

LIQUID
LAB

**LANE
GOODMAN**

LIQUID LAB

OBJECTIVE

Position LiquidLab as a customized juice designed for balanced health and transformational change.

STRATEGY

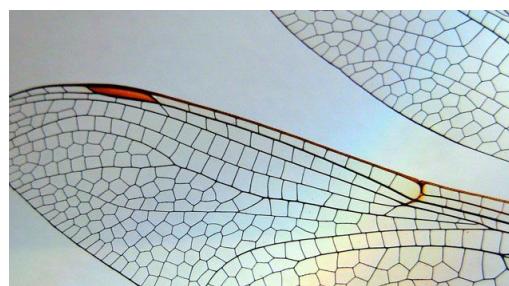
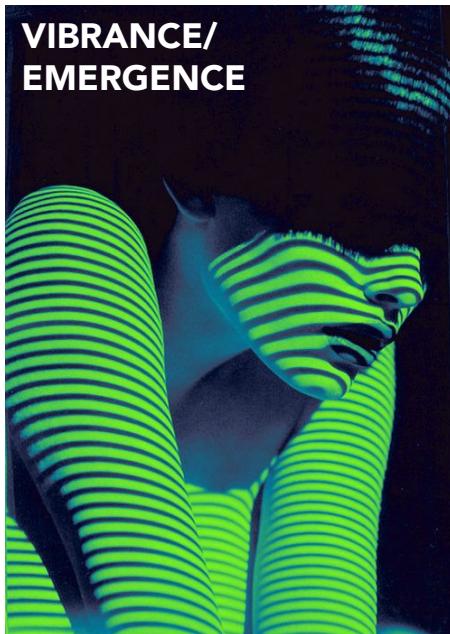
The landing page uses clean, minimal design and photography to showcase the product in stories of balanced lifestyles. Product branding furthers the idea of change & balance with alchemical symbols, soft color gradients, and calligraphic motifs.

LIQUID LAB

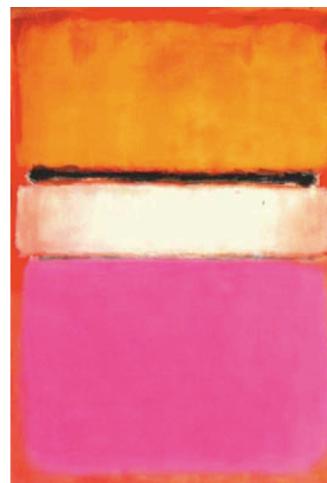
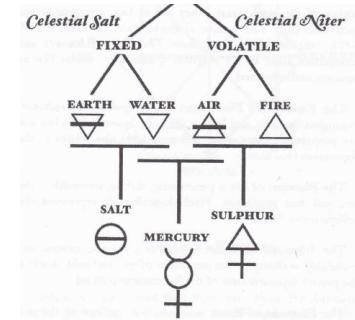
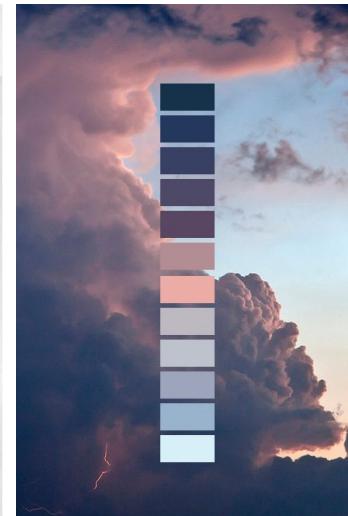
KEYWORDS

HEALTHY
CLEAN
MODERN
VIBRANT
CUSTOM
CONCSIOUS
POSITIVE
BALANCED
MINDFUL
ORGANIC

LIQUID LAB



LIQUID LAB



LIQUID LAB

The Liquiteria website homepage features a prominent 'HAPPY HOUR AND HEALTHY' banner with the text 'ANY 3 JUICES \$22'. Below the banner, there are links for 'Cleanses', 'our menu', 'our story', and 'GET STARTED TODAY'. At the bottom, there are links for 'www.liquiteria.com' and 'Looking for the Perfect Gift?'. A sign-up form for the newsletter is also present.



