

visual identity

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visual documentation



excelgumca  Follow Message +12 ...

26 posts 2,001 followers 12 following

The official page for Excel Gum
Product/service
www.mars.com



what Doesn't work?



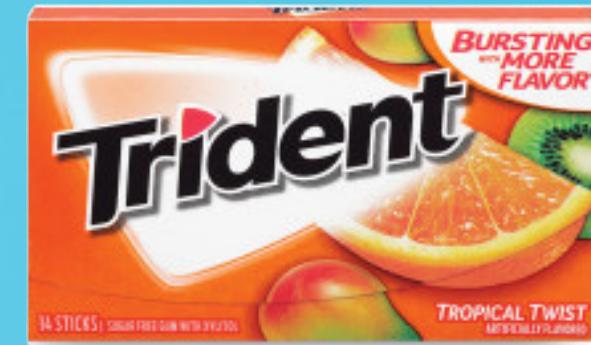
- **Font colour** blend too much into the background
- Lack of **distinctive typography**, important message like "Sugar-Free" not emphasized.
- The **graphical elements** of flavour "Winter Fresh" make customers hard to vividly associate it with a particular taste.

Competition Comparison



Trident's Strengths:

- Playful, fun, and youthful brand image.
- Stronger social media presence (memes, influencer marketing).
- Bigger text with good hierarchy and typography
- Focus on sugar-free & dental benefits.



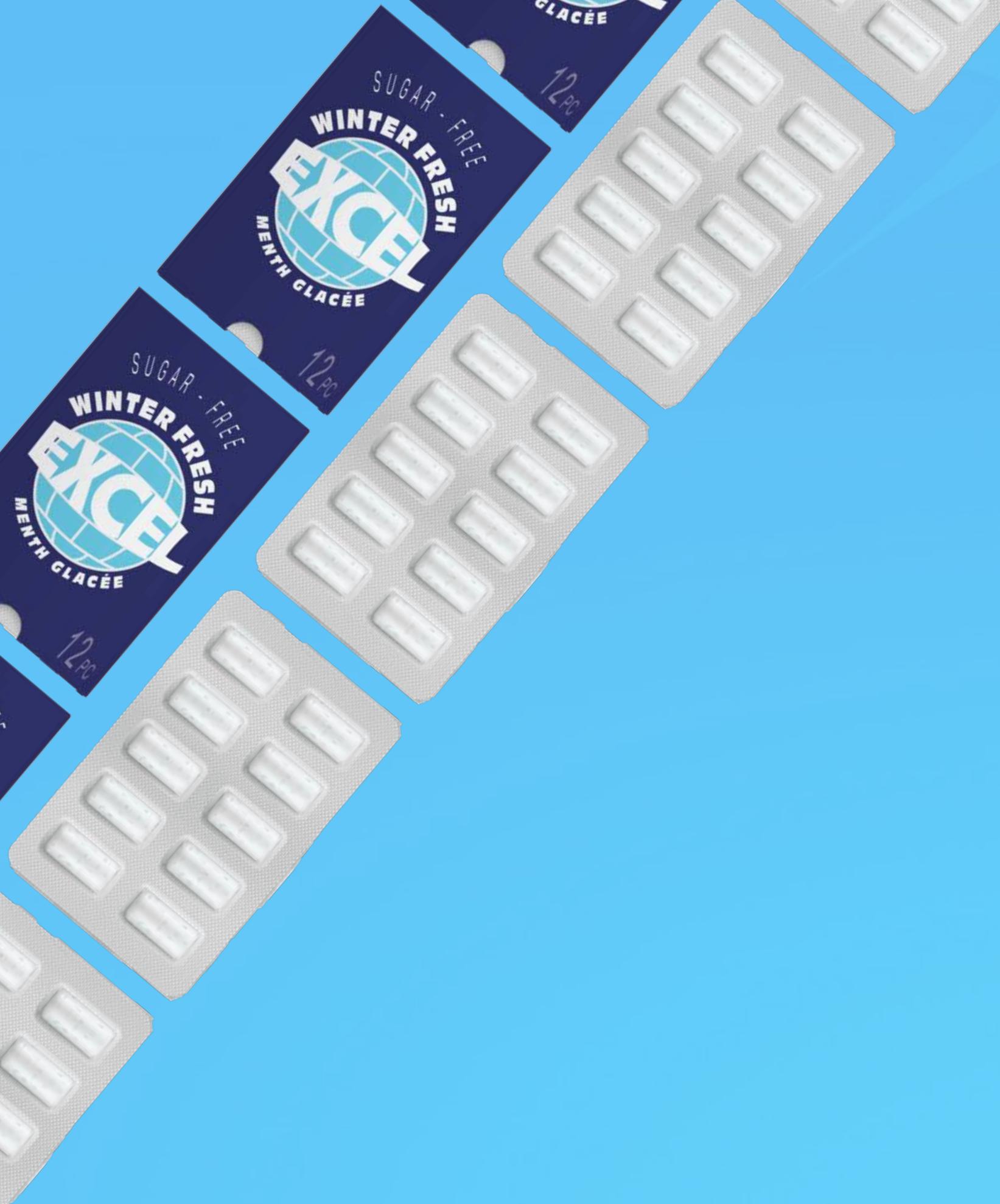
Excel's Strengths:

- Premium, confidence-driven image.
- Sleek and sophisticated design.



