

IONIZED WATER COMPANY

Packaging and Branding

MISSION

Bring ionized seltzer and flavors based on the human condition to Americans.

BACKGROUND

This is a seltzer product that has a scientific approach to creating beverages.

OBJECTIVE AND CHALLENGE

Create a brand that is modern and luxurious enough for middle to upper middle class Americans that compliment their daily life and style. Becoming the premier ionized water seller in America.

DELIVERABLES

Name

Brand Positioning

Logo

Identity System

Three Distinct Flavors

Three Aluminum Can Packaging Designs

3D Rendering Design

Advertisement



POSITIONING

DE VOID is a product intended for health conscious consumers that base their purchases off personal research, roots within science, and visually striking packaging design.

NAMING

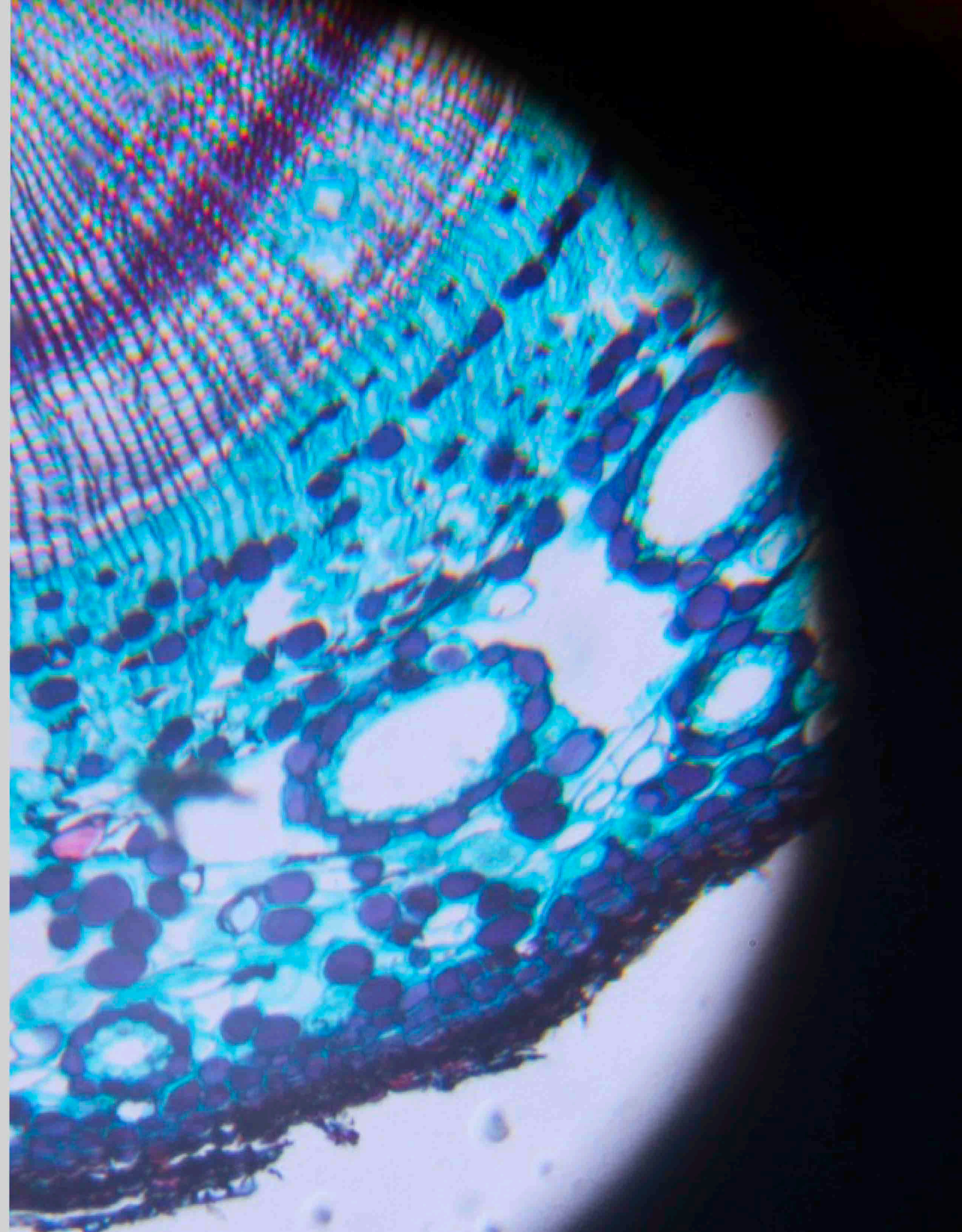
DE VOID

Within media culture and film, Existentialism is portrayed by turning themes on its head. Examples would be Dead Man and 2001: A Space Odyssey

The goal is to turn the brand and packaging of La Croix on its head while still being a sister company. The name symbolizes the electrons being voided from the atoms through magnetism and keeping the same structure as La Croix.

