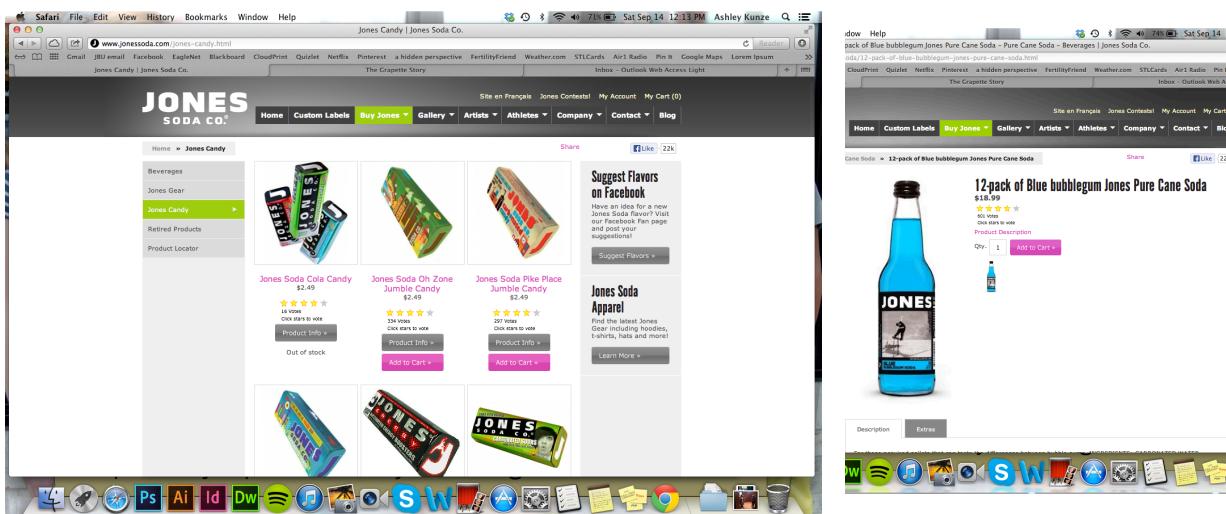


Ashley Kunze
Jet Soda Company
Graphic Design II
17 September 2013

Thomas and Madison Hastings are co-owners of Jet Soda Company in Siloam Springs, AR. Madison founded the company about five years ago after graduating from JBU with a business degree, but her business never experienced much success. Three years ago, she met Thomas when he wandered into her store after returning from his duty in the army. Thomas came to the shop in Siloam because of his sentimental ties to the place. You see, before the soda company existed, a small candy store occupied its little shop. Thomas had a close relationship with the owner of the candy store, an elderly man named Jet McAllister, who passed away while Thomas was away in the army. Thomas, orphaned at age 5, had grown up under Jet's care as the grandson Jet never had and had spent hours in the candy shop admiring all of the colors and flavors. When Thomas returned to Siloam after several years away, he was disappointed to learn that the candy shop had closed down, as Jet had no relatives to take the business after his death. However, Thomas fell in love with Madison, and they were married a couple of years later.

