

HALFDAY

Brand Book

Chapter 1

The World of Halfday

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Chapter 2

The Feel of Halfday

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Chapter 1

The world of Halfday



Our Universe

Delicious Flavors

Gut-Healthy Prebiotics

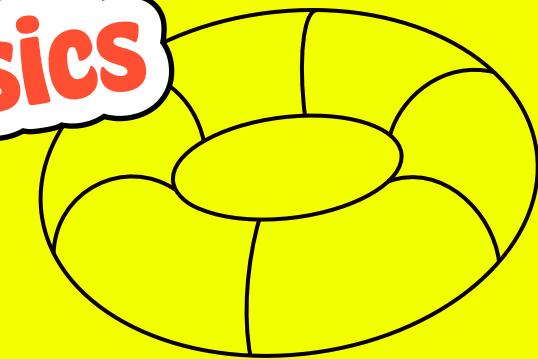
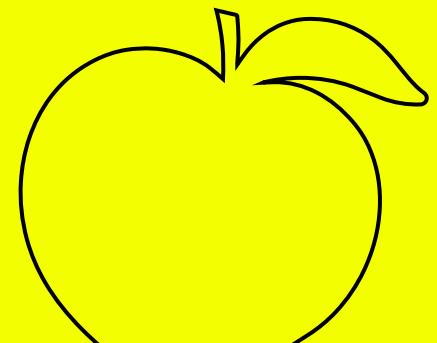
Love



Total Refreshment

Future Classics

Happiness



Our Mission

Halfday is creating a new generation of beverage for the health-curious.



Words to Live By

What defines us as a brand, beyond what we make and sell.



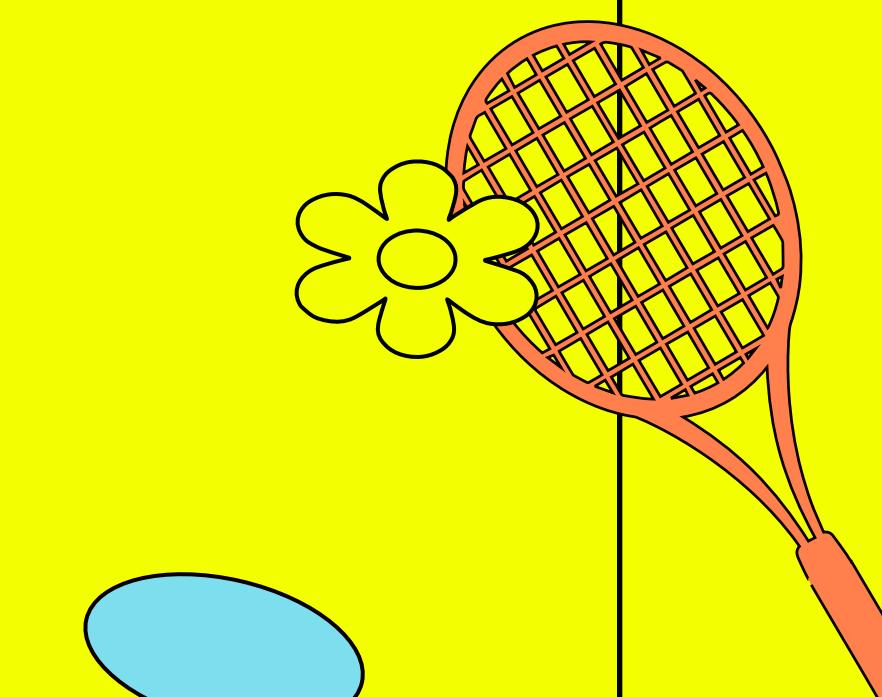
We Are
Positive
Uplifting
Light-Hearted
Playful
Self-Aware

We Aren't
Jaded
Elitist
Serious
Uptight
Self-Aggrandizing

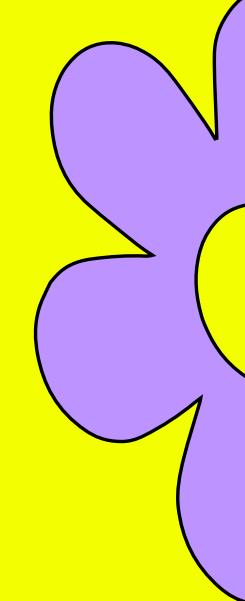


Innovative, exciting, and yet super chill ways to get a little extra health boost during the day.

Something to look forward to on your lunch break, after class, whenever, wherever.



