1. Message in a Bottle (Precedents)
1. Message in a Bottle (Concepts)

This first concept features a series of clear soda bottles with pictures or illustrations of people doing activities funded by the tax.
2. Bottle Tops (Precedents)
2. Bottle Tops (Concepts)

The second concept has a bit more of a retro vibe with a series of old-fashioned soda bottle tops/caps splayed around the bottom of the layout, each with an illustration of an activity funded by the tax.
3. Sweet City (Precedents)
3. Sweet City (Concepts)

The third concept incorporates a series of stacked, hand-cut paper strips that represent the city skyline in the back layer (rendered through a series of soda bottle and cans) followed by strips of open space and people performing activities paid for through the tax.
4. Civic Calories (Precedents)
4. Civic Calories (Concepts)

The last concept features a single hand holding a soda can showing an enlarged nutrition/calorie table, but instead of showing the contents of the soda, the table quantifies the various activities and efforts the city was able to fund through the tax.