big idea

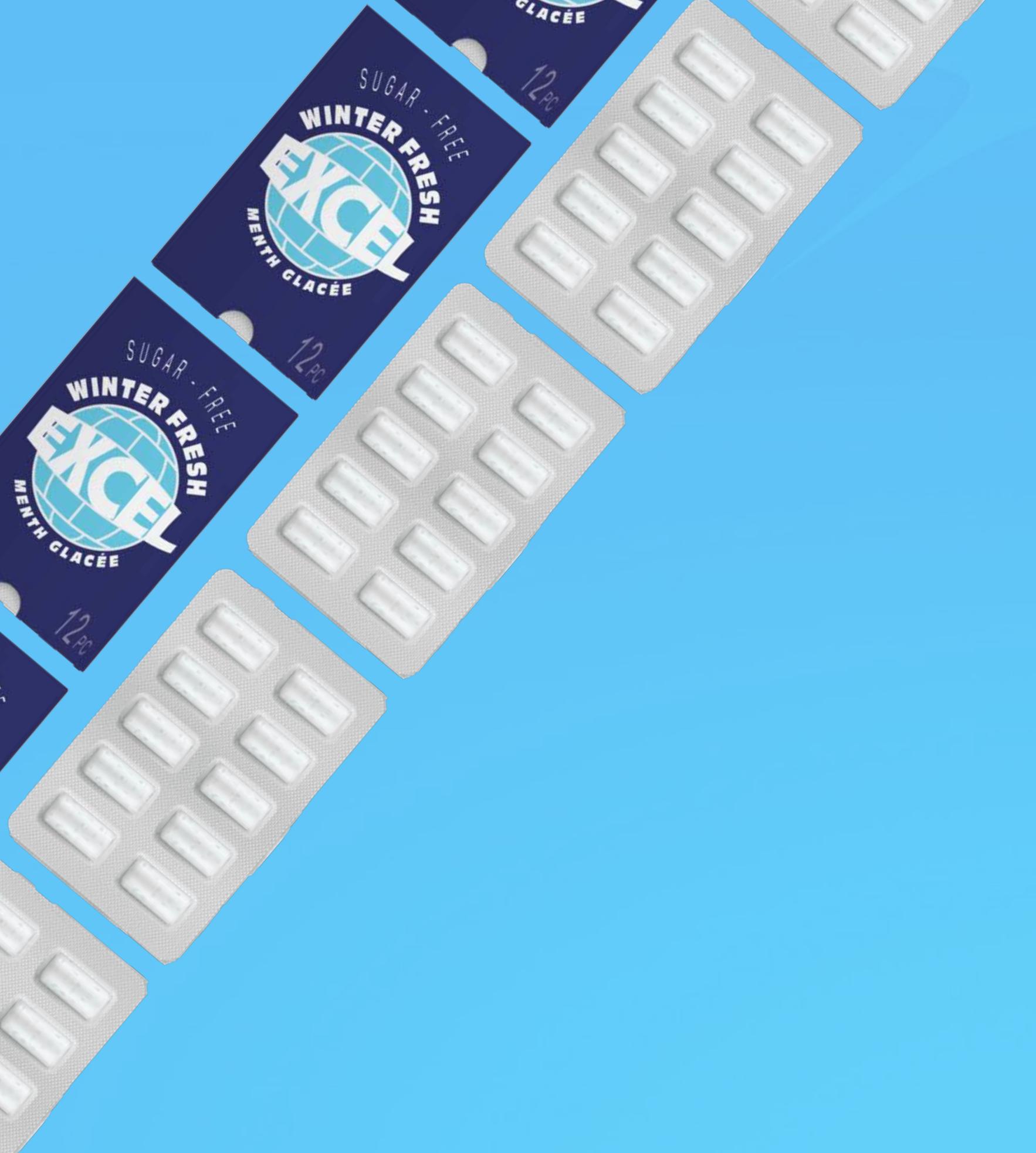
**"Excel isn't just gum
—it's a refreshing,
cool experience
designed for Gen Z's
fast-paced
lifestyle."**



Rebrand Strategy



- Our rebrand keeps the brand's original signature **icy-blue** essence.
- At the same time, adding **bold, modern typography**, to create a sleek, elevated aesthetic.
- Inspired by Excel's crisp, invigorating sensation. Our new logo features an **ice-block motif**, drawing from the **igloo's symbolism** in Inuit culture.
- The updated packaging enhances brand recognition with **sharper contrasts** and a **streamlined design**. To appeal to trend-conscious Gen Z consumers.



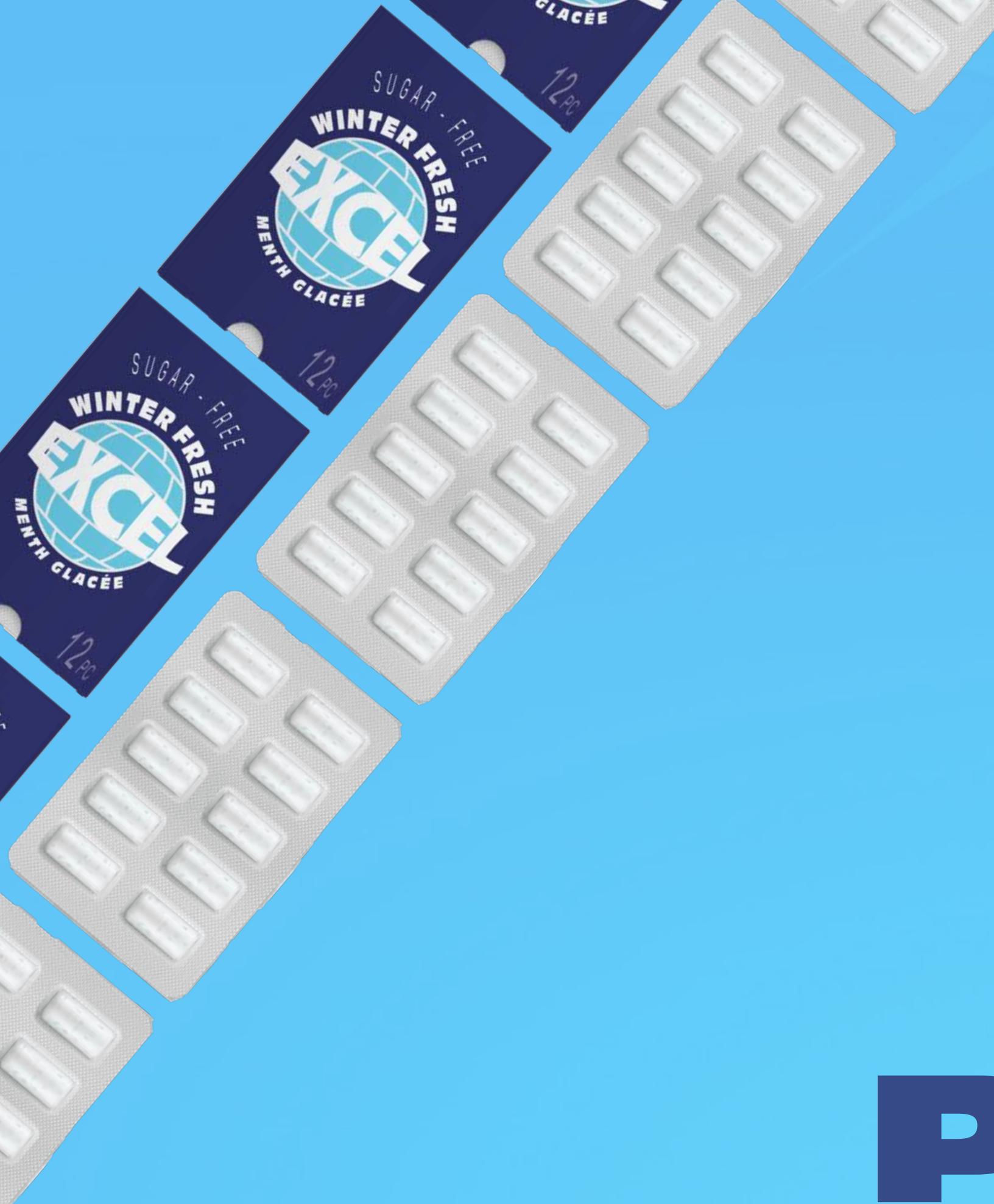
slogan

LOADING...



