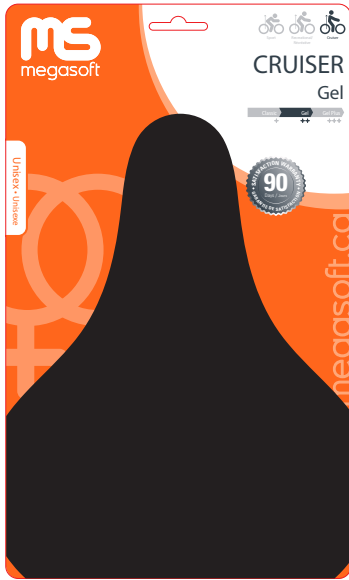
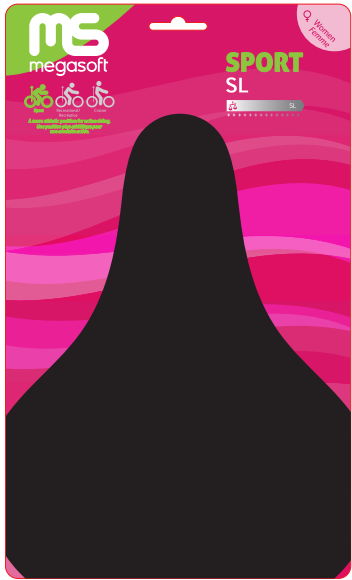
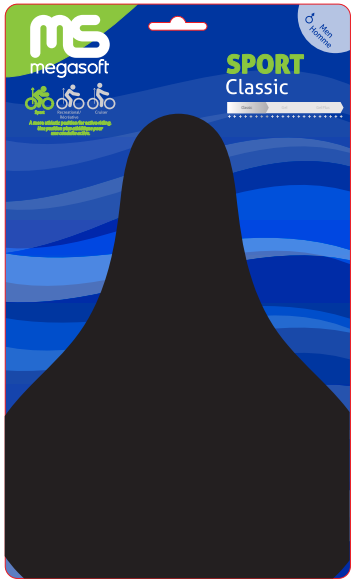
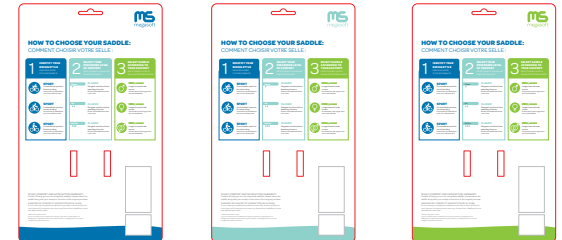


Previous Megasoft Packaging



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 to close to Selle Royale packaging

