



Body
on
tap

Rooted In Legacy,
Refreshed For Today



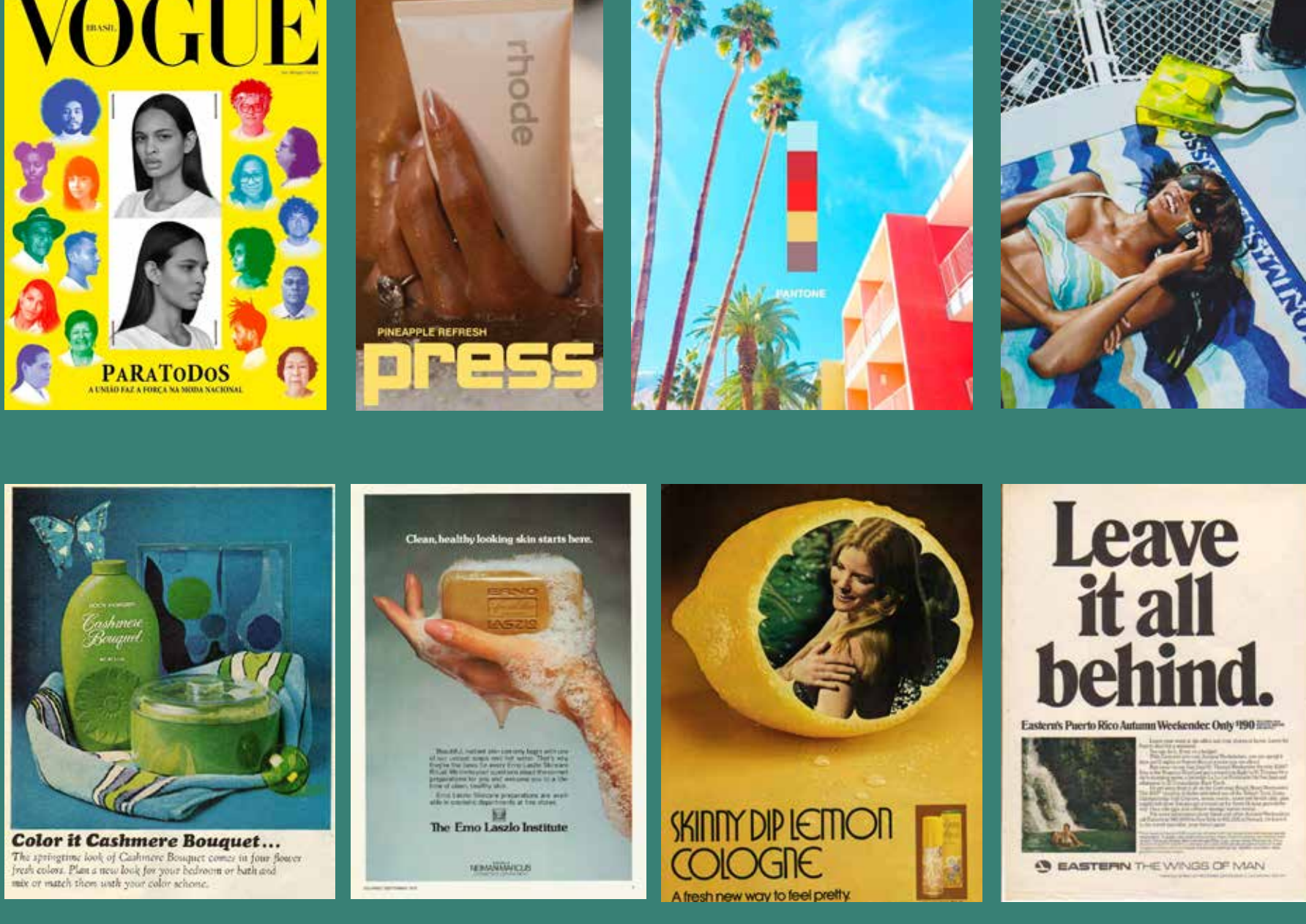
PROCESS

In my sketches, I explored imagery and bottle forms. Flowing forms, along with citrus and floral motifs, aligned with the modern and optimistic direction of the rebrand. As the design developed, it was refined into a minimal, clean look that was inviting, balanced, and reflective of a refreshing shampoo experience.



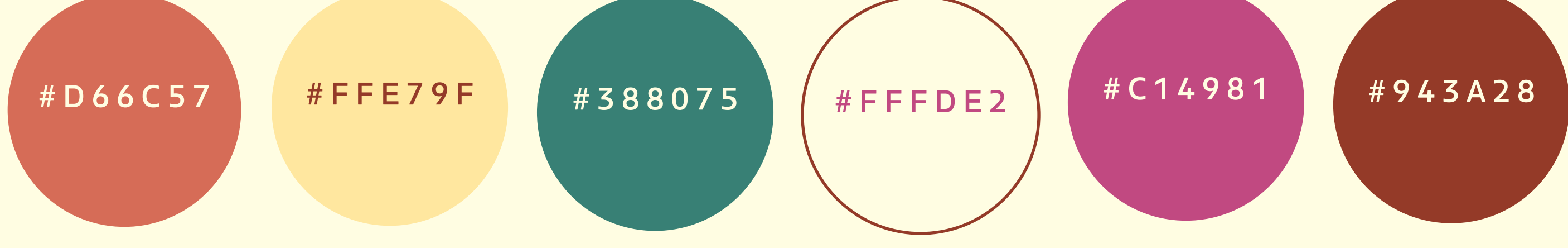
INSPIRATION

For inspiration, I curated moodboards featuring both modern and vintage references to help the rebrand honor Body on Tap's heritage while celebrating its modern revival with a refreshing tone. The images consisted of packaging, beauty and lifestyle visuals that conveyed enthusiasm and confidence, complemented by vibrant colors and expressive typography that captured attention.



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PRIMARY LOGO



COLOR PALETTE



Wash Away Distractions,
Enjoy Body And Hydration!

