



codebrew

Brand Promotion for Dynamic Environment / Katherine Fetter

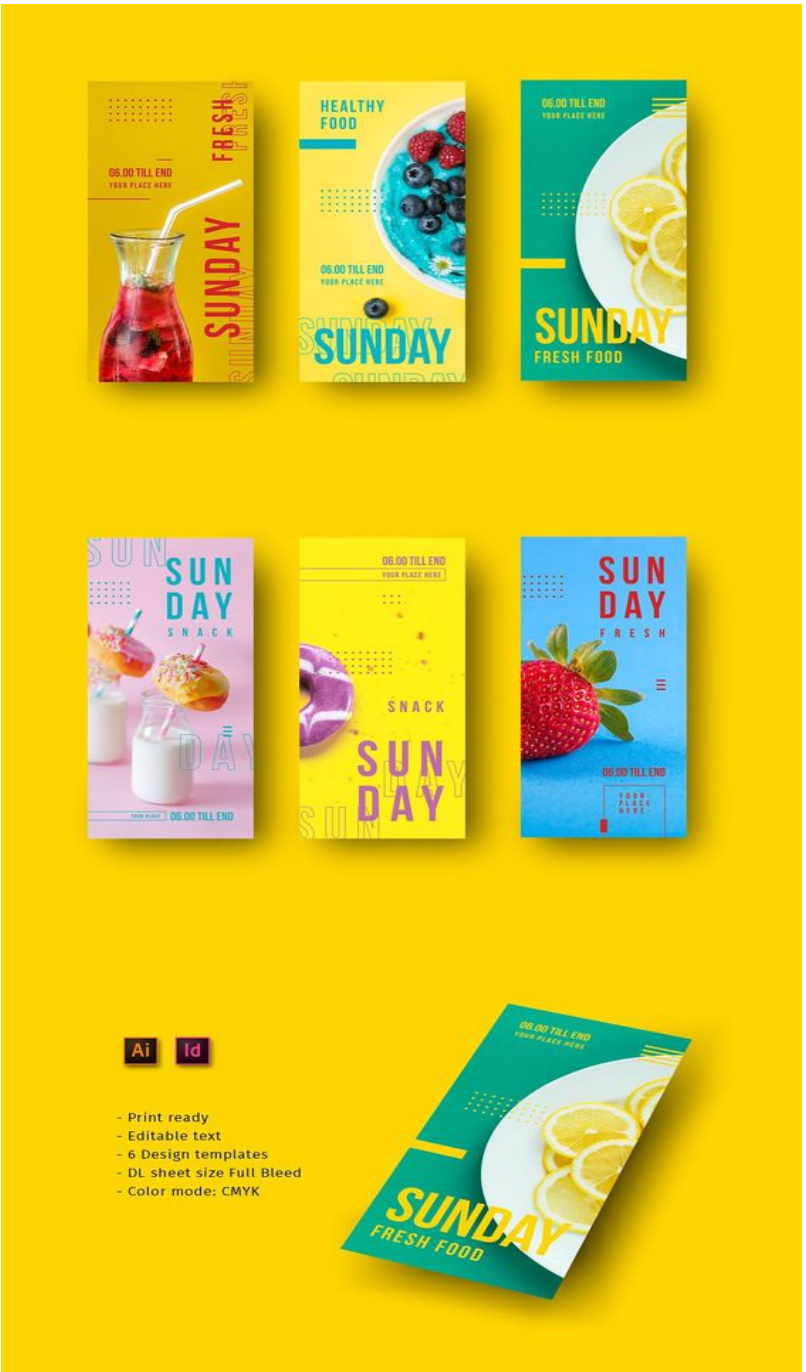
00

Before beginning the project, I researched
brand identity ideas and images

RESEARCH

Research

Before deciding on a target audience, I wanted to research different Ideas of layouts, poster design, packaging, business cards, etc., to gain some inspiration into the various ways branding is produced and idealized. Within this search, I found an abundance of new ways to promote brand identity and also new ways to enhance design elements that I didn't think about before. I found a lot of interest in the more minimal design products.



Research - Packaging

Target Audience: Doctors/Nurses
Product Concept: Caffeine Infused Candy (Plus addition of Vitamins + Health Benefits)

After picking my target audience of doctors/nurses. My research began with looking at different ideas of packaging, layouts,. And business cards more similar to my concept. Also, within my research, I wanted to make sure that my product idea was not already on the market. Although the concept of caffeine infused candy is already created, I wanted to produce something different. This product would be a caffeine infused candy, made specifically for doctors, that is also enhanced with Vitamin C, Vitamin D, and Zinc, to support energy but also the immune system, brain function, and much more, for a delicious yet easier way to stay awake during long shifts, while also staying healthy.

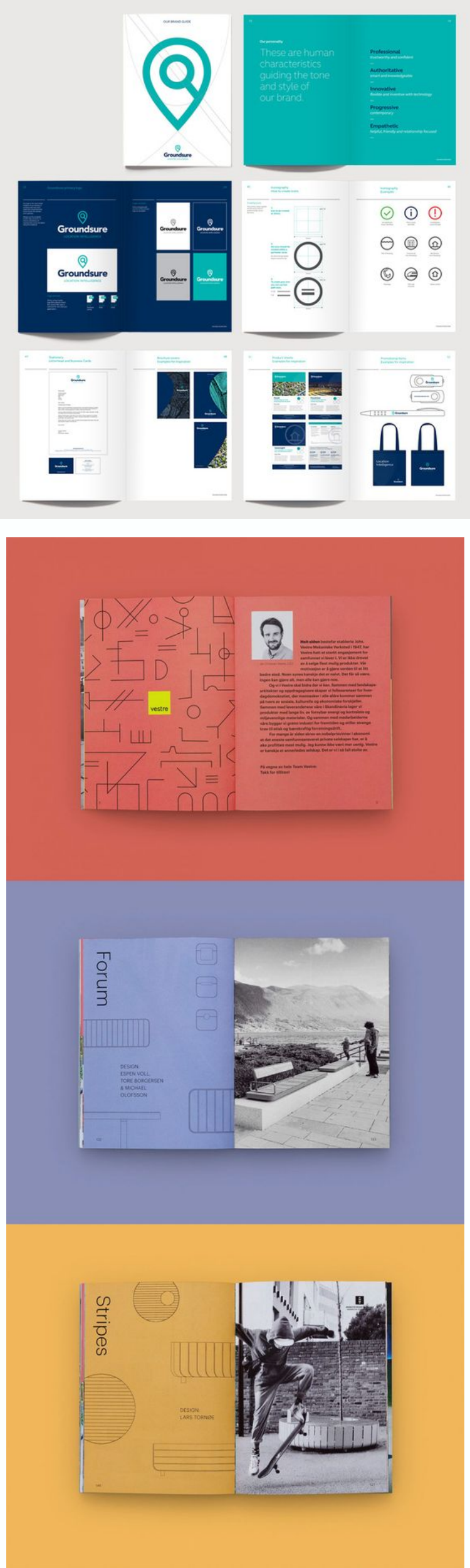


Research – Layouts

Target Audience: Doctors/Nurses

Product Concept: Caffeine Infused Candy (Plus addition of Vitamins + Health Benefits)

After picking my target audience of doctors/nurses. My research began with looking at different ideas of packaging, layouts, and business cards more similar to my concept. Also, within my research, I wanted to make sure that my product idea was not already on the market. Although the concept of caffeine infused candy is already created, I wanted to produce something different. This product would be a caffeine infused candy, made specifically for doctors, that is also enhanced with Vitamin C, Vitamin D, and Zinc, to support energy but also the immune system, brain function, and much more, for a delicious yet easier way to stay awake during long shifts, while also staying healthy.

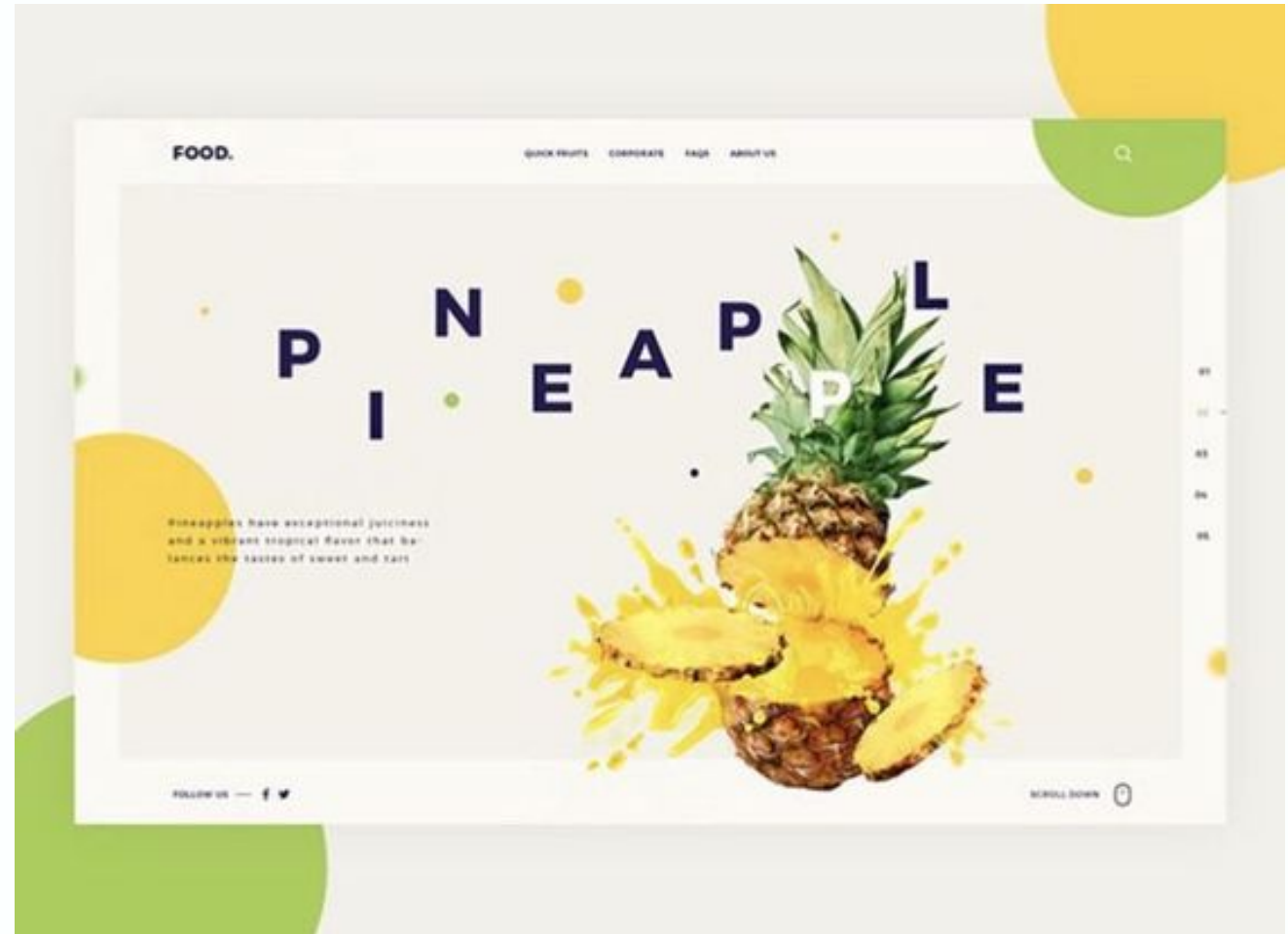
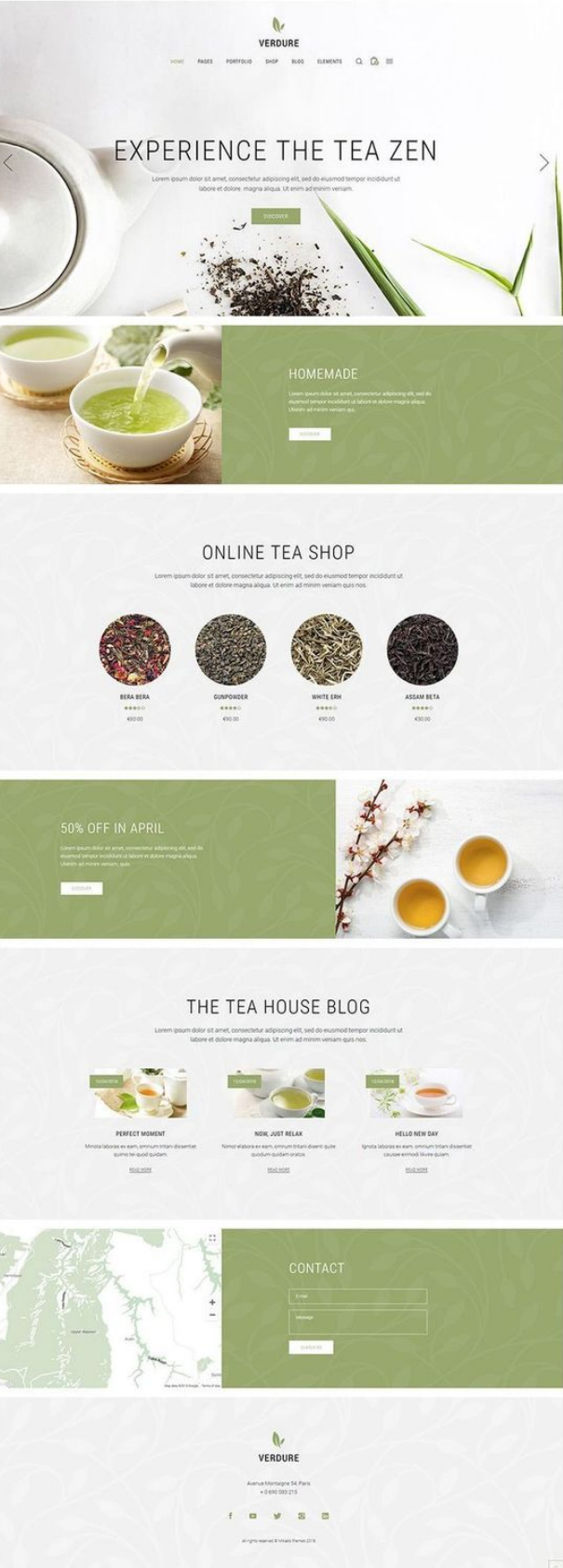
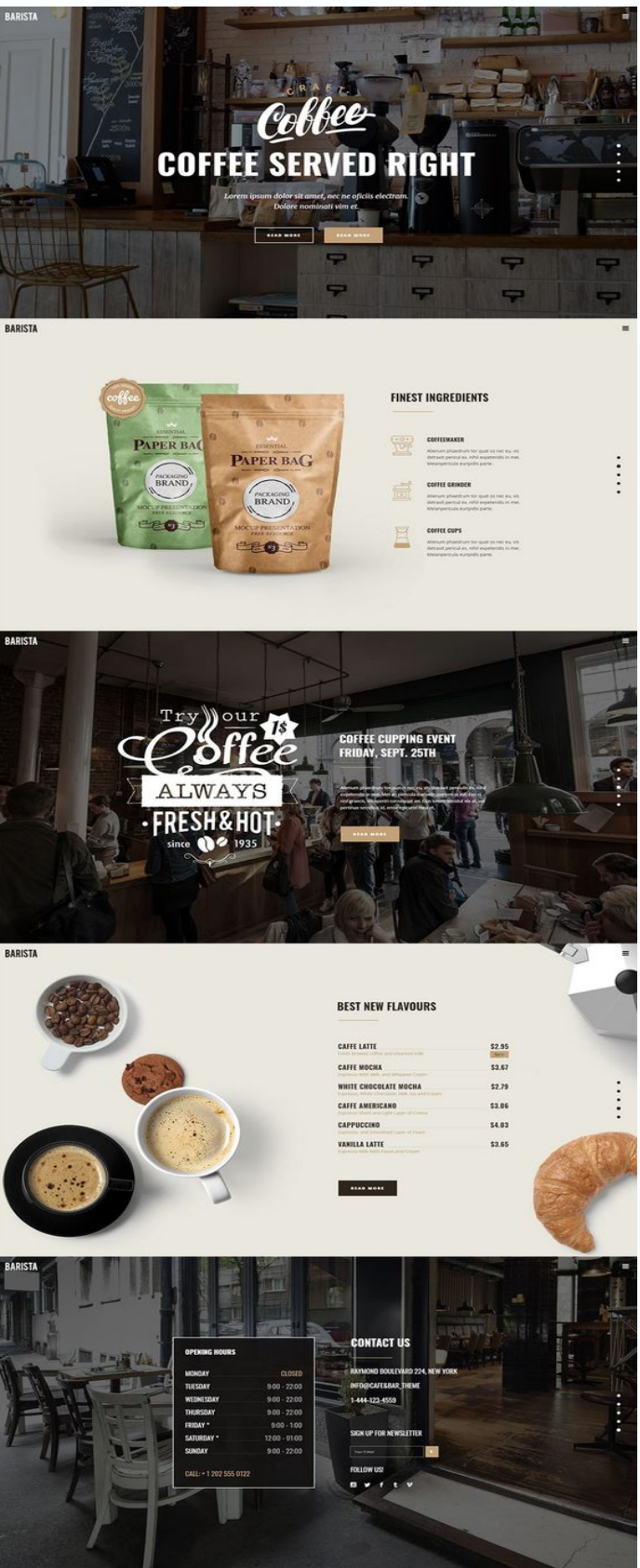
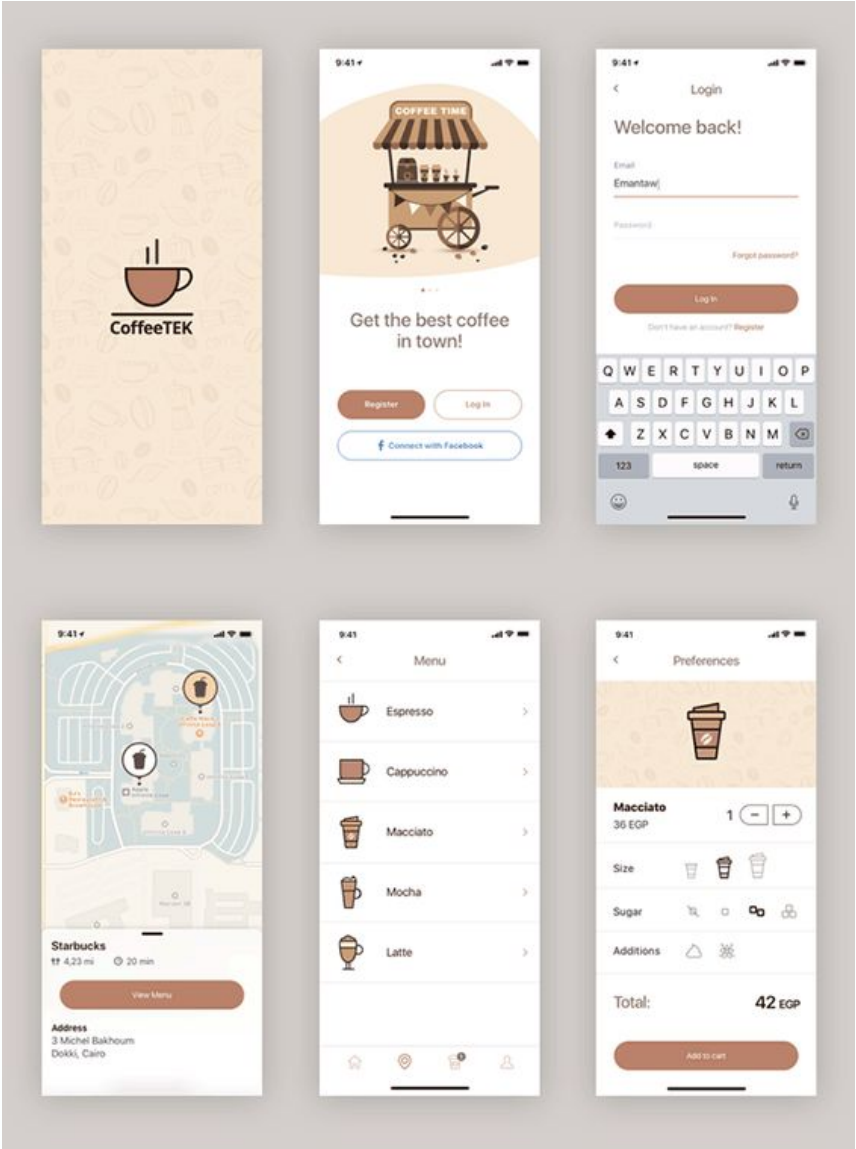
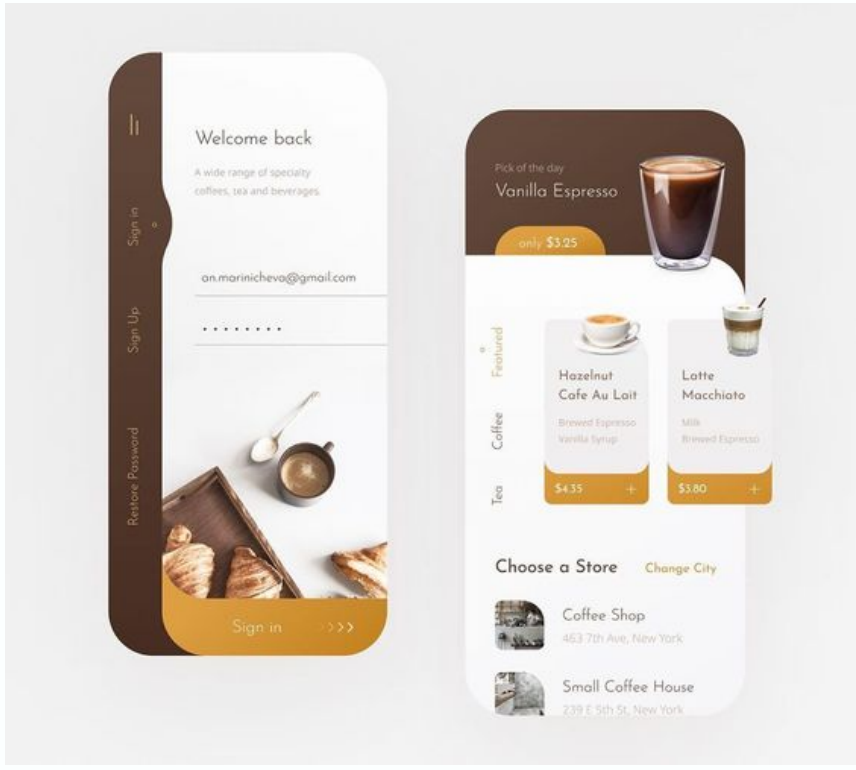


Research – Web/App

Target Audience: Doctors/Nurses

Product Concept: Caffeine Infused Candy (Plus addition of Vitamins + Health Benefits)