Healthy Can Be Fun

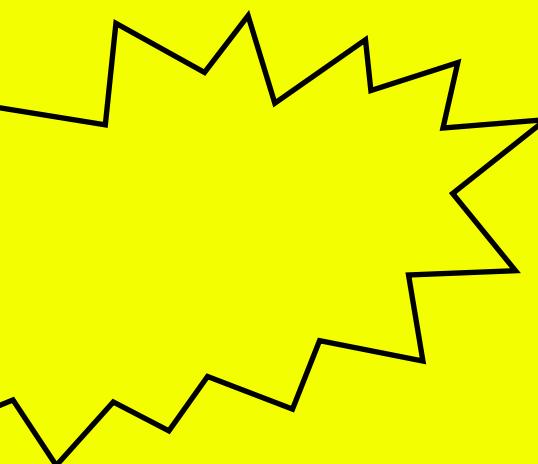
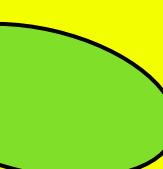
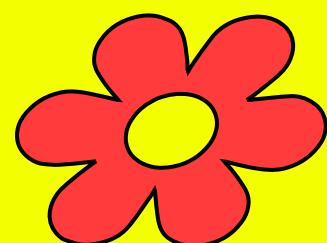
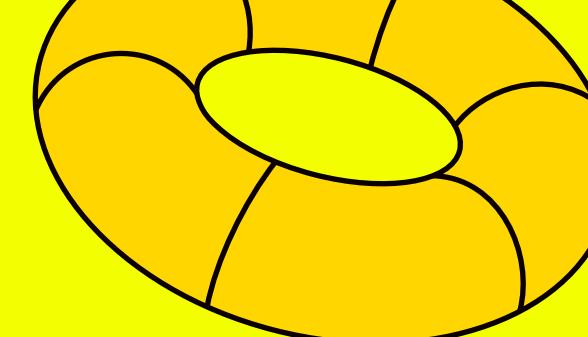


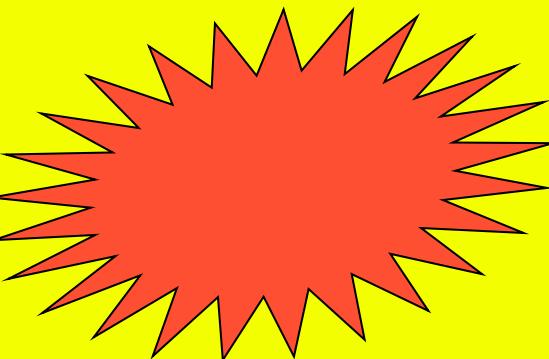
Everyone Loves a Halfday



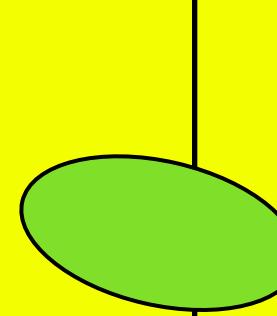
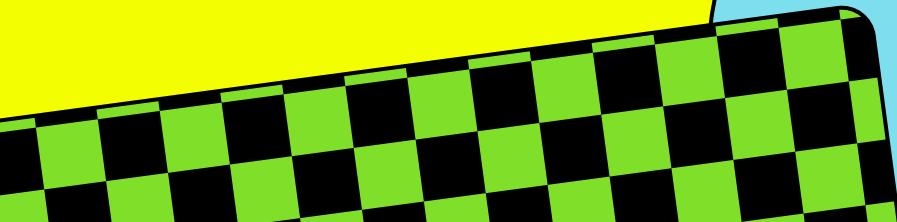
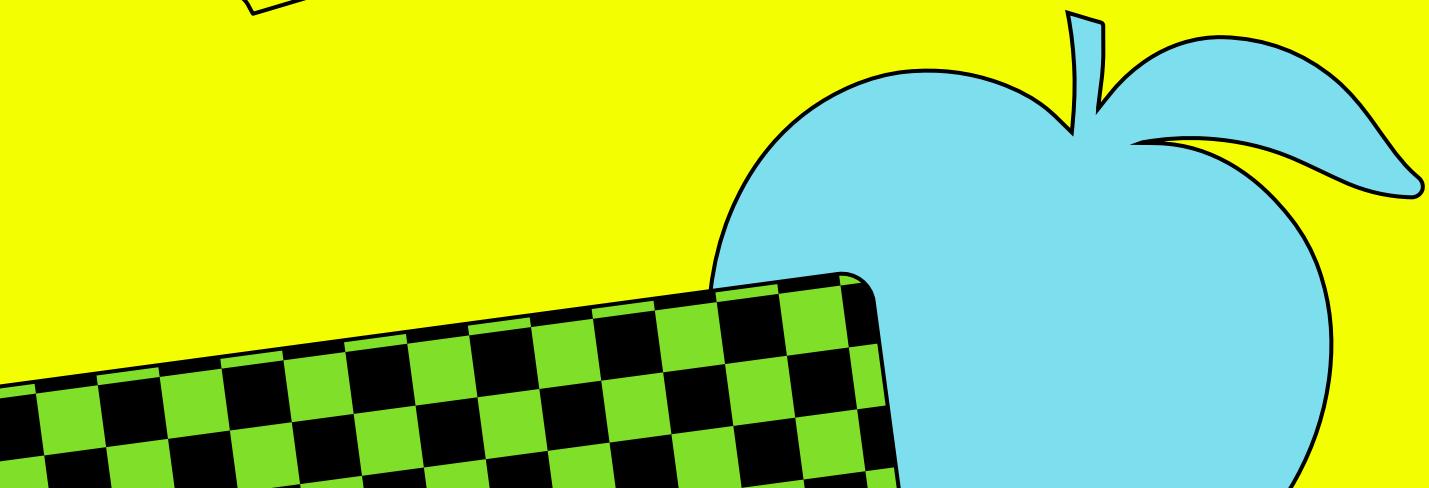
We're all about bringing people
to the party, not kicking people out.
The more, the merrier.

HALFDAY

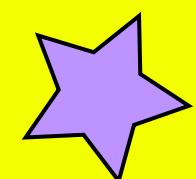




Whether with our formulas,
packaging, messaging, or memes,
we know one thing's for sure:
more fun exists outside the status quo.