IONIZATION

Ionization - Strictly defined, ionization is the complete loss of an electron from an atomic or molecular species. The resulting species is called an ion.

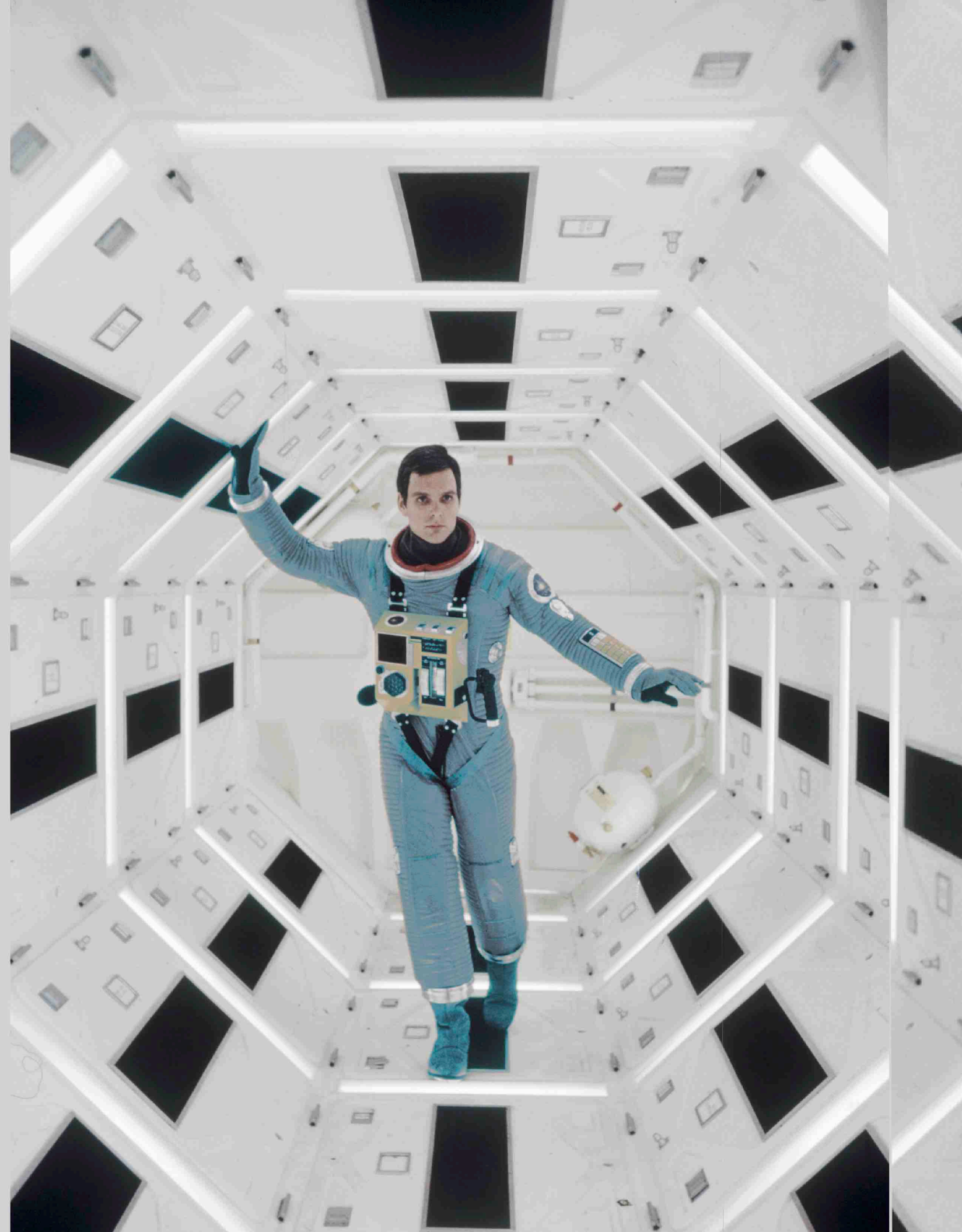


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DEVOID

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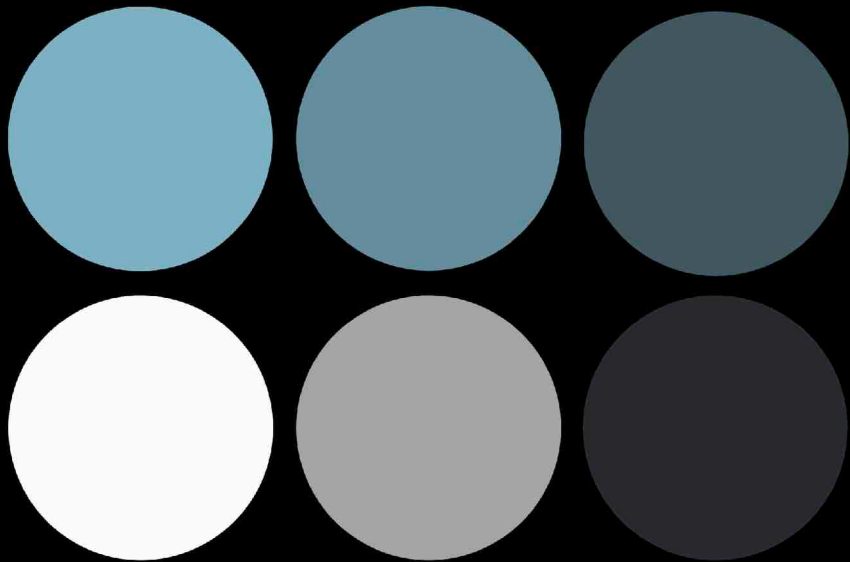
DEVVOID