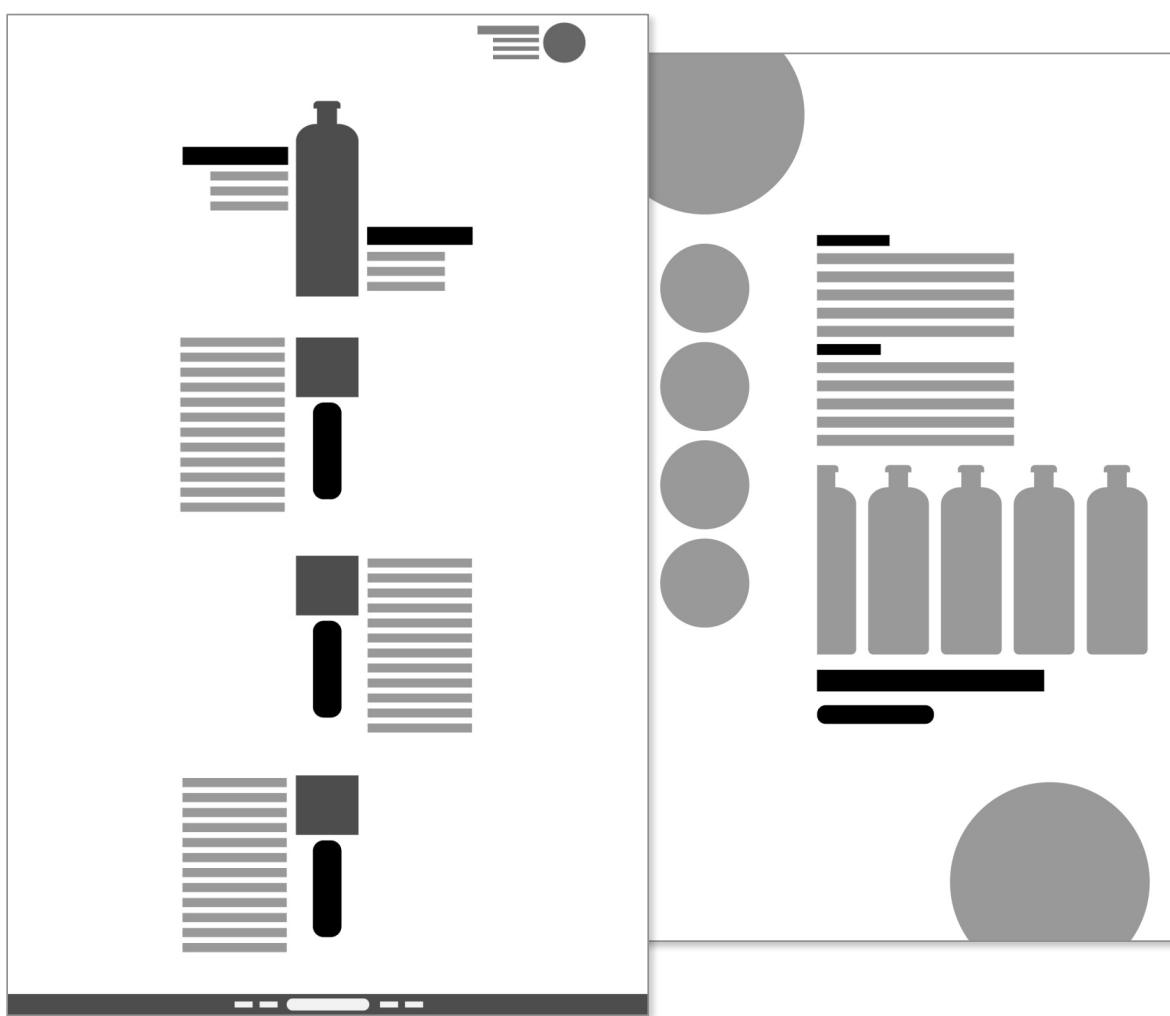
THE ORIGINAL
Liquiteria™

The BluePrint website homepage features a 'Cleanse' section with a bottle labeled '1' and a 'Buy Cleanse' button. It also features a 'Juice' section with a bottle labeled '1' and a 'Buy Juice' button. Text on the page includes 'The Original', 'The Best', 'BlueprintCleanse', 'The first cleanse offering 3 levels of intensity.', 'Unpasteurized Juice.', 'Raw & Organic Ingredients', 'Cold Pressed', and 'Never heated'.