It's Cool to Be Weird

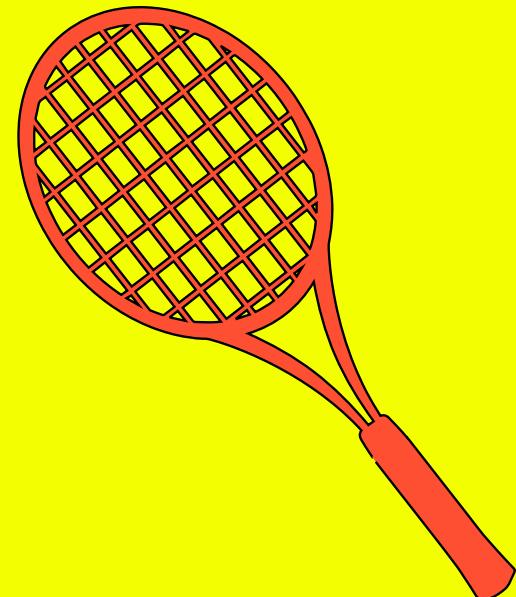


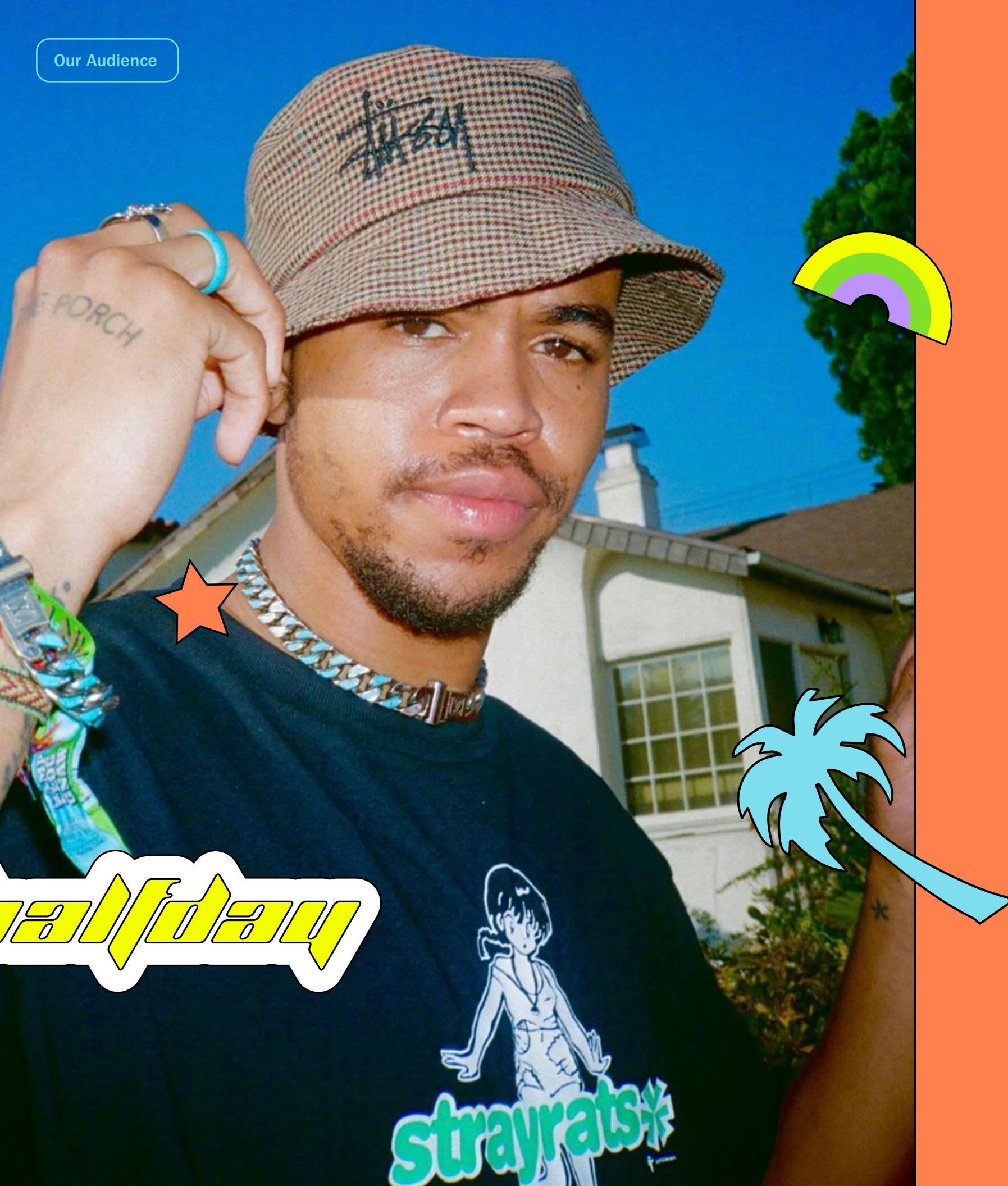
The Future of Refreshment

HALFDAY



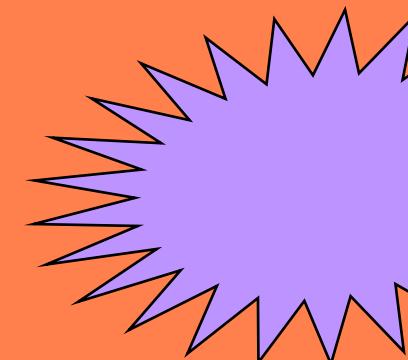
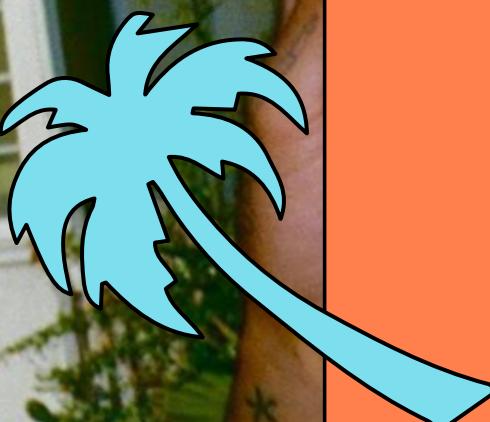
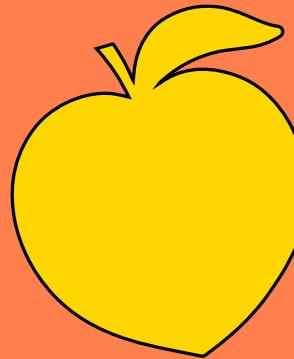
A total refresh of the classic flavors we grew up with. We're making a new generation of future classic iced tea—one that's better for you and still just as flavorful.





Our Audience

The refreshment-craving, health-curious,