DEVVOID

Style Scape



Color

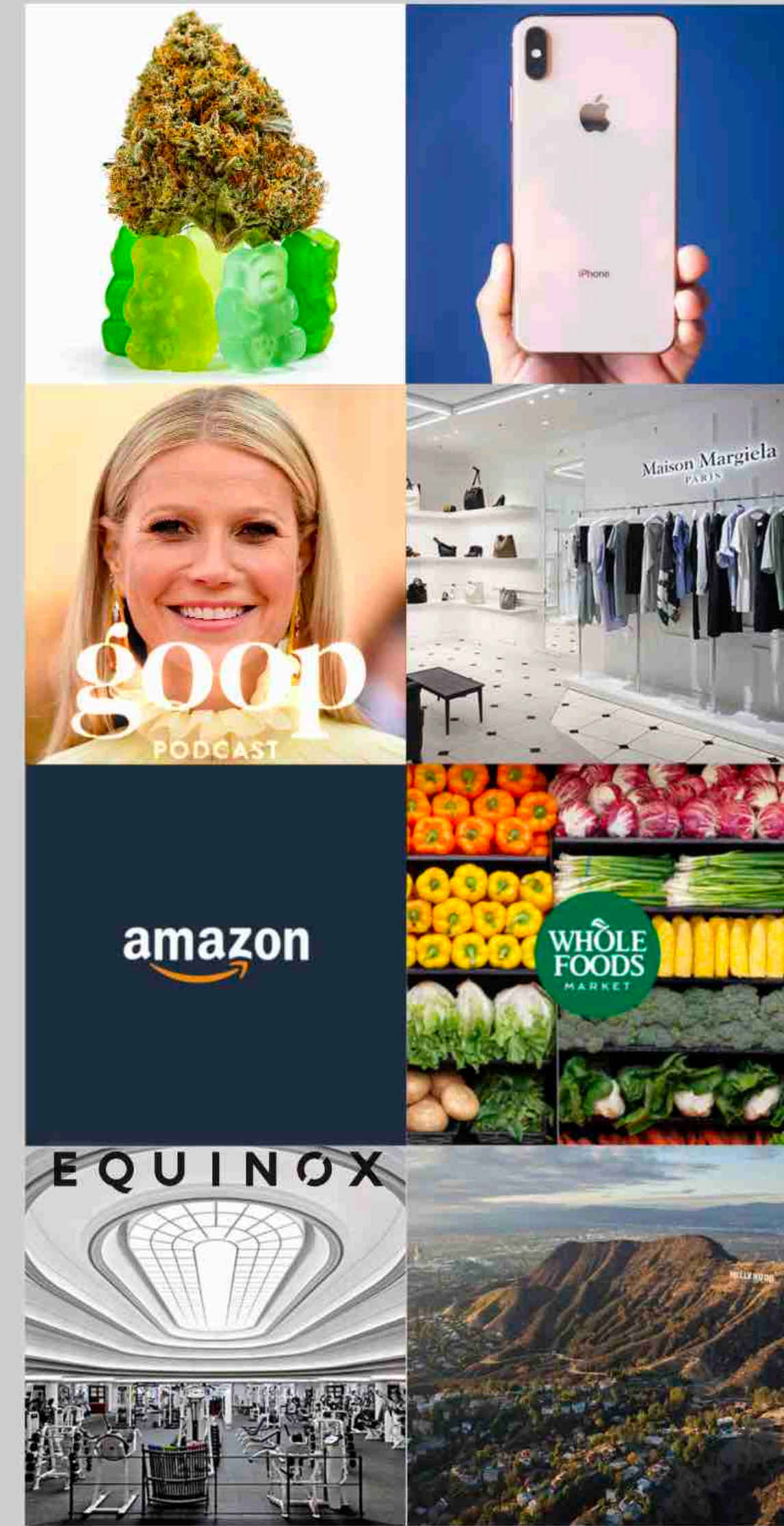