**Ultimate
Freshness.**

New Packaging



Logo





NEW VISUAL IDENTITY



colour Palette

#374a88

#11afda

#c2f3ff

#ffffff

- Deep Sapphire
- Electric Aqua
- Crystal Sky
- Pure Ice

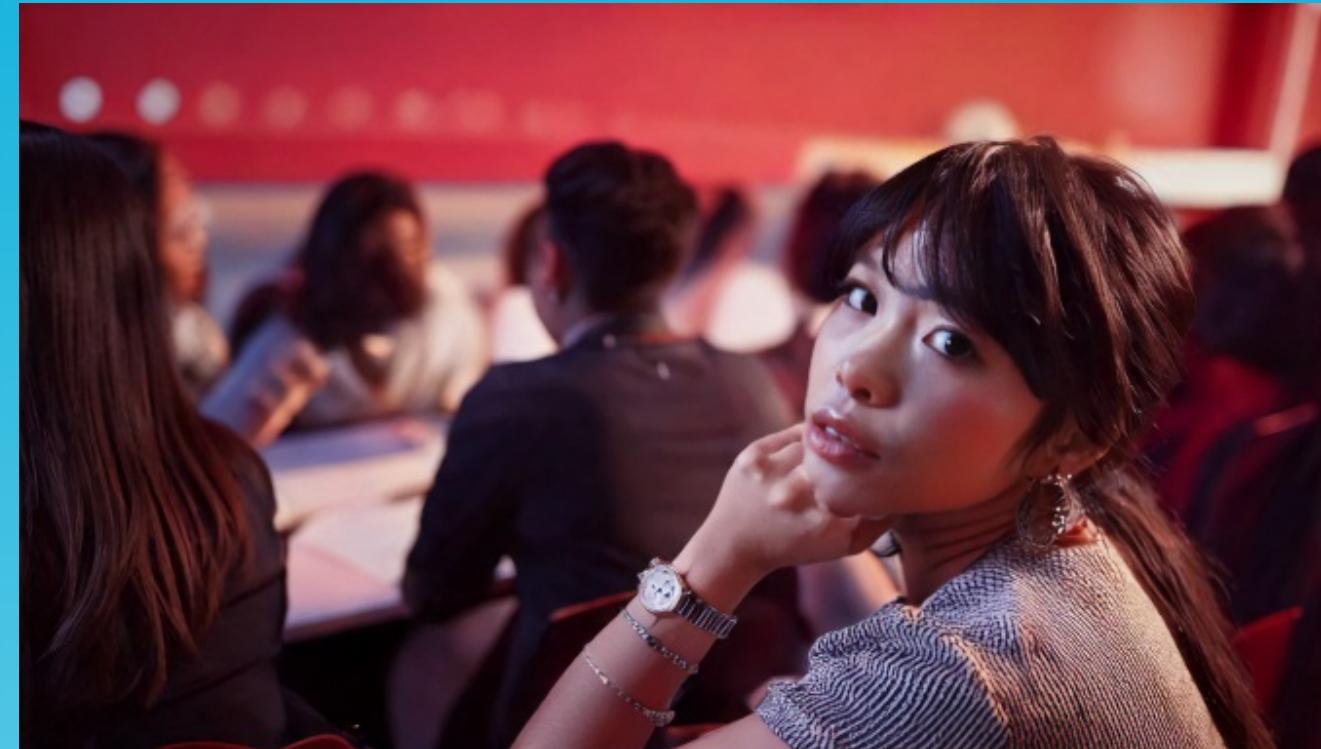
Typography

**1. New
Extended**

To Align with Excel's original brand typography while creating a youthful, trend-forward look for Gen Z

