

The book cover features a vibrant, abstract design. The background is filled with a dense pattern of overlapping circles in various colors, including blue, yellow, pink, green, and black. In the center, there is a large, white, irregular geometric shape composed of thin white lines, resembling a stylized star or a complex polygon. The title 'Color Management for Packaging' is prominently displayed in the upper half, with 'Color' in blue, 'Management' in grey, 'for' in red, and 'Packaging' in large black letters. Below the title, the subtitle 'A Comprehensive Guide for Graphic Designers' is written in a smaller, black font. The authors' names, 'John Drew & Sarah Meyer', are located in the lower right quadrant. The publisher's name, 'RotoVision', is at the bottom right corner.

Color Management for Packaging

A Comprehensive Guide for Graphic Designers

John Drew &
Sarah Meyer

RotoVision



CLIENT Luxepark
Monaco

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On a summers evening beneath the Mediterranean stars, an exclusive dinner is being held in a Monte Carlo hotel: formal dress, exquisite cuisine, champagne and... Why not? Water. Yes, because H2O is bottled still water, specially designed for special events with the idea of becoming part of the event and not to be ignored. This hedonistic approach makes this a unique product, even as regards its use: A bottle in the shape of a glass to pour water into another glass. The singularity of this product even means this to be a transgressor at such events, the guest having to commit an act of such poor etiquette as to pass a drink from one glass to another.

Una noche de verano iluminada por las estrellas del Mediterráneo, en un hotel de Monte-Carlo, se celebra una cena exclusiva: trajes de gala, exquisita comida, champagne y... ¿Por qué no? Agua. Sí, porque H2O es una botella de agua sin gas, concebida para un evento especial y exclusivo, que pretende integrarse en el evento y no ser ignorada. Su afán hedonista la hace ser singular incluso en su uso: Una botella en forma de copa que sirve agua a otra copa. Su singularidad la hace incluso transgresora, pues hace cometer al invitado un acto tan poco protocolario como es pasar una bebida de una copa a otra.