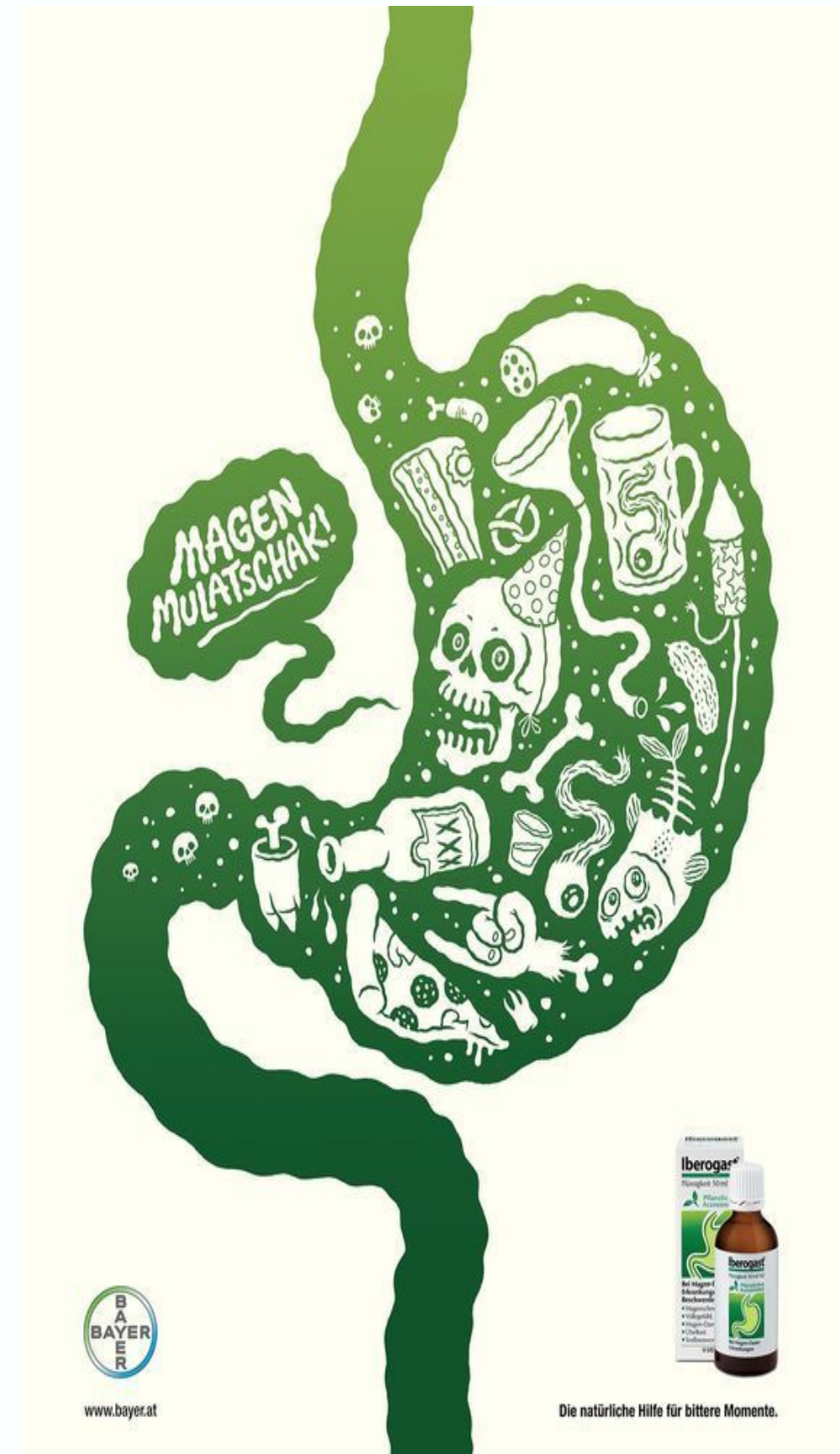
After picking my target audience of doctors/nurses. My research began with looking at different ideas of packaging, layouts and business cards more similar to my concept. Also, within my research, I wanted to make sure that my product idea was not already on the market. Although the concept of caffeine infused candy is already created, I wanted to produce something different. This product would be a caffeine infused candy, made specifically for doctors, that is also enhanced with Vitamin C, Vitamin D, and Zinc, to support energy but also the immune system, brain function, and much more, for a delicious yet easier way to stay awake during long shifts, while also staying healthy.



Research – Business Card & Poster

Target Audience: Doctors/Nurses
Product Concept: Caffeine Infused Candy (Plus addition of Vitamins + Health Benefits)

After picking my target audience of doctors/nurses. My research began with looking at different ideas of packaging, layouts and business cards more similar to my concept. Also, within my research, I wanted to make sure that my product idea was not already on the market. Although the concept of caffeine infused candy is already created, I wanted to produce something different. This product would be a caffeine infused candy, made specifically for doctors, that is also enhanced with Vitamin C, Vitamin D, and Zinc, to support energy but also the immune system, brain function, and much more, for a delicious yet easier way to stay awake during long shifts, while also staying healthy.



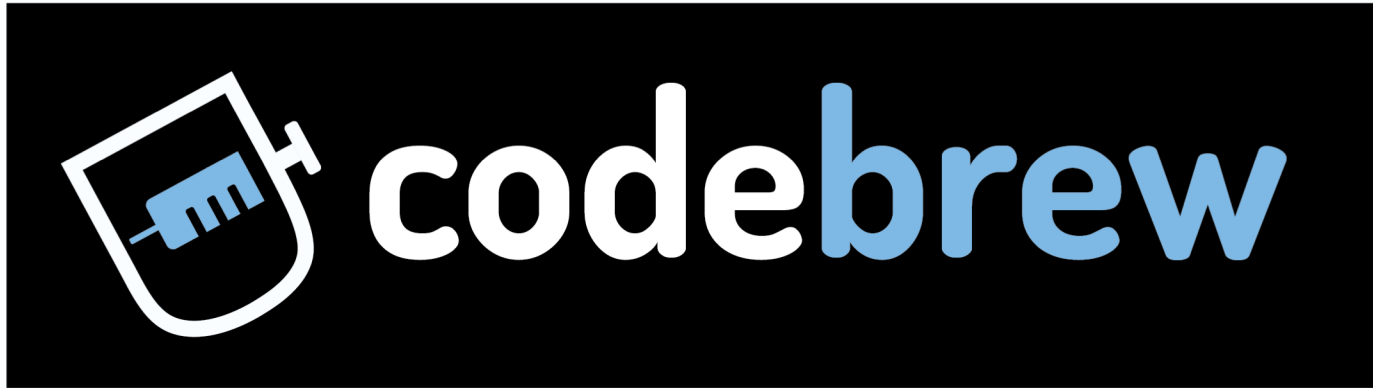
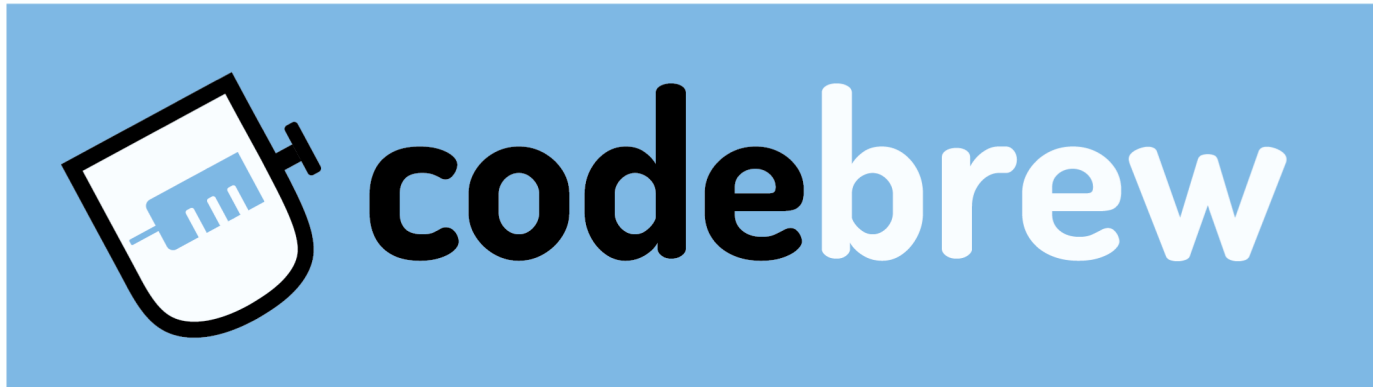
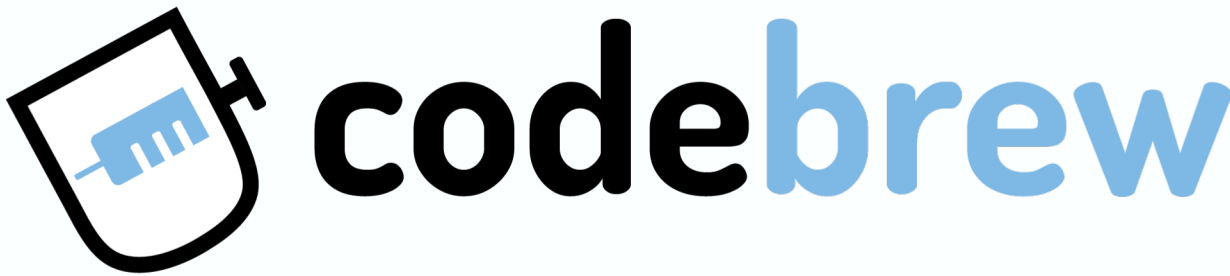
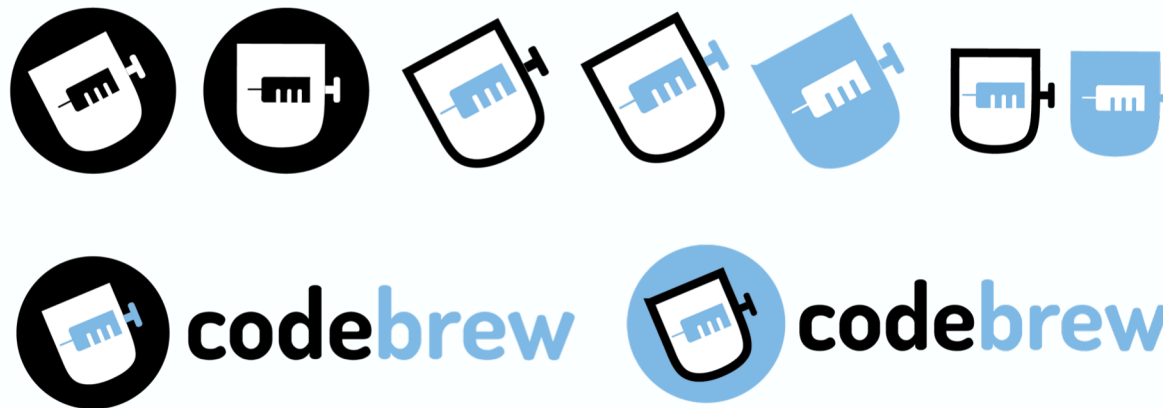
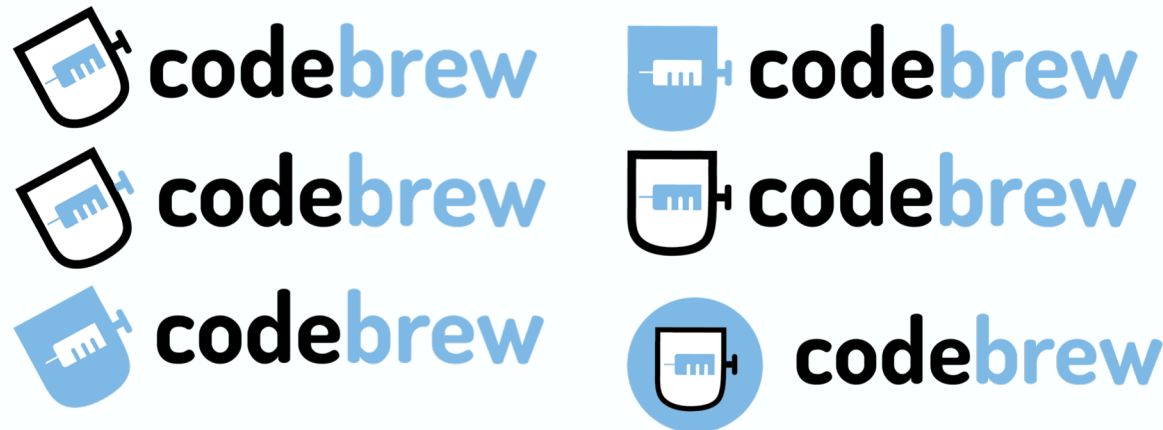
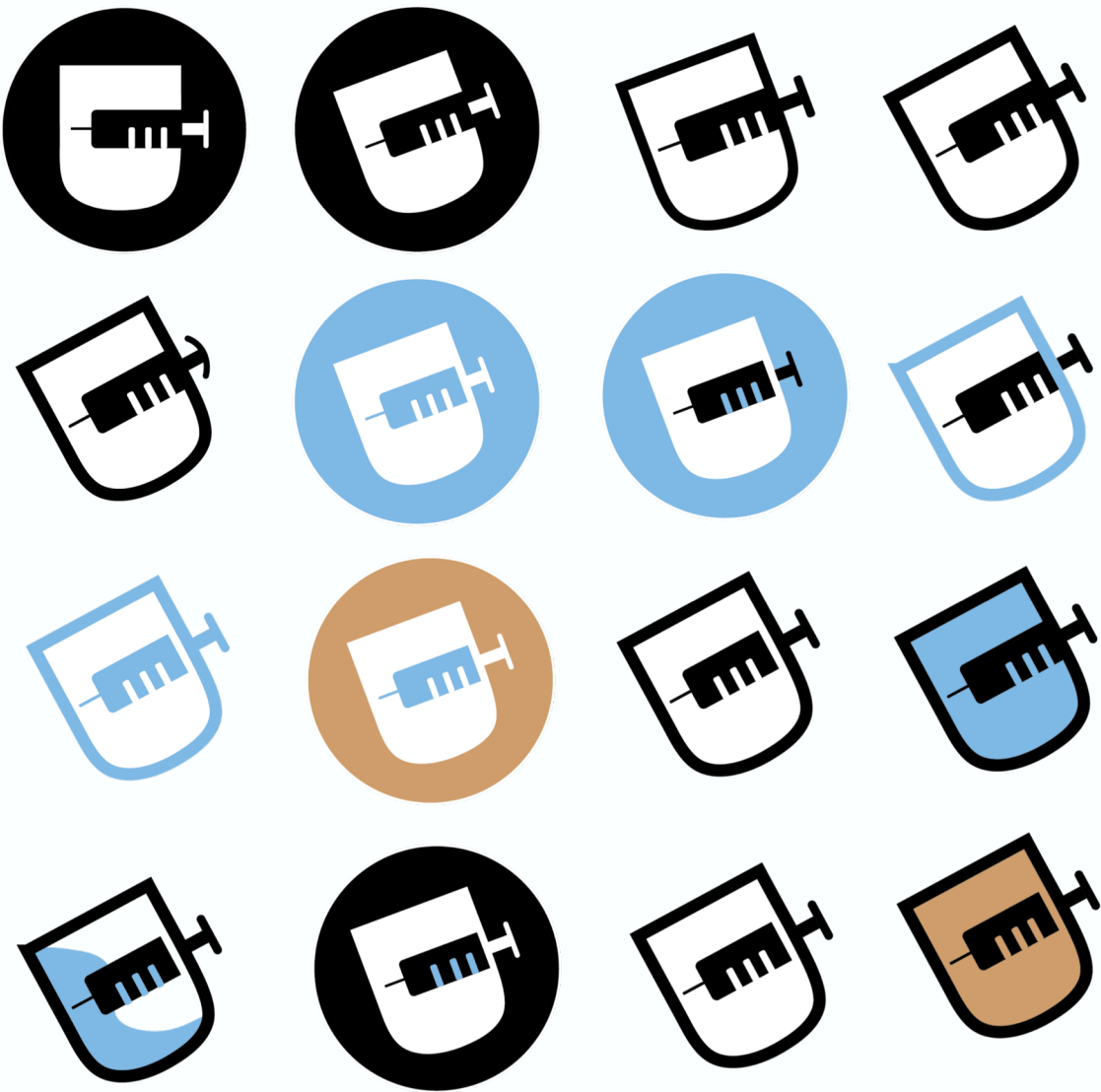
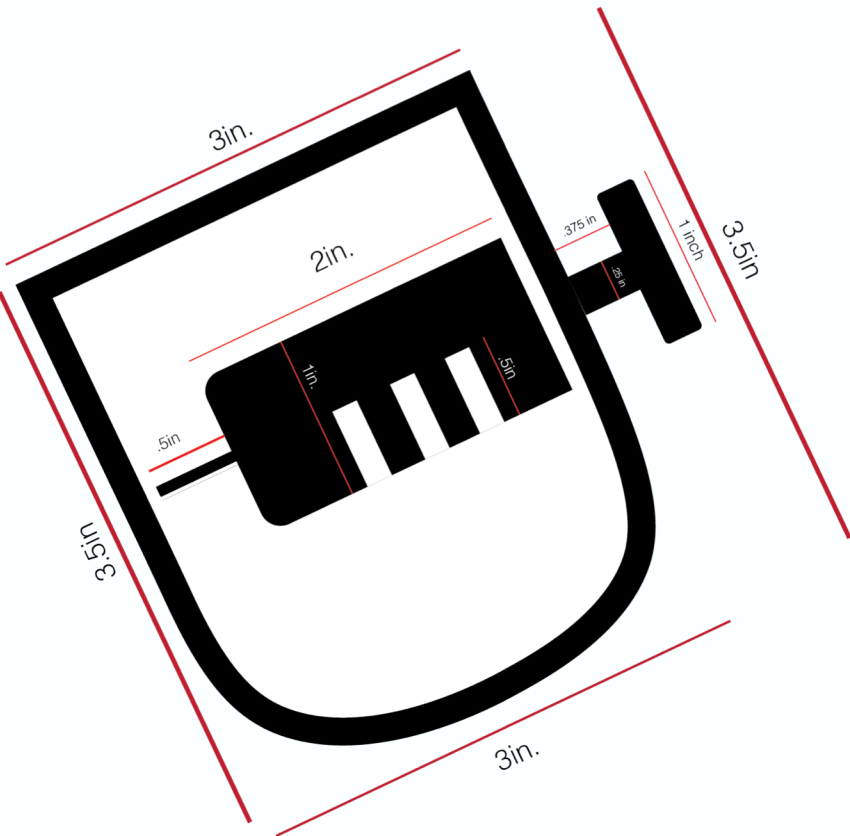
01

LOGO DESIGN

To start off the creation of CodeBrew, the first step I took was the creation of a Logo

Logo Computer Variations

While starting my computer process variations of my logo. I started off using a sky blue and testing multiple ways of adjusting the cup. I also played around with adding an additional circle to enclose the mug. However, I felt that the mug/syringe held a stronger emphasis on it's own. I decided to use a contrast in color to differentiate the words in the brand name, as well as playing around with different typefaces. In conclusion, I chose a rounded san-serif typeface in order to emphasize the rounded and bold features of the logo mark.



Logo Final Mood Board

After many variations of colors within my logo process, I decided to create a mood board. Finding inspiration within shades of blue, as well as having a pop of red. I decided to change my logo colors to follow this theme. I believe that the teal reminds me of medical scrubs, while holding a high contrast with the dark grey. Also, I really enjoyed having a pop of color (red) to emphasize features that I would later utilize throughout the brand.



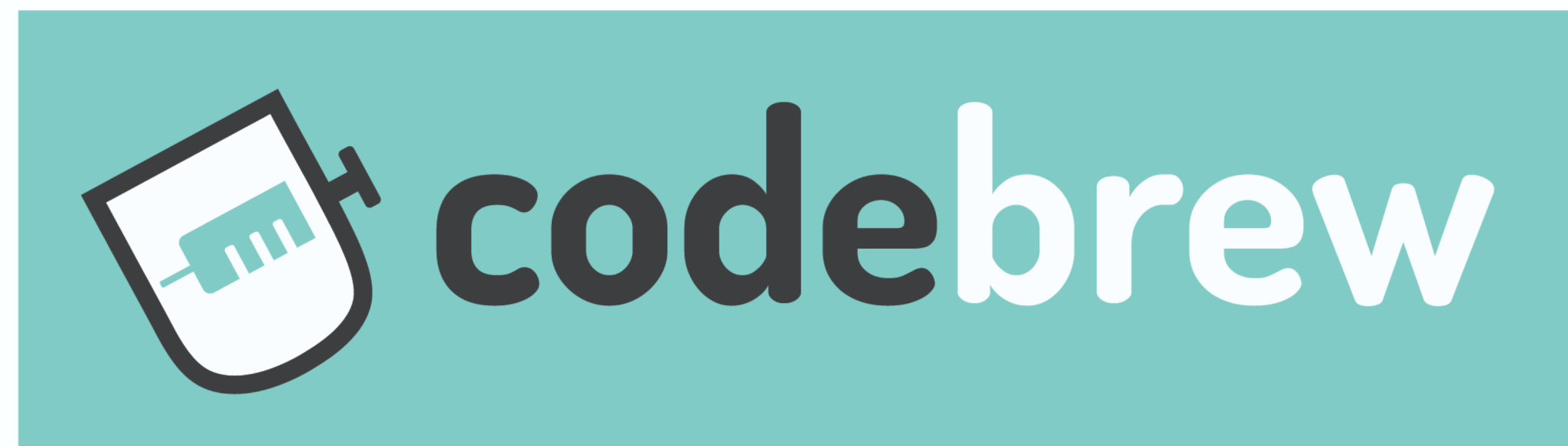
01



Logo Final Variations

For my final logo, I chose to have a tilted coffee cup with a syringe, following the mood boards colors of a teal, dark grey, and white. I have a primary and secondary mark, where as the coffee cup is either on the left side of the type or directly above. My logo is displaying the medical aspect, as well as the fun, "energetic" emotion of my brand.

Although medical work is very serious, my candy as well as my logo, brings light onto how this product will increase your mood and provide many benefits.

