

Faygo Redesign Process Book

DES 260-001
Jack Gilbert

Proposals

To start out, I decided on three products. These were Skullcandy, Faygo, and the Starbucks Double Shot canned coffee. Eventually, I decided on Faygo since I felt that it was the one that needed the redesign the most, and I figured there would be much more creative freedom there. Skullcandy ended up being pretty close too, but I figured that the current design worked well enough for the style already. Starbucks ended up being too iconic to redesign, especially the logo.

Package Redesign Proposal

Jack Gilbert

DES 360-001



Skull Candy is a brand that has always been associated with skating and counterculture. It would stand out from the competition by having a unique personality opposed to its simplistic, rigid headphone competitors. As of recently, the company has been falling into the trends set by the rest of the technology companies of extremely minimal, matter of fact branding and packaging. I believe we can push to add more to the branding and elevate the packaging to a more eye catching standpoint.

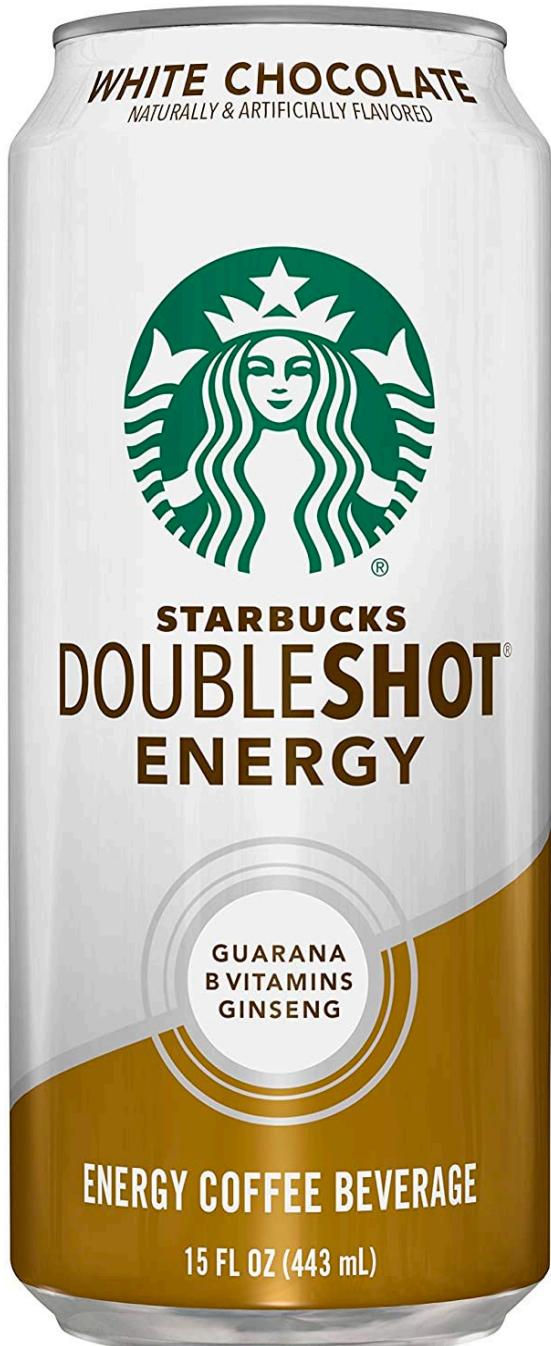
I'd like to focus on their Jib and Ink'd line of earbuds, along with their Uprock headphones and retain a grunge style with them. The way we can do this is through utilizing sketch-like designs and grunge patterns to highlight the company's roots in skating culture while still highlighting the earbuds themselves as the main draw. Utilizing a muted color palette that accents the product's colors could be extremely effective as well. That, along with bold use of sans-serif typography. One of the biggest challenges, however, is pushing the illustrative aspects too far and burying the appeal of the headphones themselves under bombastic designs.

A challenge would be balancing a modern look that highlights the headphones without overwhelming the buyer with the illustrative aspects of the design. We want the headphones to be the centerpiece, and the illustrations to simply highlight them.