flavor-loving people among us.



Demo



Age

Forever Young

Edu

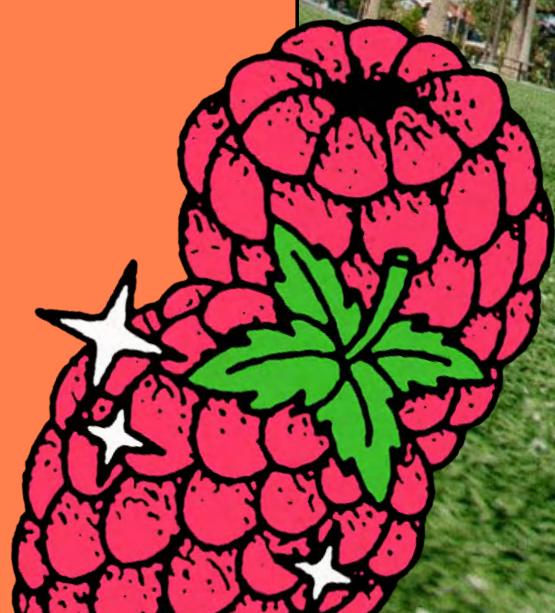
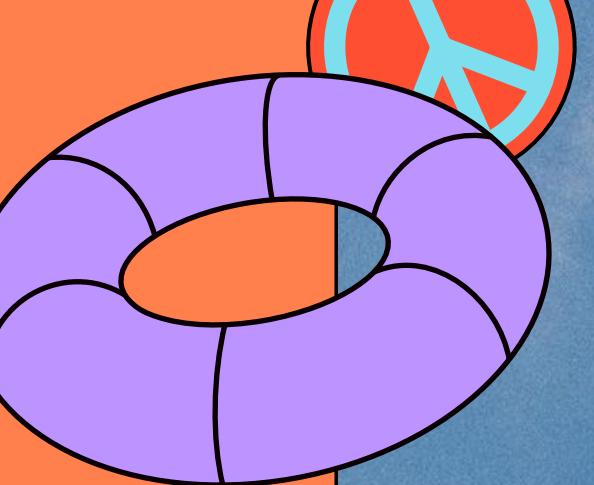
High School, College, and Beyond

Occupation

Part-Time & Full-Time

Location

Major US Cities

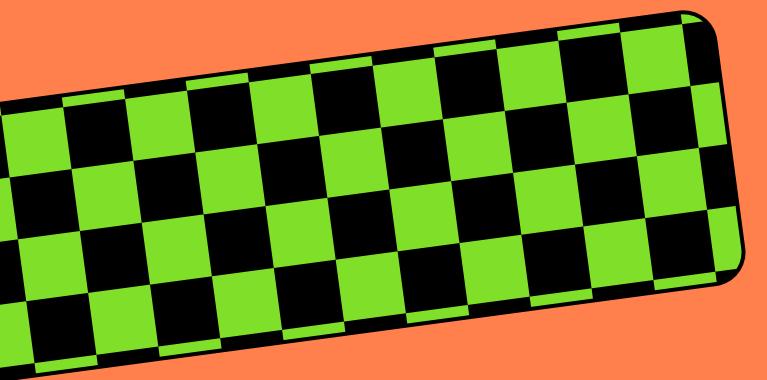




Curious

They seek new things, fun, and excitement in all aspects of life, including what they pick up on a snack run.





Open-Minded

They welcome change and progress with open arms. They're the first to try up and coming things.