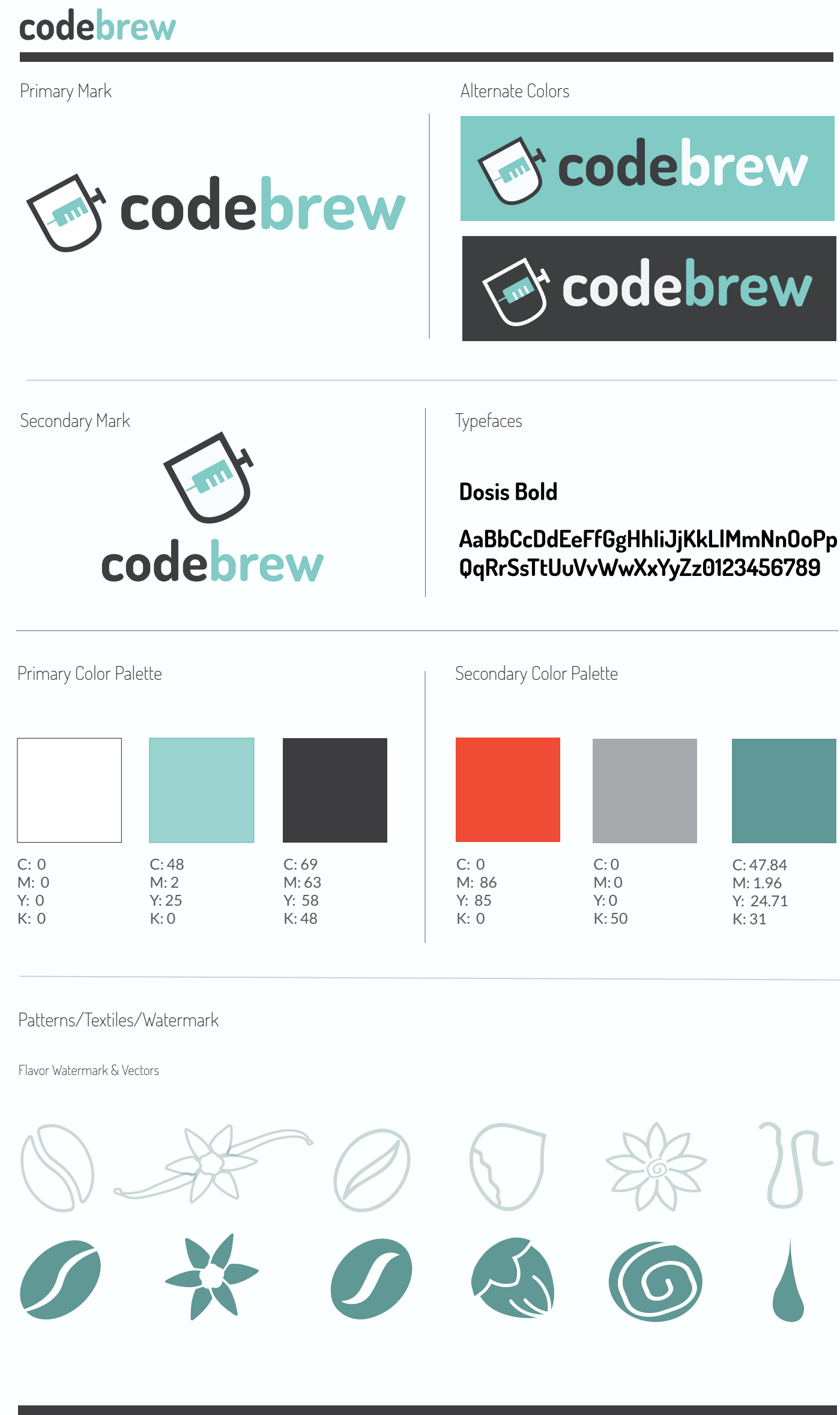


BIKIT

After creation of the logo, a BI Kit was created to define typography, color palette, as well as displaying other watermarks and images used throughout the brand

Logo Final BI KIT

The BI Kit displays the font that was used within my logo, which was Dosis Bold (rounded, san-serif), as well as my primary and secondary color palette. At the very bottom is the display of my watermark images that were later used for the different flavors of my packaging and product. Lastly, is the primary logo mark and the secondary logo mark.



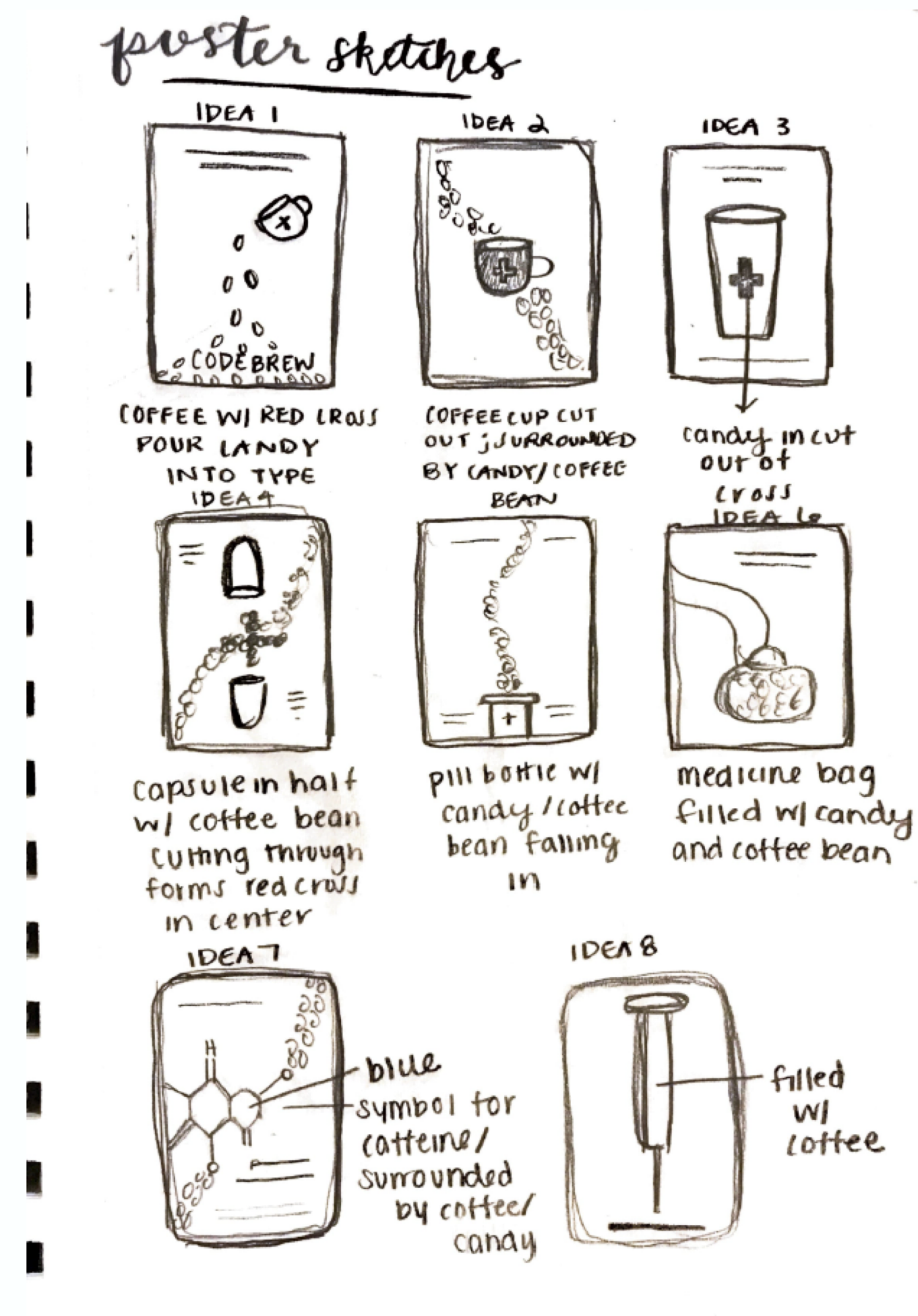
02

POSTER

A poster was created to capture the brand's characteristic's and the typographic identity of my brand

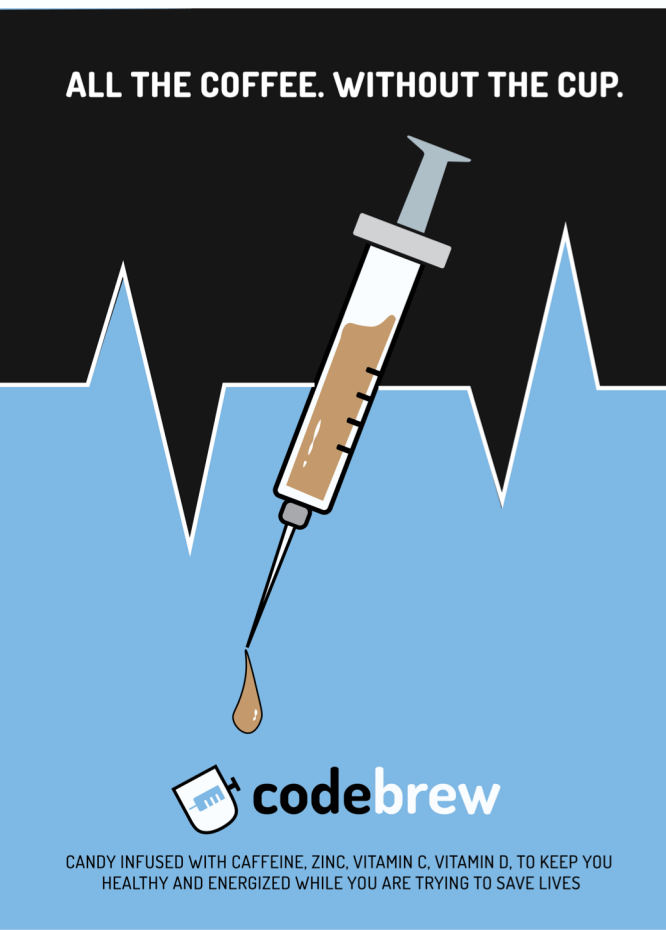
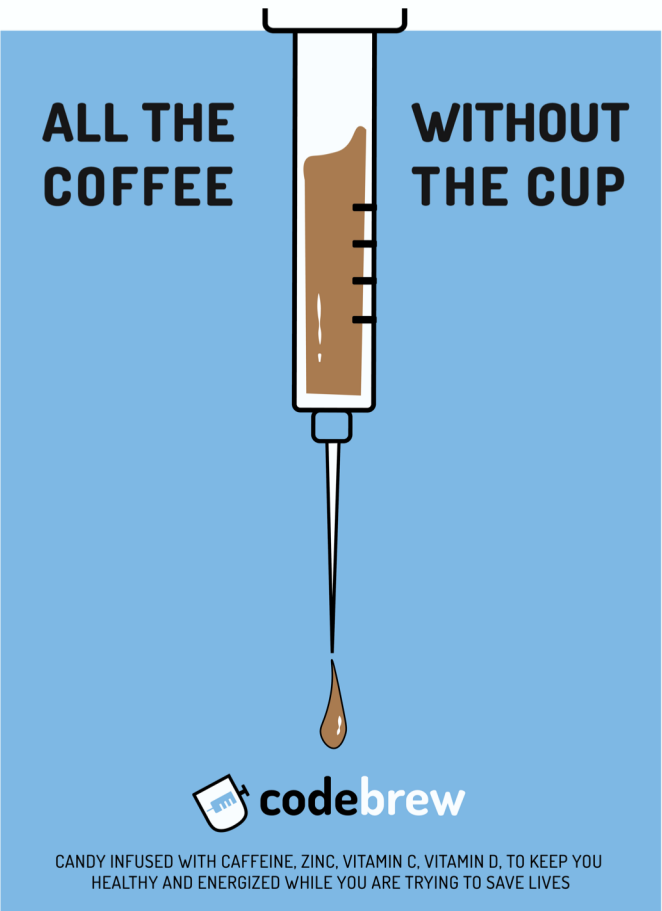
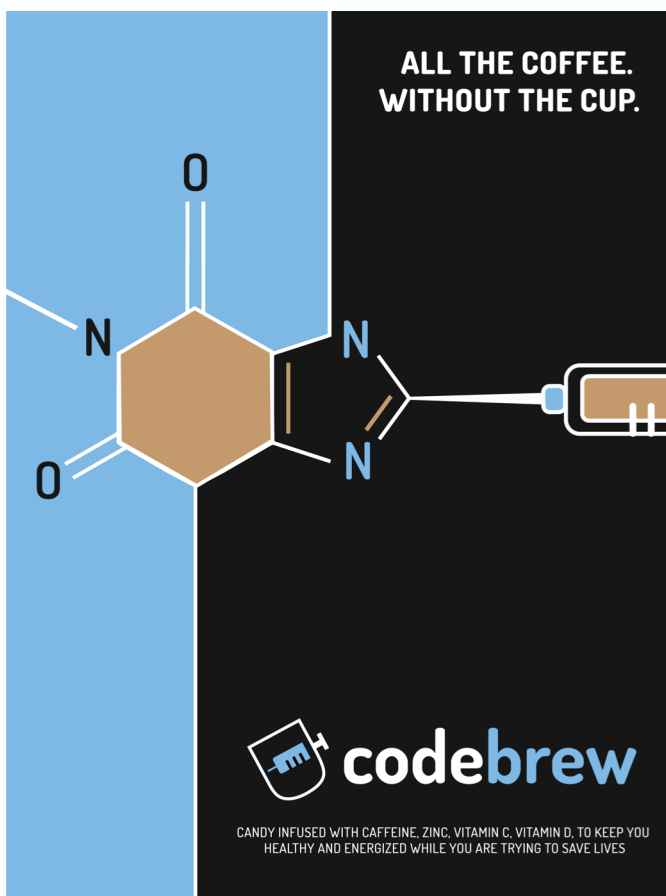
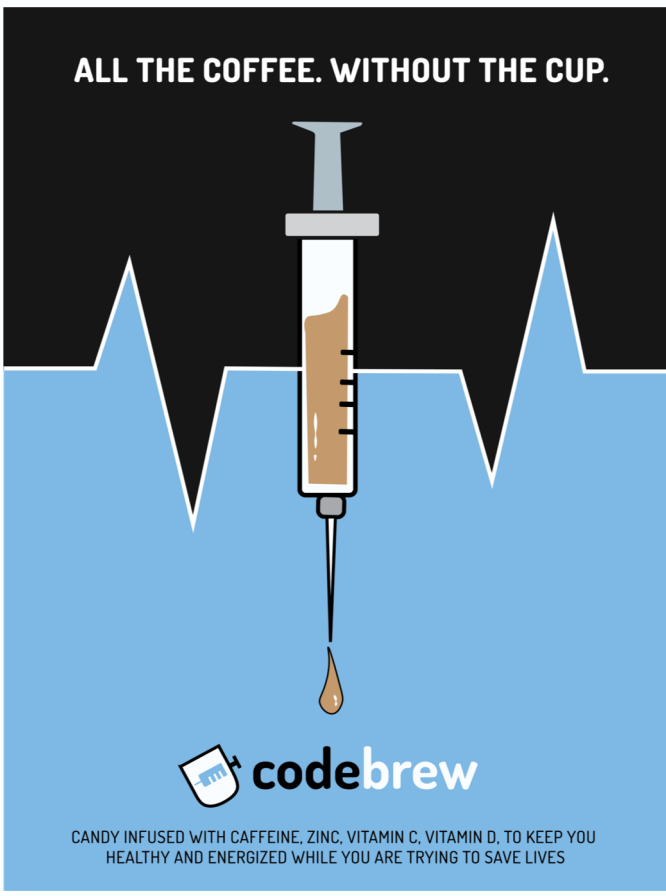
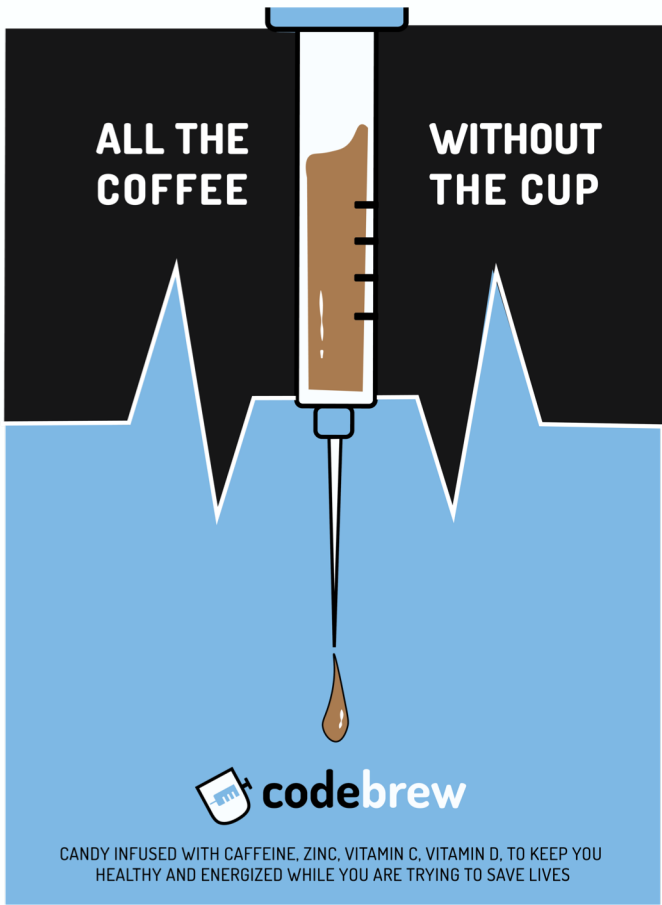
Sketches – Poster

For my initial conceptualizing of my poster, I played around with the idea of combining medicine with coffee beans, as well as a coffee cup with the cut out of the emergency red cross. Also, I tried to incorporate the caffeine symbol, to also combine the aspect of medical knowledge.



Poster Computer Variations

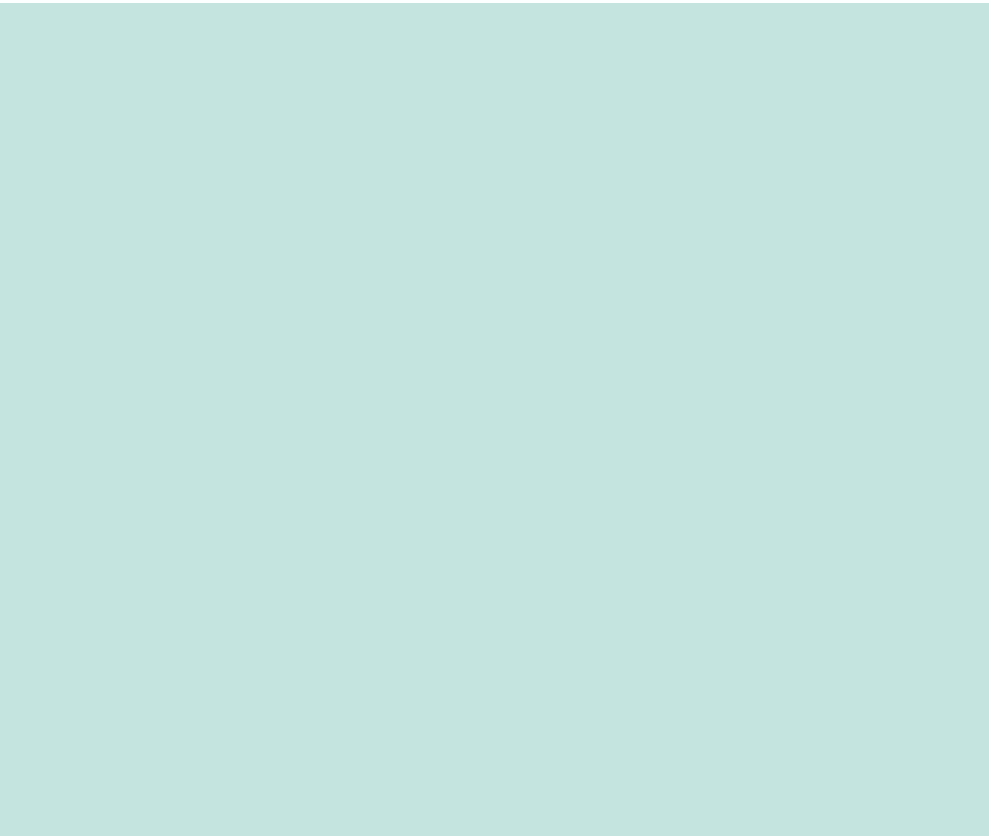
After trying my initial concepts on the computer, I did not feel that it fully captured my brand's identity. Moving to the posters on the further right side, I tried to start using typography to explain the concept of the candy, as well as capture the consumer to look closer at the poster and start to wonder what the brand is truly about. Using a high sense of contrast, I tried to utilize a pop of the red color to border and emphasize the words.



Poster Final Variations

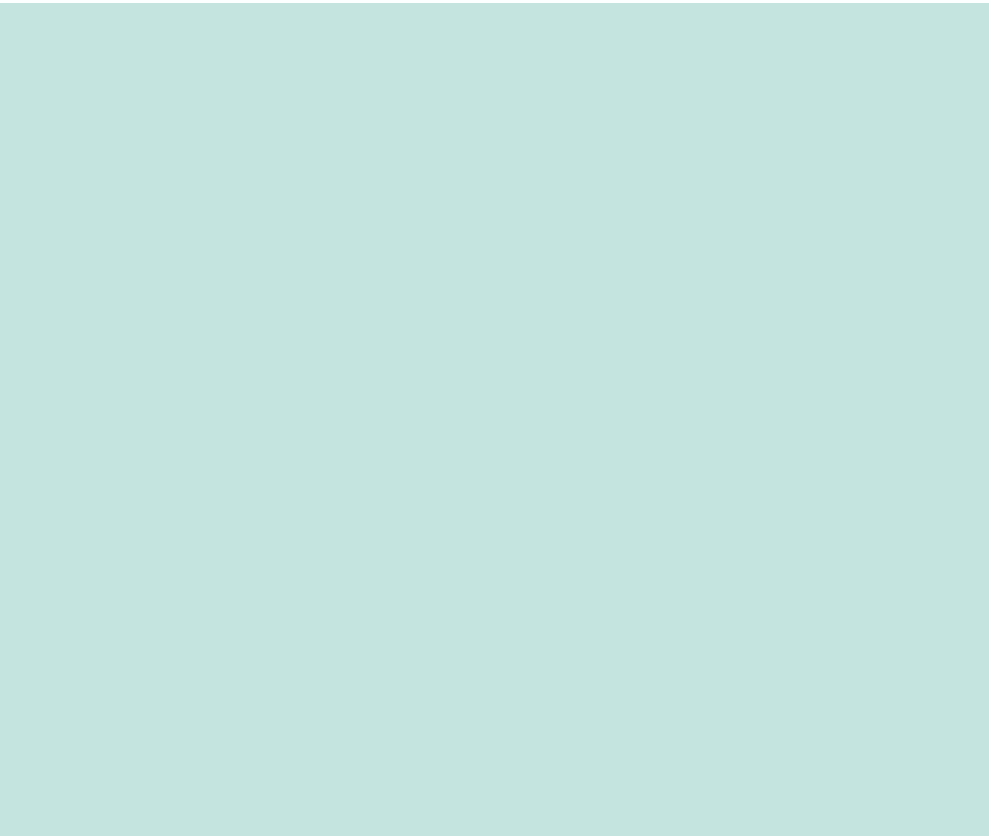
I ended up choosing the typographic posters for my final. Showing a dark version and light version, I wanted to be able to display various ways that the poster could be shown. I believe this poster creates visual hierarchy and gives the consumer a more dynamic visualization of the brand. I illustrated a syringe filled with coffee in the middle to incorporate the "infusion" of caffeine.