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The Starbucks Double Shot canned coffees have become a new hit for Starbucks, allowing their customers to get their coffee fix without having to go directly to a store. But the current packaging design falls short in grabbing their perspective customer's attention with it's mostly bland branding. Compared to the iconic and unique look of their glass Frappuccino bottles, or the new elegant looking Nitro Cold Brew Cans it doesn't stand up.

I'd like to add a striking illustrative aspect to the can, utilizing the imagery of the caramel, chocolate, mocha, and coffee flavors as an attention grabber while using big and bold typography. I think a one color print with metallic colors like copper for caramel, a dark brown for chocolate, a white for white mocha, and a black for the standard flavor. The look should be elegant and sleek, and not lean into anything too loud or bombastic.

I believe one of the biggest challenges is to keep the design simple while also adding elements that will catch the eye of perspective customers. The current branding is very reserved and doesn't stick out much, but there's a risk that we'll lean too far into the bold elements of the design and end up overdoing it.

Package Redesign Proposal

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DES 360-001



When it comes to Faygo, their branding has been consistent since the 80s with its retro, colorful, busy aesthetic. Since then, almost every other soda brand has gone through tweaks in their branding or composition. Now it's time for Faygo to move toward a more modern look. One of the biggest claims to fame for this company is also their wide and unique array of flavors and I'd like to highlight that fact in its packaging design.

The idea is to create a more simplistic, modern design for the soda brand while also retaining elements of its retro style using semi-psychedelic imagery with a more minimalist composition. I'd like to keep the same bottle, but utilize the space to illustrate the unique flavor it would have and making bold, flowing typography to display the written information.

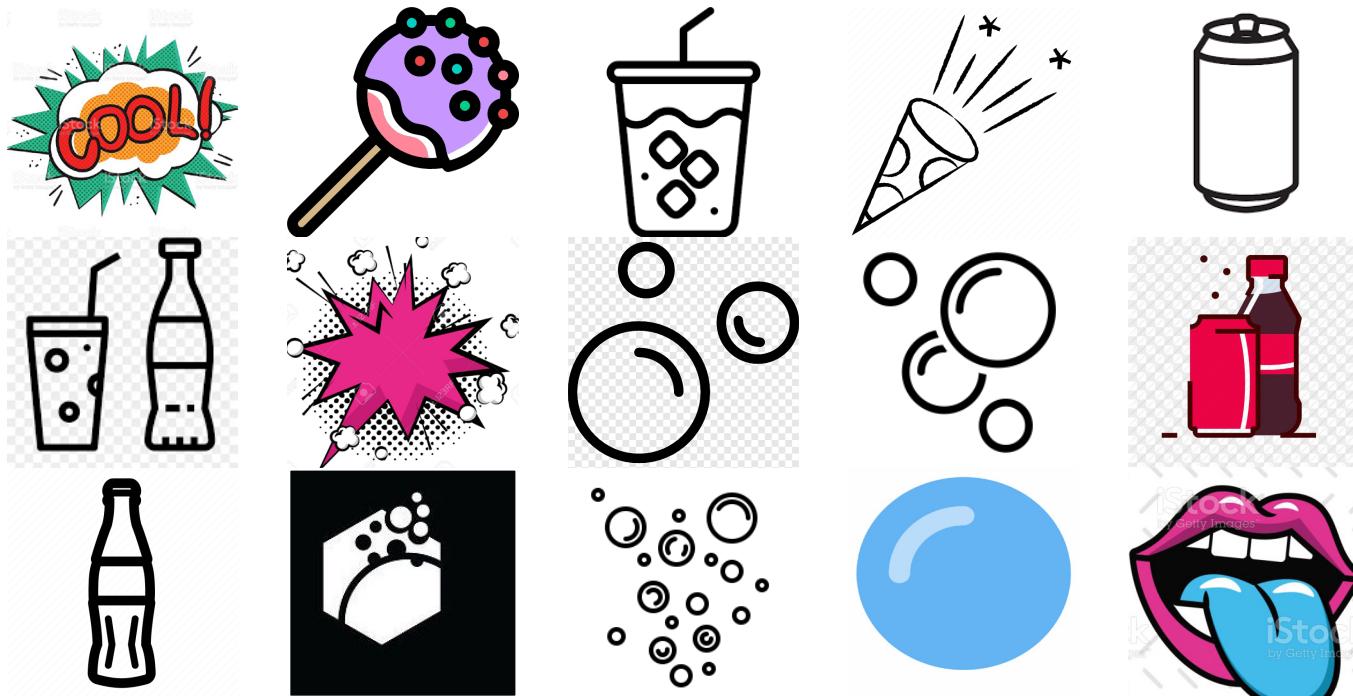
I believe the biggest challenge will be striking that balance between the retro, bombastic style that the soda is known for while introducing a modern minimalist feeling. I think by using a rereating rustic illustration to produce a psychedelic effect, I'll be able to achieve that balance.

