

Lemonade brand

Development of a logo / label
for new high quality handmade lemonade

Briefing

- Required is a label design that adds a frame for a range of different labels linked to a variety of tastes for a natural, organic, sparkling beverage in a multi-use, environmentally friendly returnable clear glass bottle.
- The 2 first tastes are rhubarb and apple
- The label will be a paper label stuck at the front side of the bottle.
- No glossy or shiny appearance as it does not fit the organic image
- No color restrictions in general, but
 - Blue better than green
 - Matt better than glossy
 - Fit of colours on one label essential, so no “crying colour mixture” (great also: complementary contrasts like blue/orange)
 - Handpainted better than photorealistic
 - Simple better than overcrowded
 - Smart, funny intelligent a lot better than same standard as everywhere
 - For the image consider subtle reminiscence to the fruit or other stuff linked to the fruit (even “across 3 corners”, so a bit far away) as a nice additional asset

General expectation

- 2 tastes as a starting point, so two labels required: rhubarb and apple. The taste variety will be expanded, so further requests of label design will follow.
- Present colors of labels may be different across the tastes.
- To link colours of the drink (pink for rhubarb and yellow for apple) might be an option
- Only one label to be designed for the bottle and the 2nd label on the backside will be used to display bar code, declaration etc.
- Simplicity is key

Espected outcome:

1. Front label for bottle of apple lemonade in one of the offered dimensions
2. Front label for bottle of rhubarb lemonade in one of the offered dimensions

CI colours and product specific color range

Company CI

black blue
RAL 5004

RAL 5004

Cream
white

RAL 9001

Pearl light
grey

RAL 9022

light wood colours



Brand marks / stamps



paper colours



Product specific

apple

rhubarb

Preferred designs

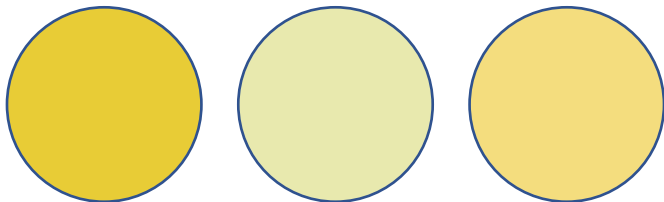


- Great to have a nice image more like a drawing/painting
- Reflect somehow the fruit appearance/taste/color in the picture at the label (like a hidden reference)
- Clean and simple layout
- More like a piece of art than just a label: Perfect!
- repeating set-up of labels across different tastes

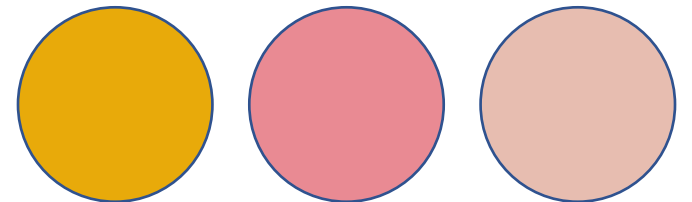
- Too much text
- Fruit appears on the label
- Classy design
- Drink color reflected in the type of each kind
- repeating set-up of labels across different tastes



The first two tastes



Associated colors for the
product by consumer



Size of labels for bottle



Feel free to choose:

a)

or

b)