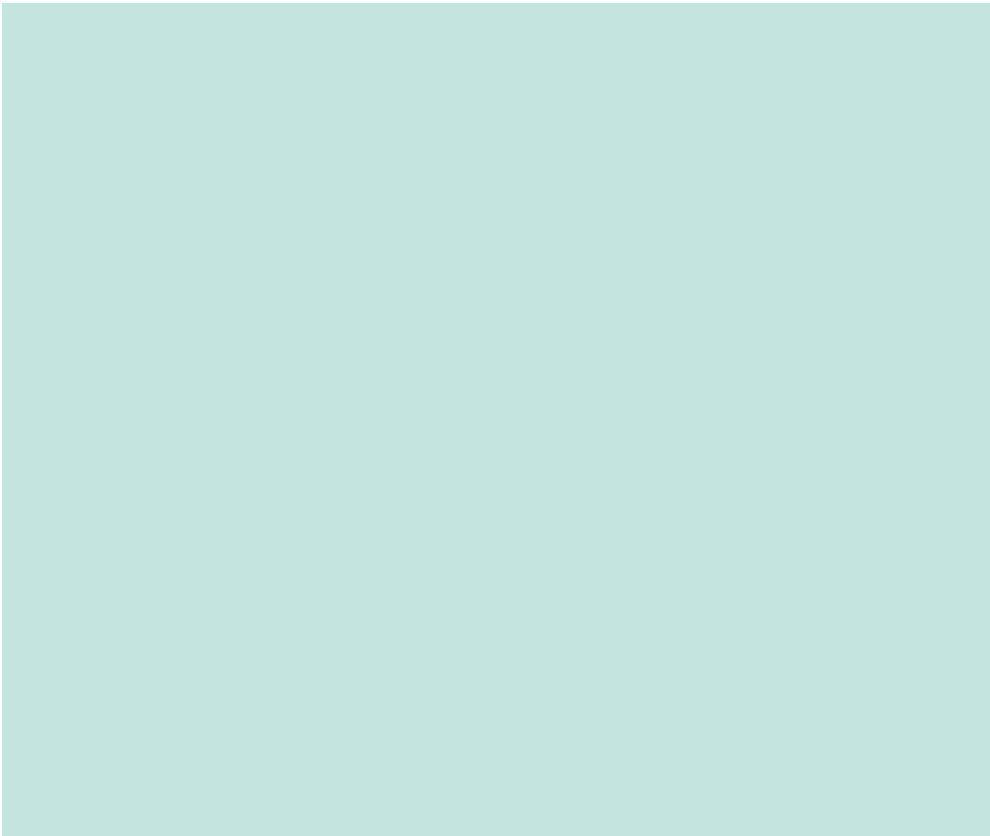
Poster Mockup





Poster Mockup





Poster Mockup

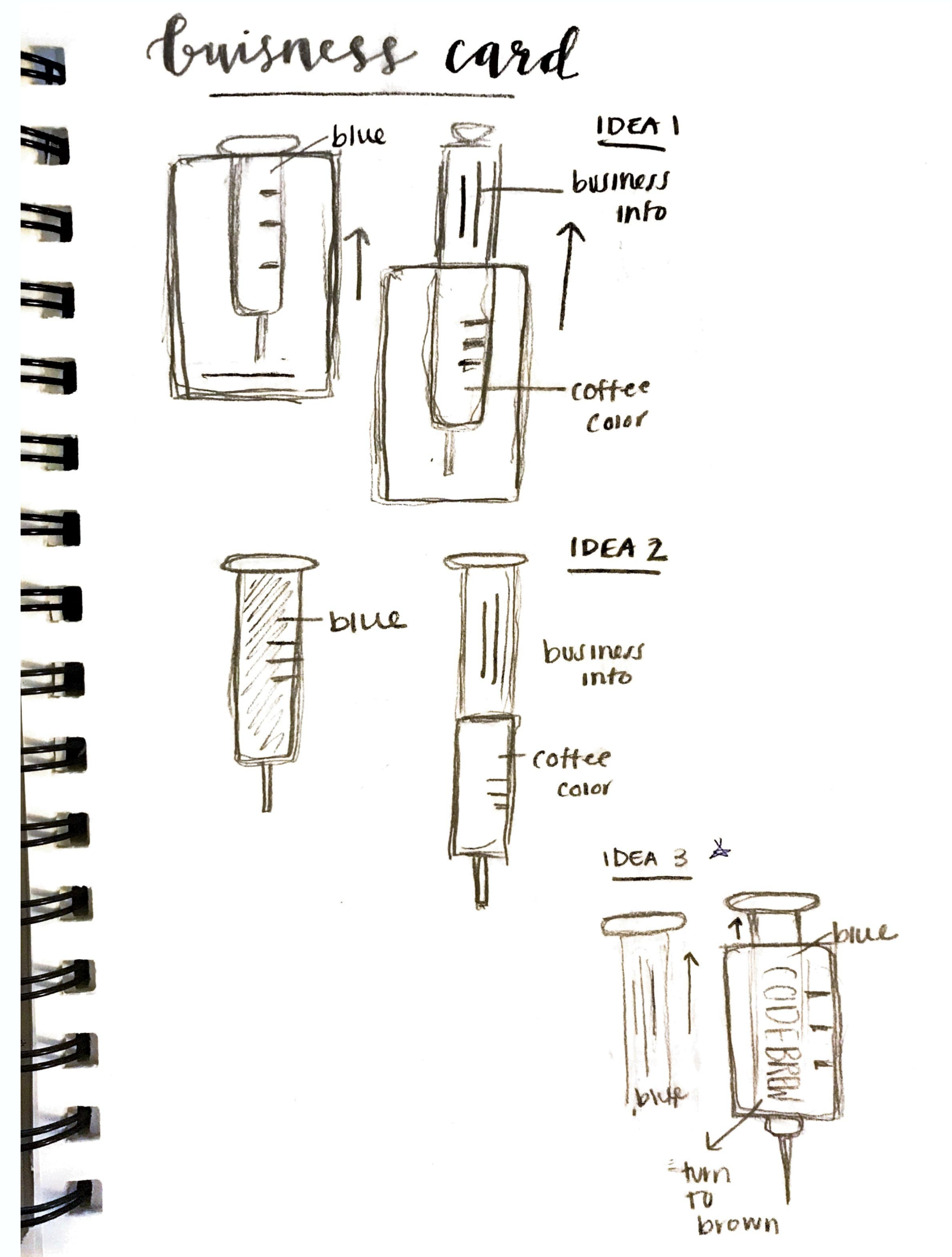


BUSINESS CARD

Moving further along, I created a business card following the light-hearted guidelines of my brand identity

Sketches – Business Card

For my business card, I wanted to create something unique. Following the ideation of my syringe, I made an interactive business card. Showing here is my sketches, I wanted my concept to grasp the idea of “pulling up” the syringe, and watching it fill with coffee. As you turn over the side you pulled up, you will find the business information. Some other ideas included having the business card be a syringe without the moveable parts. However, I thought it would be more unique and creative to do something interactive, that, I have not seen done before.



Business Card
Computer Variations

After choosing to do the interactive business card, I tried to continue using the typography aspect that I created within my poster. However, I found this ideation to be too busy. Therefore, I chose to create a more simple design on the back of "blue card," considering the advanced dynamic of the business card itself.



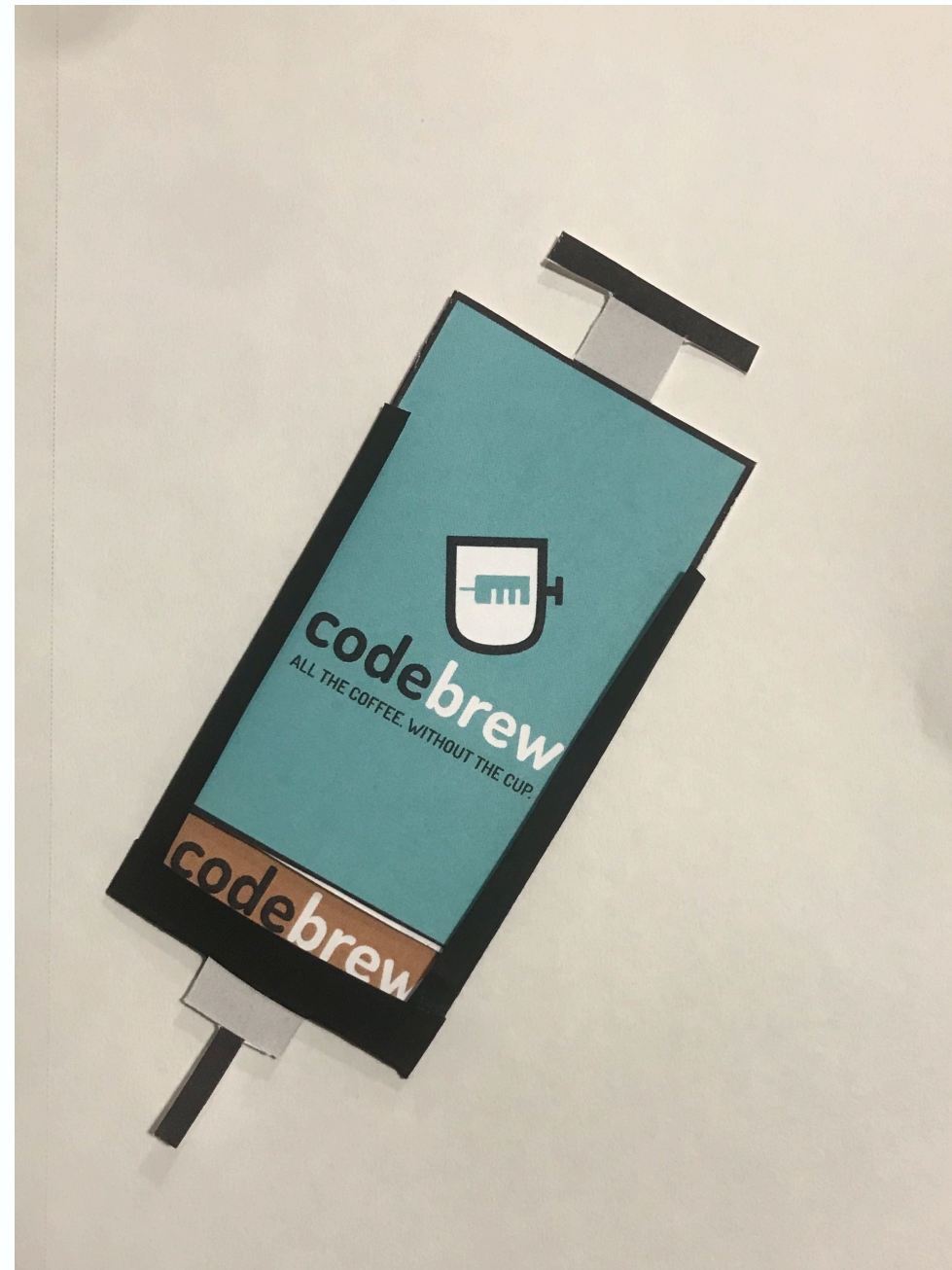
Business Card Final Variations

For my final design, I chose to stick with the more simple backside design, as well as changing the syringe "bars" on the right side of the coffee filled syringe card. Overall, I believe my design engages the consumer to watch as the syringe "fill up" with coffee, while also discovering more information about the flavors and the business itself.



Business Card Images

To complete the ideation of my business card, I photographed how the business card would work

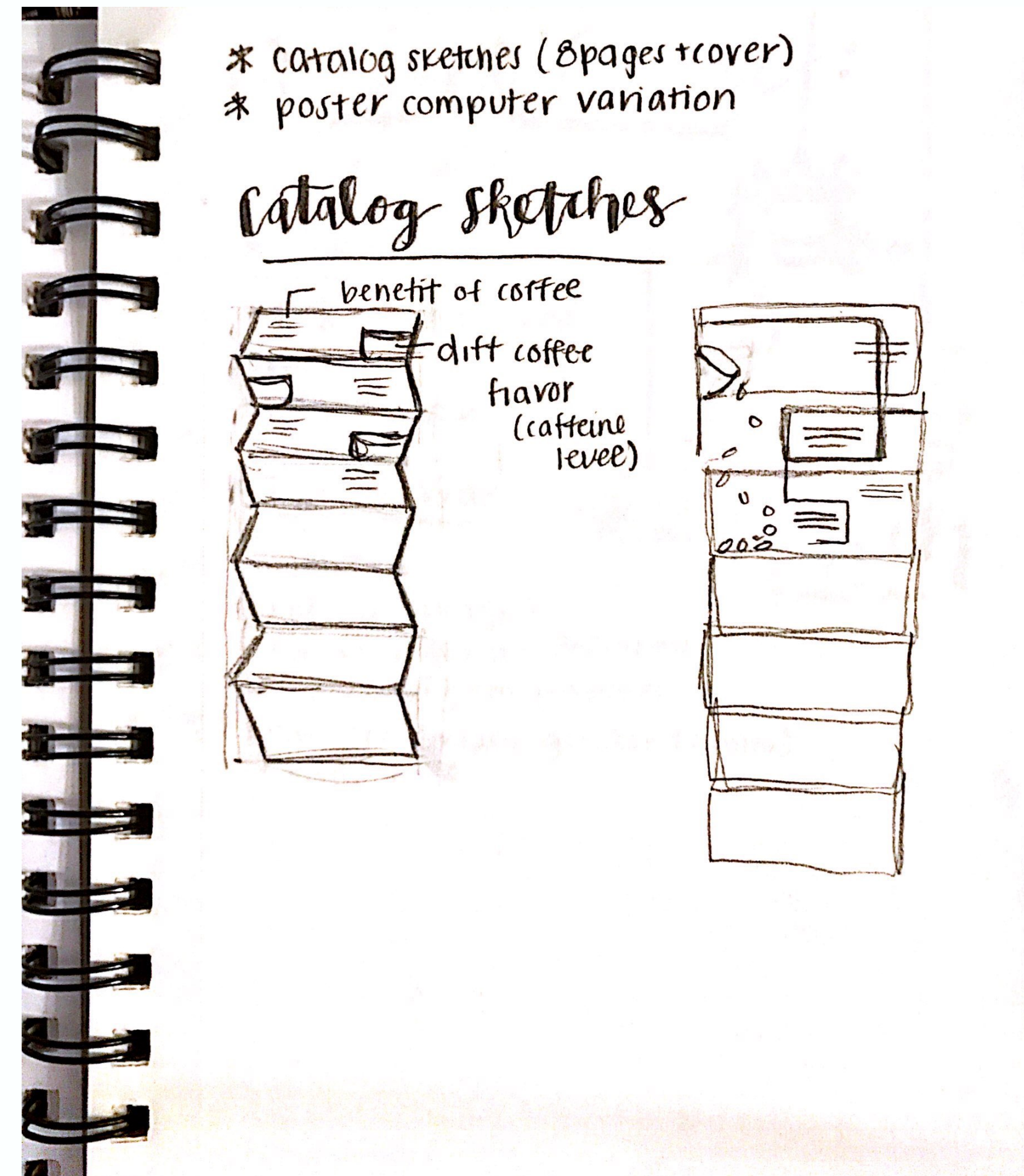


CATALOGUE

Next, I created a catalogue that discussed the brand's purpose, nutrition, benefits, product, and about the brand itself.

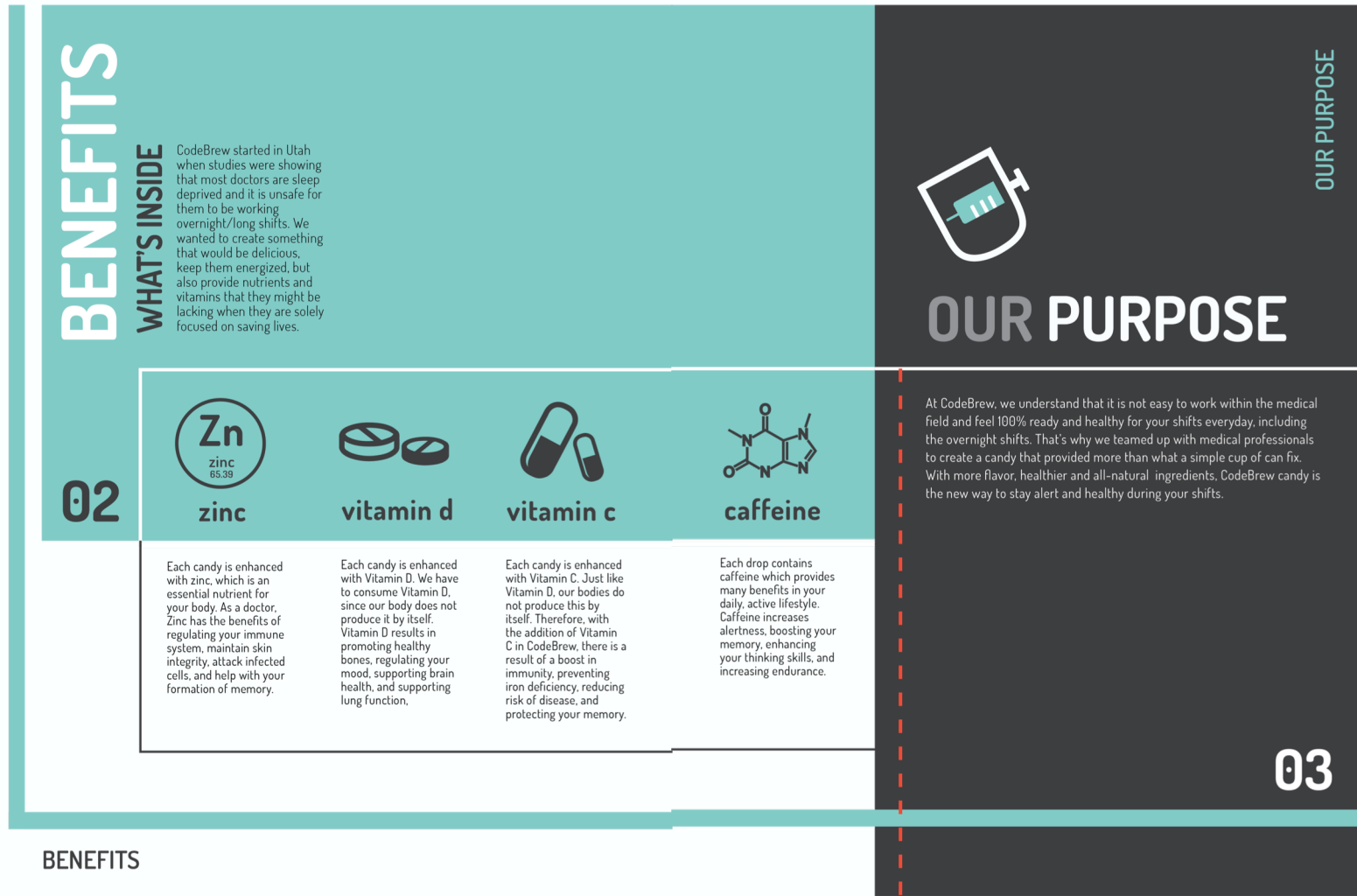
Sketches – Catalogue

Although I did not have an abundance of sketches for my catalogue. My initial thought process was to have each page be a different flavor of the product. However, I found that this did not explain enough of the brand itself. Moving further, into my ideations, I wanted to convey a consistent sense of movement throughout my spreads, guiding the reader through my spreads. Therefore, I wanted to emphasize moving lines following images, and text.



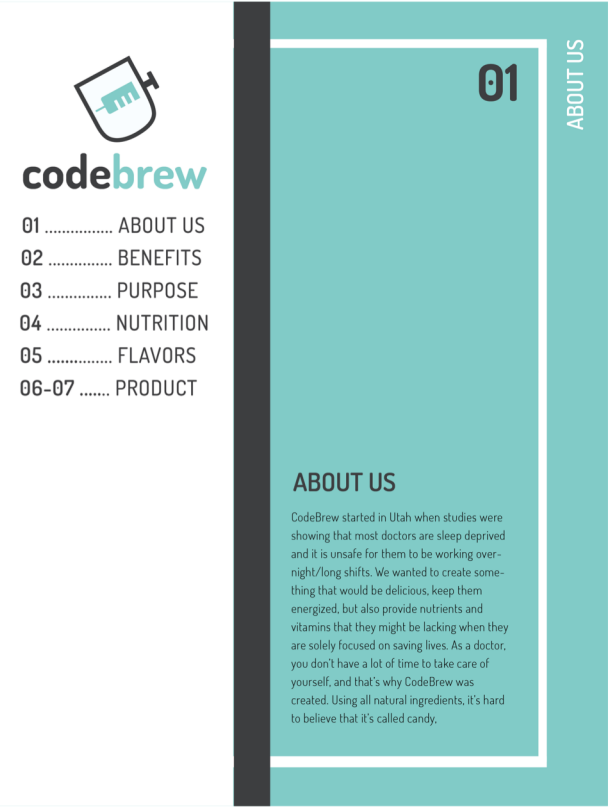
Catalogue Computer Variations

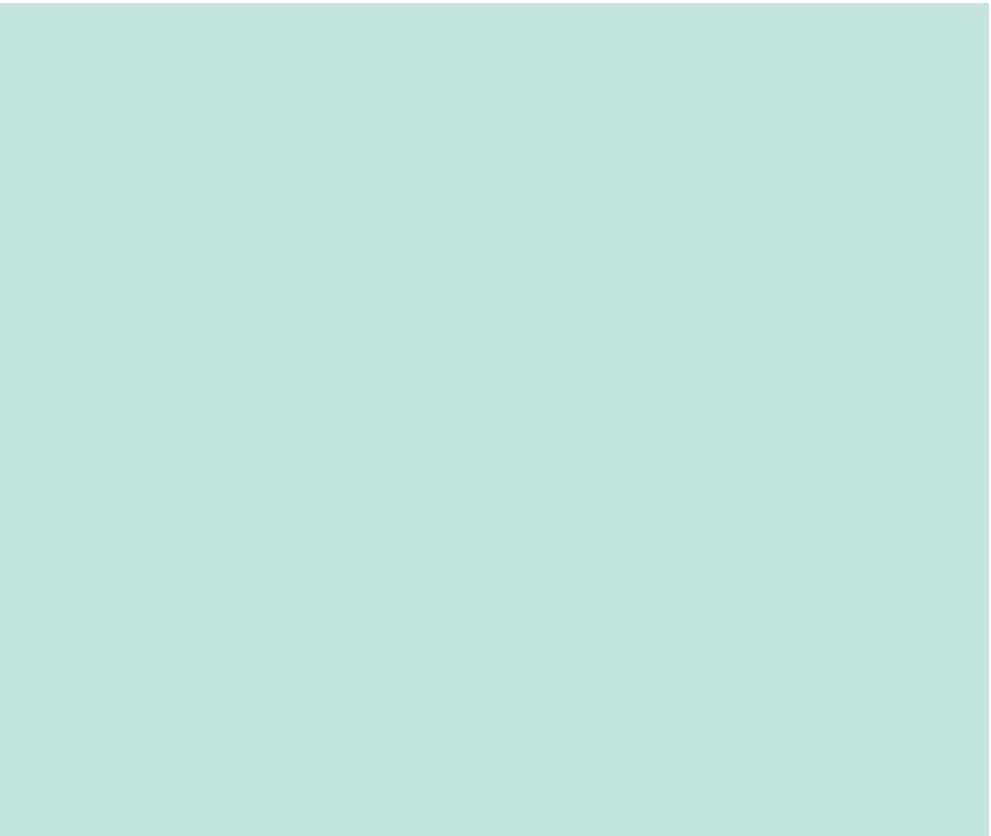
For my first computer variation of my catalogue, I kept the ideation of using visual movement throughout my spreads with the usage of the red-dotted line as well as using the unique typography from my poster to create a sense of unity throughout my brand. However, within this variation, I feel that some of the spreads were missing something and I needed to adjust my layouts.



