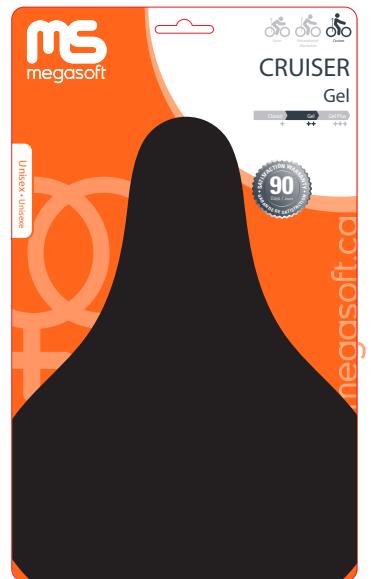
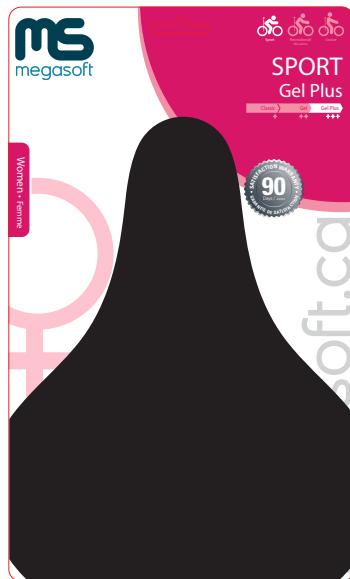
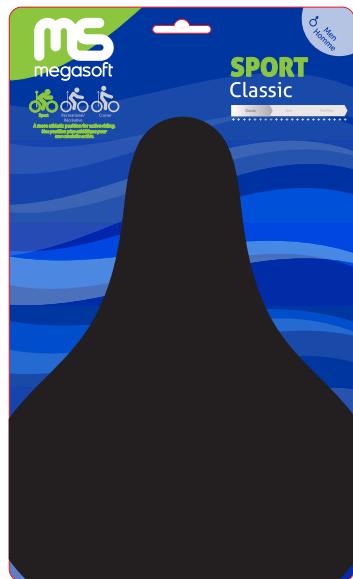


## Previous Megasoft Packaging



## V1 Options



### V1 Option 1

- Similar to the original packaging, but a bit simpler
- Uses same color palette as original
- Blue for men's
- Pink for women's
- Orange for unisex

### V1 Option 2

- Louder color palette
- Focus on the word "megasoft"
- Red for men's
- Turquoise for women's
- Green/yellow for unisex

### V1 Option 2

- "Soft" feeling
- Dark blue for men's
- Turquoise for women's
- Green for unisex
- Fits in with competitor saddle packaging-maybe too close to Selle Royale packaging

**This was everyone's favorite**

## V2 Men's Option

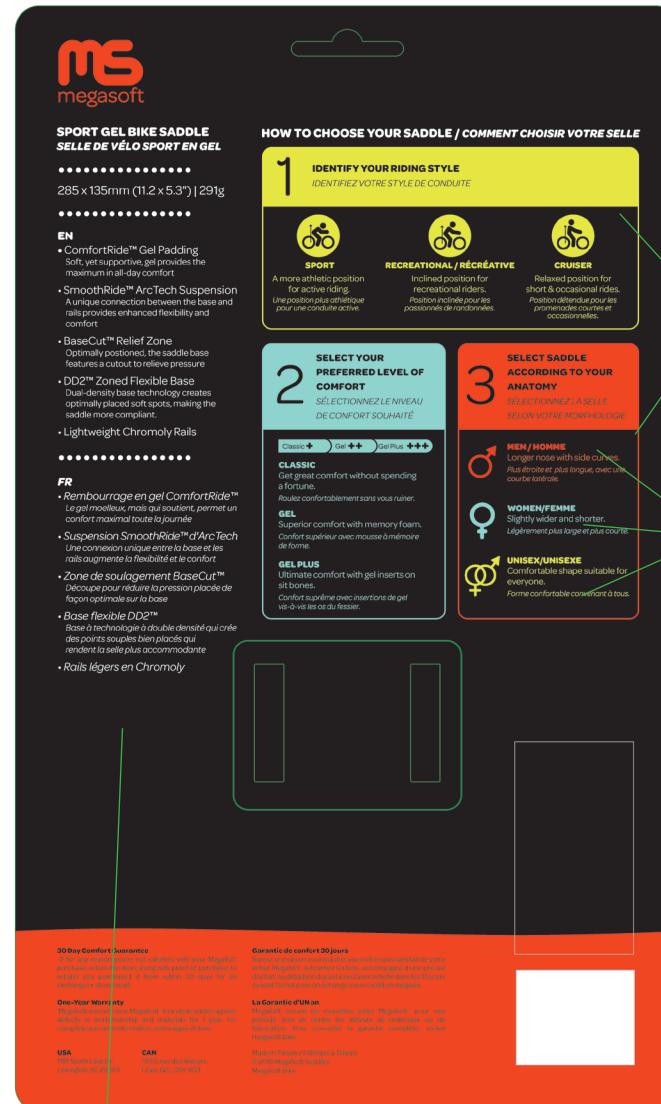
Big "megasoft" to catch attention and new font for logotype

