MELISSA HOROWITZ

This PDF highlights additional work that is currently not shown on

melissalhorowitz.com

BRAND LOGO

IDENTITY & STATIONERY
CONCEPTS

3D Logo Effect Created in Adobe Photoshop CC

ADAM LASHER

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CONCEPT BOARDS

AD BANNER

HOTEL CUSTOM AMENITIES

PRODUCTION SAMPLE

ACCESSORIES

THE DATAI
LANGKAWI

watercolours

island fig & citrus

Island Apotik

red ginger & ylang ylang

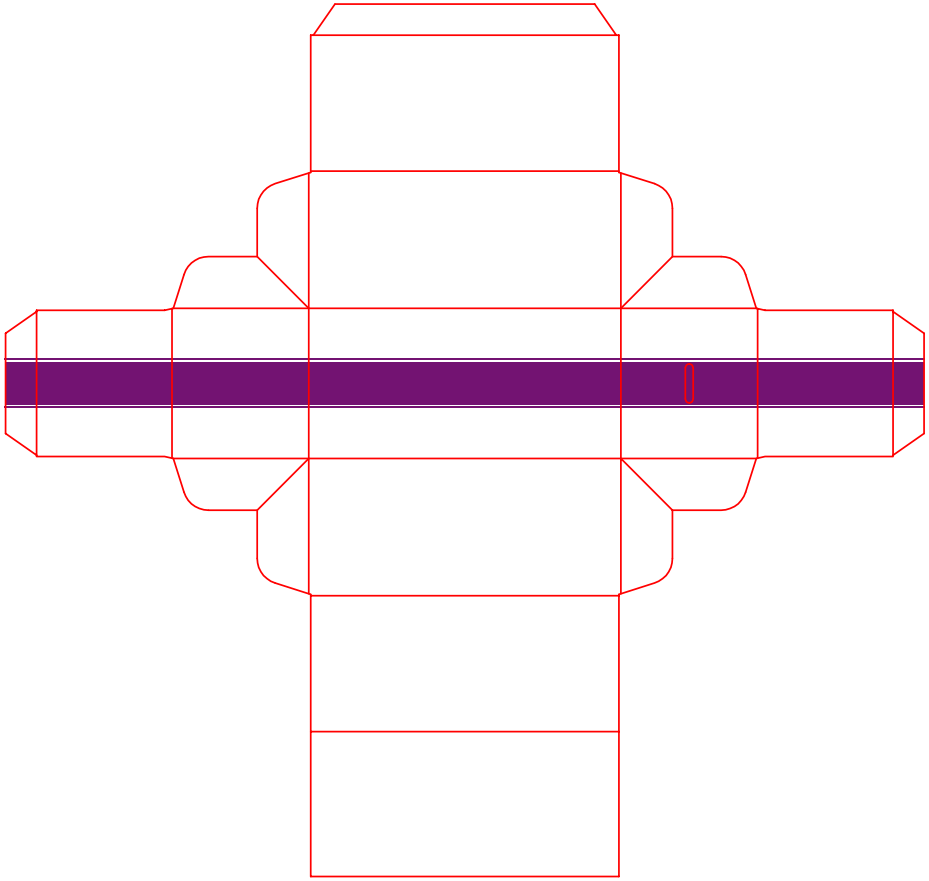
BULAN BARU
NEW MOON

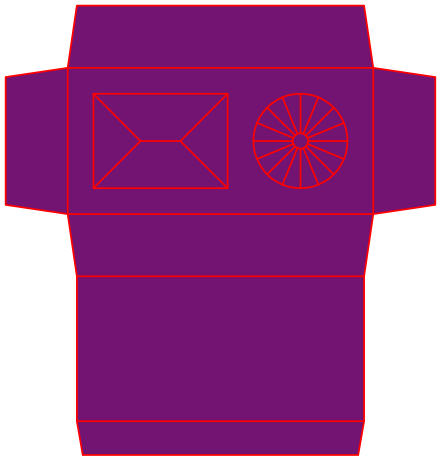
BULAN BARU
NEW MOON

PACKAGING

RETAIL & PRINT PRODUCTION

LATHER
sugar plum
kisses
a nourishing lip scrub
& lip balm duo for
smooth, soft lips