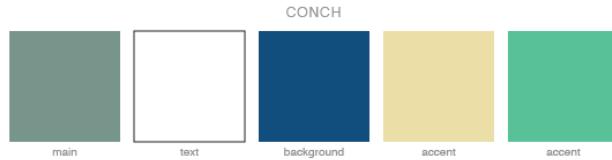
LIQUID LAB

WIREFRAMES



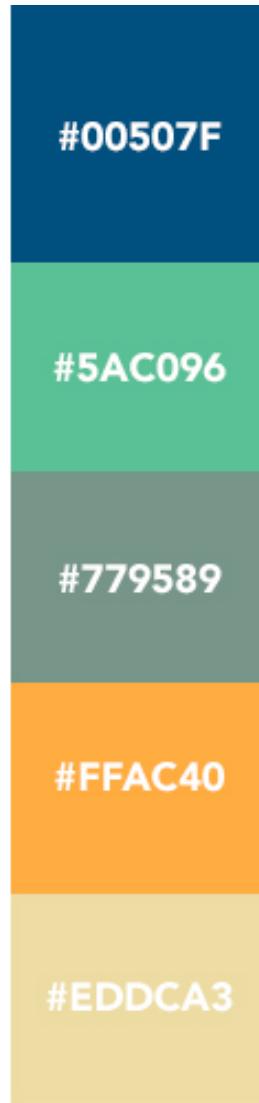
LIQUID LAB

COLOR



LIQUID LAB

COLOR

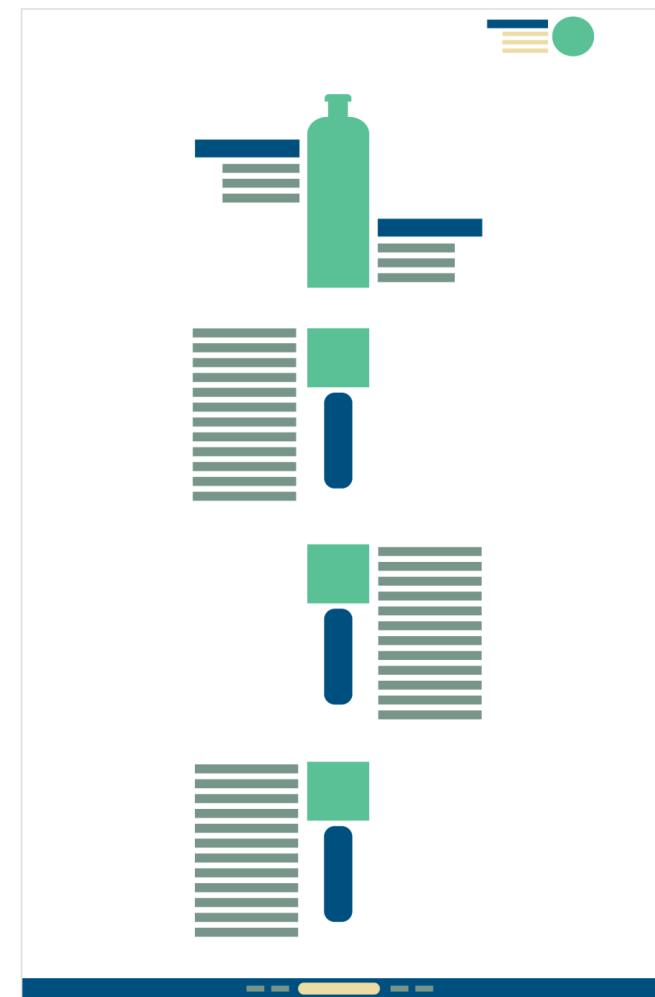
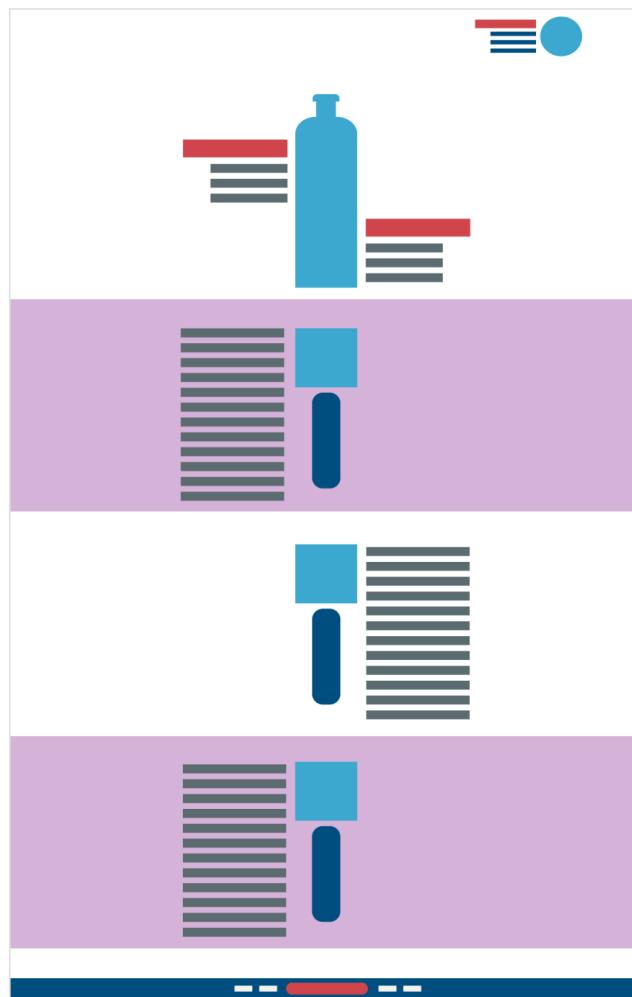