Icons on front left for Sport, rec, or cruiser  
Classic, gel, gel plus  
Men's, women's and unisex

Red/orange for mens



Category system like evo



Dimensions and features on the back



Men's



Women's



Unisex

Sections on how to choose your saddle

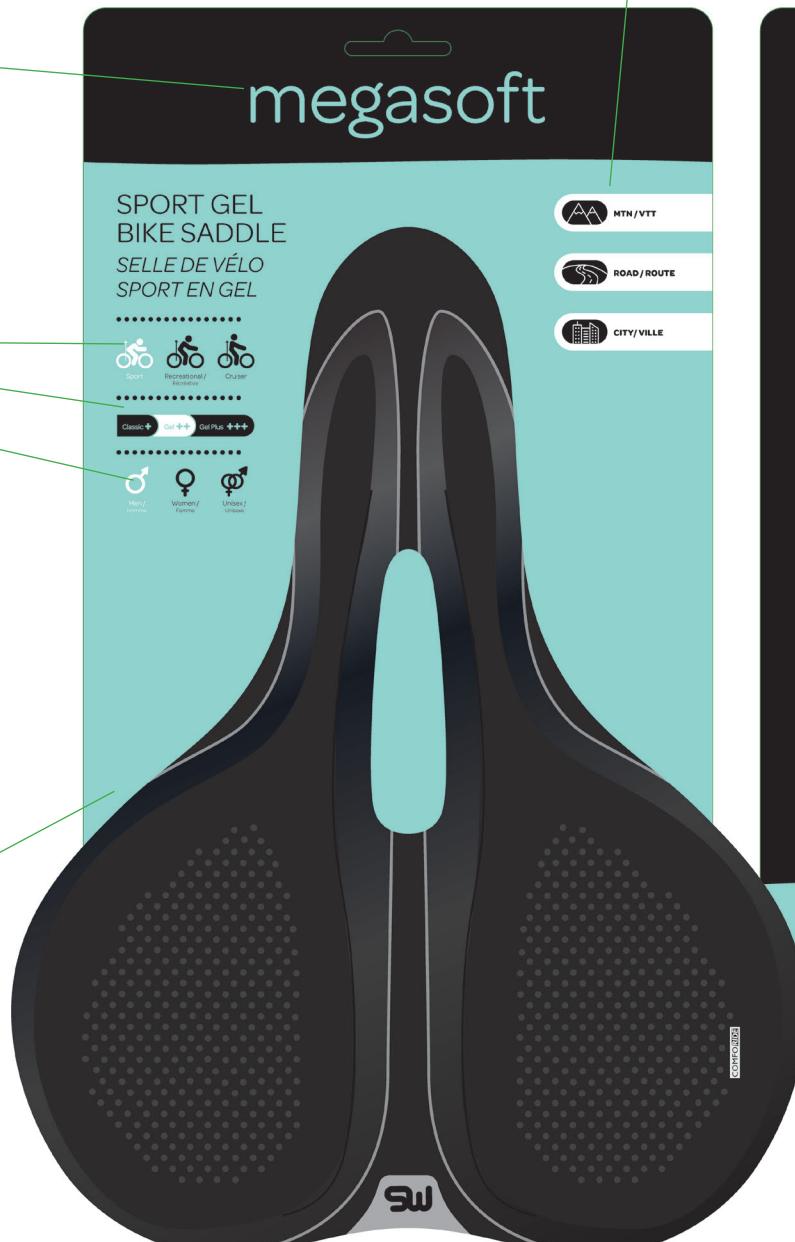