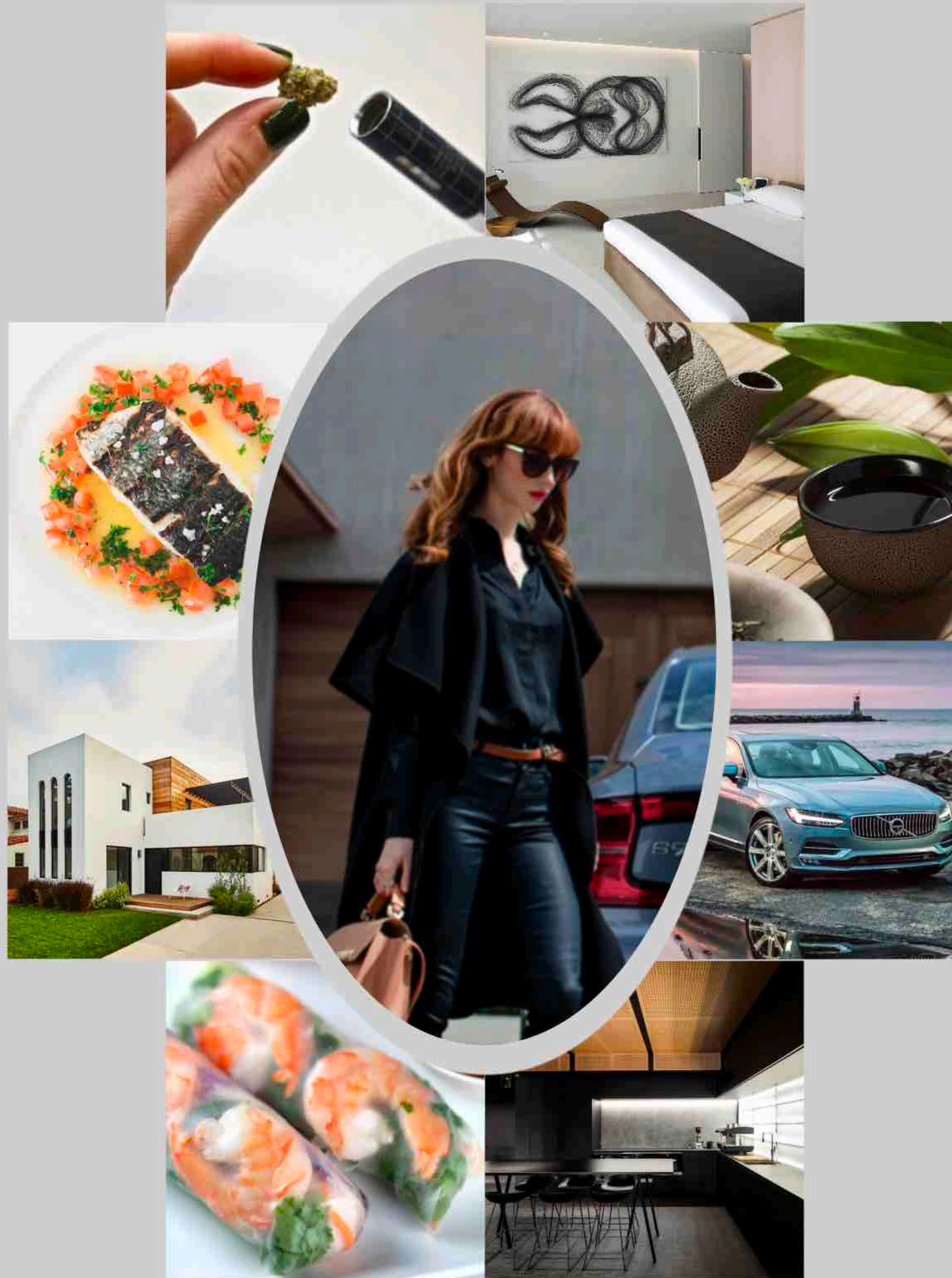