**Nord
2. Golos Text Bold**

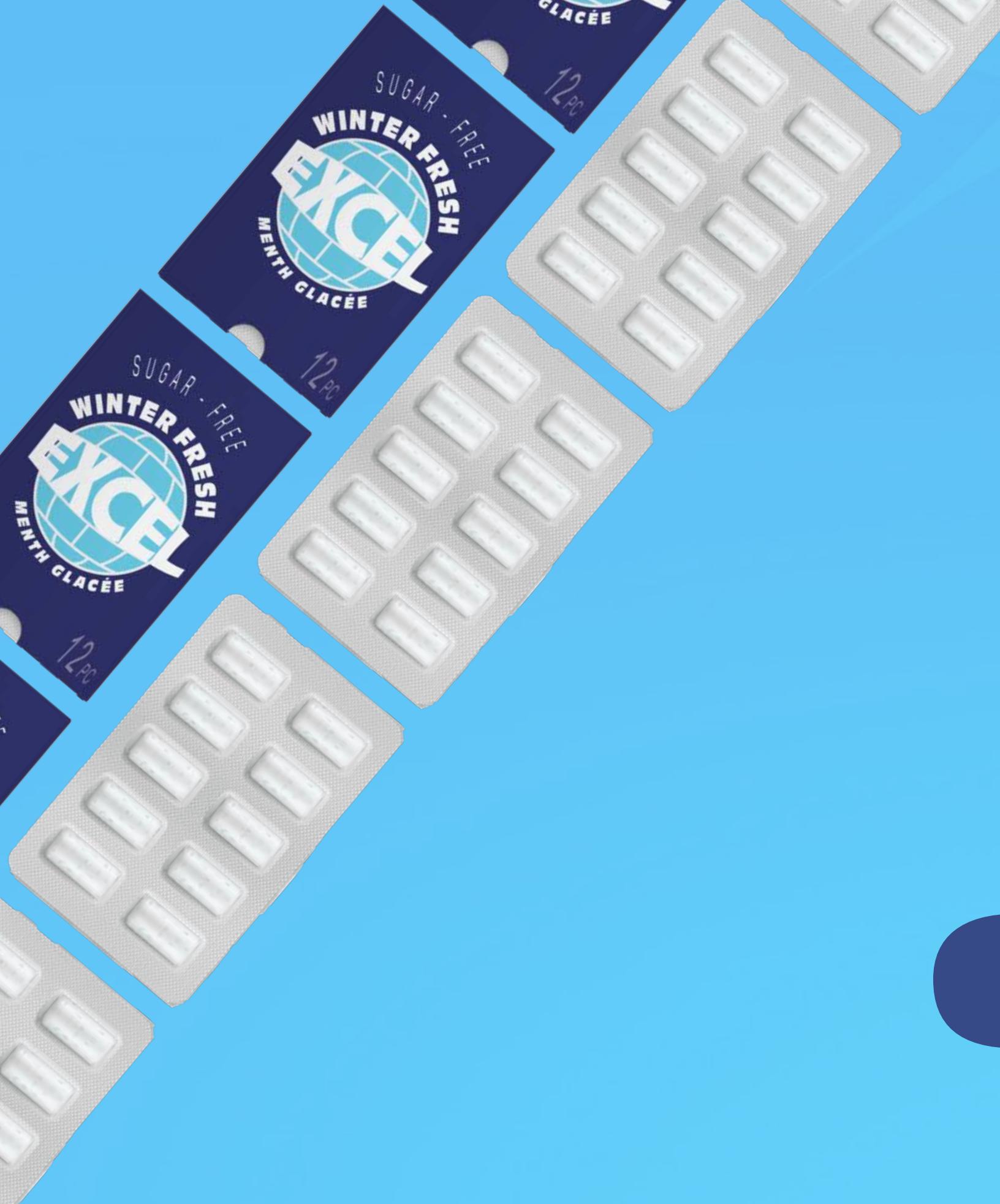
video style Guide



merch



Social campaign Strategy



Fresh AF (Always Fresh)

Platform & Audience

- Instagram, the go-to platform for Gen Z (ages 16-30). We will create a movement centered around "freshness, confidence, and lifestyle empowerment".

#FreshAF Challenge

- Users will showcase their "freshest" moments such as fashion, fitness, or any fun experiences. By tagging @ExcelGum and using #FreshAF. Influencers will kick things off with high-energy Reels, demonstrating how Excel enhances first dates, gym sessions, and everyday adventures.

Interactive Features

- Stories & Reels will include
 - polls, quizzes ("How Fresh Are You?")
 - AR filters that let users "refresh" their look.

Collabs & Culture

- Streetwear brands, music artists, and lifestyle influencers will strengthen the campaign—positioning Excel not just as gum, but as a fresh, cultural icon.