INTERACTIVE

- [LEARN MORE](#) BUTTON
- [LEARN MORE](#) HOVER
- [LEARN MORE](#) CLICK

LIQUID LAB

COLOR



LIQUID LAB

TYPOGRAPHY

H1: 36 PT AVENIR BLACK ALL CAPS

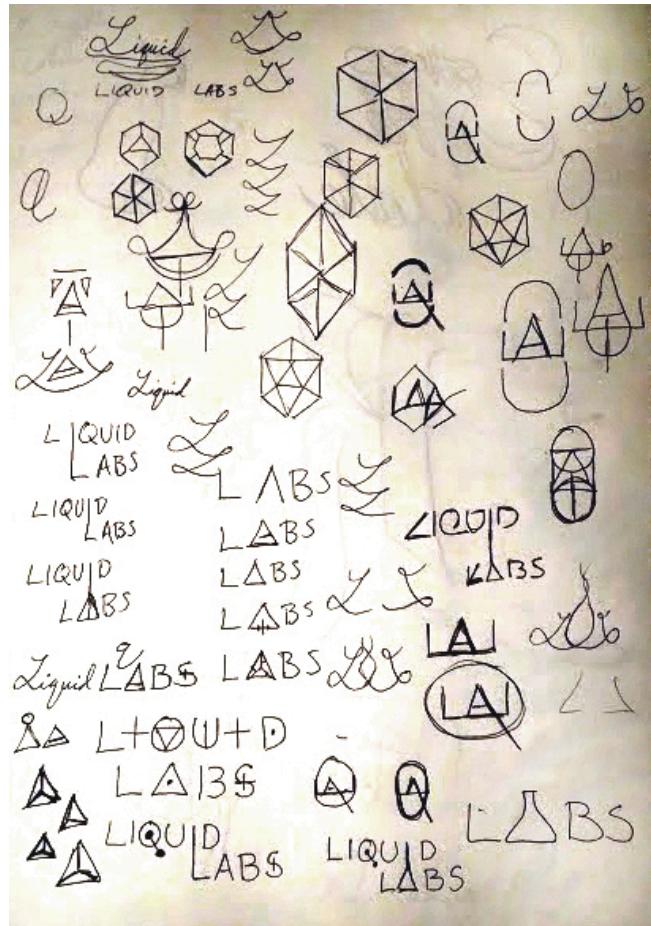
H2: 24 PT AVENIR MEDIUM ALL CAPS

H3: 18 PT AVENIR BLACK ALL CAPS

p: 18 pt Avenir Light

LIQUID LAB

LOGOS



LI[△]QUID
LA[△]B

LI[△]QUID
LA[△]B

LI[△]QUID
LA[△]B

LI[△]QUID
LA[△]B

LIQUID
LAB

LOGOS



LIQUID LAB

PRODUCT



LIQUID LAB

The image displays a cohesive digital marketing strategy for Liquid Lab. At the center is a tablet showing the company's website. The website features the "LIQUID LAB" logo at the top, a navigation bar with "ABOUT", "ORDER", and "CONTACT" options, and a green juice jar labeled "LIQUID LAB EARTH". Below the logo, the tagline "NUTRITION IN BALANCE" is displayed. A paragraph emphasizes the benefits of feeding the body with whole foods and natural produce. The "LIQUID LAB" brand is mentioned as part of that strategy. To the left of the tablet is a smartphone showing the mobile application interface, which includes sections for "STEP ONE: LIFE", "STEP TWO: GOALS", "STEP THREE: DIET", and "GET STARTED". The application also features a "CUSTOMIZE" button and a color-coded chart titled "SHORT ON TIME". To the right of the tablet is a desktop computer monitor displaying the same website content.

LIQUID LAB

DESKTOP



The desktop version of the Liquid Lab website features a clean, modern design. At the top, there's a navigation bar with the logo, a search icon, and links for 'ABOUT', 'CONTACT', and 'LOG IN'. The main content area starts with a section titled 'NUTRITION IN BALANCE' featuring a green juice jar. Below this is a 'WHOLE INGREDIENTS CUSTOM SELECTED FOR YOU' section with images of peaches and pears. The next section, 'STEP ONE: LIFE', includes a question about diet and a 'CUSTOME' button. The 'STEP TWO: GOALS' section asks about fitness goals and provides a 'GET STARTED' button. The 'STEP THREE: DIET' section discusses meal plans and also has a 'GET STARTED' button. A central call-to-action 'JUMP-START A HEALTHY YOU WITH LIQUIDLAB' is surrounded by images of various fruits and