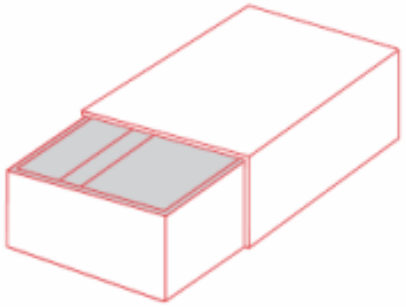
COLOR PALETTE

PANTONE: 255 C
RGB: R121 G20 B106
CMYK: C51 M100 Y0 K25
HEX: #79146A

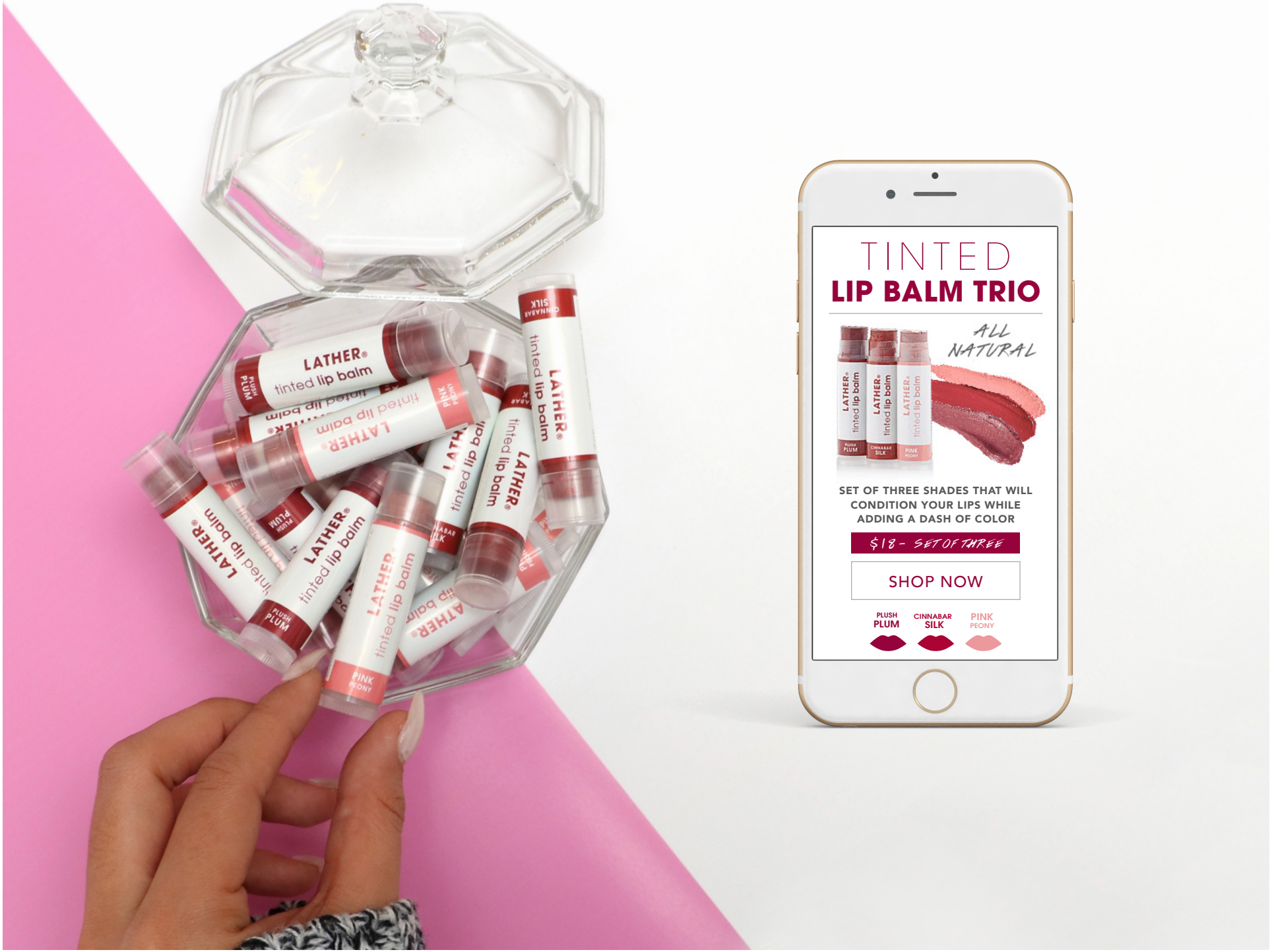
PANTONE: Metallic 871 C
RGB: R174 G154 B100
CMYK: C20 M25 Y60 K25
HEX: #AE9A64