Color coded for men, women or unisex

## V2 Women's Option

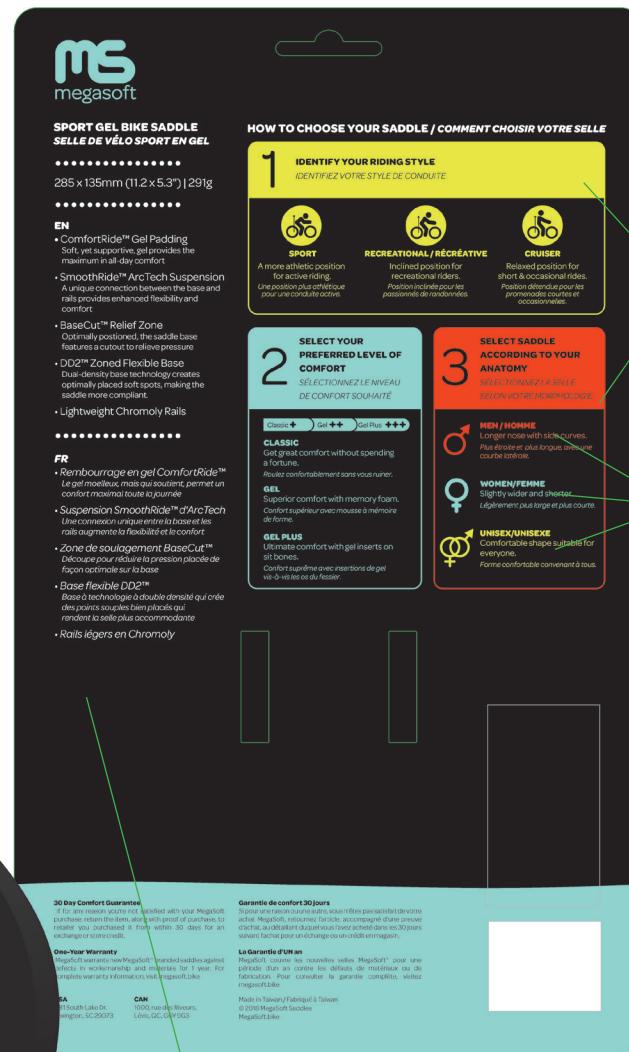
Big "megasoft" to catch attention and new font for logotype

Category system like evo

Icons on front left for Sport, rec, or cruiser  
Classic, gel, gel plus  
Men's, women's and unisex