vegetables. Below this are sections for 'NO TIME FOR SALAD', 'THE SWEET TOOTH', and 'PUBLIC TRANSPENSE'. A 'GREEN JUICE. PRODUCED GREENLY.' section features a green juice jar and a commitment to organic produce. The 'ABOUT US' section at the bottom includes a photo of the founders and contact information. The footer contains social media links and a 'LOG IN' button.

MOBILE



The mobile version of the Liquid Lab website is designed for a smaller screen. It follows a similar structure to the desktop site but with more compact sections. The top navigation bar includes the logo, a search icon, and links for 'ABOUT', 'CONTACT', and 'LOG IN'. The 'NUTRITION IN BALANCE' section with the green juice jar is present. The 'STEP ONE: LIFE', 'STEP TWO: GOALS', and 'STEP THREE: DIET' sections are simplified. The central 'JUMP-START A HEALTHY YOU WITH LIQUIDLAB' call-to-action is prominent. Below it are sections for 'NO TIME FOR SALAD', 'THE SWEET TOOTH', and 'PUBLIC TRANSPENSE'. The 'GREEN JUICE. PRODUCED GREENLY.' section is also simplified. The 'ABOUT US' section at the bottom includes a photo of the founders and contact information. The footer contains social media links and a 'LOG IN' button.

LIQUID LAB

DESKTOP

The Liquid Lab desktop website features a clean, modern design. At the top, there's a navigation bar with links for 'ABOUT', 'ORDER', 'CONTACT', and a search icon. The main header 'LIQUID LAB' is followed by a sub-header 'NUTRITION IN BALANCE'. Below this, there's a section titled 'WHOLE INGREDIENTS CUSTOM SELECTED FOR YOU' featuring two halves of a peach. The central part of the page is divided into three columns: 'STEP ONE: LIFE' (about energy), 'STEP TWO: GOALS' (about balance), and 'STEP THREE: DIET' (about nutrition). A large green jar labeled 'LIQUID LAB EARTH' is prominently displayed. The bottom half of the page includes sections for 'JUMP-START A HEALTHY YOU WITH LIQUIDLAB', 'NOT SURE WHERE TO START?', and 'GREEN JUICE. PRODUCED GREENLY.' with a small image of a juicer. There's also an 'ABOUT US' section with a bio and a photo of the founders. Social media icons for Facebook, Twitter, and Google+ are at the bottom.