Icons

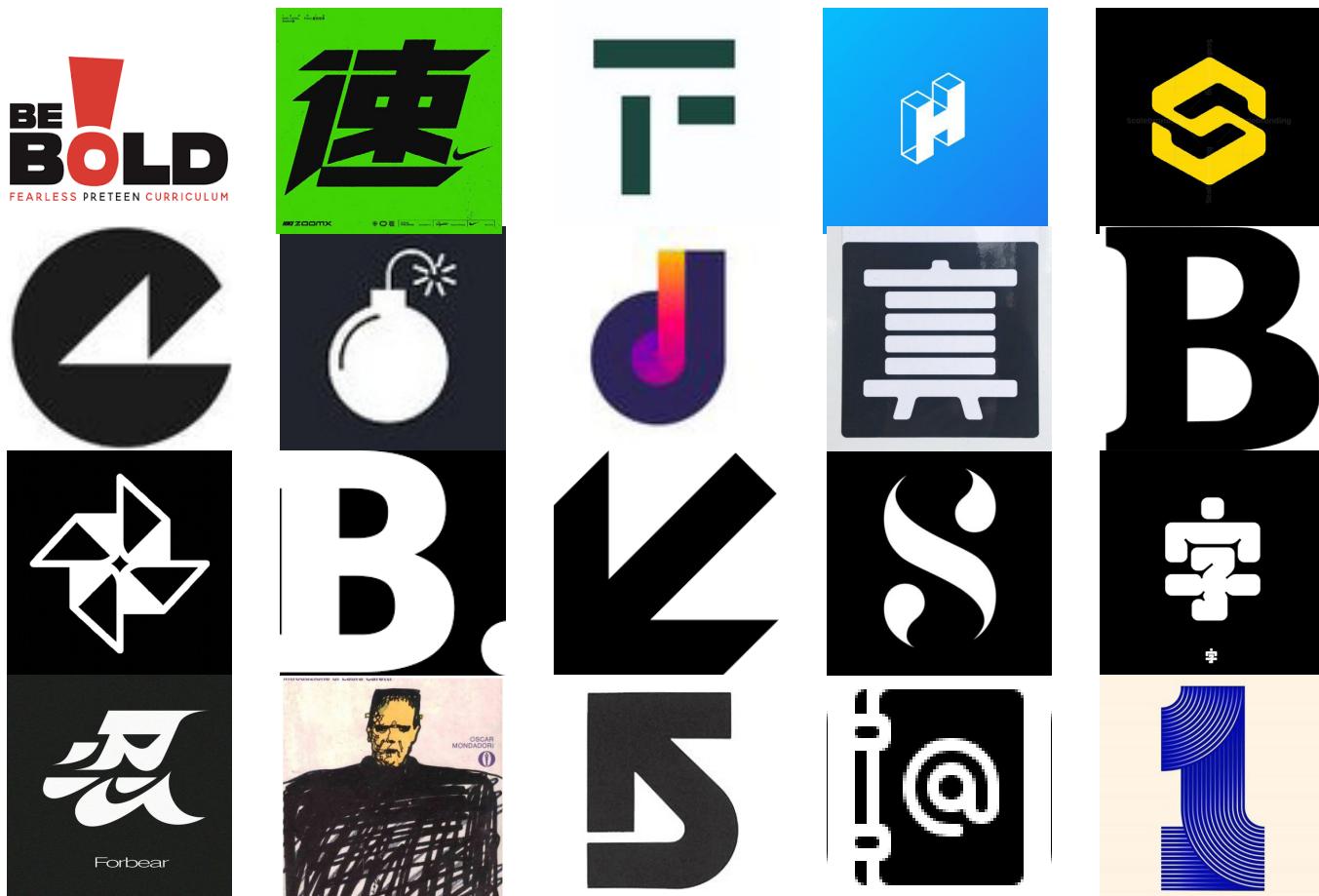
For this step I chose a few keywords depending on what sort of design I'd like to portray. For this, I chose pop, bold, playful, soft, refreshing and sweet. Some of these I chose simple icons that encapsulate the keyword, and some I found small design examples that I believe captured the word accurately.