Social campaign storyboards

School



Gym



Gathering



Fashion



Your story 7s

EXCEL

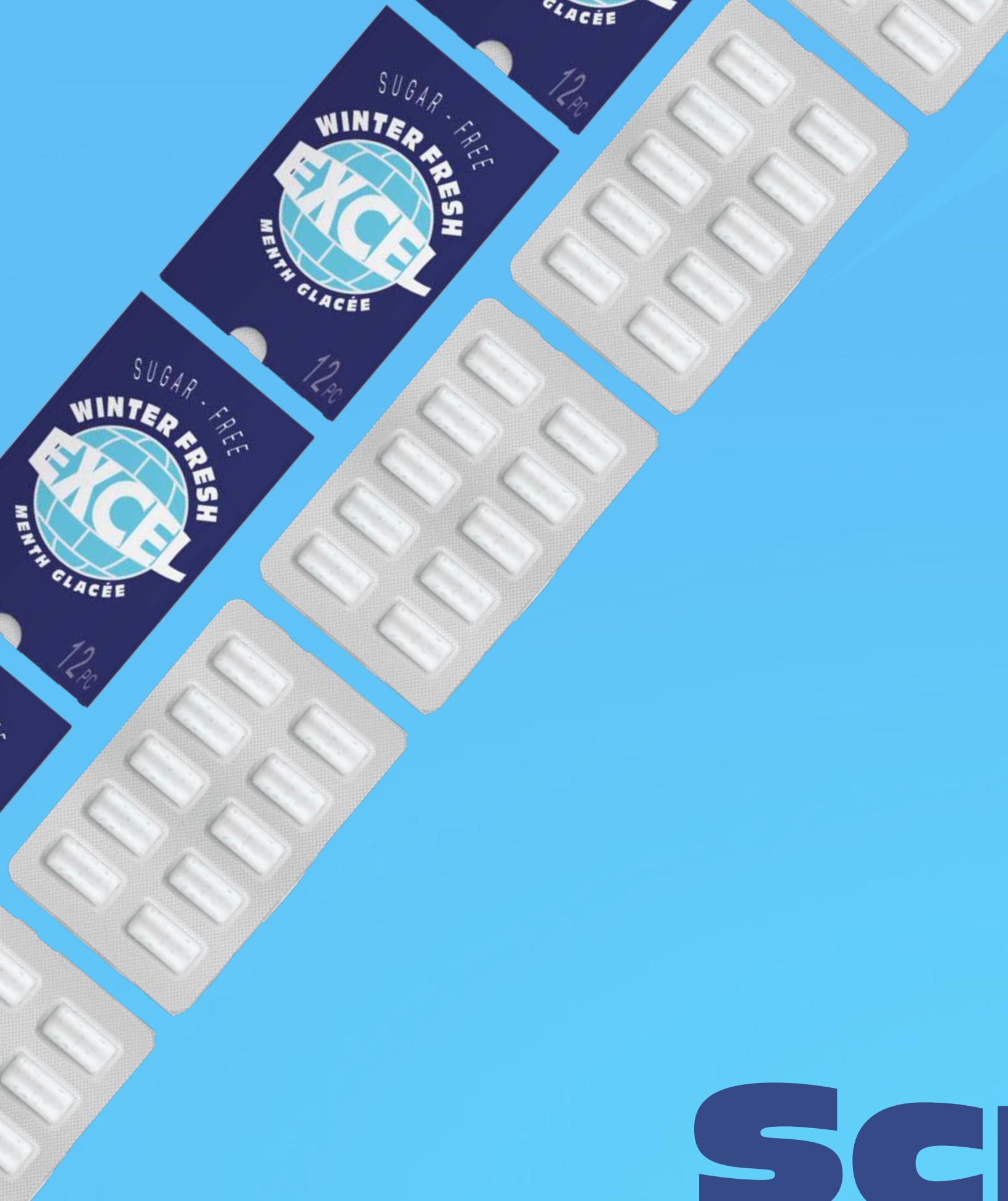
SUGAR-FREE
WINTER FRESH
EXCEL
MENTH GLACEE
12 PC

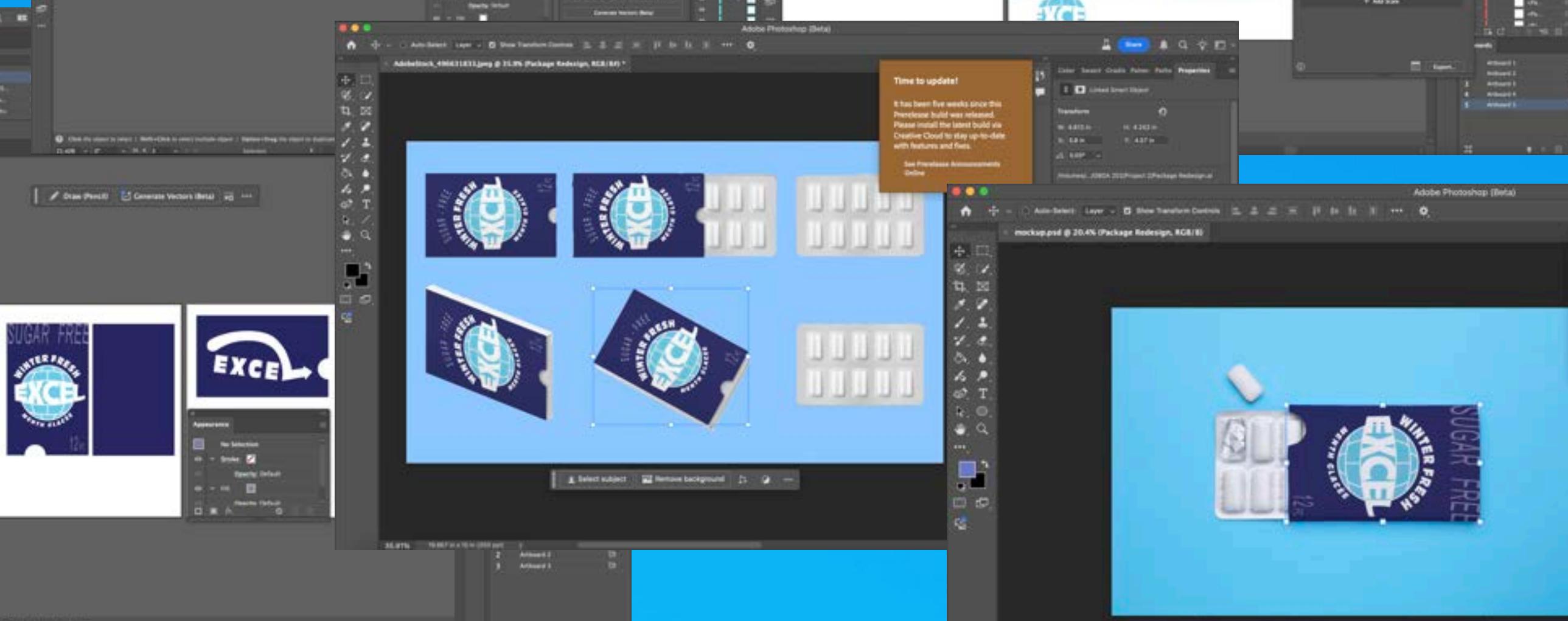
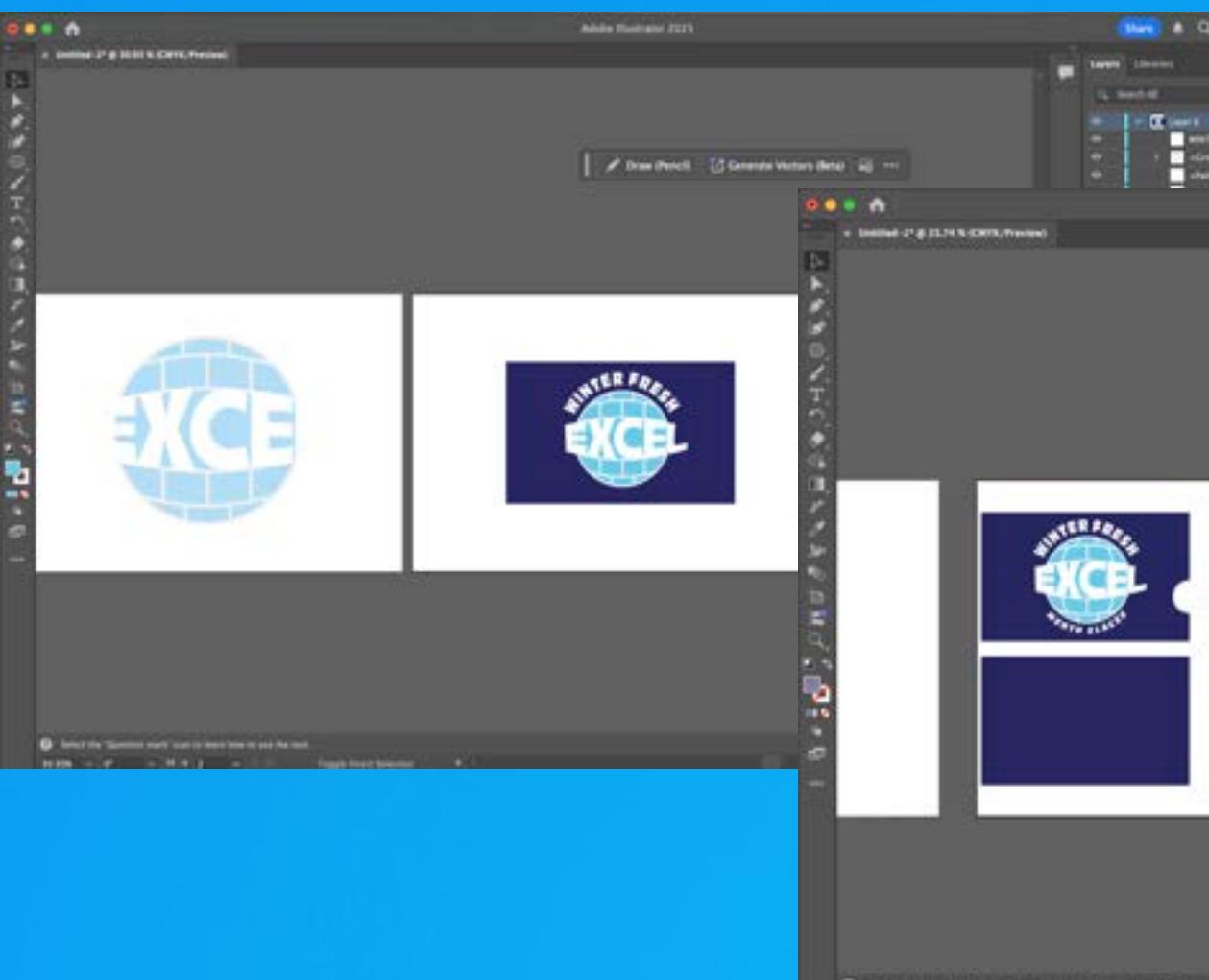
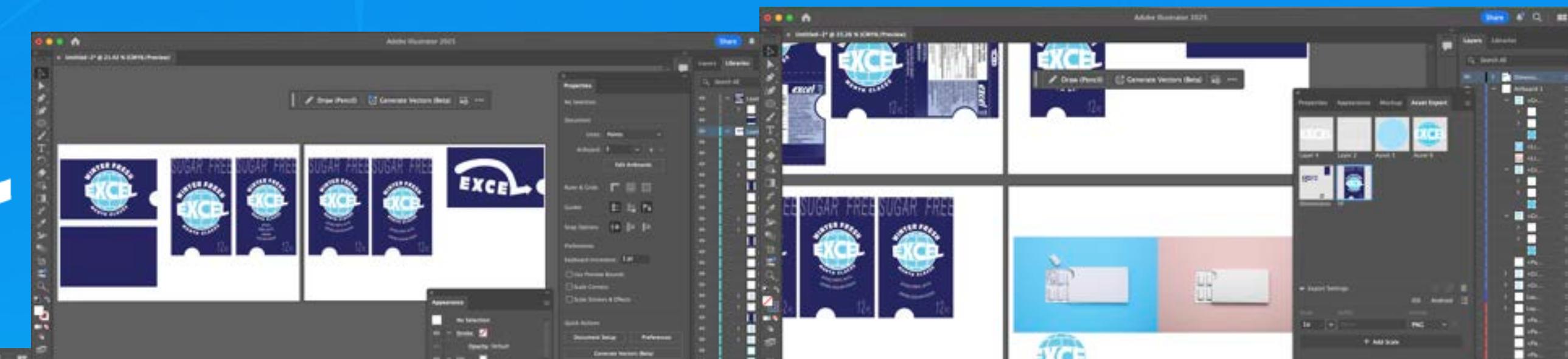
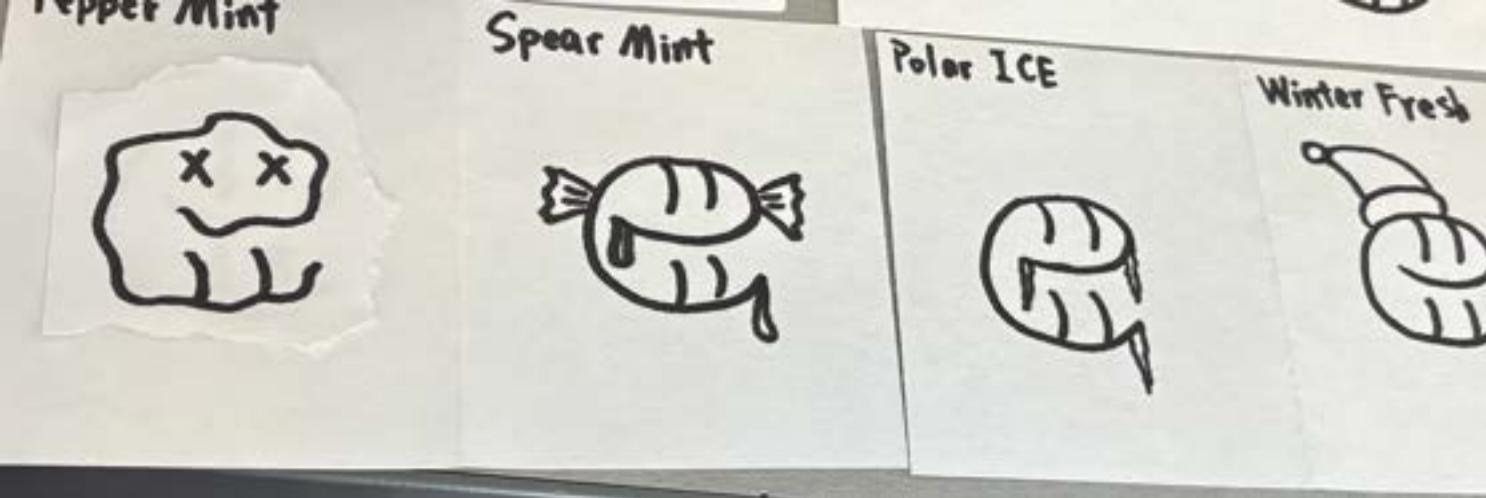
HOW DO U KEEP UR CONFIDENCE FRESH AF?

