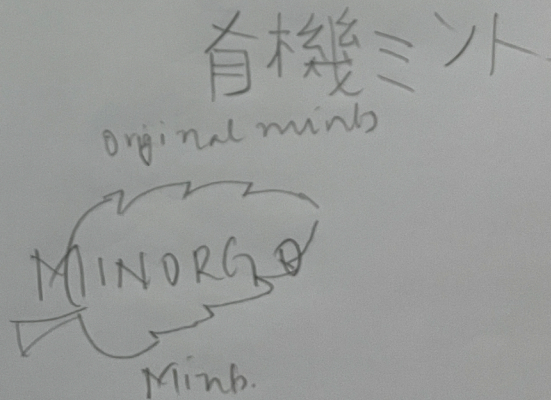
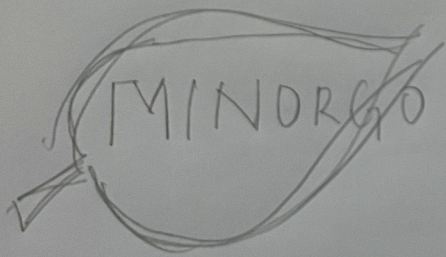
pepper  
the mints - Sugarfree

fresh mints.. Sugarfree  
raspberry



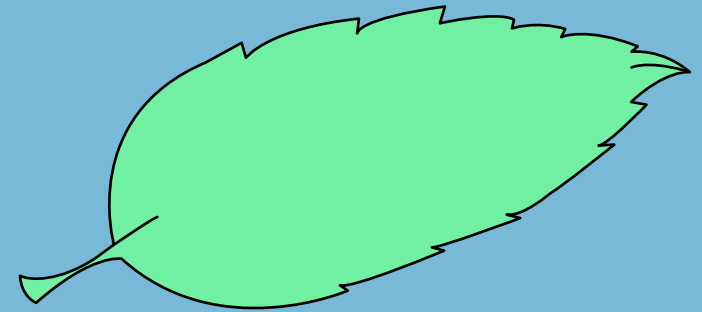
Organic Mints.

2 flavours  
1) Peppermint  
2) Raspberry

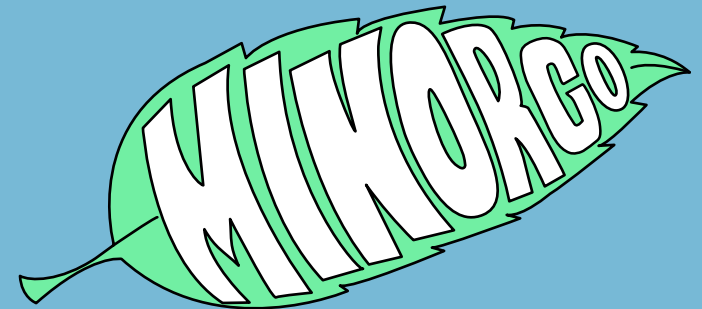


1970 est.