After some sketch ideations and making up some drafts, I decided to go back and refine some of the work choices and find more concrete icons to utilize, and ended up settling on four key words that I would focus on. Soft, sweet, refreshing and playful. For me, focusing on just four keywords instead of six felt a little less overwhelming and allowed me to really focus in on the keywords that I decided on.

Pop



Bold



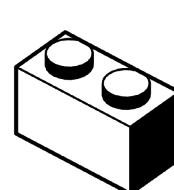
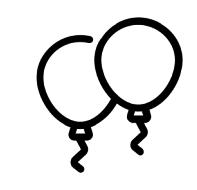
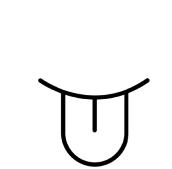
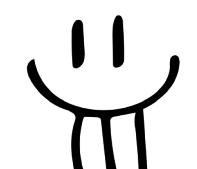
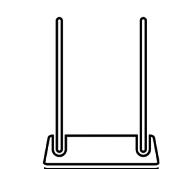
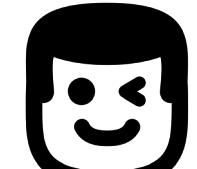
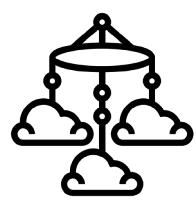
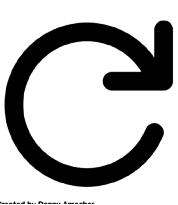
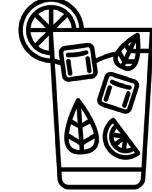
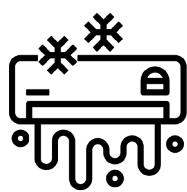
SOFT