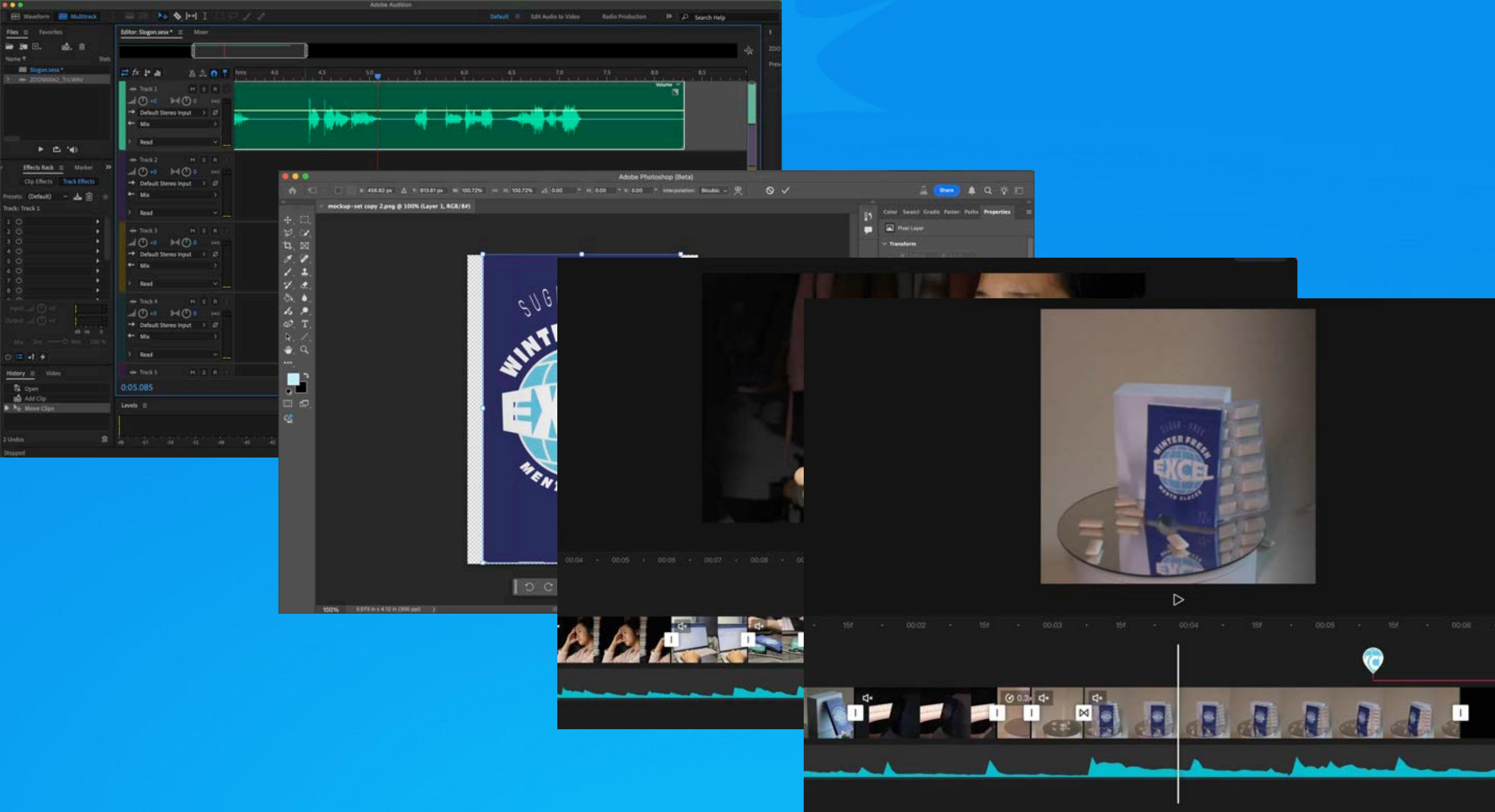
- 💪 Hitting the gym
- 😎 A fresh outfit
- 😍 Chewing Excel