Catalogue Final Variations

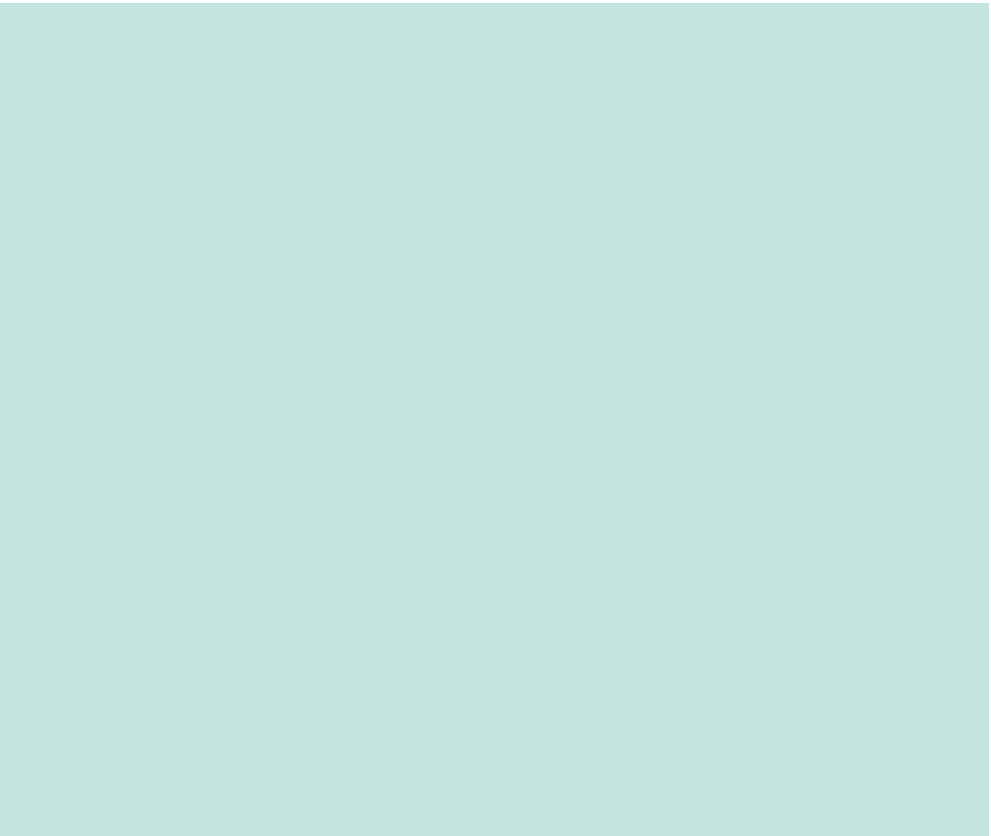
For my final variation, I kept some of the spreads the same, however I varied some of my layouts. I decided to add a nutrition spread as well as an explanation of what the product truly is. I wanted my catalogue to be able to display the energy of my brand, using movement as well as contrast, and visual hierarchy. I wanted to emphasize my brand using more typography and line movement, rather than the use of real images. I believe that it did not fit well into my spreads, other than the usage of an image on page 6. Overall, my catalogue guides the reader through the brands purpose, benefits, nutrition, flavors, and the product itself.





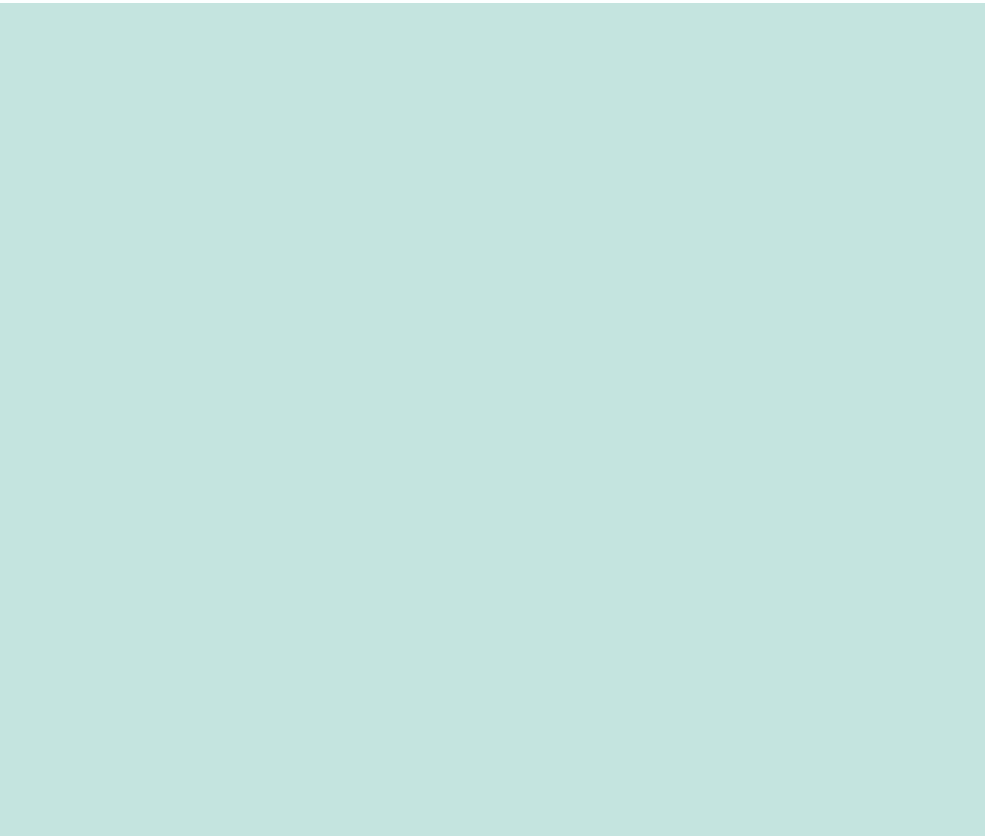
Catalogue Mockup





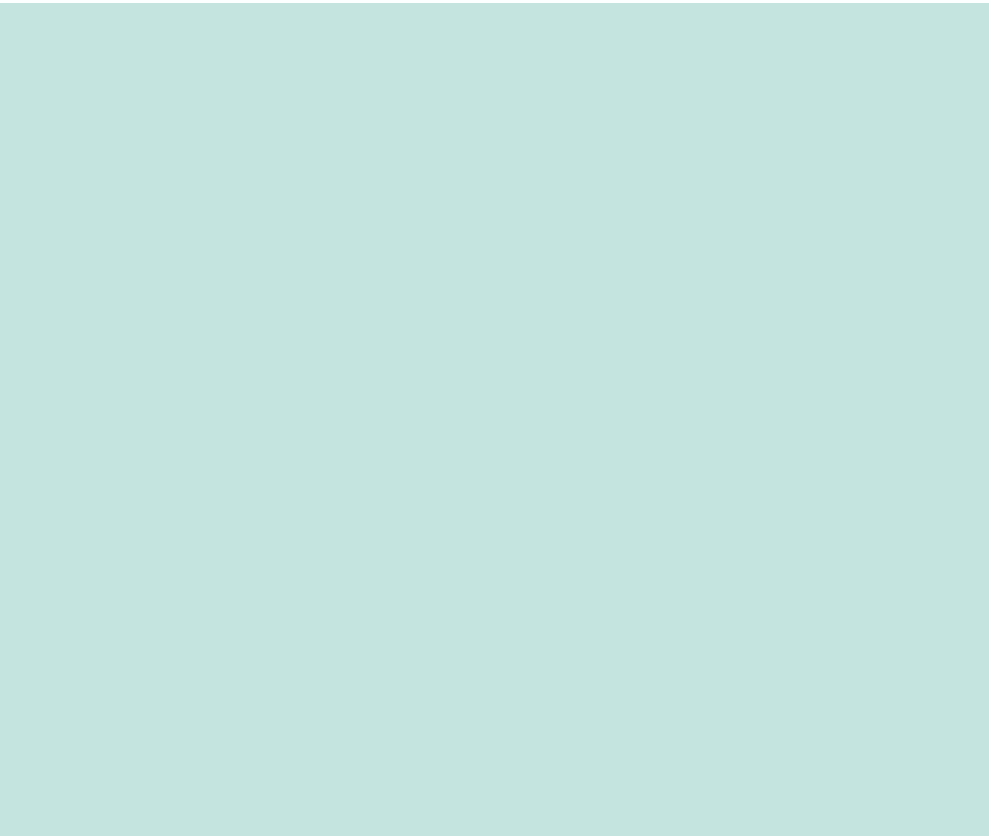
Catalogue Mockup





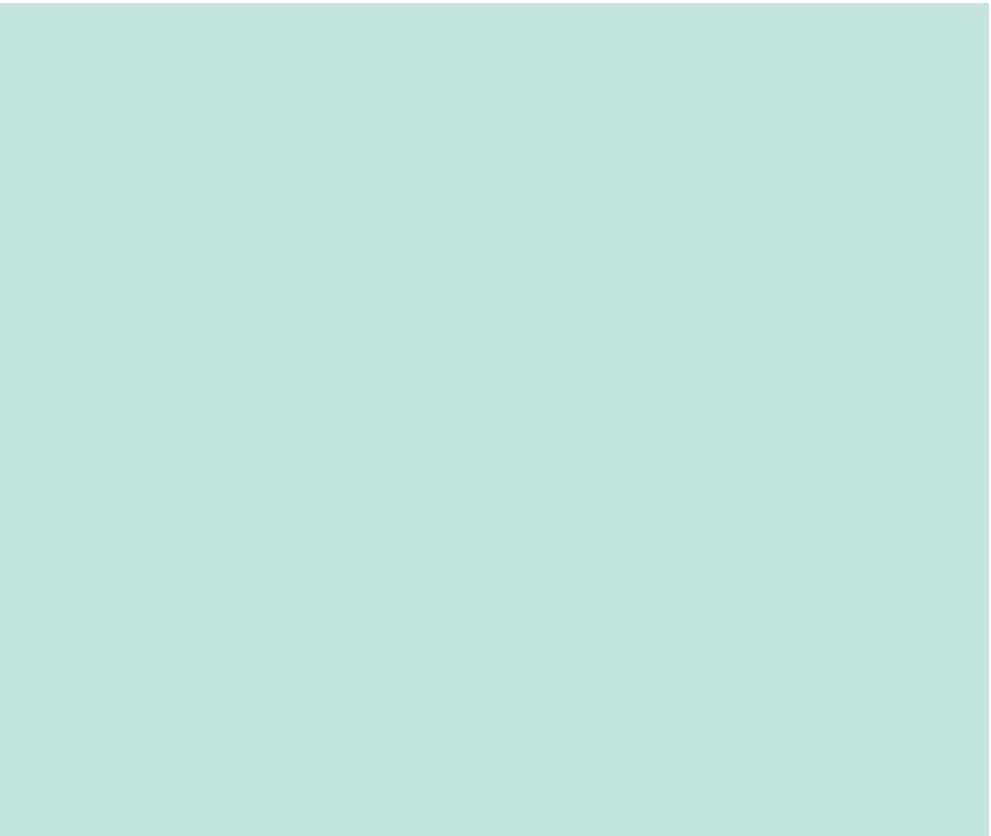
Catalogue Mockup





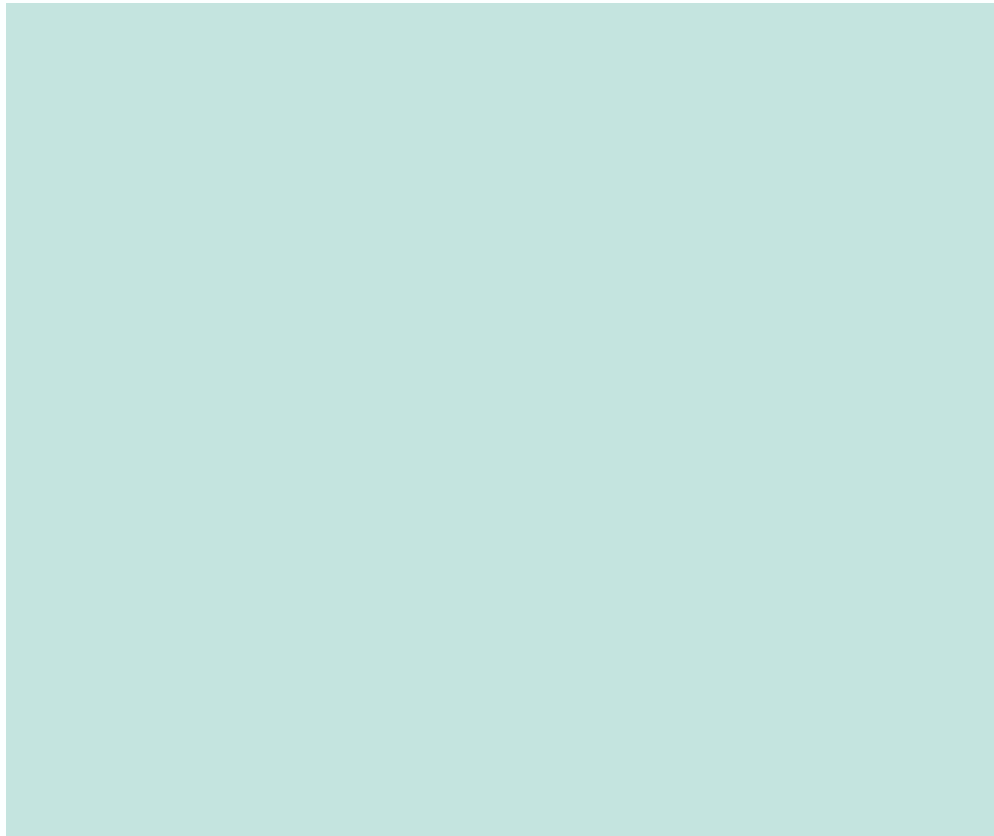
Catalogue Mockup





Catalogue Mockup





Catalogue Mockup



WEB DESIGN

I continued my brand with the creation of an example of how the website for my brand will look

05

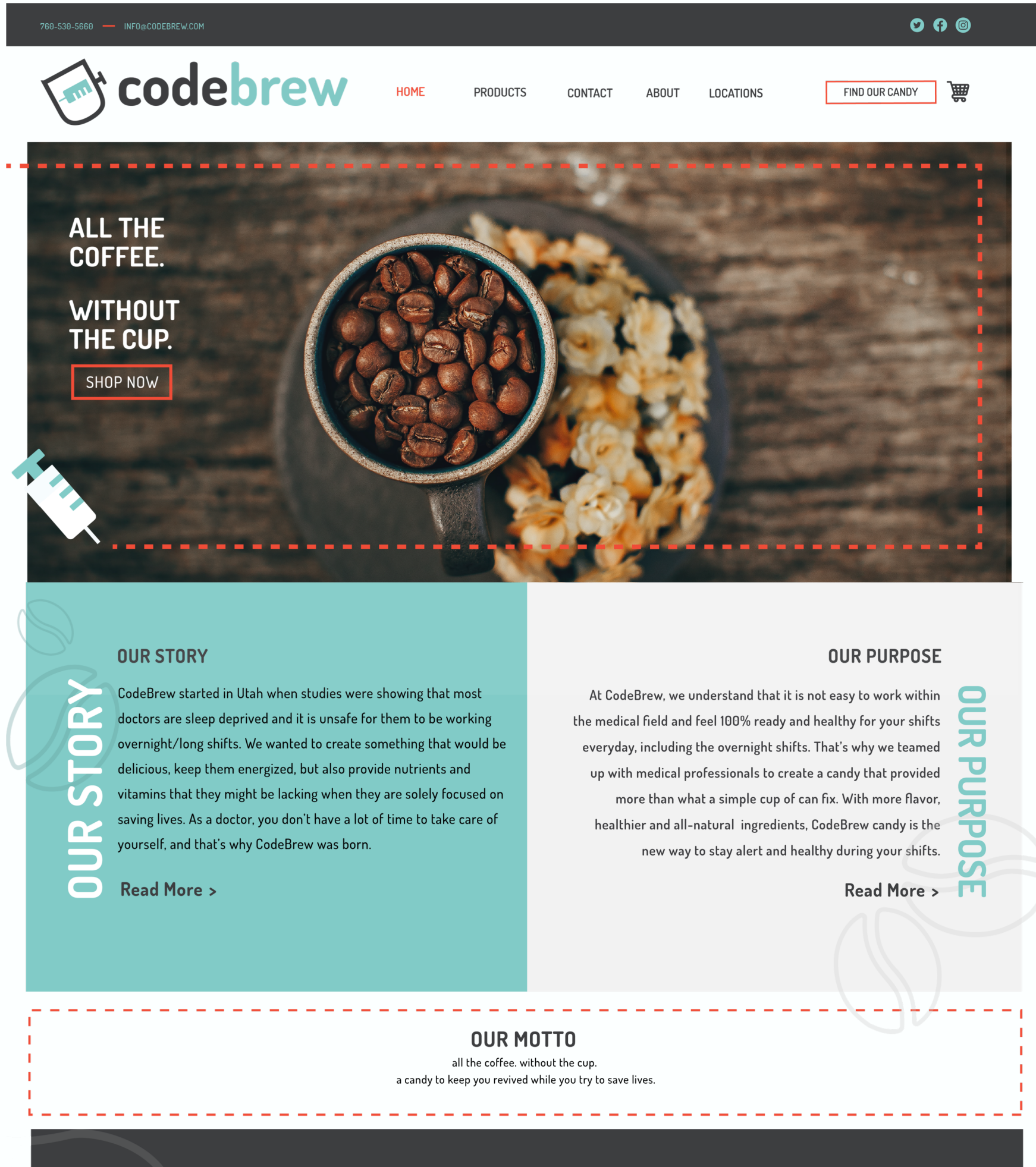
Web Design Computer Variations

For my website, I created a homepage, as well as if you were to scroll down and see more options. My first version on the left, displayed a more simple, and less dynamic ideation of how to look at the different flavors, the ingredients and benefits, as well as the story of the brand. On the right was my second version where I utilized the red dotted line to guide the reader again through the website.



Web Design Final Variations

My final version incorporated the brands story, purpose, a place where you would be able to look through the flavors, aa more detailed but overview list of the ingredients, as well as additional buttons to shop and also sign up for the newsletter at the very bottom.



Web Design Final Variations

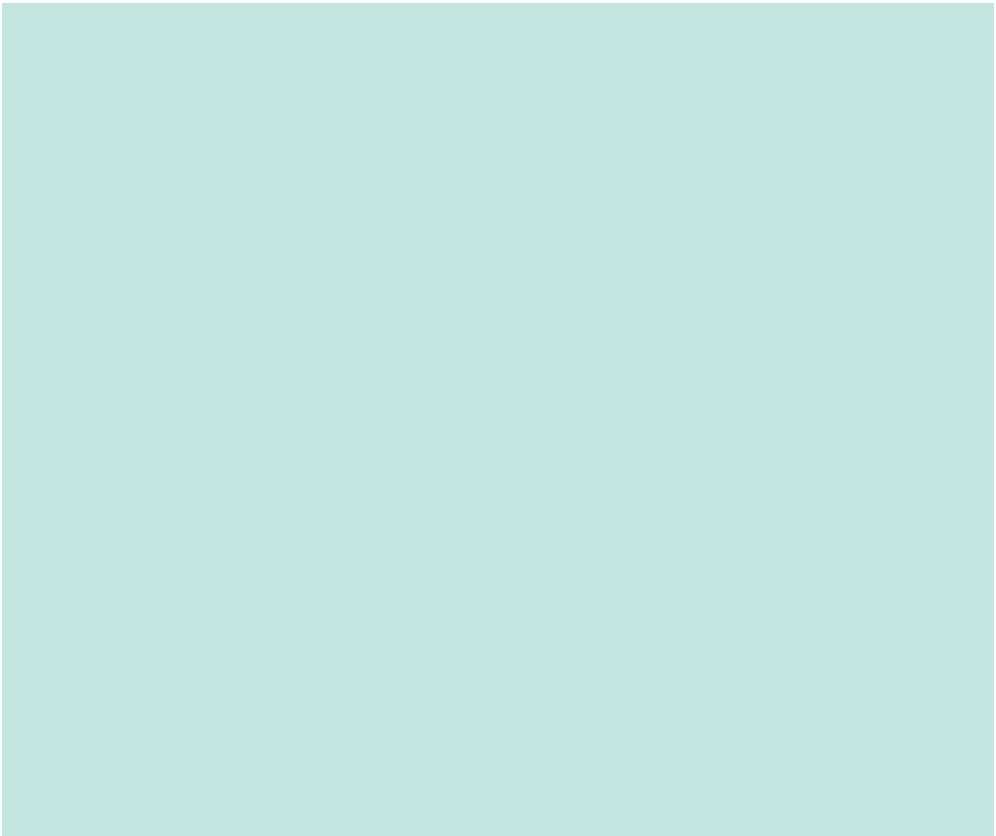
My final version incorporated the brands story, purpose, a place where you would be able to look through the flavors, aa more detailed but overview list of the ingredients, as well as additional buttons to shop and also sign up for the newsletter at the very bottom.