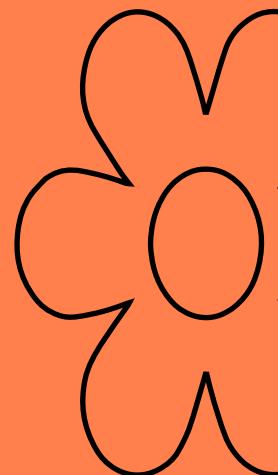
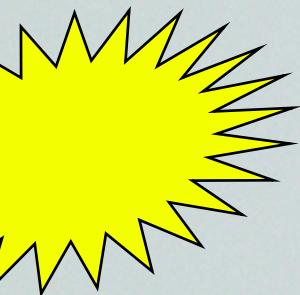


WEDAY



Discerning

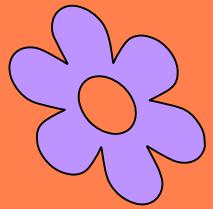
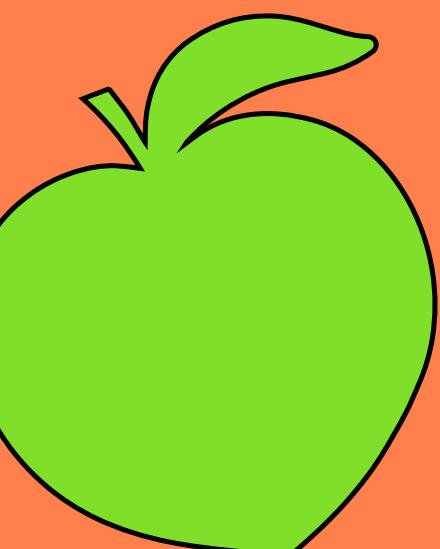
They're going to measure us up against the competition. They read nutrition labels, search brands for their IGs, and will 100% judge a bad meme.



halfday

Social

They value their friends' opinions,
love sharing their latest favs,
and learn a lot from the people around them.