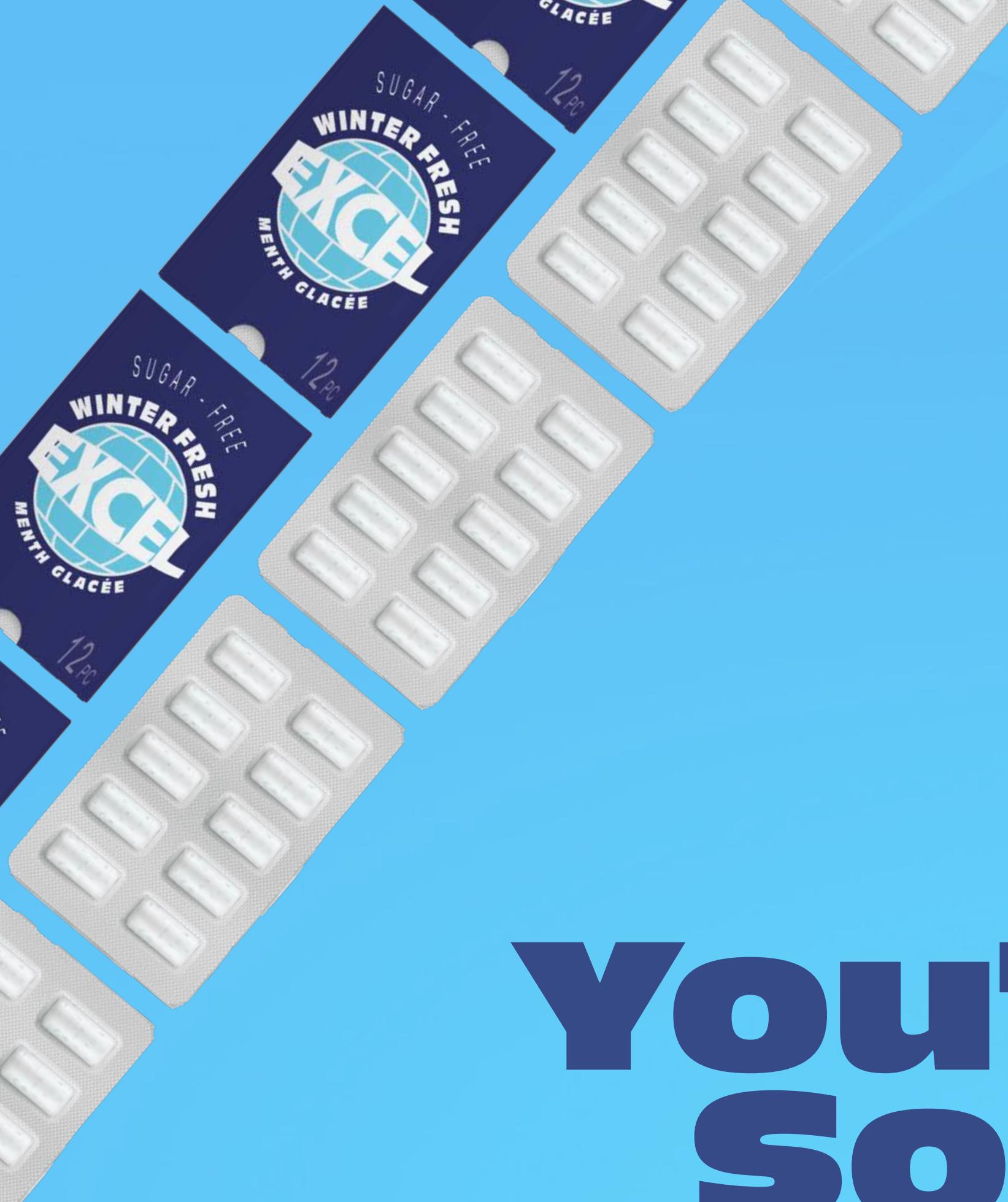
A social media post for Excel mint gum. The post features a large, stylized blue water splash graphic. In the center of the splash is a pack of Excel Winter Fresh mint gum. The pack is dark blue with white text. The text on the pack includes "SUGAR-FREE", "WINTER FRESH", "EXCEL", "MENTH GLACEE", and "12 PC". At the top of the post, it says "Your story 7s" and has the EXCEL logo. Below the splash, there is a blue speech bubble containing the text "HOW DO U KEEP UR CONFIDENCE FRESH AF?". Three white speech bubbles with rounded corners list activities: "💪 Hitting the gym", "😎 A fresh outfit", and "😍 Chewing Excel". Each activity is preceded by a small emoji icon.