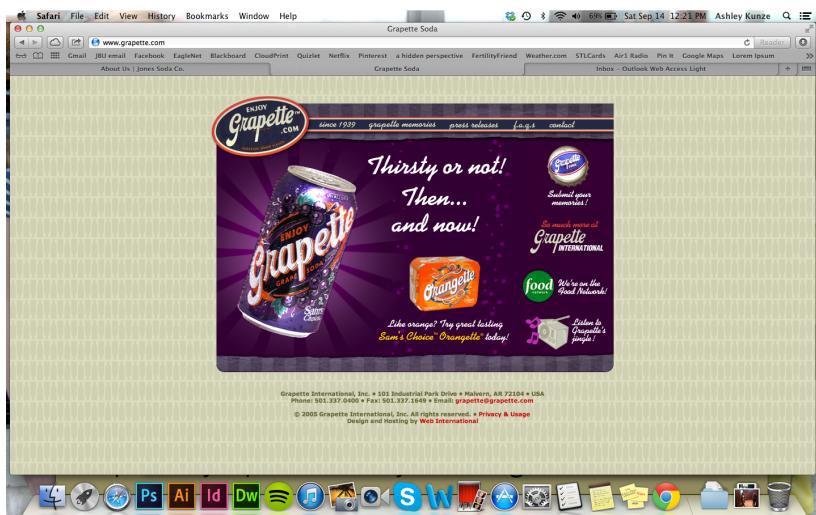
Thomas recently decided to invest in Madison's soda company and become a co-owner. He suggested they revamp the suffering company by creating a whole series of new flavors inspired after the candy that used to be sold in that space, and to rename the company Jet Soda Company in honor of the late candy shop owner. Thomas and Madison agreed the company needed a new face to accompany its new renovation and new name, and hired me to create a logo, because I'm Madison's sister. Thomas wants the new logo to honor the colorful candy-flavored soda, his love for his grandfather-figure Jet McAllister, his new love for Madison, and the quaint community of Siloam. Jet Soda Company is small and still fairly new and they love catering to the people there, but they're hoping to expand their brand when it becomes more successful and sell their unique and colorful soft beverages all over Arkansas. Thomas and Madison love attending events in their small town, leading Sunday School classes at church, and taking long walks. They hope to have several children, and would love to have an established business to leave behind for one of them.



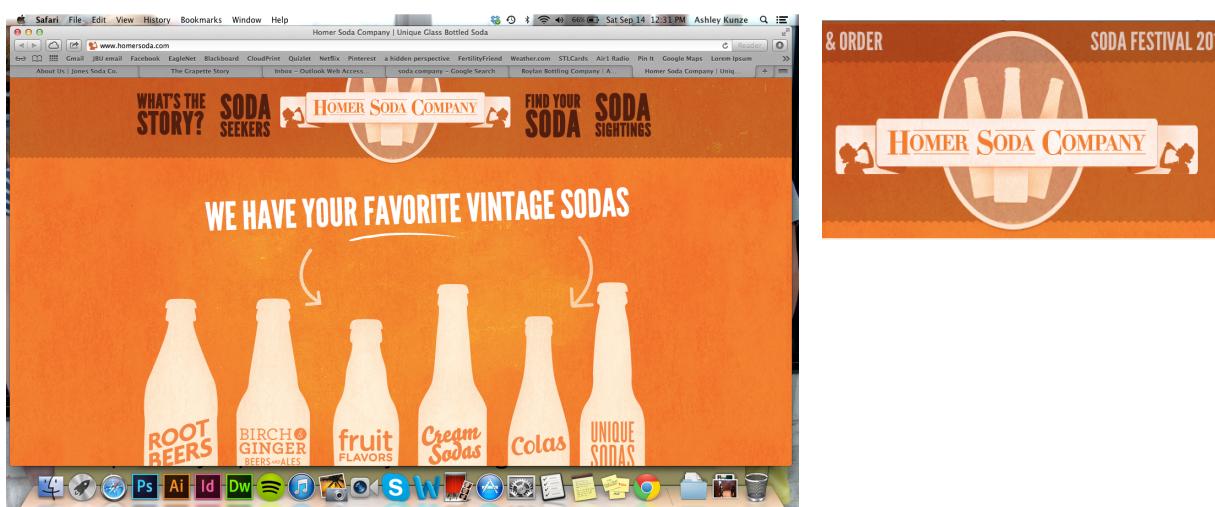
Jones Soda is a competitor of Jet Soda, although Jones has a wider market. It has a completely different look, because its clean lines and modern typeface don't fit the style I want to use for my

logo. I love the shape of the Jones bottle. This is the only flavor of Jones that I found that was related to candy, and may be the only Jones flavor to directly compete with Jet.

Jones also sells candy, which I find kind of interesting. I'd never heard of Jones Candy before I poked around their website. I hadn't considered the possibility of Jet selling candy too, and I don't know if this would even be possible. Maybe Jet could sell one type of candy at the register in honor of Jet McAllister, but a whole line of candy would probably be too hard for such a small business.



