

BRAND IDENTITY

MATTHIEU HOAREAU

412-504-VA GRAPHIC DESIGN 5: BRANDING PROJECT

NEW
POOM

BRAND PERSONALITY



KEYWORDS

YOUNG
APPLE
CANADIAN
COOL
RED
REBEL
BETTER
ECO RESPONSIBLE
TASTE
SODA
BIO PRODUCT
REBEL
INSPIRING
FUN
MODERN
ENGAGED
TRENDY
CARBONATED
“POPAN”
SPARKLING

VISUAL INSPIRATION



NAMING PROPOSITIONS

APPLE DRINK

APL

CANADAPL

MAPPLE

UP NORTH

RED POMME

APPLE RED

APL NORTH

RED NORTH

CANAPL

A SWEET

CANADIAN DRINK

REDINTOSH

MACAPPLE

POPPOM

FIZZ

POMS

POP NORTH

FIZZPOM

POP'IT

POM POM

RED

ROUGE POM

RED POM

POMUM

SPARTAN

NORTH SPARTAN

NORTH CORTLAND

NEWTON

NEWPOM

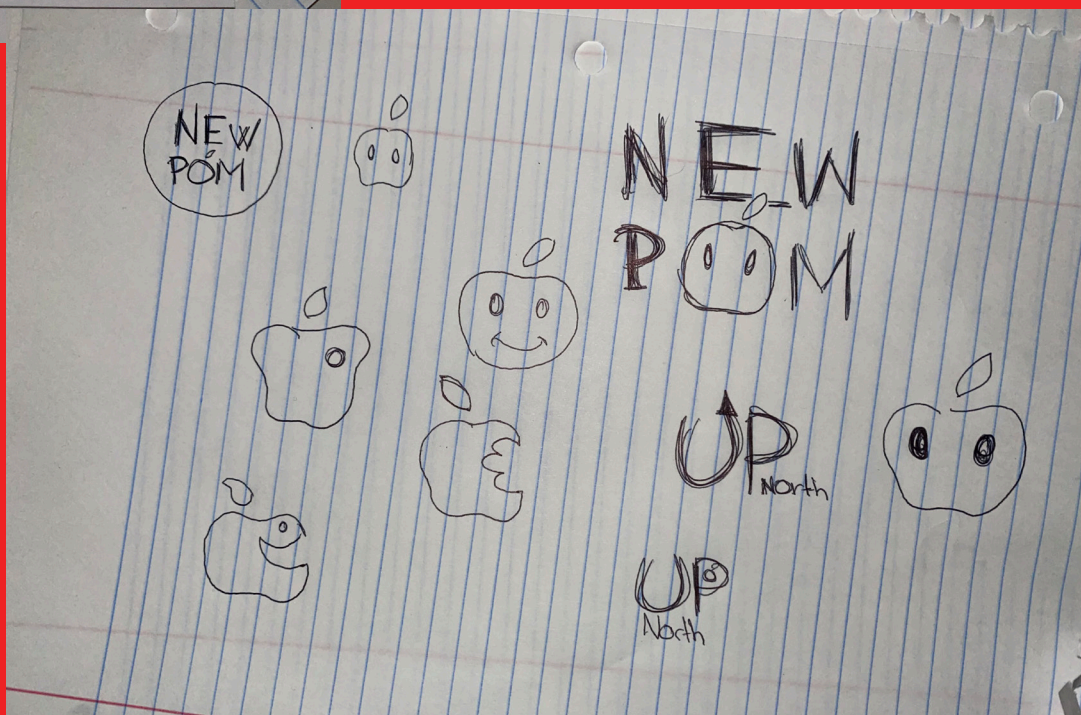
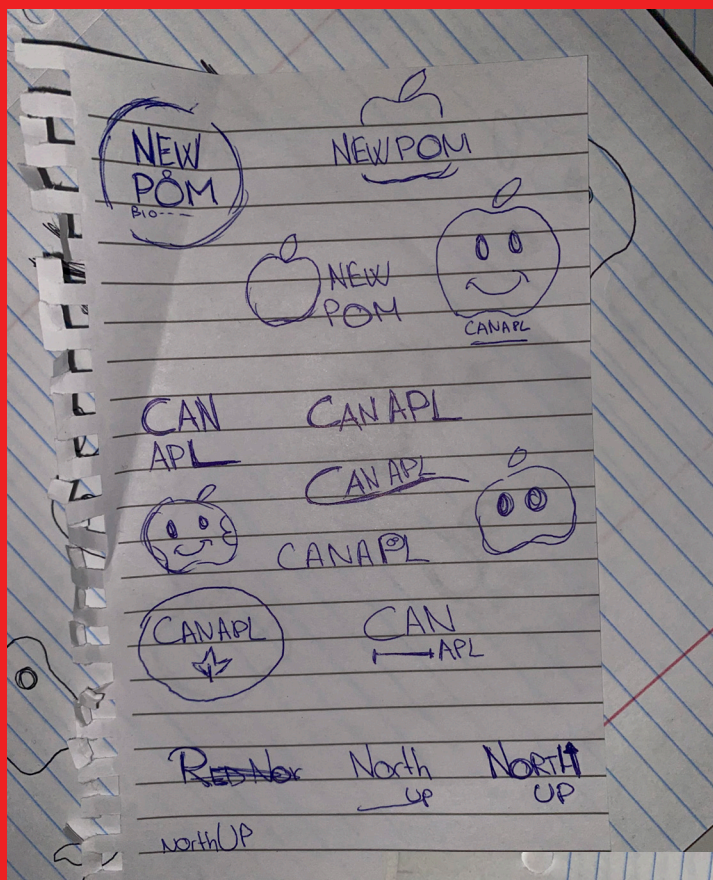
NEW POMME

RED NEWTON

POMPOP

SPARKLE

LOGO SKETCHES



FINAL LOGO

**NEW
POM**



**NEW
POM**

BIO SODA



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