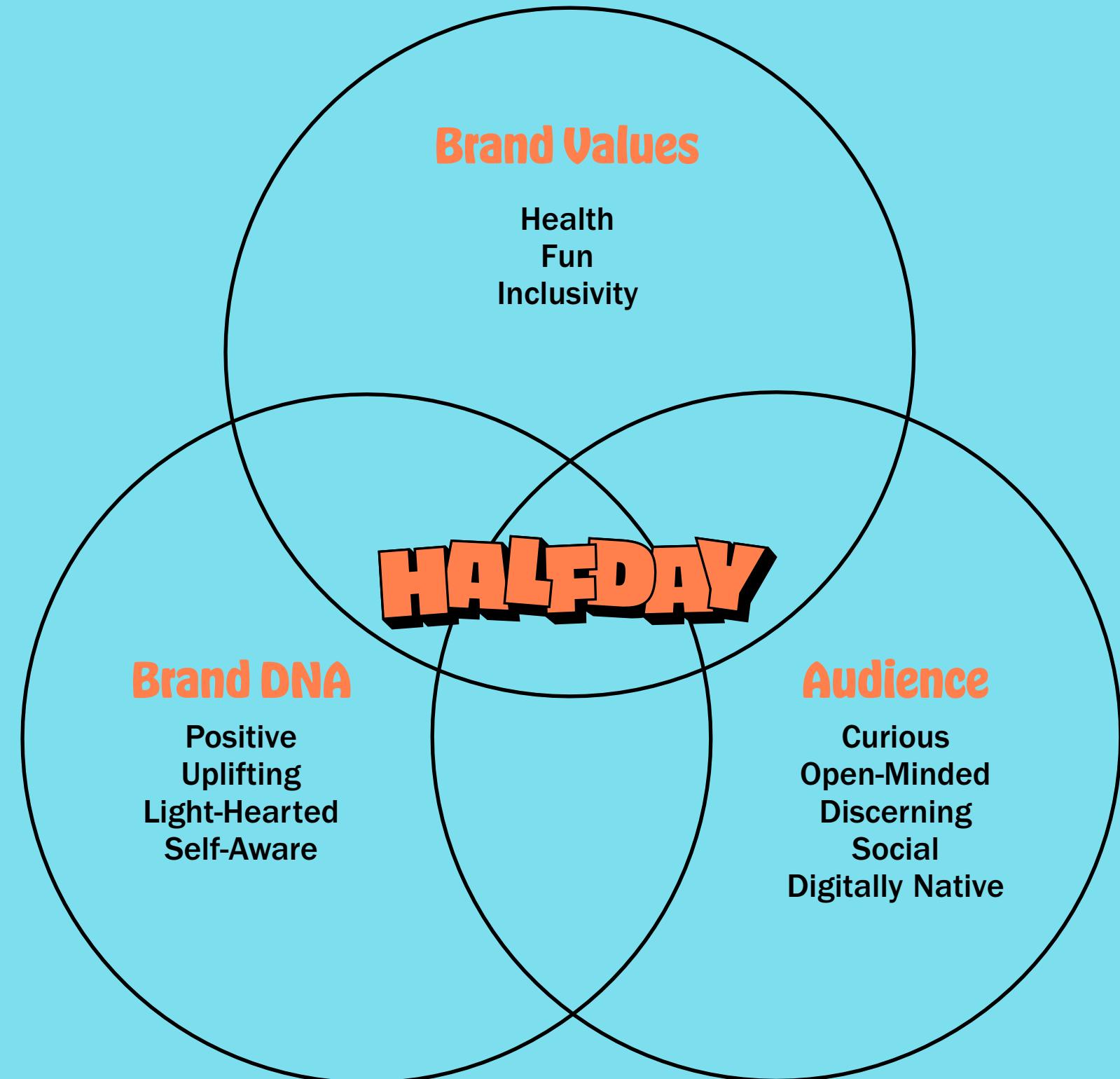
HAPPY

Digitally Native

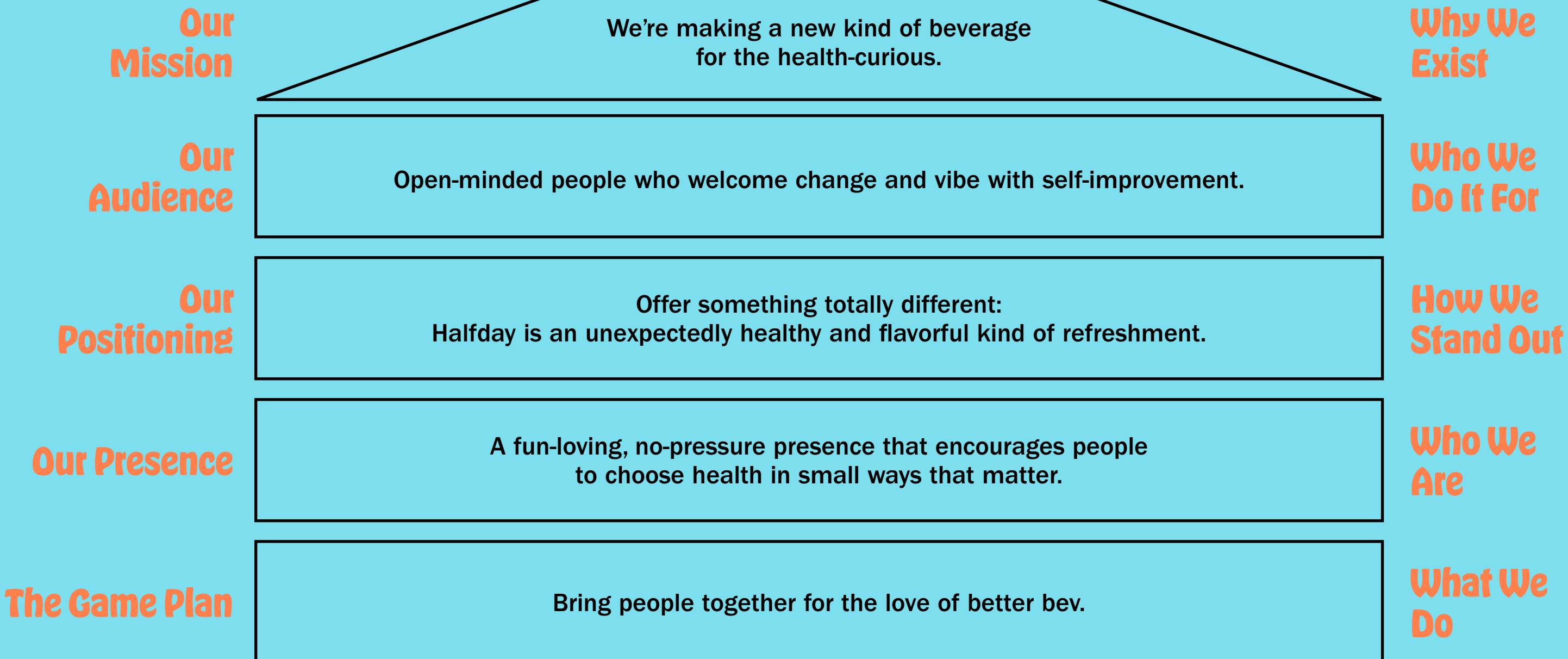
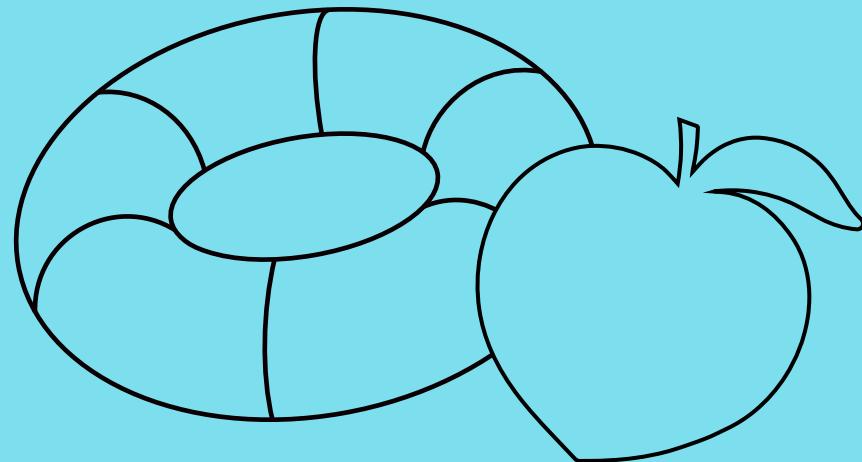
They're oversaturated with media on a daily basis.
They're looking for sincerity and unbranded humor.



All Together Now...