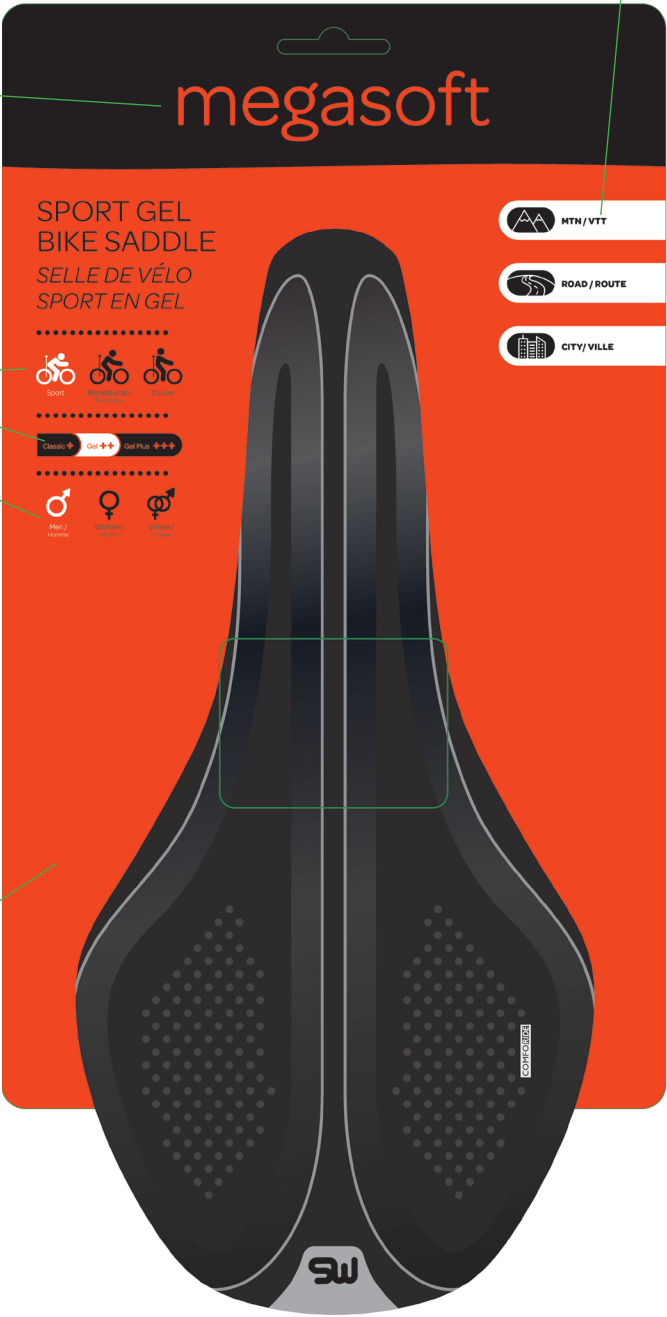
This was everyone's favorite

V2 Men's Option

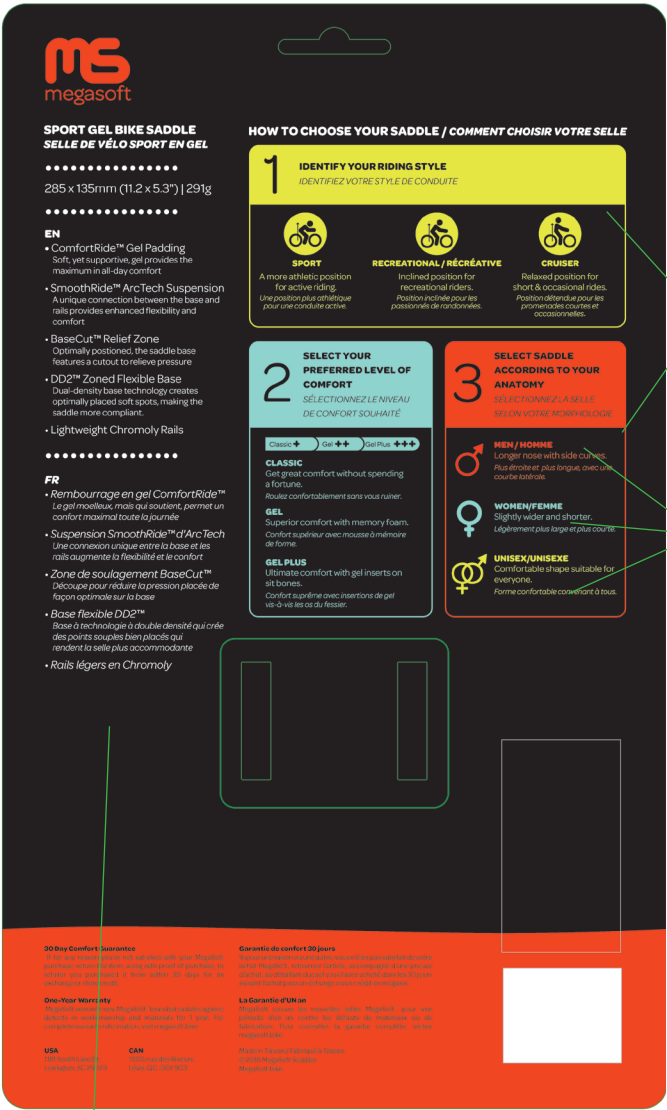
Big "megasoft" to catch attention and new font for logotype