Turquoise for Women's



Dimensions and features on the back



Men's

Women's

Unisex

Sections on how to choose your saddle

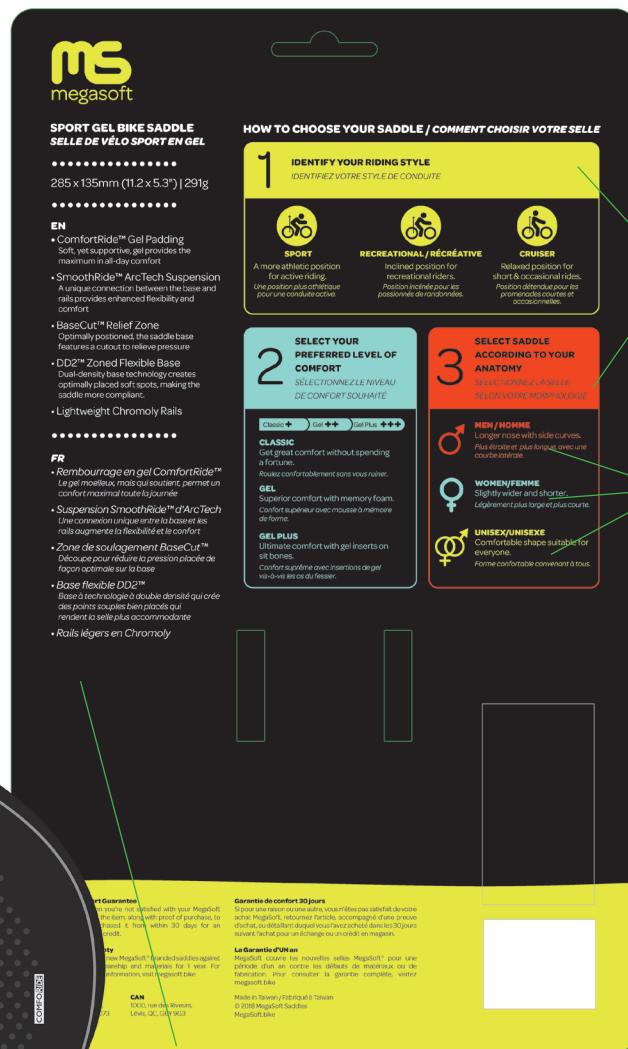
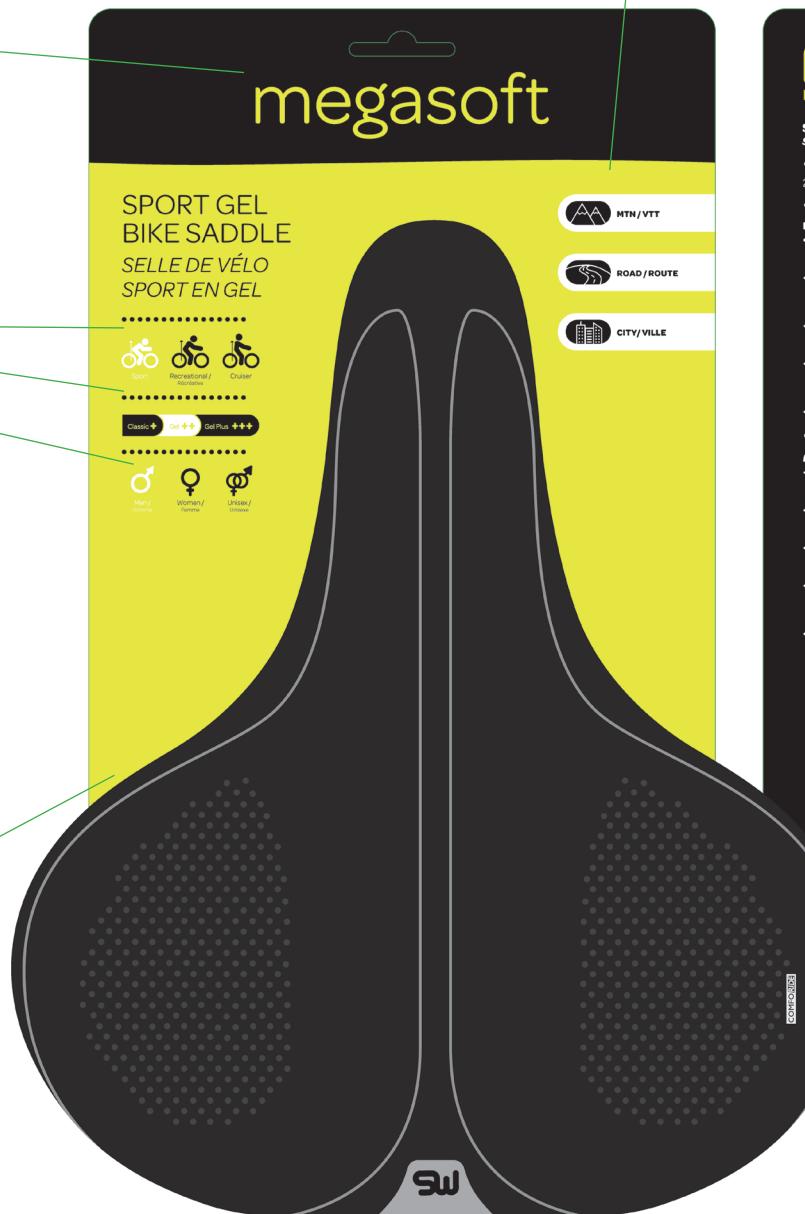
Color coded for men, women or unisex

## V2 Unisex Option

big "megasoft" to catch attention and new font for logotype

category system like evo

Icons on front left for Sport, rec, or cruiser  
Classic, gel, gel plus  
Men's, women's and unisex



Dimensions and features on the back