The Liquid Lab mobile website is designed for a smaller screen. It features a large green juice jar in the center with the brand name and 'COLD PRESSED JUICE' text. To the right is a large image of two peach halves. The top navigation bar remains the same. The main content area is simplified, with the 'NUTRITION IN BALANCE' section being more prominent. Below the juice jar, there are sections for 'STEP ONE: LIFE', 'STEP TWO: GOALS', and 'STEP THREE: DIET'. The 'GET STARTED WITH YOUR BALANCED PLAN' section is also present. The bottom of the page shows a cluster of pears and two peach halves, along with the 'ABOUT US' and social media links from the desktop version.

LIQUID LAB

DESKTOP

The screenshot shows the LiquidLab website's desktop version. At the top, there's a navigation bar with links for 'ABOUT', 'CONTACT', and 'HOME'. Below the header, there's a section titled 'NUTRITION IN BALANCE' featuring a green juice bottle and some text. The main content area has sections for 'WHOLE INGREDIENTS CUSTOM SELECTED FOR YOU' (with images of peaches and pears), 'STEP ONE: LIFE' (with a question about energy levels), 'STEP TWO: GOALS' (with a question about diet), 'STEP THREE: DIET' (with a question about balanced diet), and 'GET STARTED WITH YOUR BALANCED PLAN' (with a link to a page). A large image of kiwi slices is on the right. At the bottom, there's an 'ABOUT US' section with a photo of a team and a 'LEARN MORE ABOUT US' button.

This screenshot shows the LiquidLab website's desktop version focusing on their juice planning service. It features a large image of a hand holding a piece of fruit. To the right, there's a call-to-action button 'CUSTOMIZE' and a section titled 'JUMP-START A HEALTHY YOU WITH LIQUIDLAB' next to a row of kiwi slices. Below this, there's a section for 'SHORT ON TIME? NOT SURE WHERE TO START?' featuring four juice sampler packages: 'NO TIME FOR SALAD DRINK YOUR VEGETABLES' (green juice), 'THE SWEET TOOTH DRINK YOUR REWARD' (orange juice), 'PUBLIC TRANSDEFENSE DRINK YOUR IMMUNITY' (red juice), and 'GREEN JUICE. PRODUCED GREENLY.' (green juice). Each package is accompanied by a small image and a 'ORDER SAMPLERS' button. At the bottom, there's a large image of various fruits and vegetables on a wooden surface, with a 'LEARN MORE ABOUT OUR COMMITMENT TO THE ENVIRONMENT' link.

LIQUID LAB

DESKTOP

The desktop website for LiquidLab features a clean, modern design. At the top, there's a navigation bar with links for 'ABOUT', 'CONTACT', and 'HOME'. Below the header, there's a section titled 'NUTRITION IN BALANCE' with a green juice bottle image. The main content area includes sections for 'WHOLE INGREDIENTS CUSTOM SELECTED FOR YOU', 'STEP ONE: LIFE', 'STEP TWO: GOALS', 'STEP THREE: DIET', and 'GET STARTED WITH YOUR BALANCED PLAN'. There are also sections for 'JUMP-START A HEALTHY YOU WITH LIQUIDLAB', 'SHORT ON TIME? NOT SURE WHERE TO START?', 'NO TIME FOR SALAD DRINK YOUR VEGETABLES', 'THE SWEET TOOTH DRINK YOUR FRUIT', and 'PUBLIC TRANSDEFENSE DRINK YOUR IMMUNITY'. The bottom of the page has a footer with 'ABOUT US', 'ADDRESS', 'CONTACT', and social media links.

The mobile website for LiquidLab is designed to be responsive and user-friendly. It features a large image of a green juice bottle at the top. Below it, there's a section titled 'PUBLIC TRANSDEFENSE DRINK YOUR IMMUNITY'. The main content area shows a wooden cutting board with various fruits and vegetables like peaches, mint, limes, and oranges. To the right, there's a section titled 'GREEN JUICE. PRODUCED GREENLY.' which discusses their commitment to local farms and organic produce. At the bottom, there's a call-to-action button labeled 'LEARN MORE ABOUT OUR COMMITMENT TO THE ENVIRONMENT'.

This mobile website view shows a different layout, focusing on a juice product. It features a smartphone displaying the LiquidLab app interface, a bowl of fruit, and a glass of orange juice. The main content area includes a section titled 'ABOUT US' and a paragraph about the company's founding. Below that is another section titled 'GREEN JUICE. PRODUCED GREENLY.' with a similar message to the previous mobile view.