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



Sections on how to choose your saddle

Color coded for men, women or unisex

Dimensions and features on the back



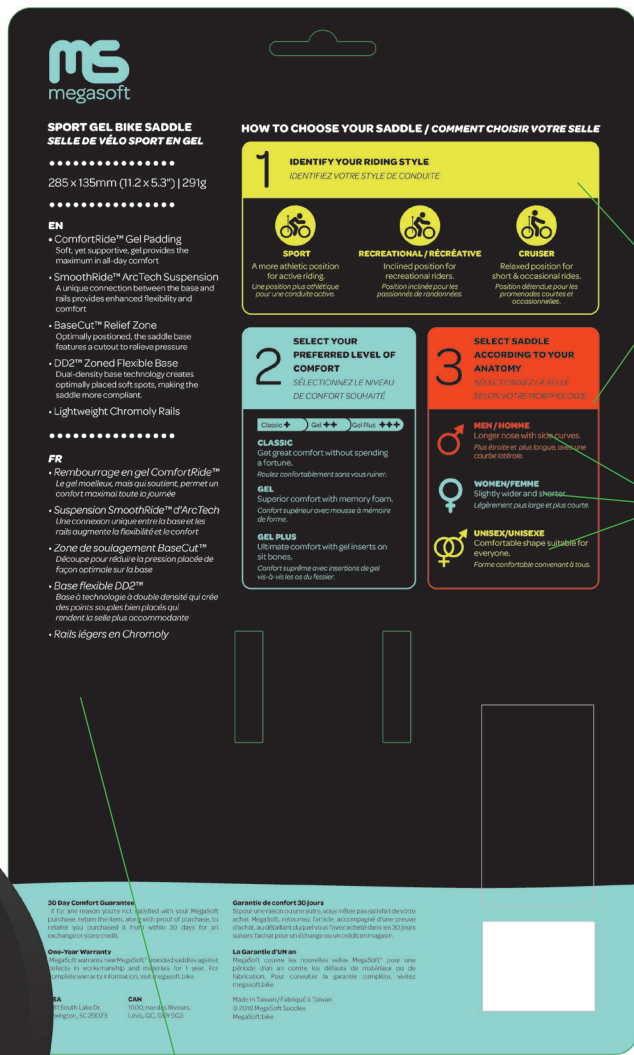
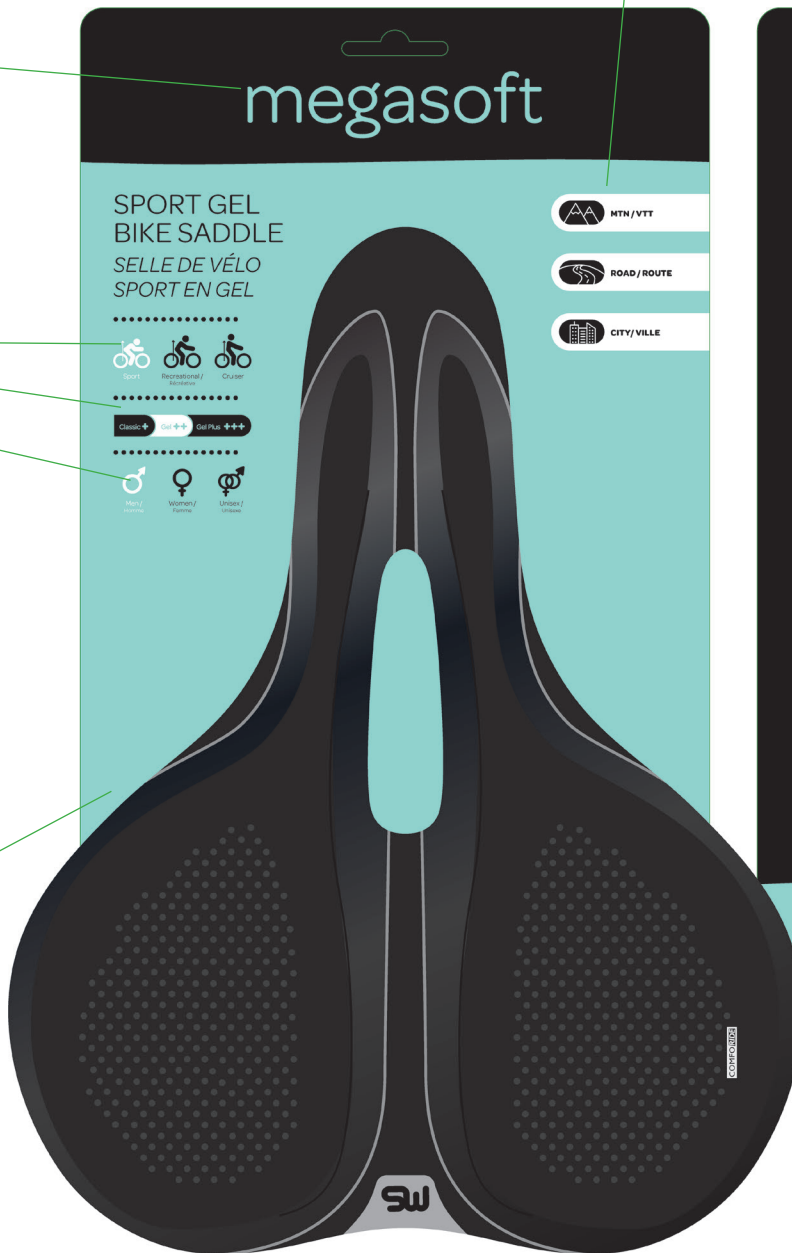
V2 Women's Option