SWEET



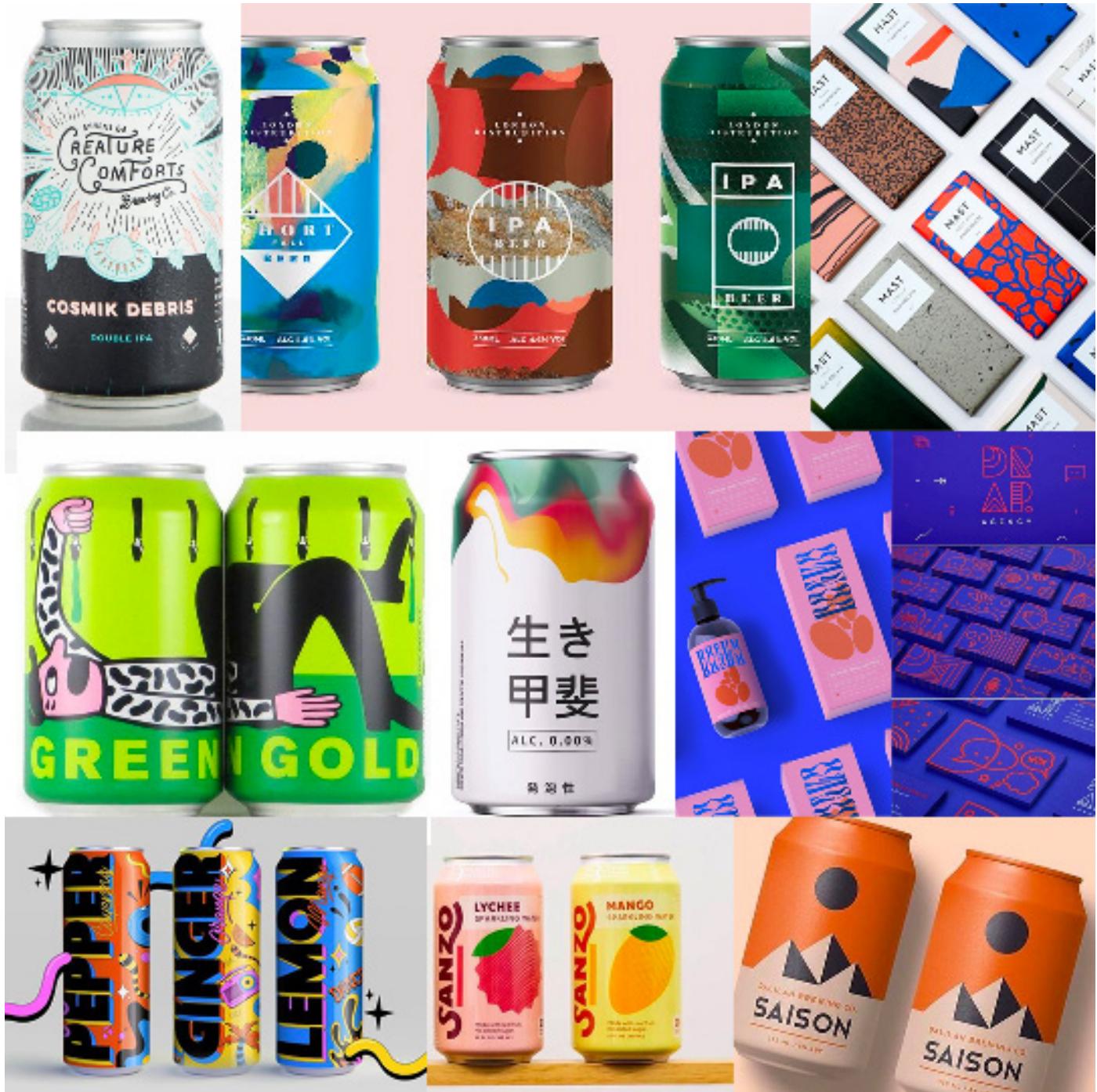
REFRESHING

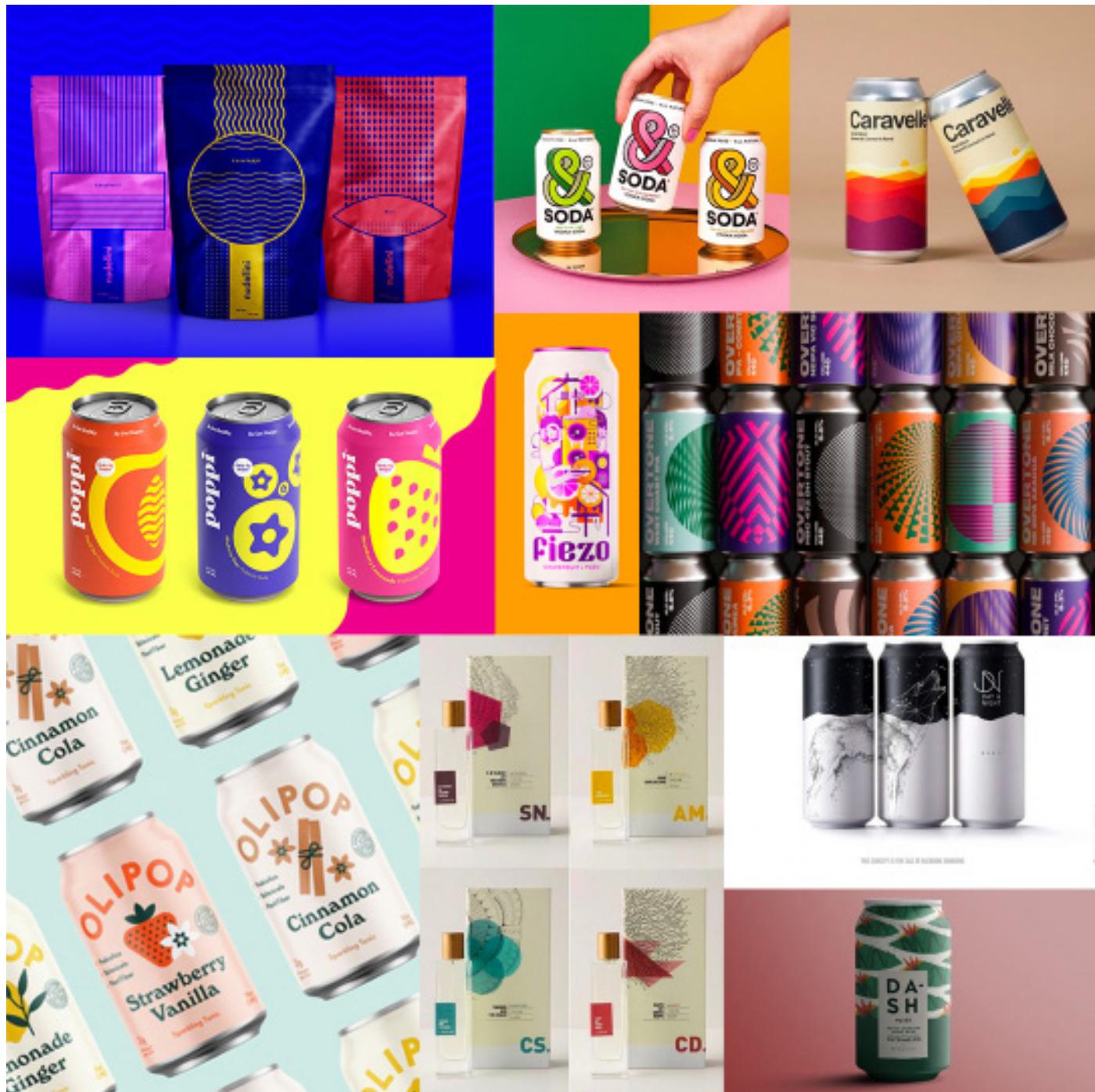


PLAYFUL

Moodboards

Next, I ended up finding examples of good design work online that I thought would fit the aesthetic I was trying to match. I wanted to find things with bold coloring, simple illustrative designs and bold text all combined