Our Positioning



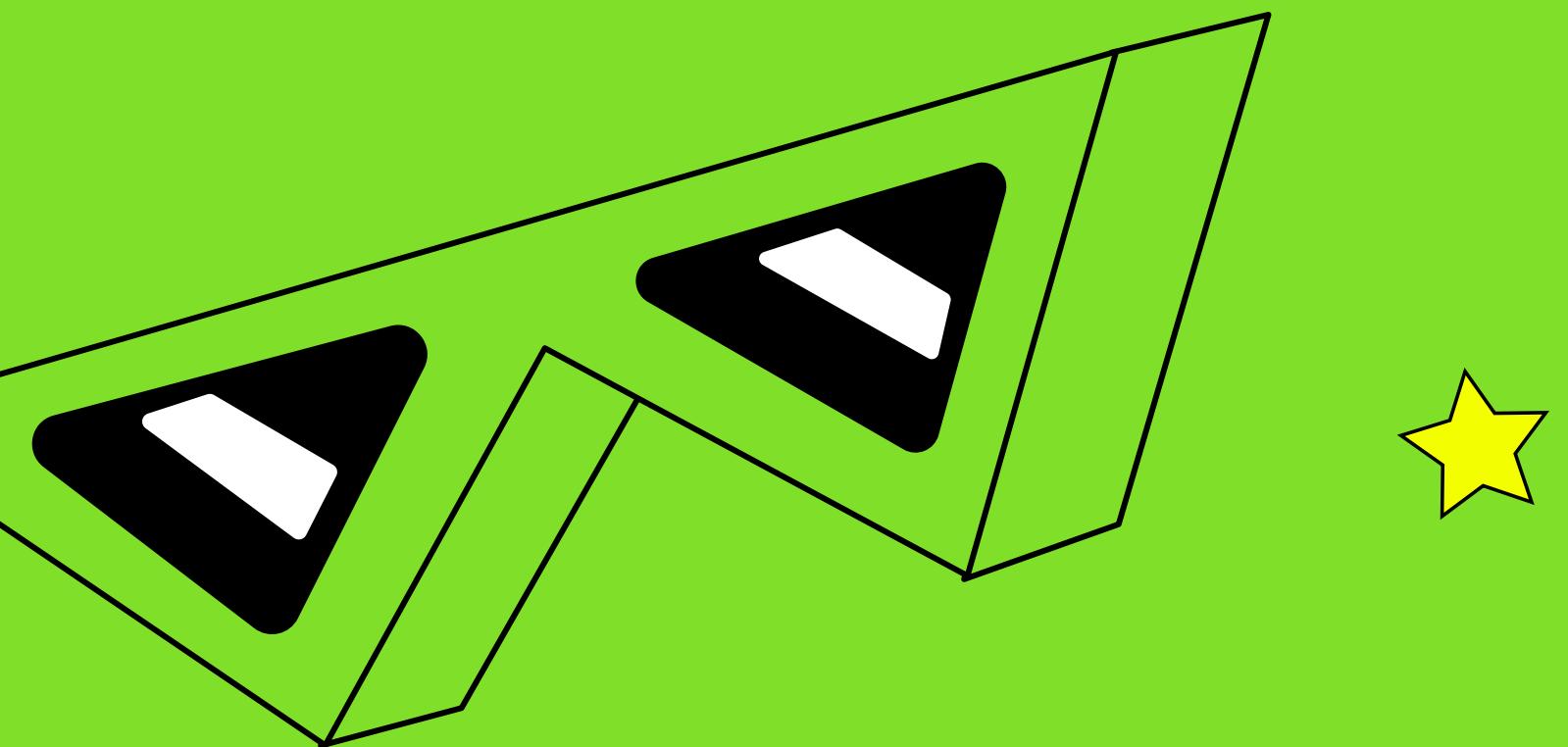
A woman with dark hair and a bright smile is leaning against the open door of a light-colored car. She is wearing a blue and white patterned bikini top and matching bottoms. Her left arm is resting on the car door, and she is wearing large, round, reflective sunglasses. The background shows a clear blue sky and several palm trees.