Logo



Consumer Persona

Sandra 29, Single, Urban, Conscientious



IS NOT / IS EXERCISE



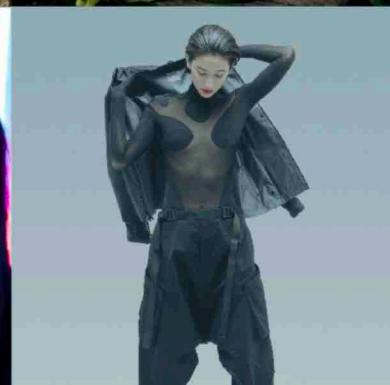
The grapes are cloudy, adding a different texture vs the perfect looking grapes.



Although similar, the vase does not have a point of sunshine and blends colors together.



Pictures of fruit should be up close and the background should be dark.



Images should provoke intrigue and be on the cutting edge of future designs and thinking.

FLAVOR PROPOSALS

Magnetized Ion Water

Elderberry Rosemary

Detoxify

Lemoncello Basil

Vitality

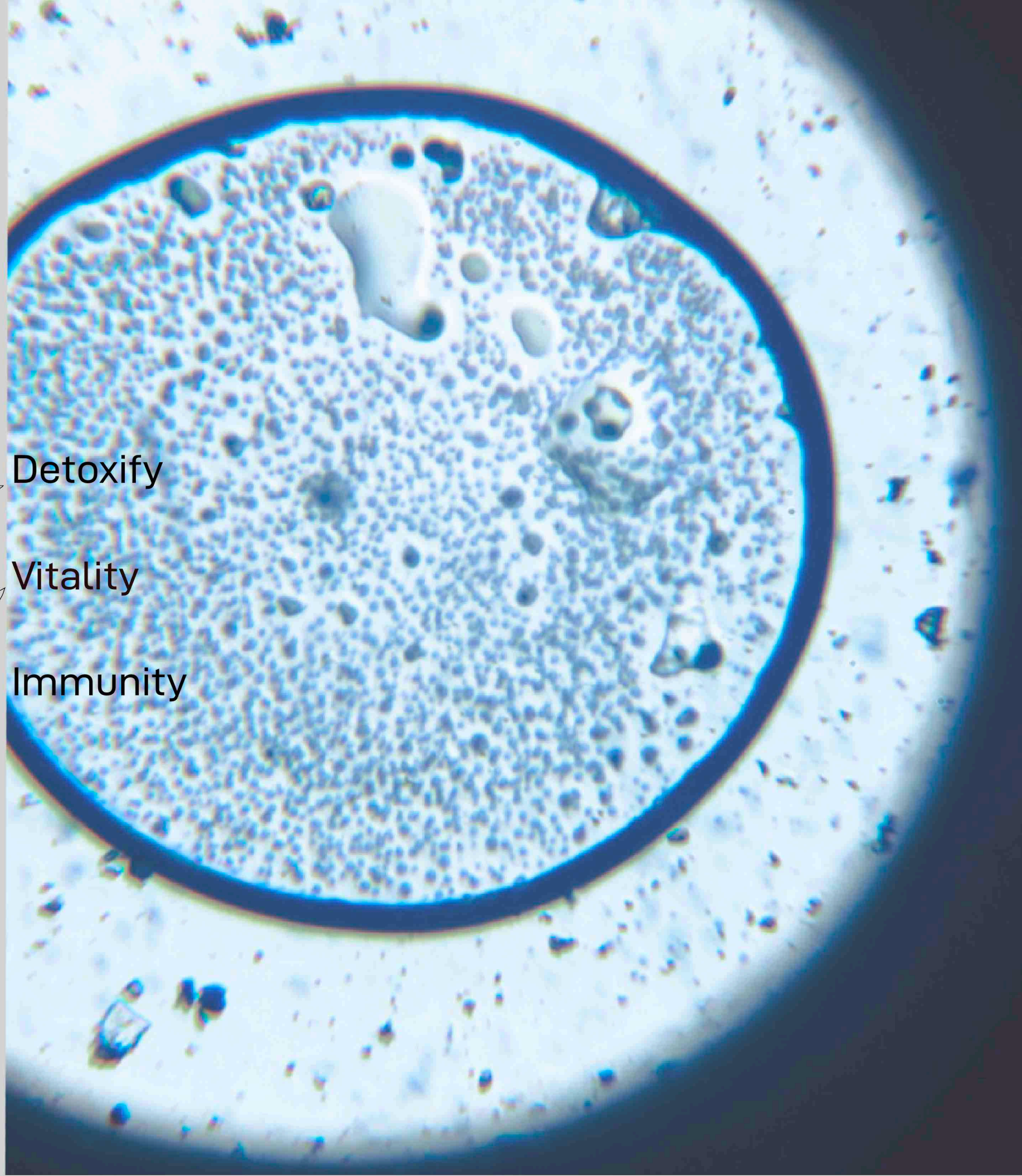
Grape Ginseng

Immunity

Pomegranate Tyme

Hibiscus Tumeric

Goji Rose Ginger



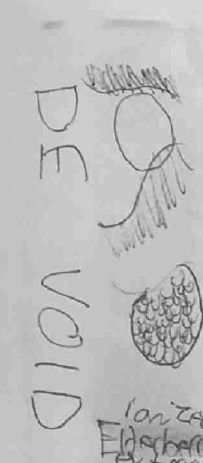
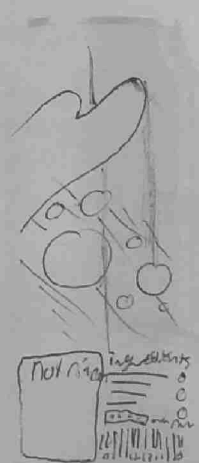
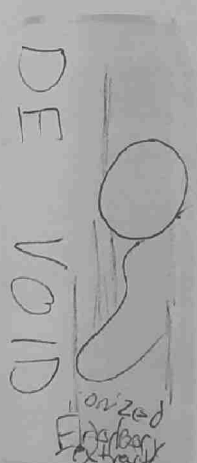
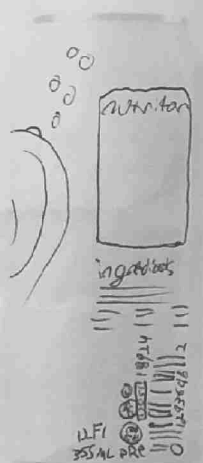
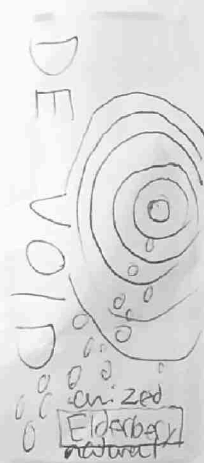
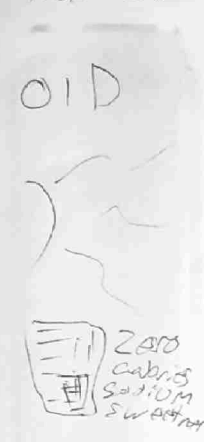
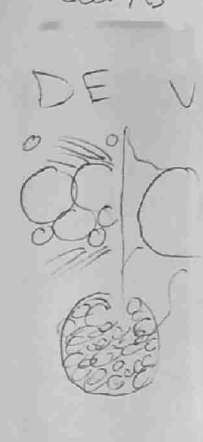
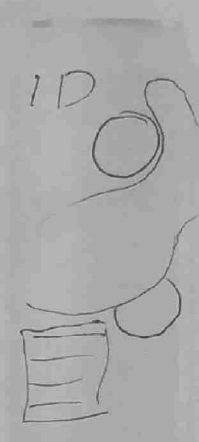
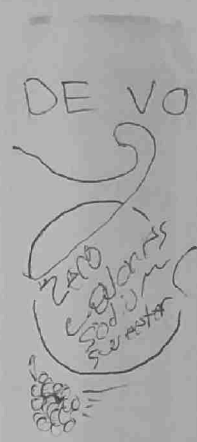
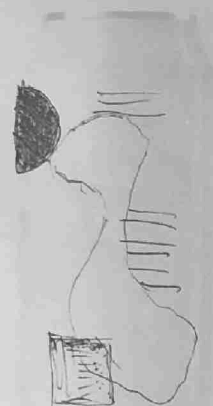
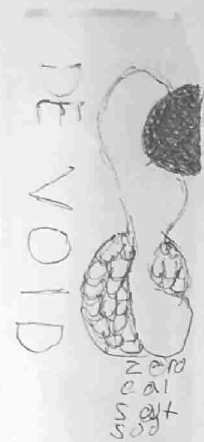
FLAVOR SYMBOL & CAN TEXTURE EXPLORATION

