Initial ideas

Consumable products are always a good choice, because seriously, who doesn't like to eat and drink stuff? Some ideas I've got are energy drinks, maybe those little Jed's coffee bags, which I think might be patented. I also thought of doing a bottle of milk, but the colour scheme for those is limited really, I could only really use blue and white as those are the only colours that really fit.

I think I'll choose some kind of drink though, because they're less messy than food so it may make managing this project a little easier (probably not but whatever). I want the product to be energetic and loud, rather than quiet and modest.

Yep, I think an energy drink is the best choice to go with for this assignment.

Product

The product I plan to make is a energy drink. The characteristics of the drink will be energetic, explosive, and fresh.

We all know the feeling. You wake up, grab a 500ml can of your favourite energy drink, only to find IT'S NOT ENOUGH! My product aims to fix that by doubling the amount of caffeine, guarana and taurine compared to that found in competitors of the same volume, such as V, Red Bull and Mother. This will be accomplished by mixing an existing energy drink with V Pocket Rockets (5 hour energy), or if possible, making my own energy drink with extra caffeine powder.

The product will be served in glass bottles, like many existing energy drinks are. The default flavour will be raspberry-lemonade, but flavours like blueberry and orange will also be available.

Art and design movements: Minimalism

Key artists and designers:
Frank Stella, Tony Smith, Carl Andre.

Origin:
New York

Description:
Minimalism (1960-1970) involves using simple and minimal elements to convey a message. This can be something as simple as basic rectilinear shapes, and often involves reducing the elements and principles of design to their most basic meanings. The movement began when artists believed recent art had become stale and academic, and as a result, is the complete opposite of Abstract Expressionism through its abandonment of biography and metaphors.

Characteristics:
Clean, simple, minimal, tidy, basic.
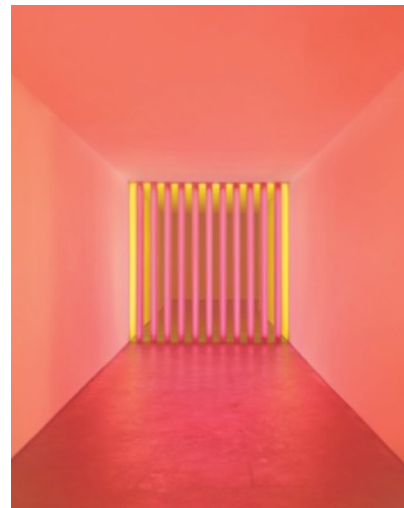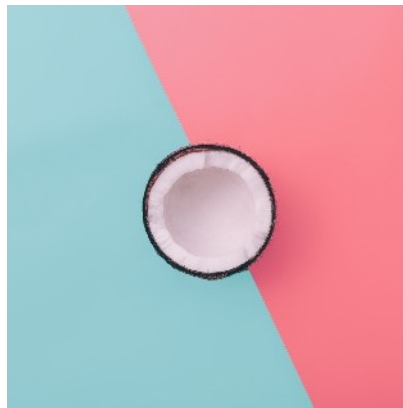
Art and design movements: Pop Art

Key artists and designers:
Andy Warhol, James Rosenquist, Claes Oldenburg.

Origin:
New York

Description:
Pop Art (1955-1980) is a cartoony, primarily line-drawn art movement often seen in comic books and American advertising. It frequently uses bold colours and thick lines to stand out from other movements.
Like Minimalism, Pop Art was created in a response to Abstract Expressionism in the way that it made things simple again. It's most notable for its use of cultural media as subjects.

Characteristics:
Funky, bold, cartoonish, old-fashioned, not-hand-painted, optimistic, generous, naive

Product research (page 1)

Energy drinks are designed to contain a lot of caffeine, guarana and taurine to give people an energy boost. They are sold in cans and bottles. The brand "V" also sell energy shots called "Pocket Rockets", which effectively compress a regular 500ml can of V into a convenient 60ml resealable bottle, which can be easily taken anywhere.

Product research (page 2)

Energy drinks such as V, Red Bull and Mother often rely on bright bold colours to express the energy aspect of their brands and their contents.

Target audience

The target audience for this product is teenagers and young adults aged 18 to 30. It's not suitable for those under the age of 18 due to its extremely high caffeine content.

The energy drink will appeal to those who want the most action and adventure out of life, and those who have already developed a tolerance to caffeine from prolonged use and need something with a little more power to wake them up.

When people buy this product, they'll expect it to deliver on its energy-lifting promise.
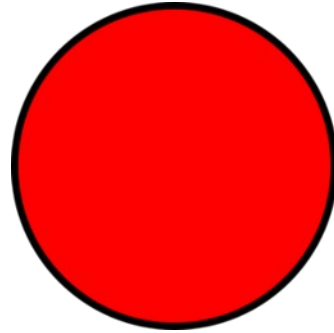
Word association

- Fresh
- Bold
- Energetic
- Funky
- Explosive
- Tangy
- Bubbly
- Clean
- New
- Modern

- Fresh
- Energetic
- Explosive

Mood board

Visual research

The Coke logo uses red and white as its only brand colours. The logotype looks handwritten and fits with the wave under it.

I can't think of anything that doesn't work with the design, as it was clearly well thought out by the person who designed it, Frank M Robinson.

The logotype's script font helps make the logo feel more complete and harder to replicate.

Product name development

I thought the word "energy" represents the brand the best, so I thought about how I could simplify it to make it more interesting. I realised the syllables match up perfectly with the letters N R G, so that's what I chose for the brand name.

Product logo development

Final logo

I chose this logo over the others due to its simplicity and minimalism.