Rough sketches for inspiration



**MINORGO**



Logo evolution and design

*Peppermint flavour*



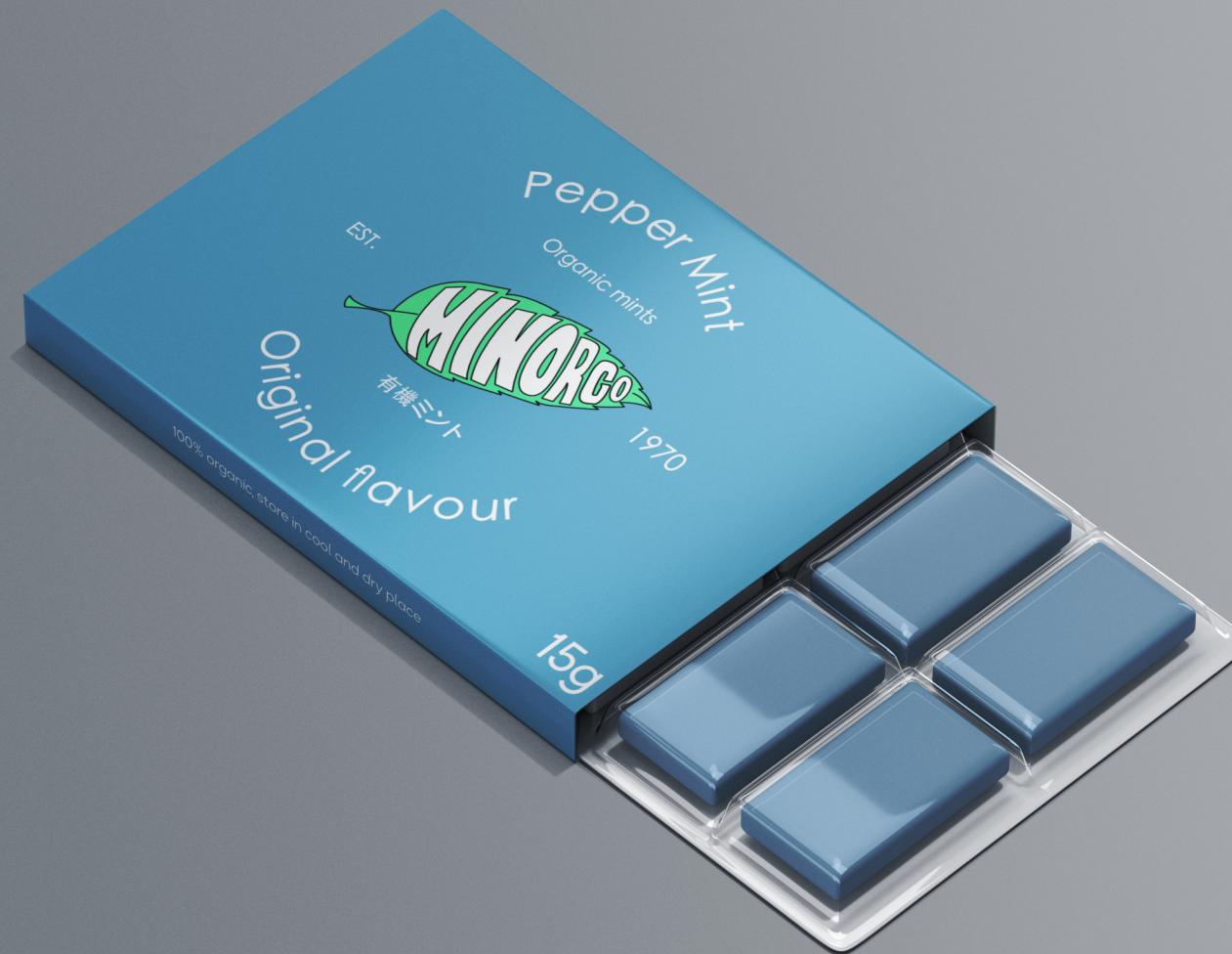
*Logo design for the package*

*Raspberry flavour*



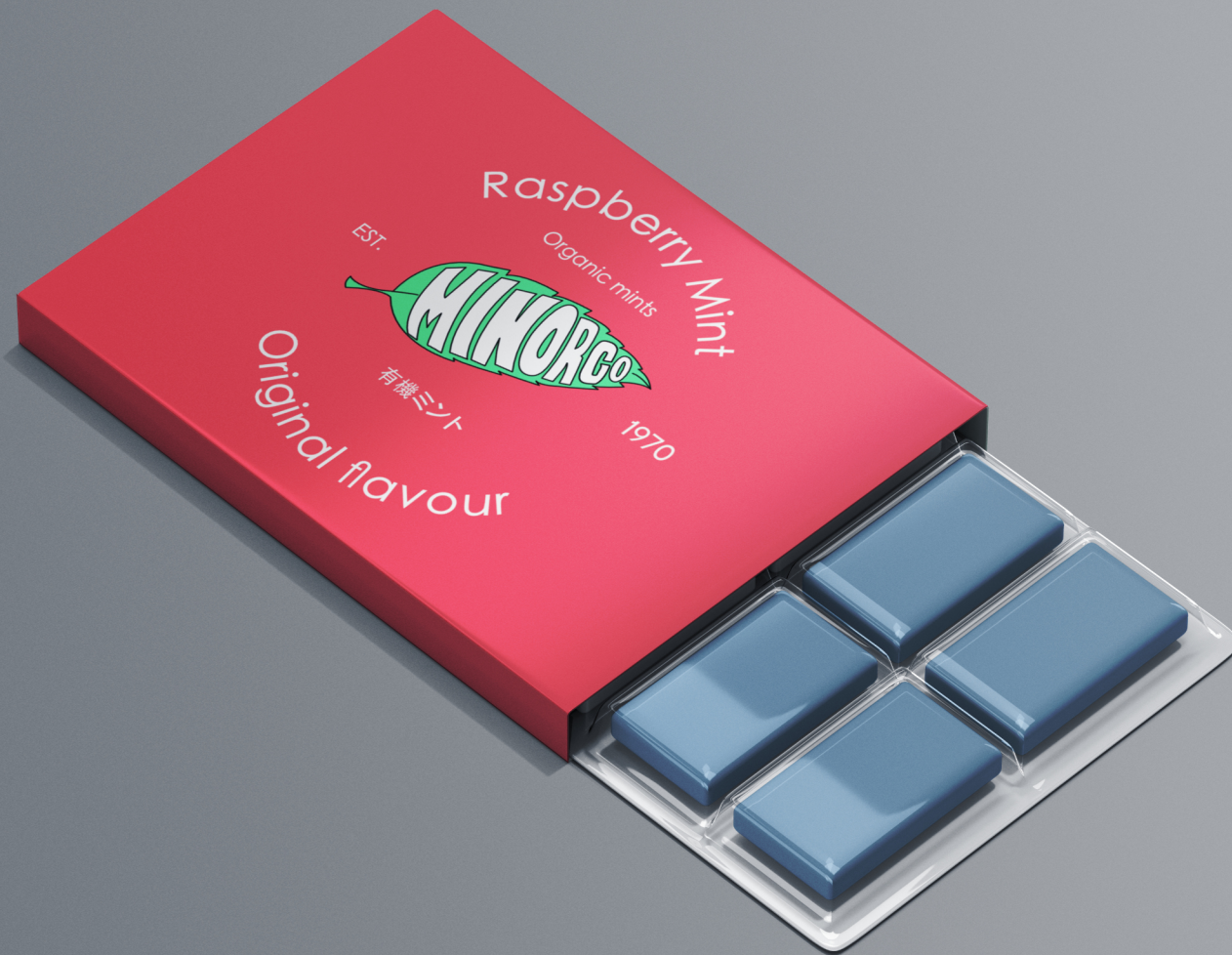
*Logo design for the package*





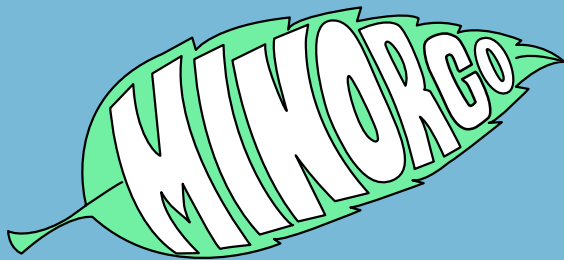
Package design mockup 1





Package design mockup 2

Minorgo Mints are a mint company  
focused on making a 100% natural  
product.



**Organic Mints**

有機ミント

**Refreshing like never before.**