PANTONE: Black C
RGB: R29 G29 B27
CMYK: C0 M0 Y0 K100
HEX: #1D1D1B

BOX EXAMPLE



FILE NAME: SUGAR PLUM KISSES	**MATCHBOOK DIECUT:** BOTTON OF BOX, SLEEVE AND INSERT	**NOTES:** ADD BRONZE COLOR RIBBON PULL TAB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tinted lip balm
PLUSH PLUM
PINK PEONY
CINNABAR SILK
TINTED
LIP BALM TRIO
ALL NATURAL
SET OF THREE SHADES THAT WILL CONDITION YOUR LIPS WHILE ADDING A DASH OF COLOR
$18 - SET OF THREE
SHOP NOW
PLUSH PLUM
CINNABAR SILK
PINK PEONY

COLOR PALETTE

RGB: R232 G15 B154
CMYK: C51 M100 Y0 K25
HEX: #E8969A

RGB: R169 G6 B53
CMYK: C23 M100 Y67 K18
HEX: #A90635

RGB: R149 G4 B61
CMYK: C27 M100 Y52 K28
HEX: #95043D

SILVER BAG FOR LIP BALM TRIO

FILE NAME: TINTED LIP BALMS	WRAPPED STICKERS LABEL DIECUT	**LABEL SIZE:** 2.125 x 2.125 INCHES

pink grapefruit & ginger
bath fizz
uplifting bath tablets with
skin-conditioning oils
vanilla & almond
bath fizz
soothing bath tablets with
skin-conditioning oils