Screen Grab



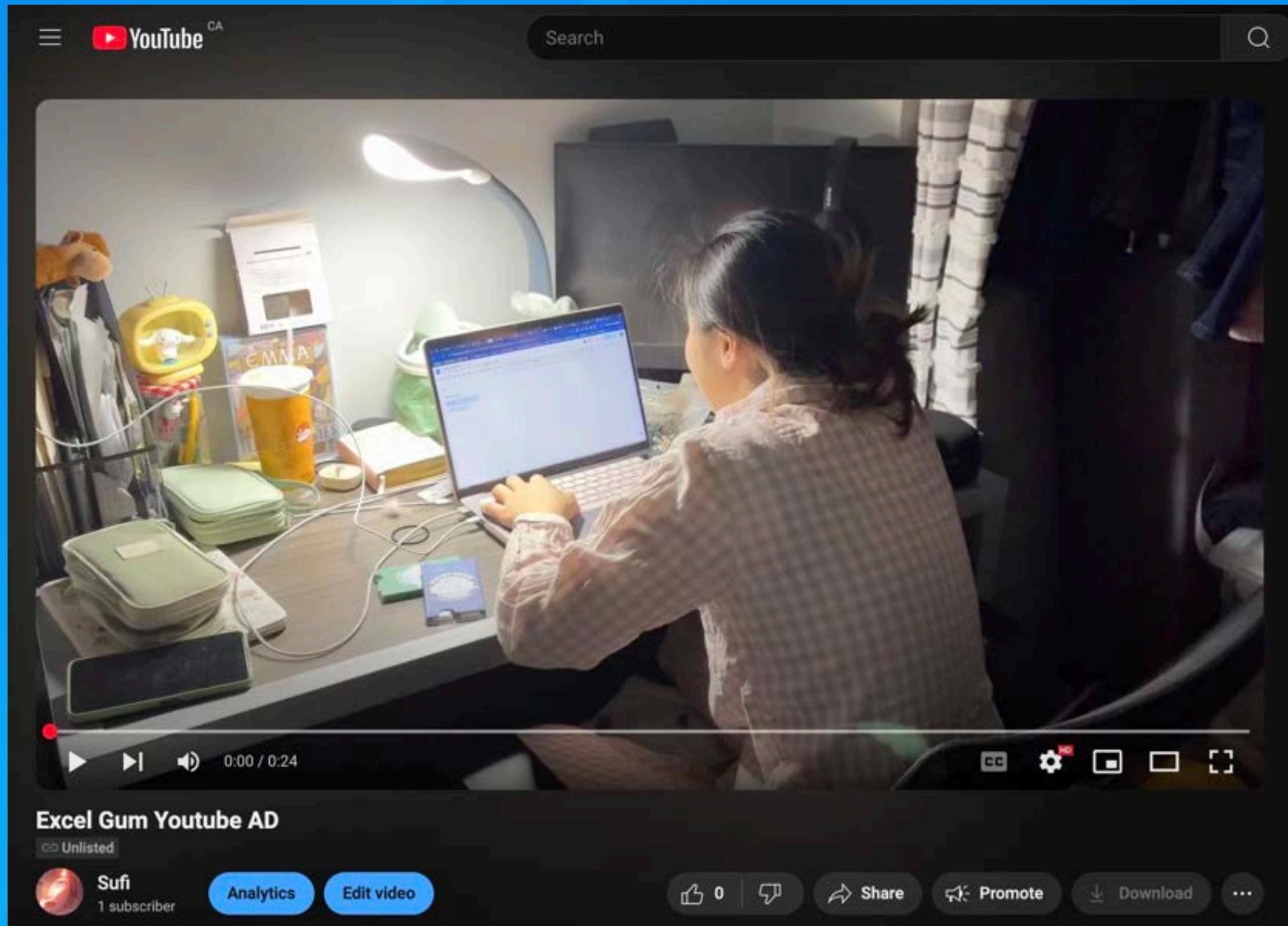


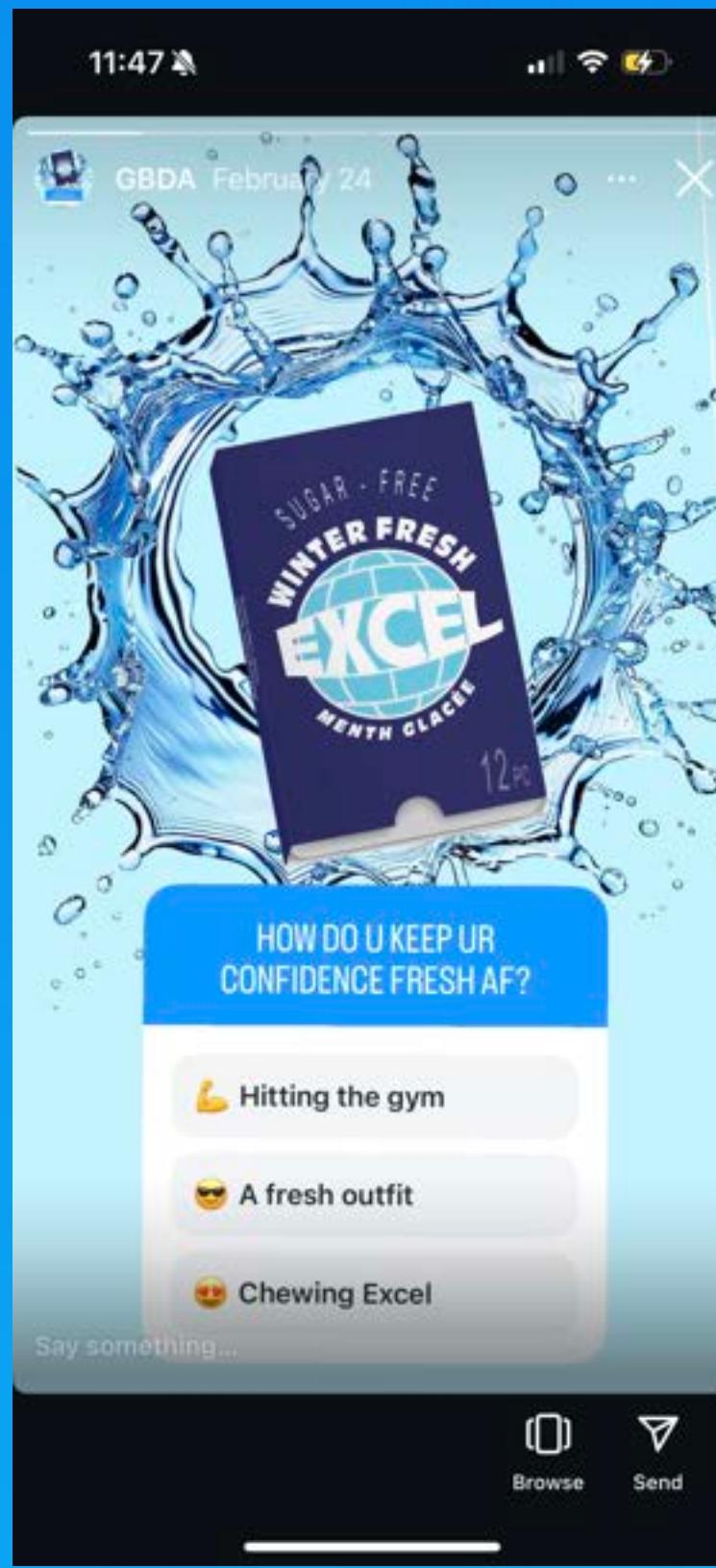




YouTube AD & Social video

<https://youtu.be/6c8f2D7rC6c>





https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDc2NjU4ODQ1NjgxODM1?story_media_id=3575512543121590775&igsh=dWRwaG93MzV4dTQ=



https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDc2NjU4ODQ1NjgxODM1?story_media_id=3585655339782250467&igsh=dWRwaG93MzV4dTQ=



<https://www.instagram.com/reel/DHC2AvXNkFn/?igsh=ZXcyMDB0Y29mdHhi>

thank you!

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