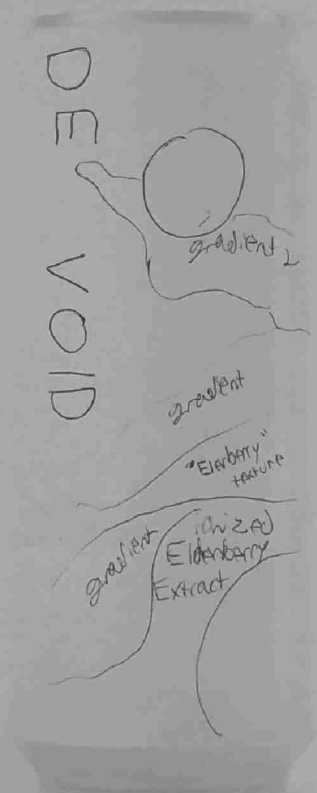
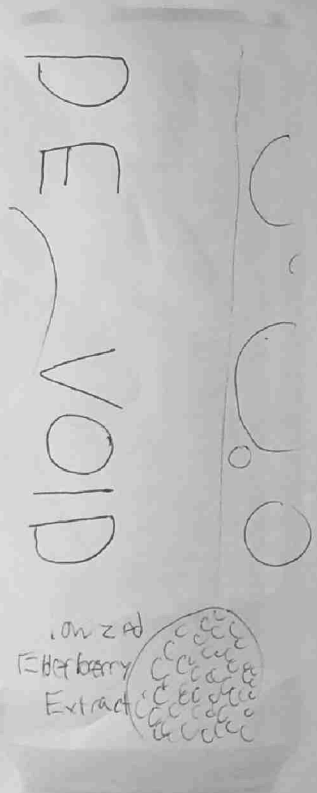