COLOR PALETTE

PANTONE: 658 C
RGB: R188 G205 B235
CMYK: C30 M15 Y0 K0
HEX: #BCCDEB

PANTONE: 673 C
RGB: R232 G158 B197
CMYK: C6 M49 Y0 K0
HEX: #E89EC5

JAR EXAMPLE

FILE NAME: BATH FIZZ	**SCREENED JARS SIZE:** 2.4375" x 8.9375"	**NOTES:** FROSTED JAR 4.5 OUNCES

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(iPhone and iPad only)
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beaded wrap bracelet
Wear this colorful bracelet, with a special message in morse code, as a reminder to take some quiet, meditative time for yourself, no matter how hectic life can get
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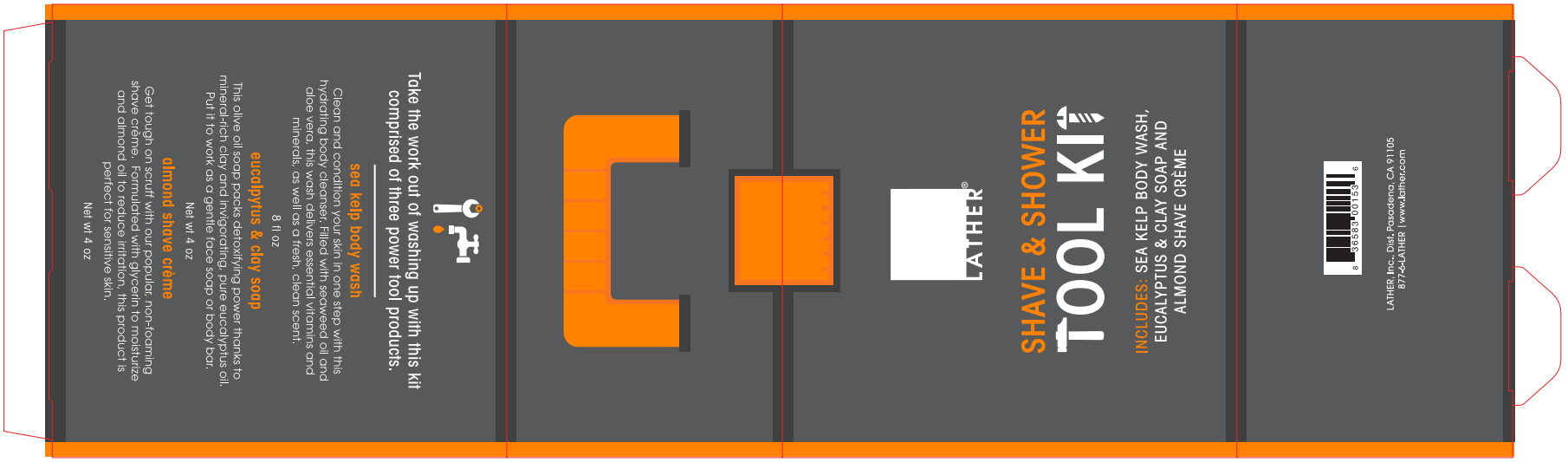


COLOR PALETTE

PANTONE: 151C
RGB: R255 G131 B0
CMYK: C0 M60 Y100 K0
HEX: #FF8300

PANTONE: 158C
RGB: R239 G189 B34
CMYK: C2 M66 Y100 K0
HEX: #EF7622

PANTONE: Black C
CMYK: C0 M0 Y0 K90
CMYK: C0 M0 Y0 K80
HEX: #58595B - #414042

SILVER TIN EXAMPLE

FILE NAME: SHAVE & SHOWER TOOK KIT	SLEEVE BELLYBAND DIECUT	**SLEEVE SIZE:** 140 X 483MM

THE DON CESAR

Inspired by the experience of being immersed at the hotel itself, our color palette draws on the building's unmistakable pink hue, its swaying green palm fronds, the sandy beaches just steps away, violet sunsets over the horizon line and a gold shimmer texture that evokes the glitz and glamour of the Jazz Age during which the hotel was born.

PANTONE : 709 C
RGB : R239 G96 B121
CMYK : C0 M69 Y29 K0
HEX : #EF6079

PANTONE : BLACK C
RGB : R45 G41 B38
CMYK : C63 M62 Y59 K94
HEX : #2D2926

PANTONE : WHITE C
RGB : R251 G251 B251
CMYK : C0 M0 Y0 K1
HEX : #FAFBFB

PANTONE : 2243 C
RGB : R0 G137 B112
CMYK : C85 M24 Y66 K7
HEX : #008970

PANTONE : 871 U
RGB : R185 G163 B104
CMYK : C5 M15 Y56 K27
HEX : #AD986E

PANTONE : 438 C
RGB : R80 G60 B61
CMYK : C42 M56 Y47 K60
HEX : #584446

TEXTURE

GOLD SHIMMER

THE DON CESAR

60 ml / 2 fl oz
White opaque glossy tube with
silver molded plastic flip cap.
Screen 2 color print

PANTONE BLACK C
PANTONE 709 C

28 g / 1 oz
White soap carton
3 color print

PANTONE BLACK C
SLIVER Hot Stamp
PANTONE 709 C

THE DON CESAR

60 ml / 2 fl oz
White opaque matte tube with
silver molded plastic flip cap.
Screen 3 color print

PANTONE BLACK C	SLIVER Hot Stamp	PANTONE 871 C

28 g / 1 oz
White soap carton
3 color print

PANTONE BLACK C	SLIVER Hot Stamp	PANTONE 871 C

THE DON CESAR

60 ml / 2 fl oz
Silver opaque glossy tube with white plastic flip cap.
CMYK Label print.