The light colours reflect the fresh feeling the brand is trying to communicate, while the orange shadow behind the lightning bolt makes it look energetic, another desired feeling.
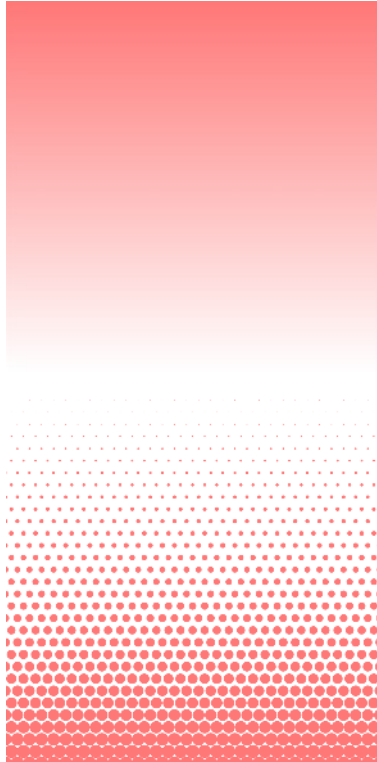
Colour palette research

Colour palette swatches

0, 65, 40, 0   0, 30, 60, 0   0, 0, 65, 0   0, 0, 0, 0

Imagery development (page 1)

Pictured to the left are a simple gradient and a halftone gradient. The different ways these gradients show a gradual change in colour could be used interestingly.

I feel like the halftone gradient could be used for the top of the label, while the simple gradient could be used for the bottom. This would provide some contrast between the Pop Art and Minimalism art movements.

Imagery development (page 2)

Here is a simple wave shape.

This could be used as an alternative to the gradients in the previous page, behind the logo, while the ingredients, nutritional information and barcode would be on a white background.
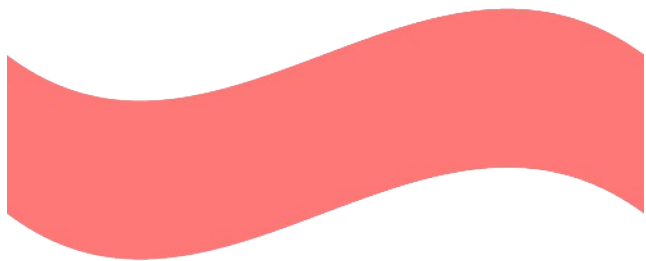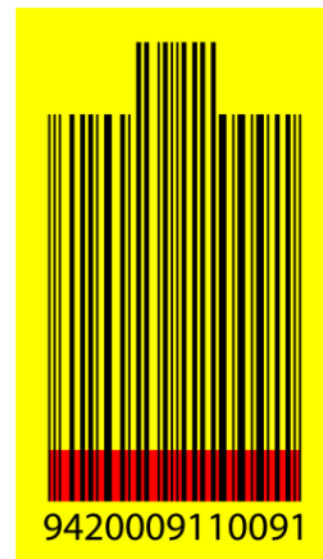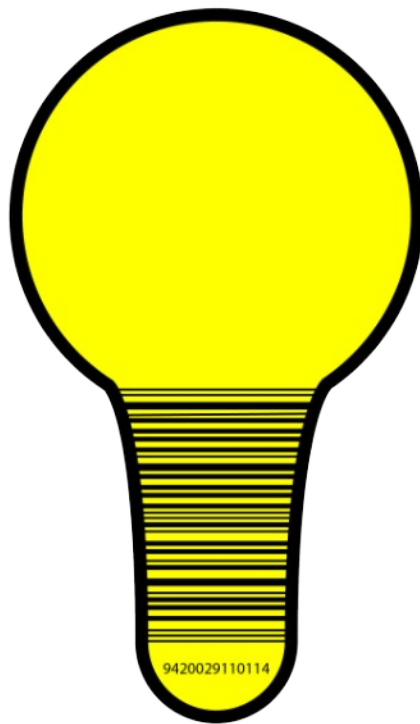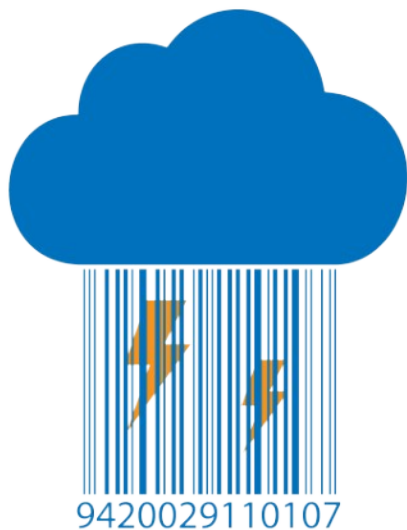
Typeface selection

Google Sans

I choose this typeface due to its clean, rounded appearance. I've used this font before in several projects, so I know it's a reliable choice.

When using the bold variant in the NRG logo, it fits the logo well with its even spacing.

Barcode development

9420029110107

9420029110114

9420009110091

Style guide

Feedback and personal reflection

Dylan's feedback:
The chosen colour palette is nice, but I feel you should make the lightning bolt appear to vibrate more.

Kumi's feedback:
I think if you added a polkadot pattern to the background the logo would feature Pop Art elements.

Nigel's feedback:
The red background could be made darker so it would look more vibrant.

Personal reflection:
Overall, I think the current brand has potential, although I disagree with the feedback provided for the following reasons.

1: The lightning bolt's shadow is at just the right distance away from the main one so that it's just visible, but doesn't attract too much attention.

2: Adding a polkadot pattern to the logo's background would distract too much from the letters.

3: The product's main flavor is raspberry and lemonade. Pink and white are therefore appropriate colours and as a result, those are the colours I have chosen to use.

As a result, I'm satisfied with the current stage the brand is at.