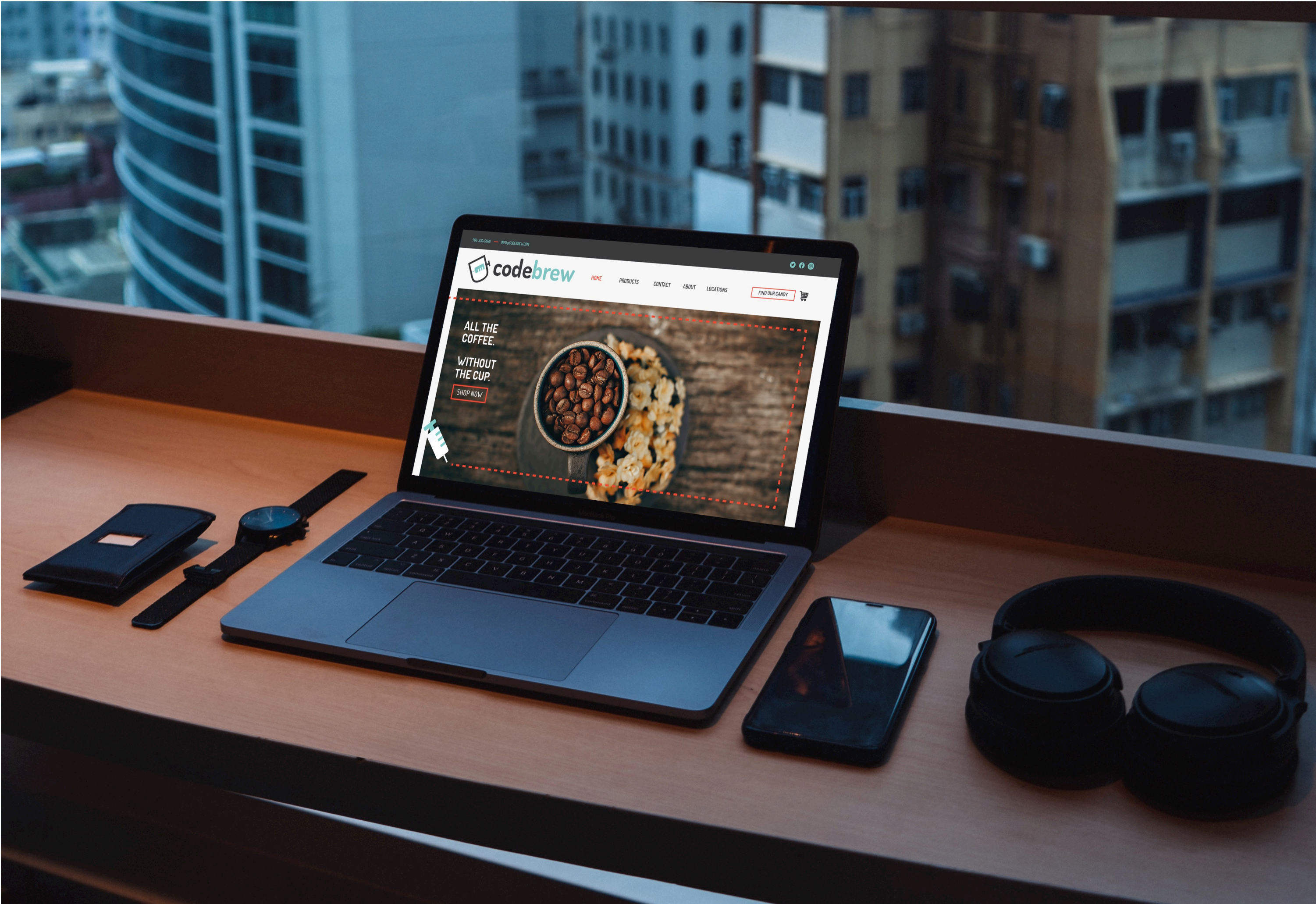
Web Design Final Variations

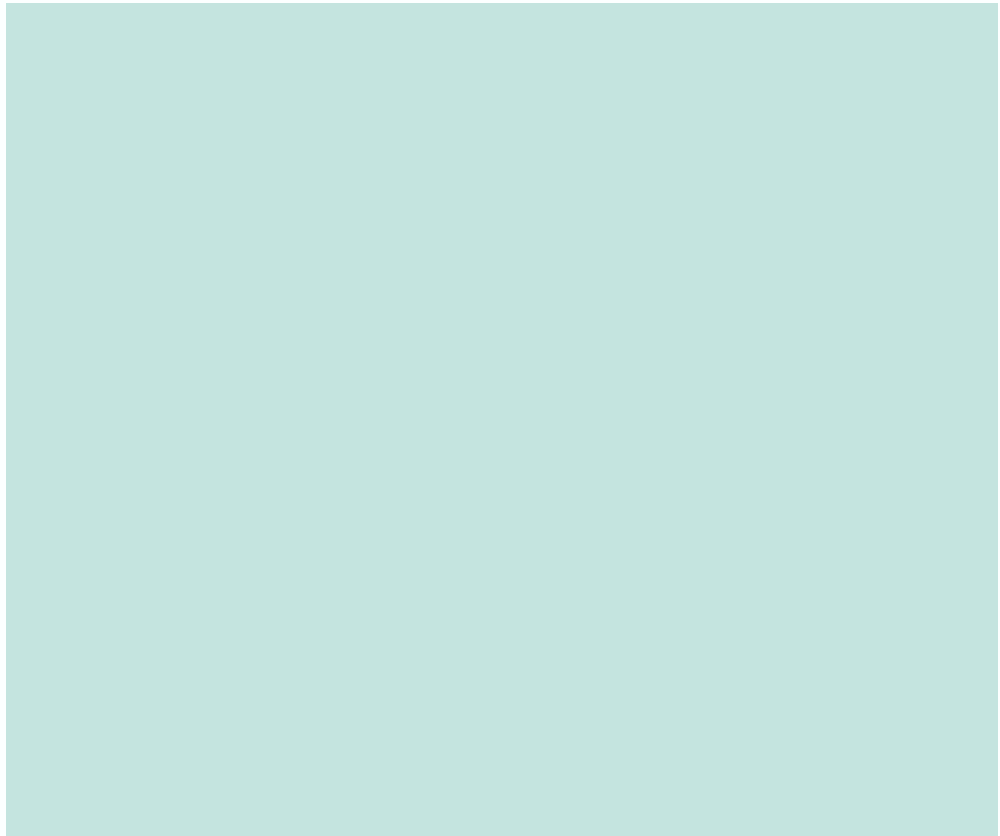
My final version incorporated the brands story, purpose, a place where you would be able to look through the flavors, aa more detailed but overview list of the ingredients, as well as additional buttons to shop and also sign up for the newsletter at the very bottom.





Web Design Mockup

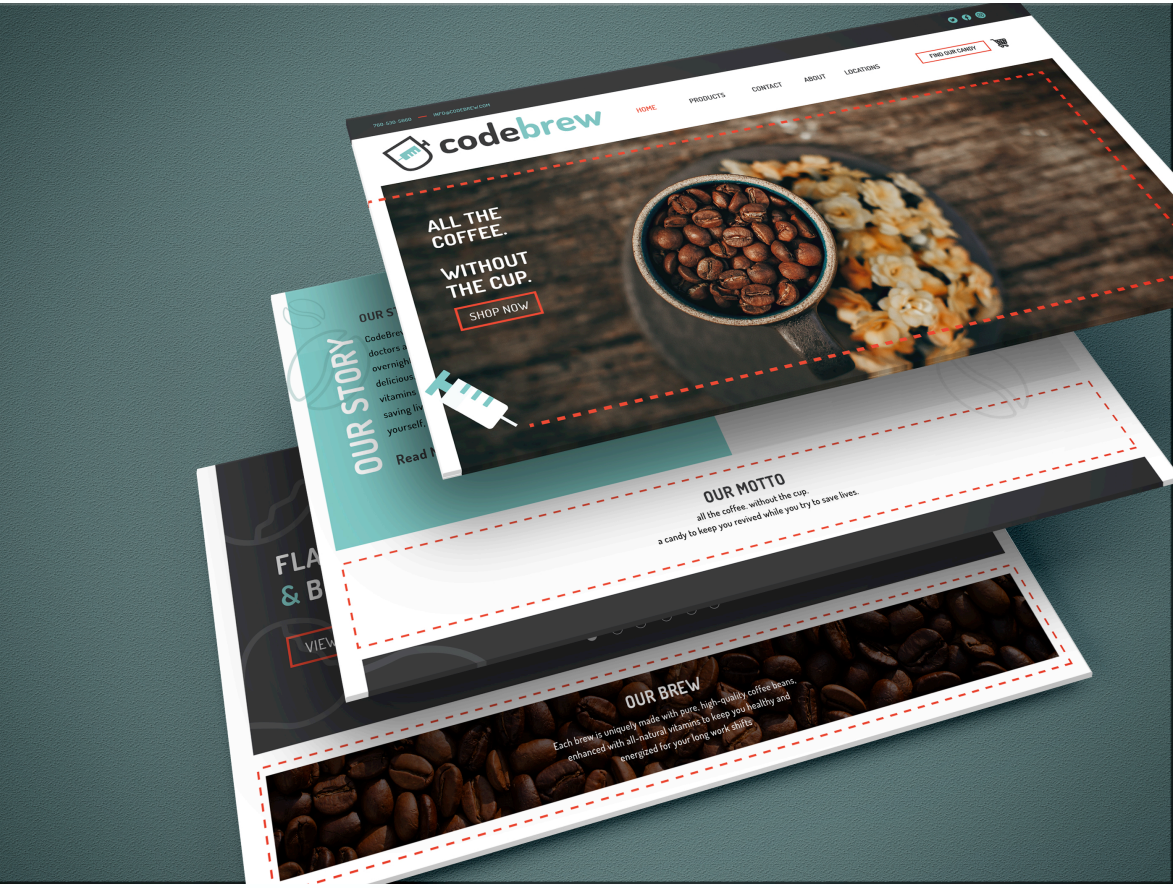




Web Design Mockup + Video

Showing a mockup of the screens of my website, I also added an additional video of how it will look if you were to scroll through.

<https://vimeo.com/user93567147/review/399748319/c165f1f331>



APP DESIGN

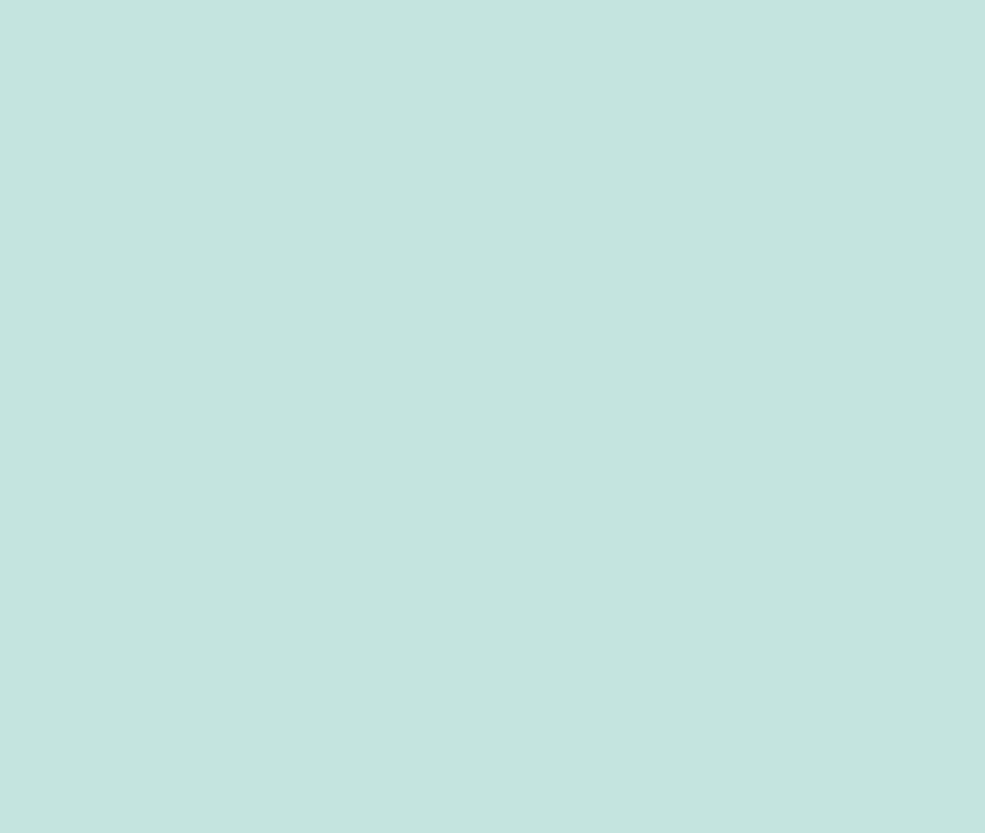
06

To continue the online conceptualizing of my brand, I created an example of what the home page of the app would look like

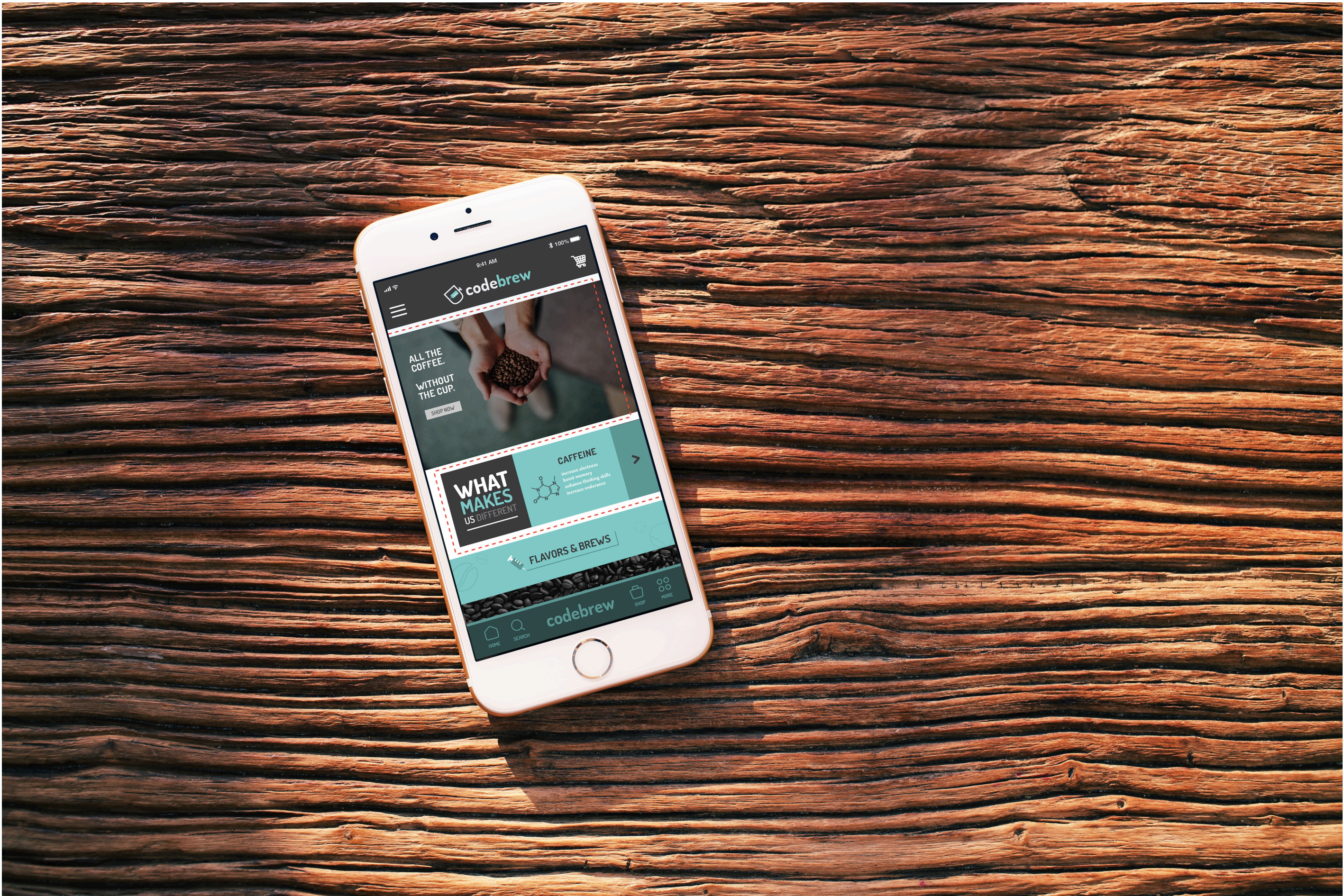
App Design Final Variations

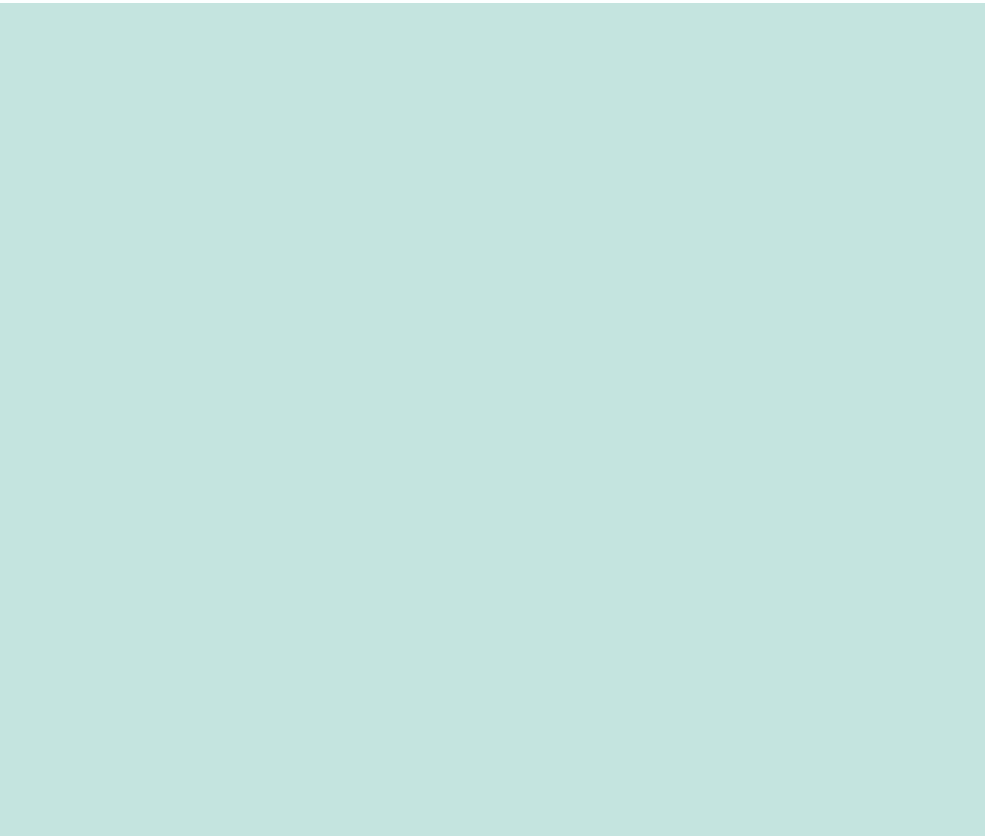
I wanted to keep my app fairly simple. At the bottom are buttons in order to search and shop throughout the app. Also you are able to swipe through the "ingredients" and benefits in the "what makes us different" section. Lastly, I added a bar that you would be able to click to discover more about the different flavors and "brews." Overall, I remained consistent, again, using the red dotted line to guide the reader through the app as well remain consistent with the brand identity.