Chapter 2

The Feel of Halfday

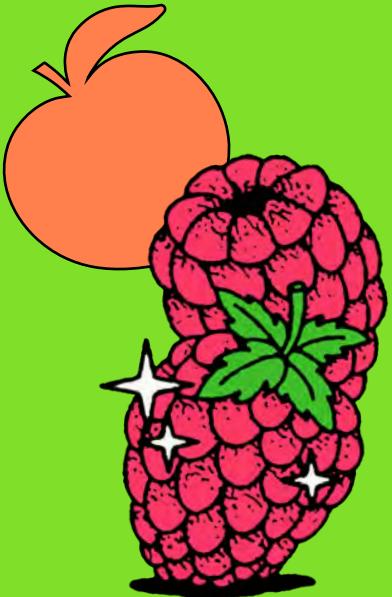
A Total Refresh



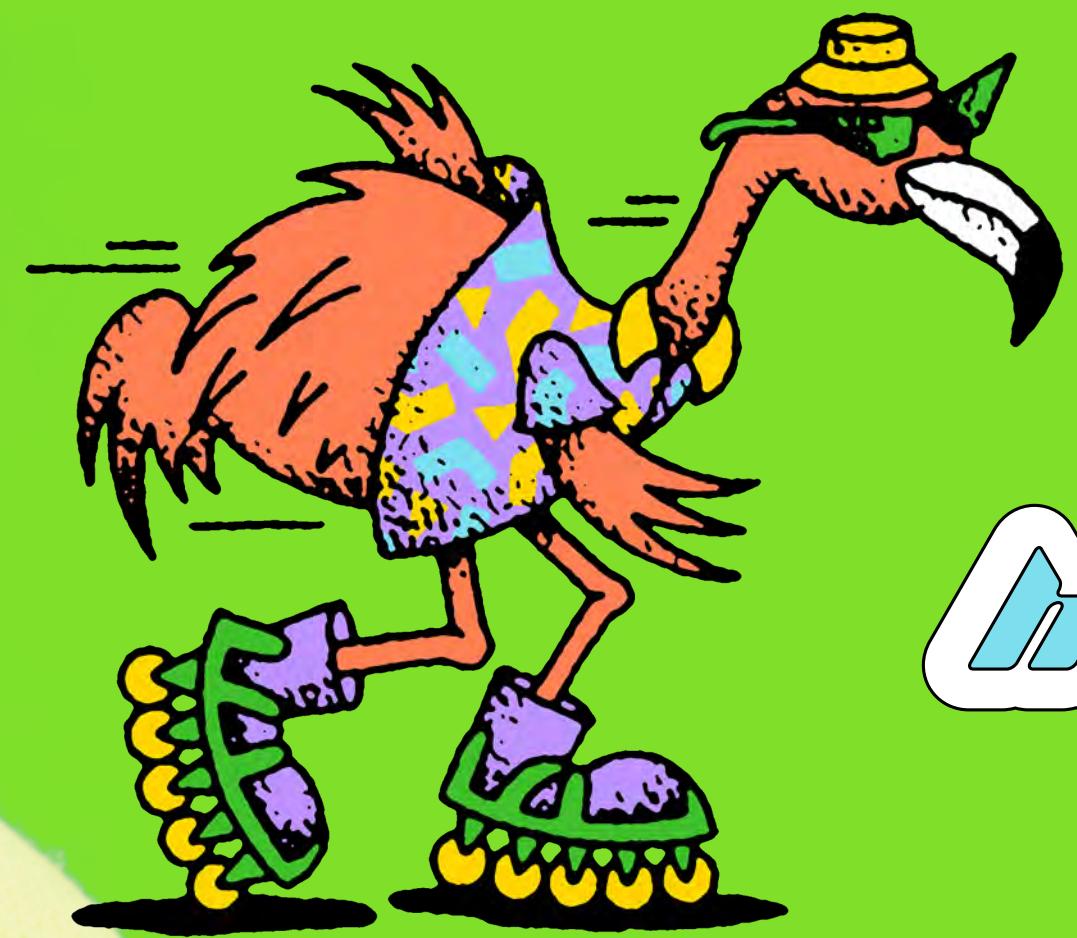


Unafraind to Pave
a New Path

HALFDAY



**Full of Everything
Unexpected**



halfday



Finding Healthy in New Places



HALFDAY





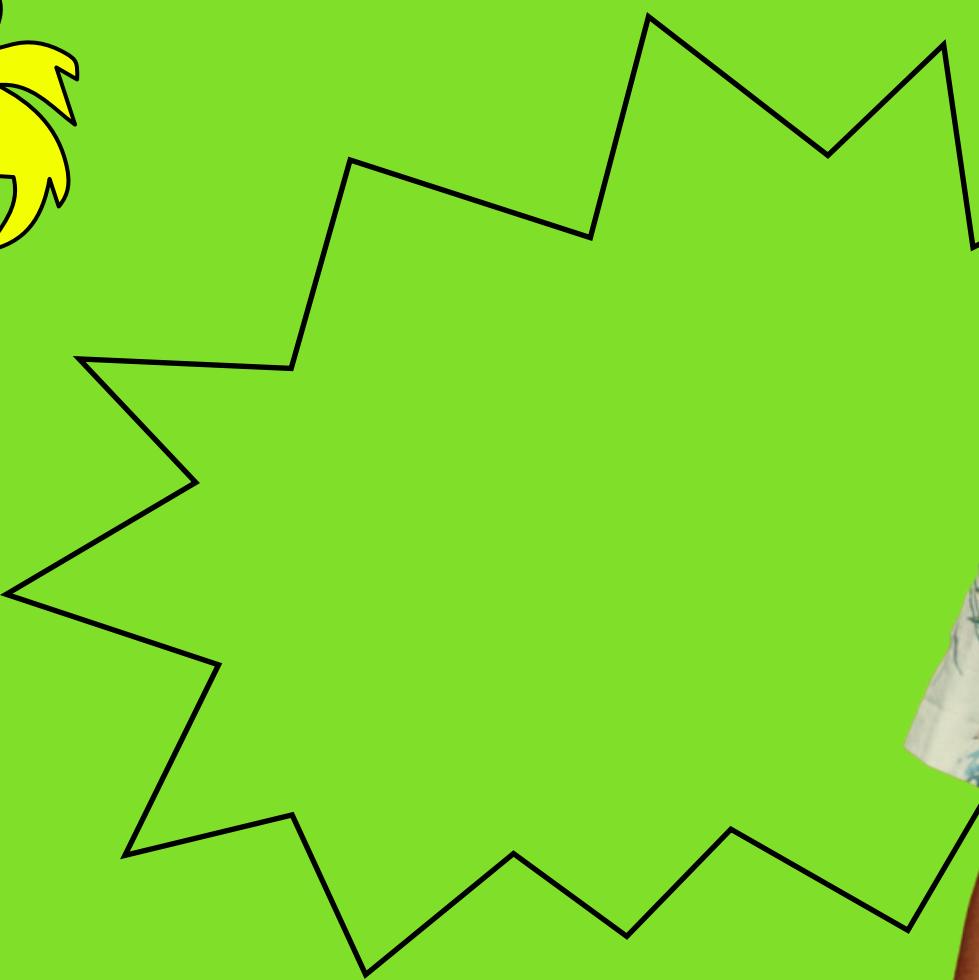
**And Yourself
in New Spaces**

HALFDAY

A New Age of Modern Nostalgia



EDAY



A New Generation
of Future Classics

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Forever in
the Present



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