SILVER Hot Stamp | PANTONE 871 C

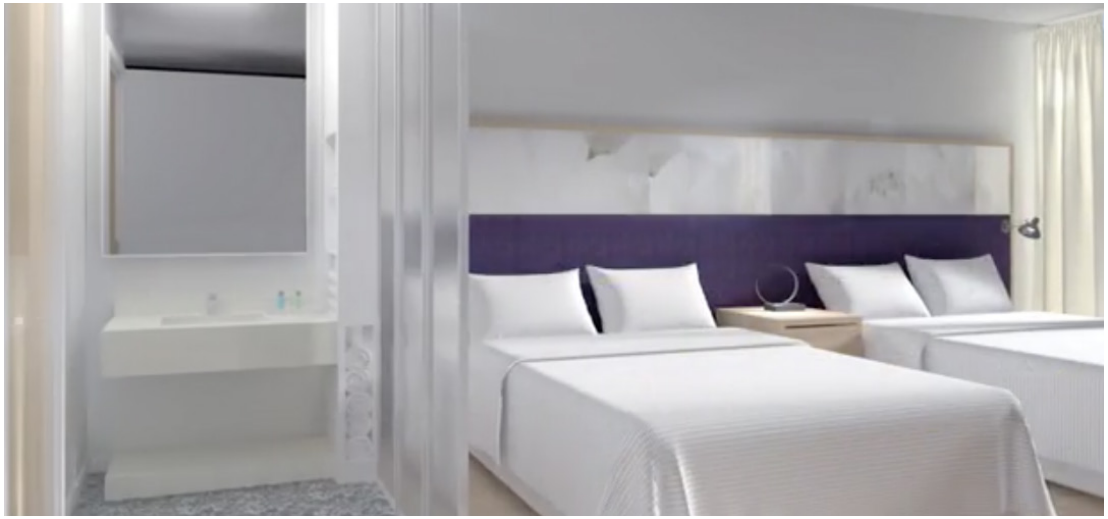
28 g / 1 oz
White soap carton
3 color print

SILVER Hot Stamp | Metallic 877 C | PANTONE 871 C

Universal Orlando's

AVENTURA HOTEL

SUMMER 2018



UNIVERSAL'S
Aventura Hotel

Side View

60 ml / 2.0 fl oz
Tinted Blue PET Bottle
Natural Flip Cap
White Stencil Screen Print
(able to see through to liquids)

UNIVERSAL'S
Aventura Hotel

60 ml / 2.0 fl oz
Black Tinted PET Bottle
Black Glossy Flip Cap
White Color Screen Print

60 ml / 2.0 fl oz
Clear PET Bottle
Black Glossy Flip Cap
Black Color Screen Print

Lōkahi
RUBY GUAVA
MOISTURIZER
Lōkahi
CUCUMBER & ALOE
AFTER-SUN
COOLING GEL
Lōkahi
RUBY GUAVA
BODY SOAP
Lōkahi
SHAVE KIT
Lōkahi
DENTAL KIT

TYPEFACES

PT Sans Caption
Regular

AaBbCcDd
12345678

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

PRIMARY COLOUR PALETTE

SILVER
FOIL STAMP

TEXTURE
C M Y K

WHITE
C0 M0 Y0 K0
R255 G255 B255

LOGO FORMATS

Lōkahi

In Hawaiian ‘Lokahi’ translates to ‘harmony and unity.’ The ruby grapefruit and guava in this collection were designed to work in harmony to align your senses and welcome you to the islands.

FOUR SEASONS
RESORT
MAUI AT WAILEA

VISUAL DESIGNER

ART DIRECTOR

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MISSOGARA@GMAIL

+626.484.0281

THANK YOU