Grapette Soda would be another competitor. It was originally founded in Camden, Arkansas, so it has local roots. However, it's now sold in Wal-Marts nationwide. I would love to see Jet Soda develop into something so popular that it's sold in Wal-Marts nationwide, but it has to look so unique and intriguing first. I want to make people curious. I want them to wonder what a local candy shop's candy actually tastes like in a liquid, bubbly, sodapop form.





I love the silhouettes of Homer Soda Company's bottles. I like how every bottle looks different. I like the vintage look of their logo, although it's rather large. The little negative space of people drinking soda is an interesting touch. I like the Unique Sodas bottle the best.





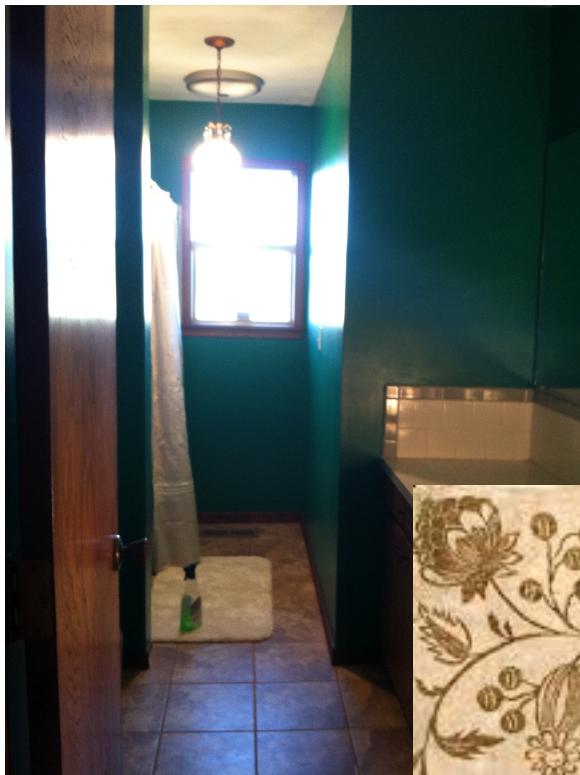
I love this website. I love the colors, the patterned picnic blanket, the large photograph, and the typeface. I love the logo too. It's simple, and the colors and typeface look vintage. I'm kind of confused as to why the bottle packaging is so different and modern-looking though. This makes the branding confusing. I like the bottle

packaging, because I like the solid colored circles, but I don't know if they really match the logo. I guess it works. I don't know how I want to implement my logo on my packaging yet. My favorite part of this company's branding is their design on the packages of bottles. I love how they abbreviated "Bottling" to "Bttlg." I love all the typefaces they use.

This is Madison and Thomas Hasting's house. They live in farm country in Summers, AR, a 30-minute drive from their little business. They love their open fields, dirt road, and horses. Their favorite colors are earthy, like browns, woods, deep reds, sky blue, sunshine yellow, and army green. They also love mixing earthy monotone schemes with bright pops of color. They like the wood paneling in the house and the detailed brown rug in their living room, but plan to decorate

the space with pops of turquoise. They plan to replace the chandelier with a modern fixture, because they like mixing modern and vintage styles.





Thomas chose the color of the hall bathroom. Emerald green and dark brown is his favorite color combination. Army green and gold and brown were the colors of their wedding, too. Madison especially loves vintage floral patterns. She found this brown pattern. I found the brightly-colored one, because I like the abstract shapes and the candy-looking color scheme, and Madison agreed that she liked it too.

Jet McAllister also led the farm town life, and Thomas says his style would have matched theirs. He was notorious for wearing old sweaters and bowties.



Everyone agrees that the bright-colored candy is a big part of Jet McAllister's legacy, because his personality was reserved, but his wisdom is unforgettable, much like a pop of color in an earthly brown surrounding.



In summary, Thomas and Madison's main goal with branding Jet Soda Company is to honor Jet McAllister by combining vintage styles with modern ideas to create a brand that is unique, intriguing, and wrapped around candy.