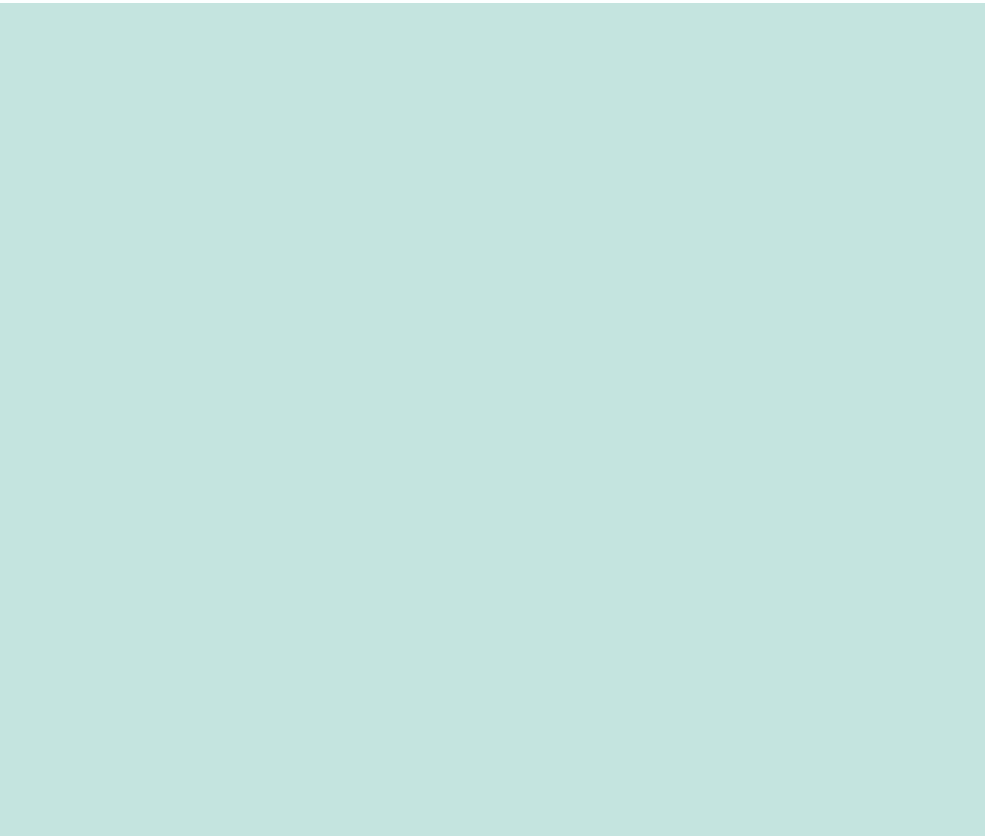
App Design Mockup



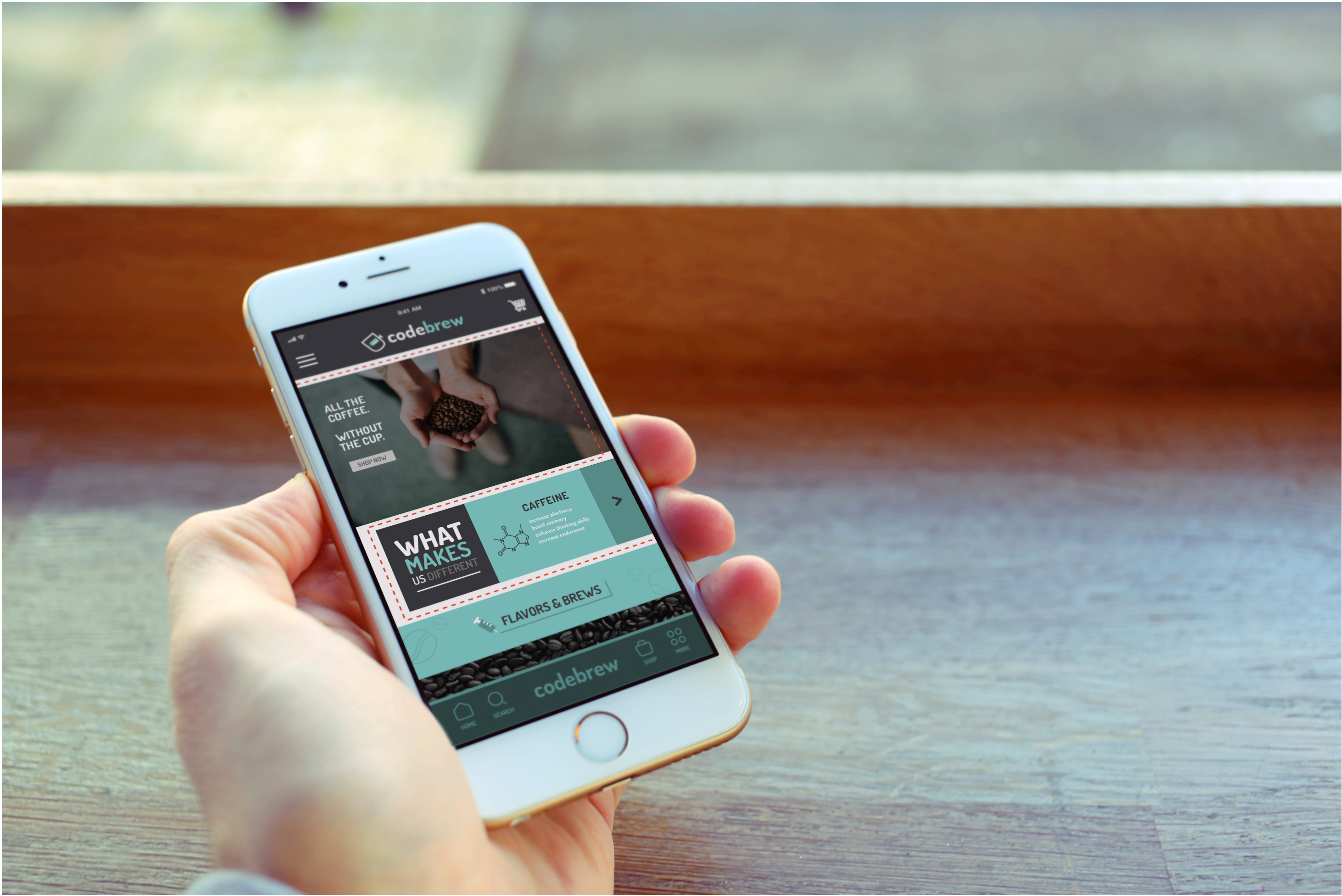


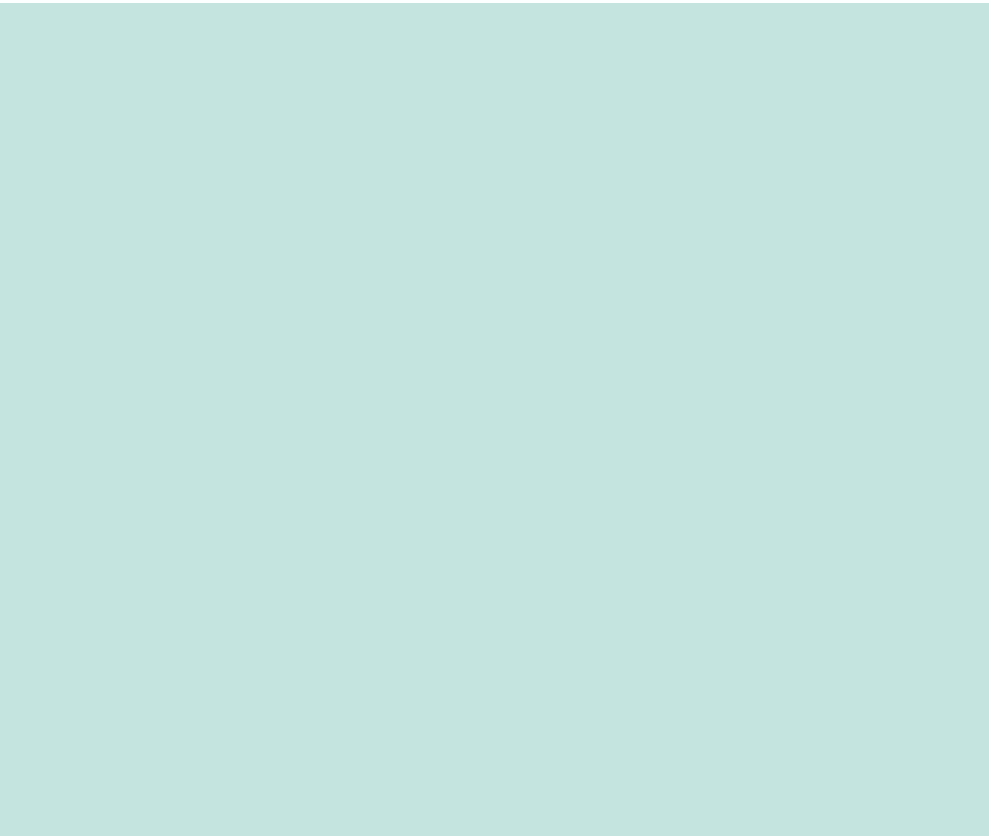
App Design Mockup



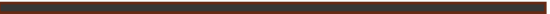
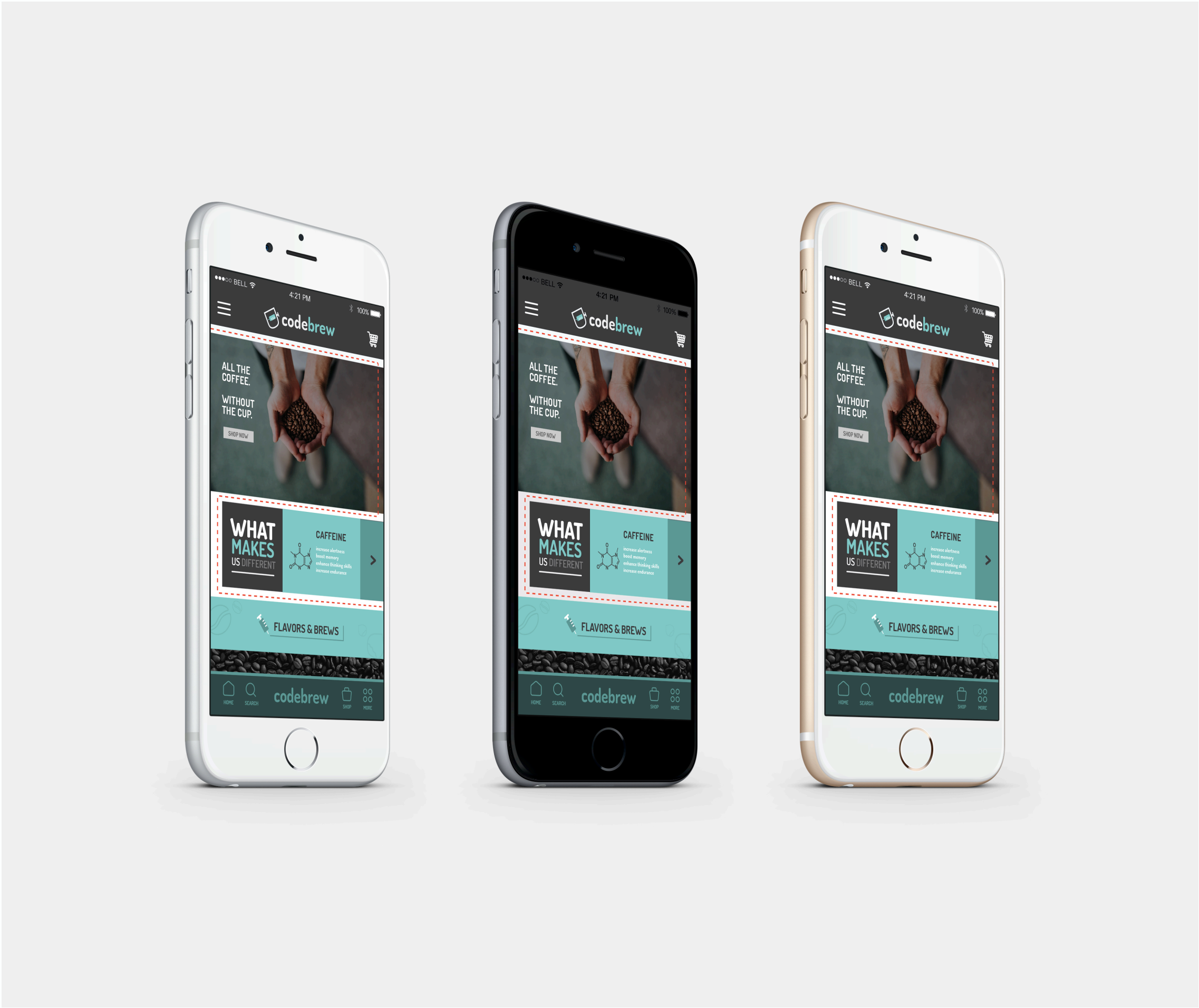


App Design Mockup





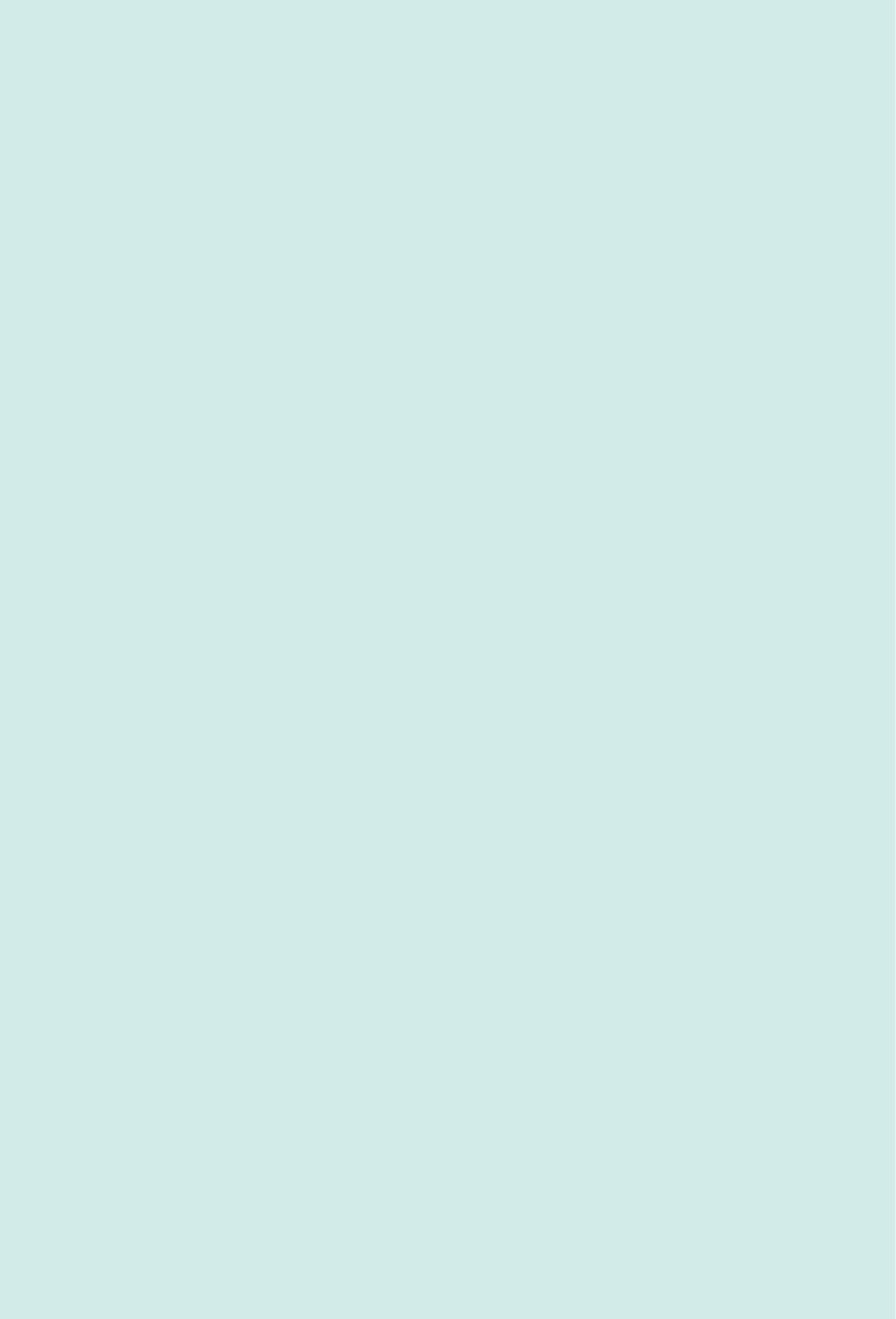
App Design Mockup





07

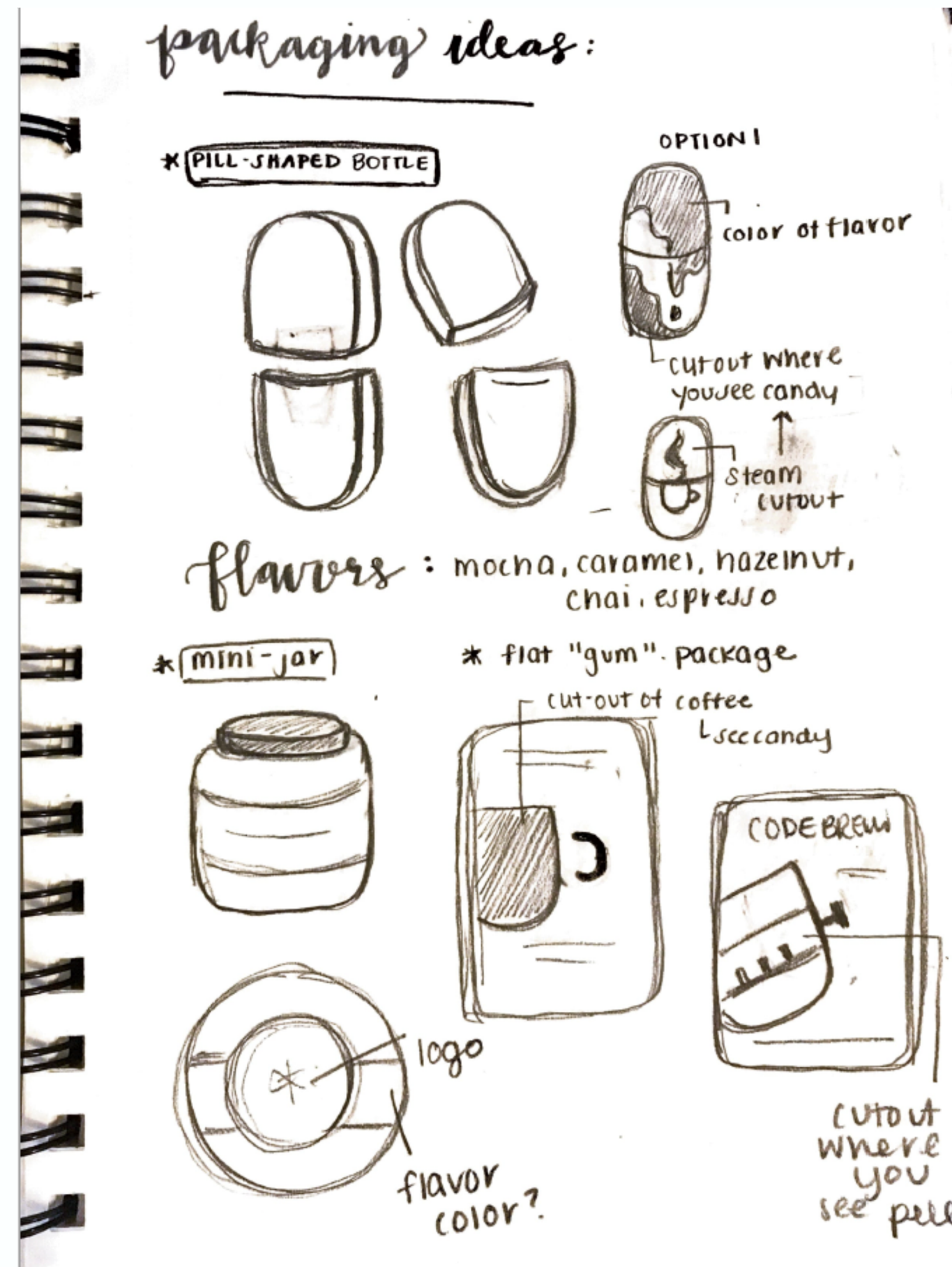
PACKAGING



Lastly, I created the packaging for the candy product

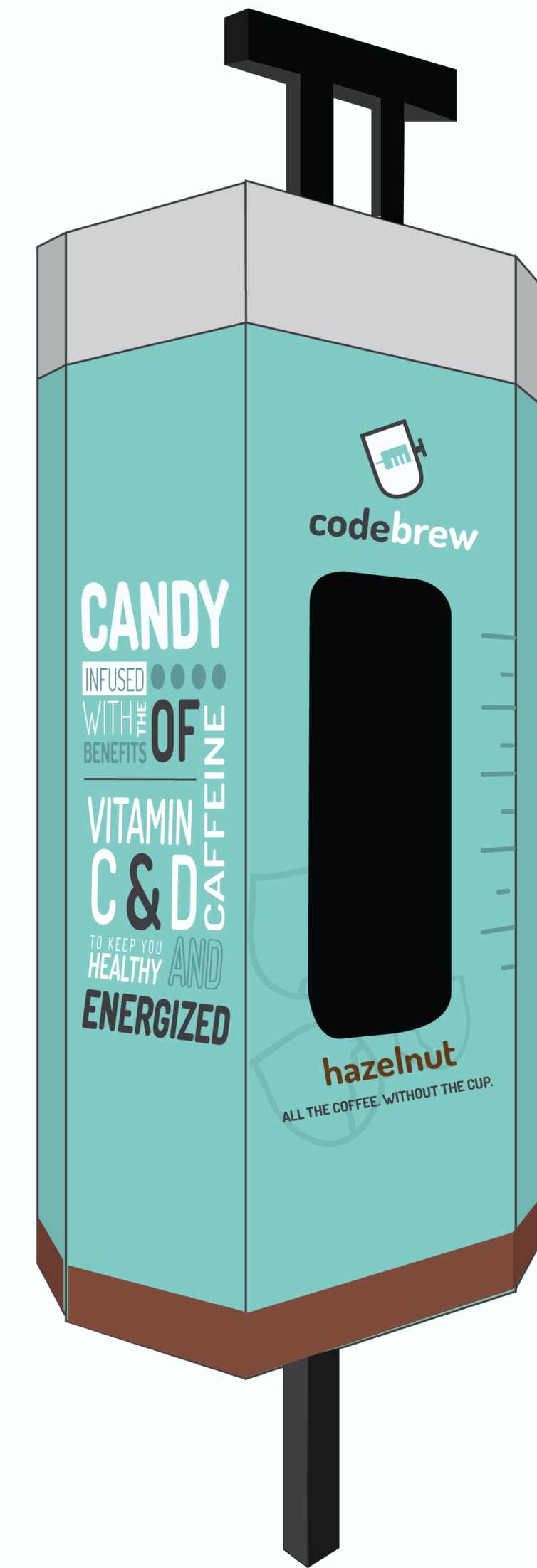
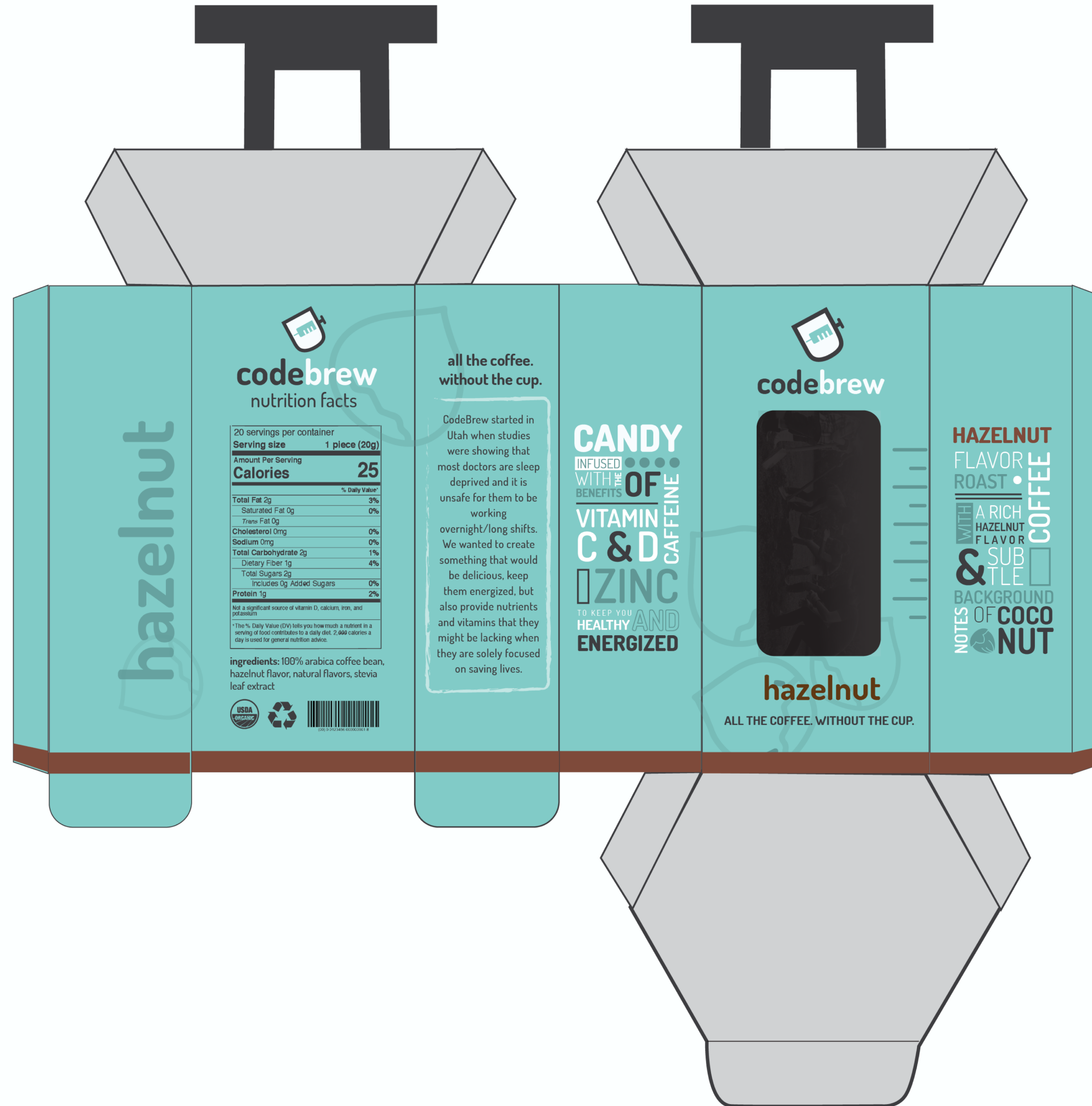
Sketches – Packaging

Initially thinking about the packaging of my product, I was thinking of making it in a pill-shaped container to conceptualize the medical-candy aspect. However, I felt that it was be misread if someone were to take it into a hospital. I also thought about using a jar or more cylindrical type container, similar to mint packaging.



