

The image features a watermelon and a slice of watermelon resting on a wooden crate. The entire scene is overlaid with a semi-transparent red filter. The watermelon is on the left, and a slice is on the right. The crate is made of vertical wooden planks with horizontal bands. The background is a blurred field of green plants.

# MELON PATCH

12.06.17 | FINAL LOGO OPTIONS & BRAND ELEMENTS | STUDIOSIMPATICO



MELON<sup>TM</sup>  
PATCH

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MELON<sup>TM</sup>  
PATCH



FARM PRESSED  
WATERMELON  
& LEMON JUICE

MELON<sup>TM</sup>  
PATCH



FARM PRESSED  
WATERMELON  
JUICE

Full lockup



Bottle Mockup



Full lockup



Bottle Mockup





**Grown by the farmer, pressed  
on the farm. Always made  
fresh with simple ingredients.**

The watermelon is a flowering plant thought to have originated in southern Africa, where it is found growing wild. It reaches maximum genetic diversity there, with sweet, bland and bitter forms. In the 19th century, Alphonse de Candolle considered the watermelon to be indigenous to tropical Africa. Citrullus colocynthis is often considered to be a wild ancestor of the watermelon and is now found native in North and west Africa.

Evidence of its cultivation in the Nile Valley has been found from the second millennium BC onward. **Watermelon seeds have been found at Twelfth Dynasty sites** and in the tomb of Pharaoh Tutankhamun. In the 7th century, watermelons were being cultivated in India, and by the 10th century had reached China, which is today the world's single largest watermelon producer.

Logo

Gotham Rounded Bold, 20/28.  
Same typeface used in the logo and bottle art. Fun, friendly, and warm despite of the color it's shown in here.

Oxygen, 15/24.  
Oxygen is also a Google Web Font that I believe strikes a great balance between being simple and full of personality. It's a legible, no-frills typeface but certain details like the tail of the lowercase 'L' make it more exciting than your everyday Helvetica.