De Void

no, the grid should be straight
not slanted, it doesn't work

I don't think the logo
works with the can. The circles
should feature
the logo

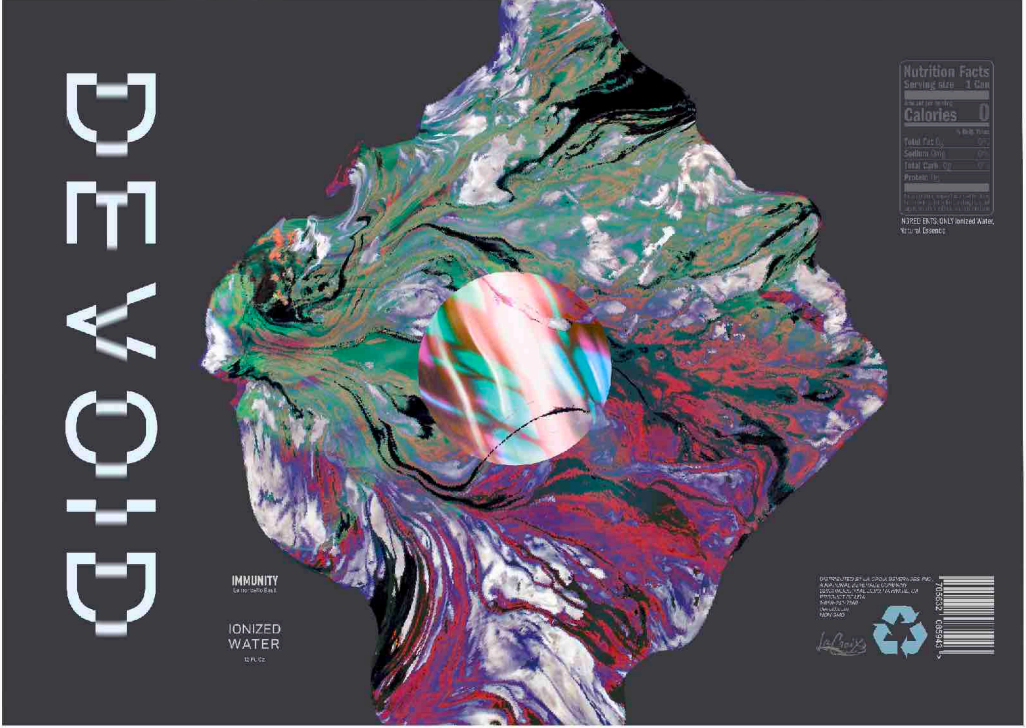
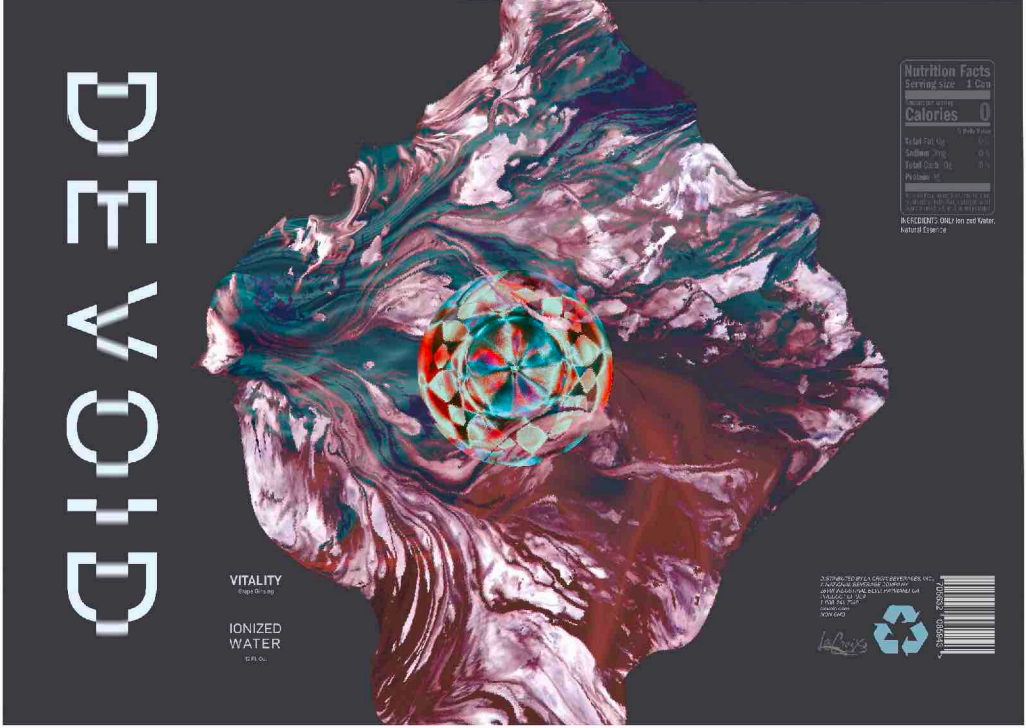
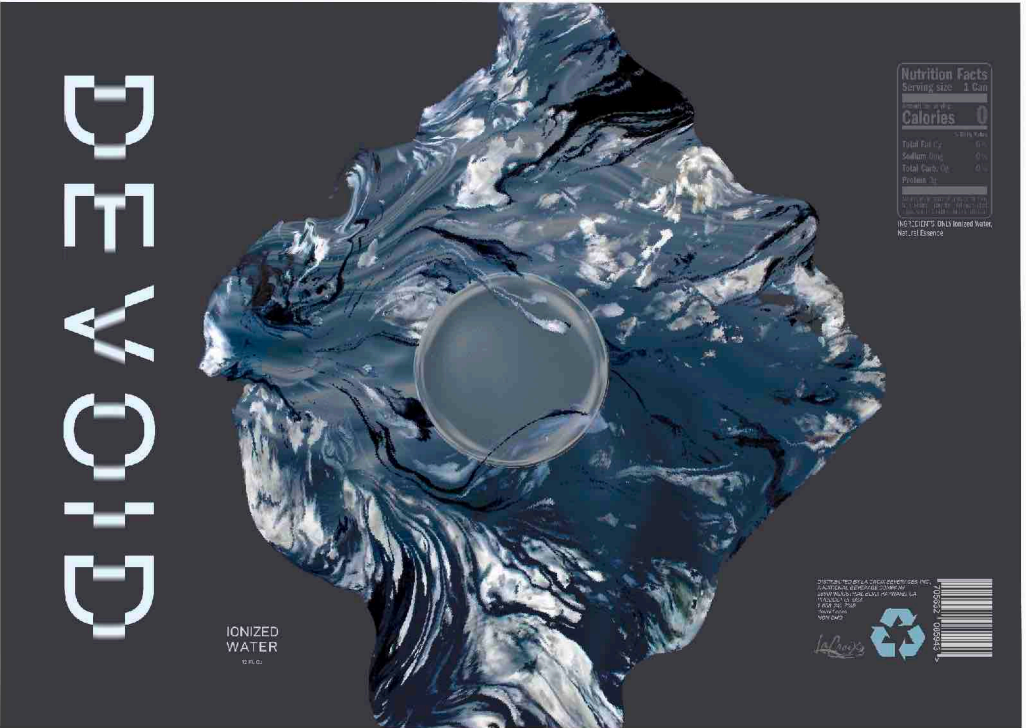






16oz, 473









Appropriation: Thomas Paturet - Chiaroscuro
Mar 4, 2020 - French architect photography series of Mount Saint Helens & Mount Rainier in Washington