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

Turquoise for Women's

Category system like evo



Sections on how to choose your saddle

Color coded for men, women or unisex

Dimensions and features on the back



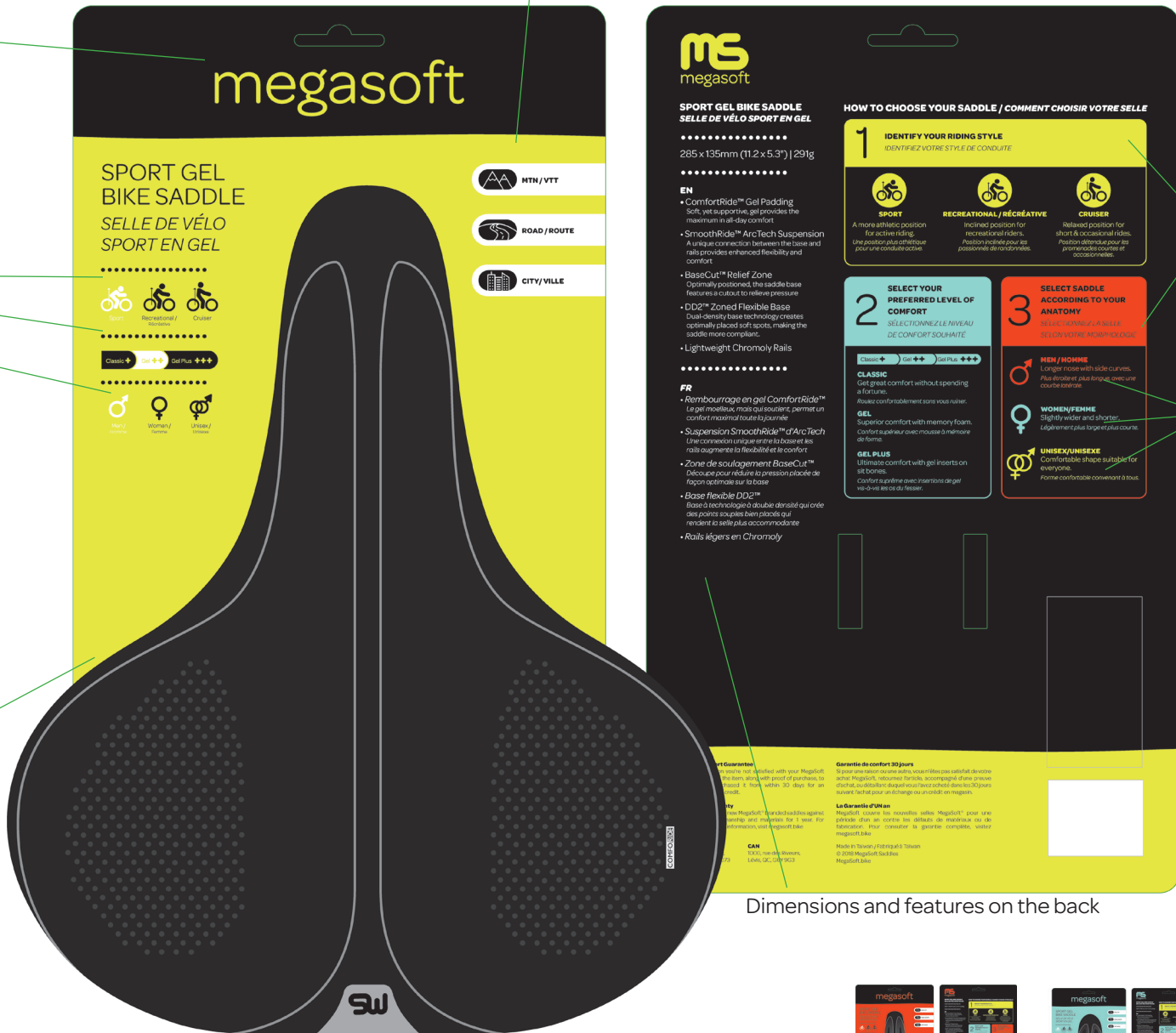
V2 Unisex Option

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

yellow/green for unisex

category system like evo



Sections on how to choose your saddle

Color coded for men, women or unisex

Dimensions and features on the back