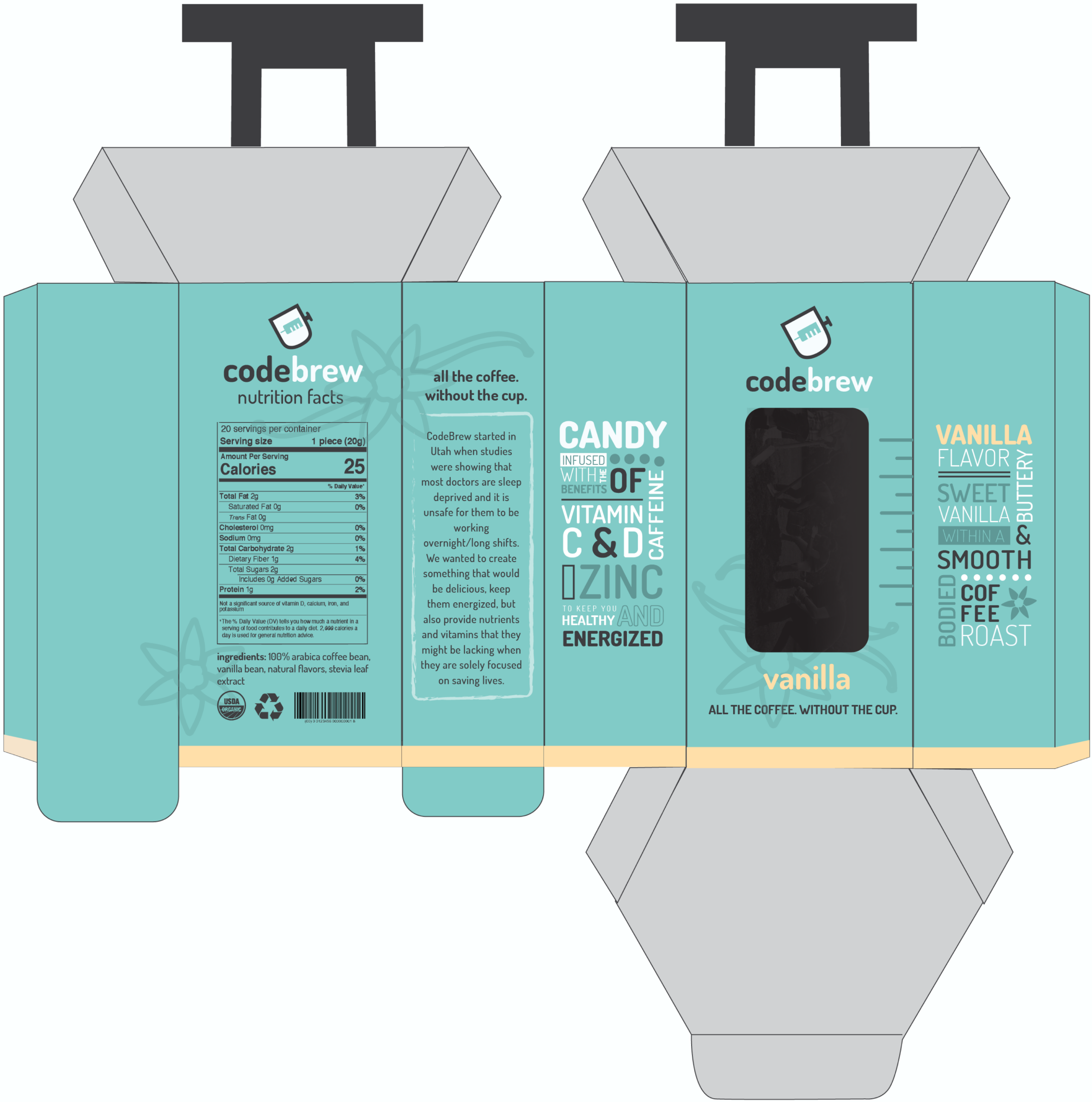
Packaging Computer Variations

For my final packaging, I completely strayed away from my initial concepts and chose to do my packaging in the shape of a "syringe." The teal part of my packaging is the "body" of the syringe as the top is the handle of the syringe, and a "needle" coming through the bottom. This idea pushes the concept of being "infused" with the caffeine and nutrients. Each package has typographic detail of the flavor and the product, along with additional illustrative watermarks to fully capture the flavor. These packages are small and portable, therefore easy to grab on the job! CodeBrew has six flavors: espresso, dark roast, hazelnut, chai, vanilla, and caramel.



Packaging Computer Variations

For my final packaging, I completely strayed away from my initial concepts and chose to do my packaging in the shape of a "syringe." The teal part of my packaging is the "body" of the syringe as the top is the handle of the syringe, and a "needle" coming through the bottom. This idea pushes the concept of being "infused" with the caffeine and nutrients. Each package has typographic detail of the flavor and the product, along with additional illustrative watermarks to fully capture the flavor. These packages are small and portable, therefore easy to grab on the job! CodeBrew has six flavors: espresso, dark roast, hazelnut, chai, vanilla, and caramel.



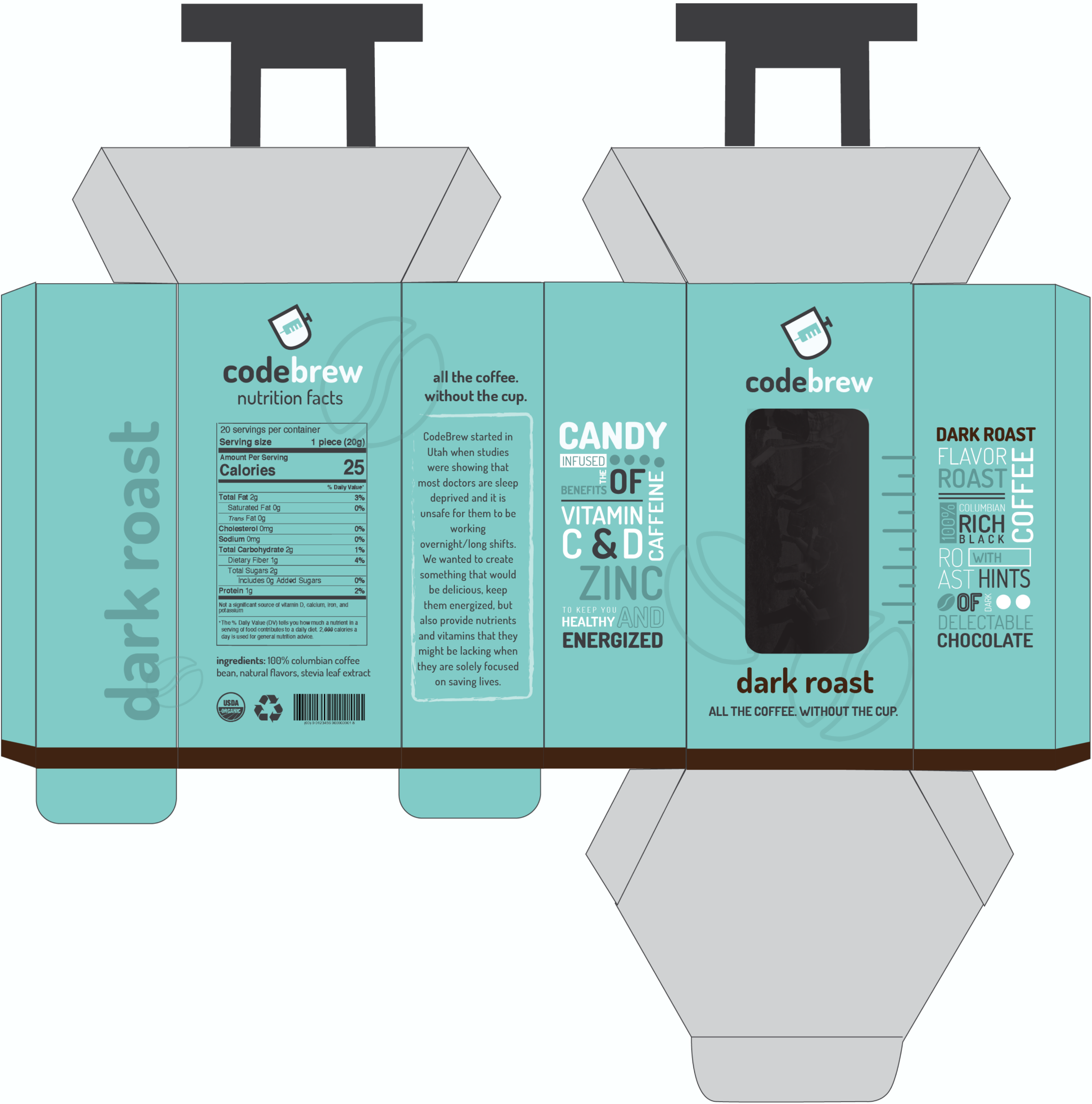
Packaging Computer Variations

For my final packaging, I completely strayed away from my initial concepts and chose to do my packaging in the shape of a "syringe." The teal part of my packaging is the "body" of the syringe as the top is the handle of the syringe, and a "needle" coming through the bottom. This idea pushes the concept of being "infused" with the caffeine and nutrients. Each package has typographic detail of the flavor and the product, along with additional illustrative watermarks to fully capture the flavor. These packages are small and portable, therefore easy to grab on the job! CodeBrew has six flavors: espresso, dark roast, hazelnut, chai, vanilla, and caramel.



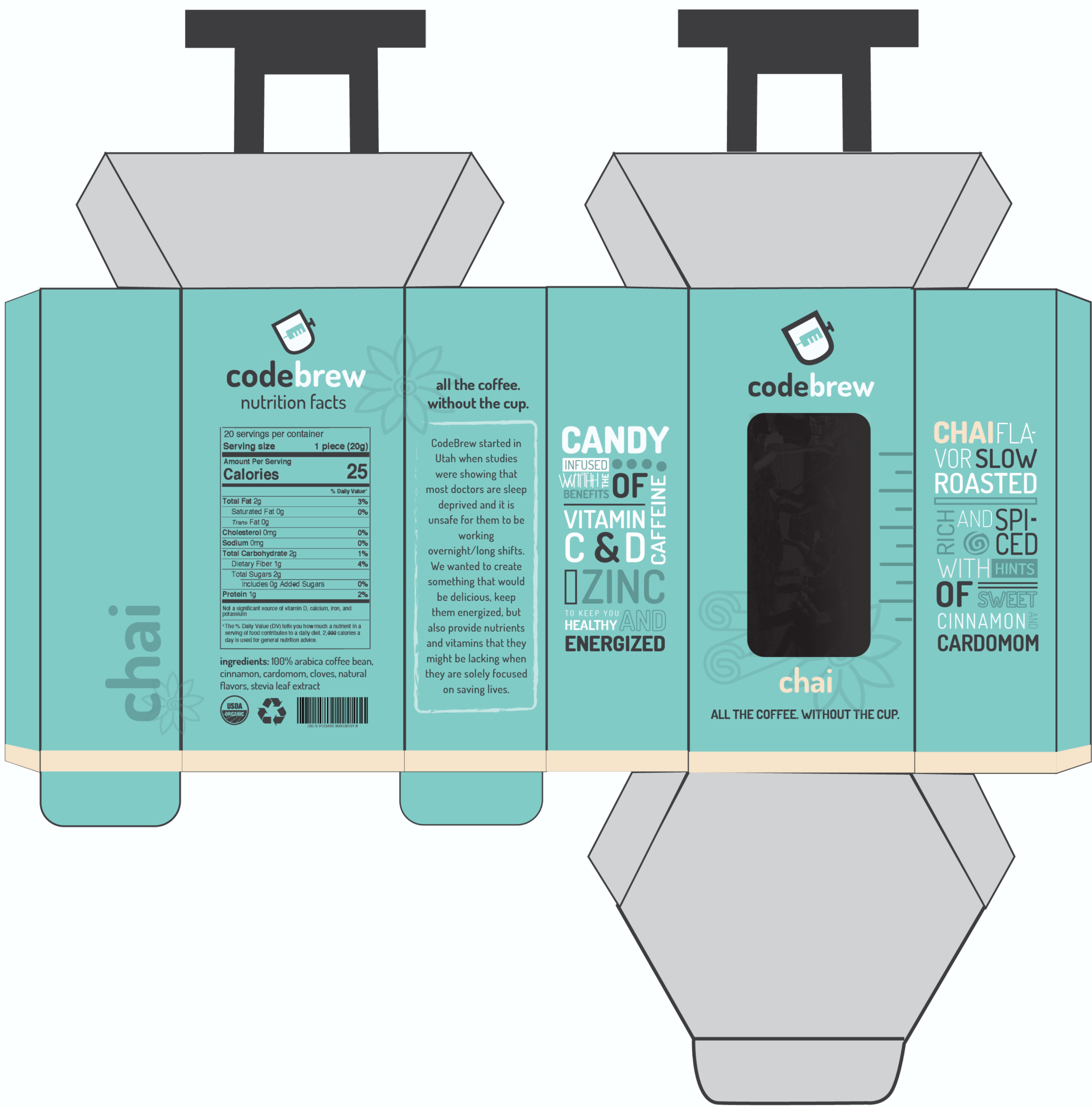
Packaging Computer Variations

For my final packaging, I completely strayed away from my initial concepts and chose to do my packaging in the shape of a "syringe." The teal part of my packaging is the "body" of the syringe as the top is the handle of the syringe, and a "needle" coming through the bottom. This idea pushes the concept of being "infused" with the caffeine and nutrients. Each package has typographic detail of the flavor and the product, along with additional illustrative watermarks to fully capture the flavor. These packages are small and portable, therefore easy to grab on the job! CodeBrew has six flavors: espresso, dark roast, hazelnut, chai, vanilla, and caramel.



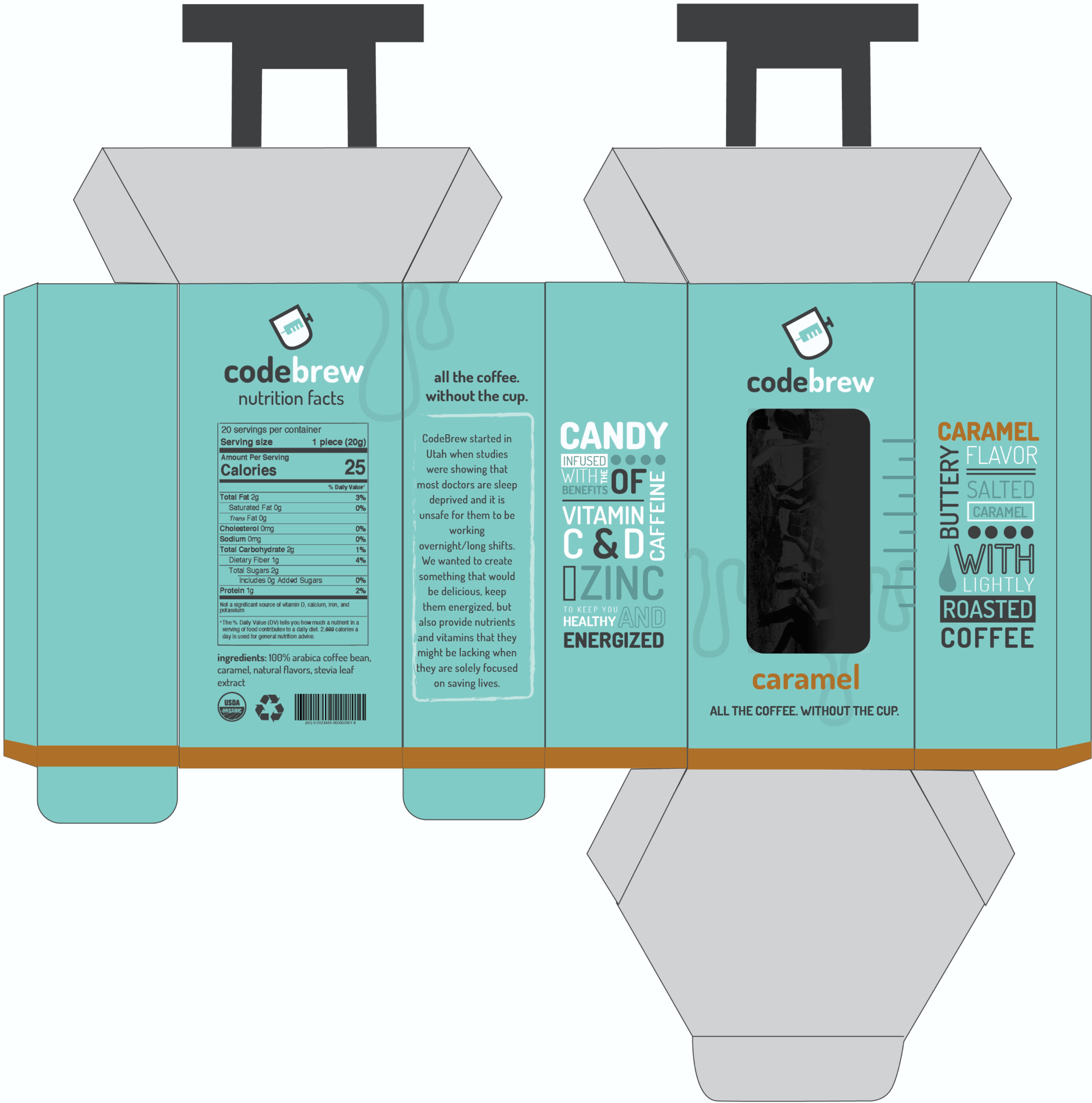
Packaging Computer Variations

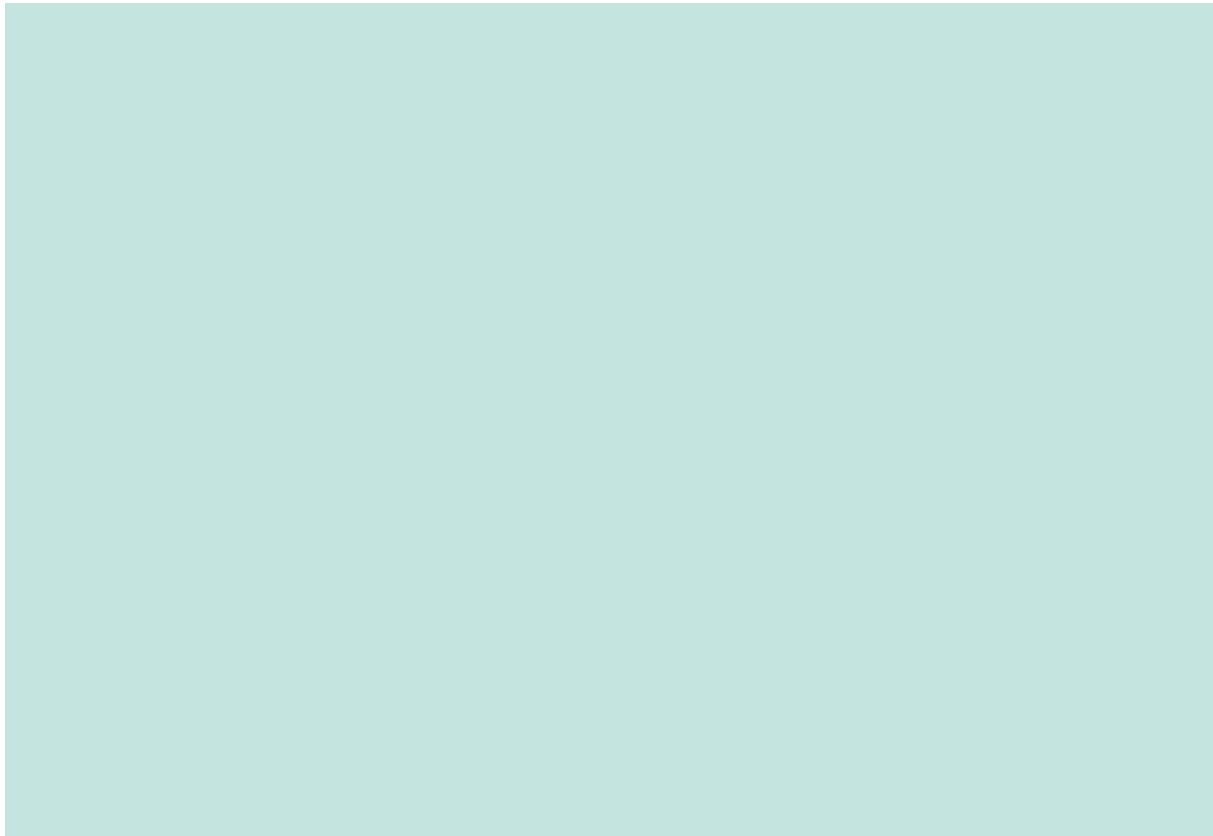
For my final packaging, I completely strayed away from my initial concepts and chose to do my packaging in the shape of a "syringe." The teal part of my packaging is the "body" of the syringe as the top is the handle of the syringe, and a "needle" coming through the bottom. This idea pushes the concept of being "infused" with the caffeine and nutrients. Each package has typographic detail of the flavor and the product, along with additional illustrative watermarks to fully capture the flavor. These packages are small and portable, therefore easy to grab on the job! CodeBrew has six flavors: espresso, dark roast, hazelnut, chai, vanilla, and caramel.



Packaging Computer Variations

For my final packaging, I completely strayed away from my initial concepts and chose to do my packaging in the shape of a "syringe." The teal part of my packaging is the "body" of the syringe as the top is the handle of the syringe, and a "needle" coming through the bottom. This idea pushes the concept of being "infused" with the caffeine and nutrients. Each package has typographic detail of the flavor and the product, along with additional illustrative watermarks to fully capture the flavor. These packages are small and portable, therefore easy to grab on the job! CodeBrew has six flavors: espresso, dark roast, hazelnut, chai, vanilla, and caramel.

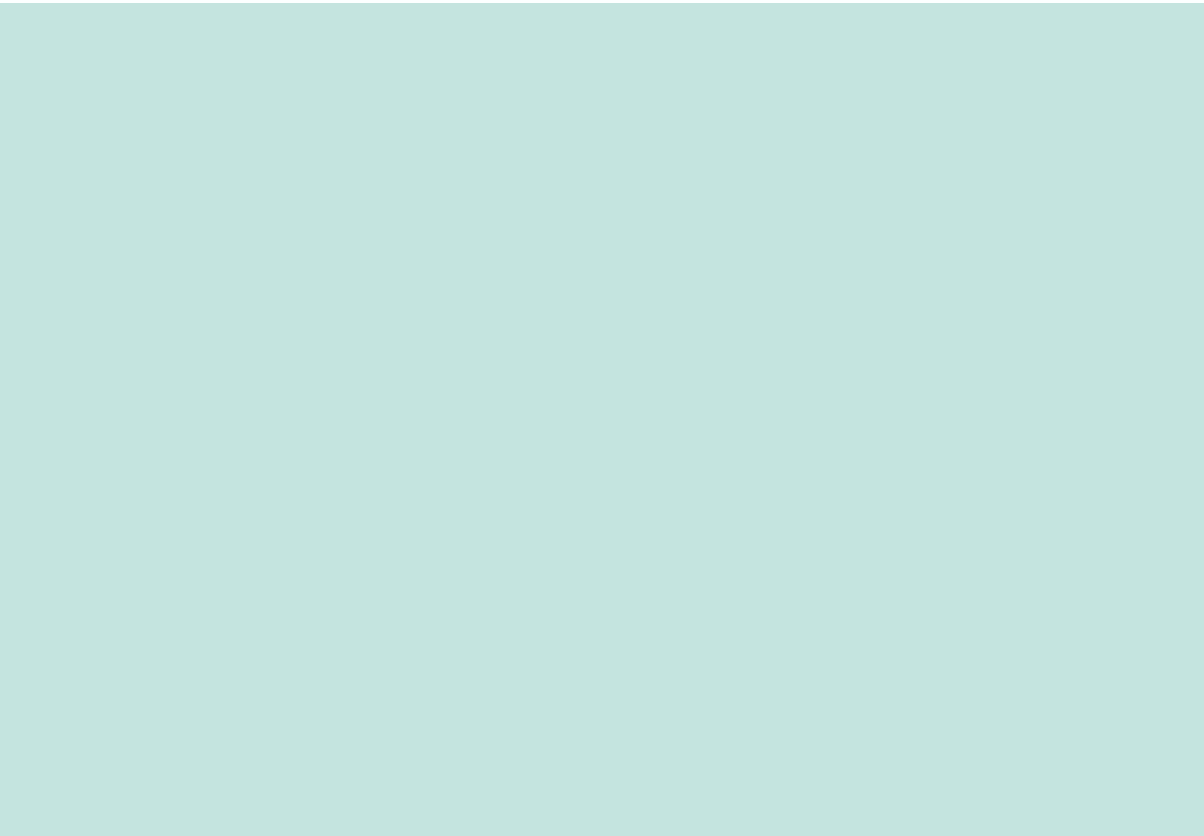




Packaging Pictures

Here are images of the creation of the actual "syringes" with candy filled inside and a mockup of what the real packaging and product would look like.





Packaging Pictures

Here are images of the creation of the actual "syringes" with candy filled inside and a mockup of what the real packaging and product would look like.