This mobile website view shows a different layout again, this time featuring a background of various fruits. It includes sections for 'ADDRESS' (1100 15TH ST NW WASHINGTON, DC), 'NUTRITION IN BALANCE', 'CONTACT' (P: 202-422-7633, E: INFO@LIQUIDL.A), and 'TERMS'. At the bottom, there are social media icons for YouTube, Facebook, and Twitter, along with a copyright notice: '©2015 LIQUIDL.A'.

LIQUID LAB

MOBILE



NUTRITION IN BALANCE

Feeding your body
with whole foods
and natural produce
is the best long-term
strategy for maintaining
good health.

LIQUID LAB

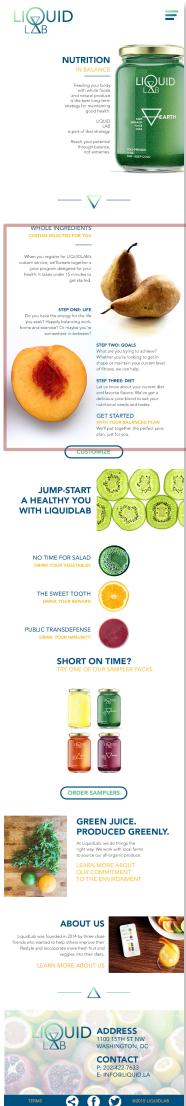
Reach your potential
through balance,
not extremes.



WHOLE INGREDIENTS

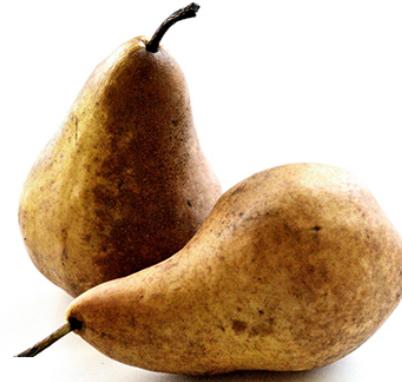
LIQUID LAB

MOBILE



WHOLE INGREDIENTS CUSTOM SELECTED FOR YOU

When you register for LIQUIDLabs custom service, we'll create together a juice program designed for your health. It takes under 15 minutes to get started.



STEP ONE: LIFE

Do you have the energy for the life you seek? Happily balancing work, home and exercise? Or maybe you're somewhere in-between?



STEP TWO: GOALS

What are you trying to achieve? Whether you're looking to get in shape or maintain your current level of fitness, we can help.

STEP THREE: DIET

Let us know about your current diet and favorite flavors. We've got a delicious juice blend to suit your nutritional needs and tastes.

GET STARTED WITH YOUR BALANCED PLAN

We'll put together the perfect juice plan, just for you.

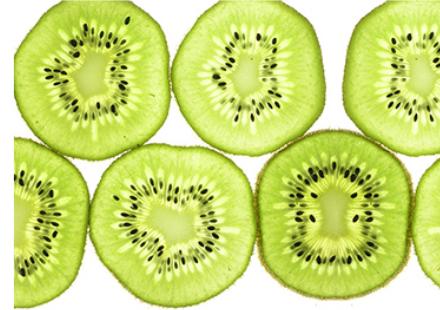
LIQUID LAB

MOBILE

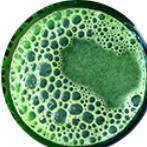


CUSTOMIZE

JUMP-START A HEALTHY YOU WITH LIQUIDLAB



NO TIME FOR SALAD
DRINK YOUR VEGETABLES



THE SWEET TOOTH
DRINK YOUR REWARD



PUBLIC TRANSDENSE
DRINK YOUR IMMUNITY



SHORT ON TIME?

LIQUID LAB

MOBILE



SHORT ON TIME?
TRY ONE OF OUR SAMPLER PACKS.



ORDER SAMPLERS



**GREEN JUICE.
PRODUCED GREENLY.**

At LiquidLab, we do things the right way. We work with local farms to source our all-organic produce.

**LEARN MORE ABOUT
OUR COMMITMENT
TO THE ENVIRONMENT**

LIQUID LAB

MOBILE



ABOUT US

LiquidLab was founded in 2014 by three close friends who wanted to help others improve their lifestyle and incorporate more fresh fruit and veggies into their diets.

[LEARN MORE ABOUT US](#)



LIQUID LAB

LANE
GOODMAN

