

## Brief

Workshop a few ideas to evolve the sparkling can design

### Objective:

clearer hierarchy of communication, want people to understand what is inside and what it will do for them

flavor name stands out

include organic and ROC logos prominently

Eye catching design that conveys flavor and function

You are not bound to current brand fonts. We would like to explore bolder, more impactful fonts that still fit the brand personality.

We like our color gradient. Our flower design is ownable but doesn't communicate much. We need a design where the fruit flavor takes the lead. Could keep the gradient or make the fruits a gradient. You don't have to stick to existing fonts or brand cues. Use bolder larger font for flavor. Have it really stick out.

What we like: the gradient and flower design help the packaging feel more intentional and less private label/like everybody else. Flower should be eliminated, gradient can be eliminated or kept, should be replaced with something else unique.

**Our mission:  
help people feel  
better and live  
well through  
plant powered  
modern  
remedies**

**Modern life is a work-out and your body needs daily recovery.  
Most sports drinks out there are loaded with unhealthy stuff and  
designed for running a marathon, not your daily marathon.**

**So we created recoup, a premium, organic, hydration + health  
drink designed for post-work-out recovery and daily wellness.  
Recoup uses organic ginger and prebiotics to support gut health  
and recovery to while delivering electrolytes to replenish your  
system.**



## Deliverable

Initially 2-4 front of pack design 3D renders. Final deliverable:  
print-ready mechanical files for front of pack

Copy in order of importance/rough size

- Flavor name
- recoup brand logo
- "prebiotic beverage"
- "real ginger + electrolytes"
- "sparkling"
- USDA Organic logo (should be prominent)
- "gut-healthy hydration"
- (ROA regenerative organic alliance logo (can be smaller or less prominent))
- "regenerative" (should appear near the ROA logo)
- 12 FL OZ (355 mL)



Color Direction (teal is optional)

## Watermelon & Blood Orange

C: 0  
M: 51  
Y: 29  
K: 0

C: 0  
M: 65  
Y: 25  
K: 0

C: 0  
M: 75  
Y: 20  
K: 0

C: 0  
M: 90  
Y: 27  
K: 0

C: 0  
M: 84  
Y: 22  
K: 0

C: 11  
M: 99  
Y: 36  
K: 0

C: 0  
M: 52  
Y: 78  
K: 0

C: 89  
M: 38  
Y: 47  
K: 13

## Lemon Lime

C: 27  
M: 0  
Y: 80  
K: 0

C: 41  
M: 0  
Y: 100  
K: 0

C: 56  
M: 0  
Y: 100  
K: 0

C: 47  
M: 0  
Y: 100  
K: 0

C: 63  
M: 0  
Y: 100  
K: 0

C: 71  
M: 0  
Y: 100  
K: 0

C: 82  
M: 0  
Y: 100  
K: 0

C: 8  
M: 0  
Y: 100  
K: 0

C: 89  
M: 38  
Y: 47  
K: 13

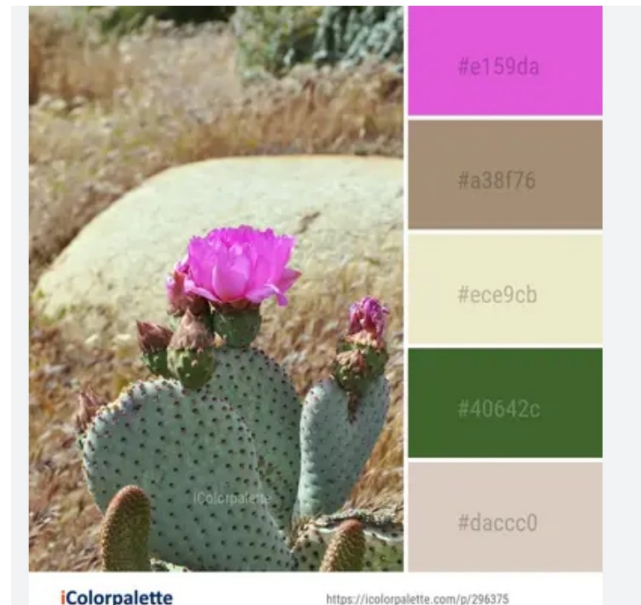
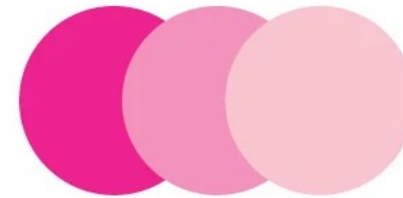
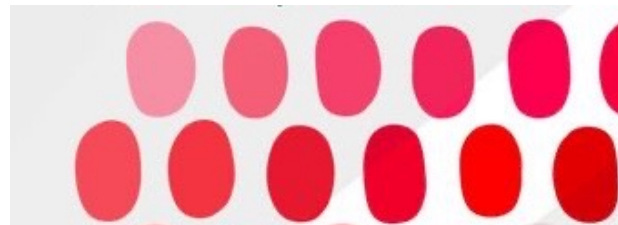
# Color Direction

# New Flavor Color Inspiration: Pineapple Passionfruit





# New flavor color inspiration: Strawberry Prickly Pear. Needs to look different from watermelon





# Category examples and inspiration

Category Examples: Prebiotic and Probiotic Drinks  
gut healthy soda category is more flavor focused, a little more sugary and not as functional as recoup)



Culture Pop Soda Probiotic...



Culture Pop Probiotic...



Culture Pop Soda Probiotic Orange...





Category Examples: Premium / Functional  
Sparkling Waters and Functional Drinks





# Inspiration from other functional beverages, but don't design too similar

I like the modern feel and subtlety of Izze.  
we don't want photo-real fruit. I like the slices/cross sections the best.



This Tangerine is too plain but I like the clear hierarchy. Easy to read and understand



Designs I like



# Other category illustration/renders I like (different directions)

Love the pitaya, vibrant, easy to read, modern, yet yummy illustrations



Like these two directions, but needs to work for all flavors, flowers don't make sense with our flavors



Like this fruit treatment and style, but hard to read



Like the modernness but needs to look refreshing/ delicious



I really like the layers and the modern, lush feel of this illustration style, nice balance of clear communication and engaging design. Has a clear style and point of view



Good balance of color saturation and clear legible text, cute illustration





# Guardrails

# Stay away from



Too abstract  
for beverage,  
looks great  
for personal  
care, too  
muted, no  
flavor cues

This is pretty but a little too  
feminine, not flavorful  
enough,



# Stay away from

Too vintagey



Too childish



No people