to make a cohesive moodboard. Most of the products I found were canned goods, which worked well for the product I'm trying to redesign. I ended up being a fan of the soft designs, simple illustrations and bubble lettering, so I finally made one final moodboard to base my project off of.



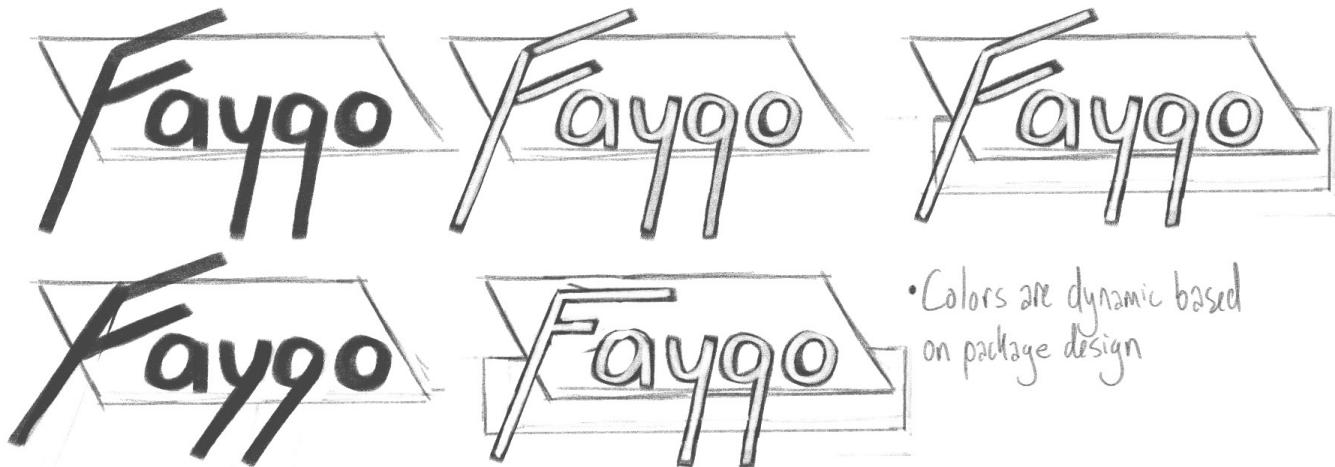


Final Moodboard

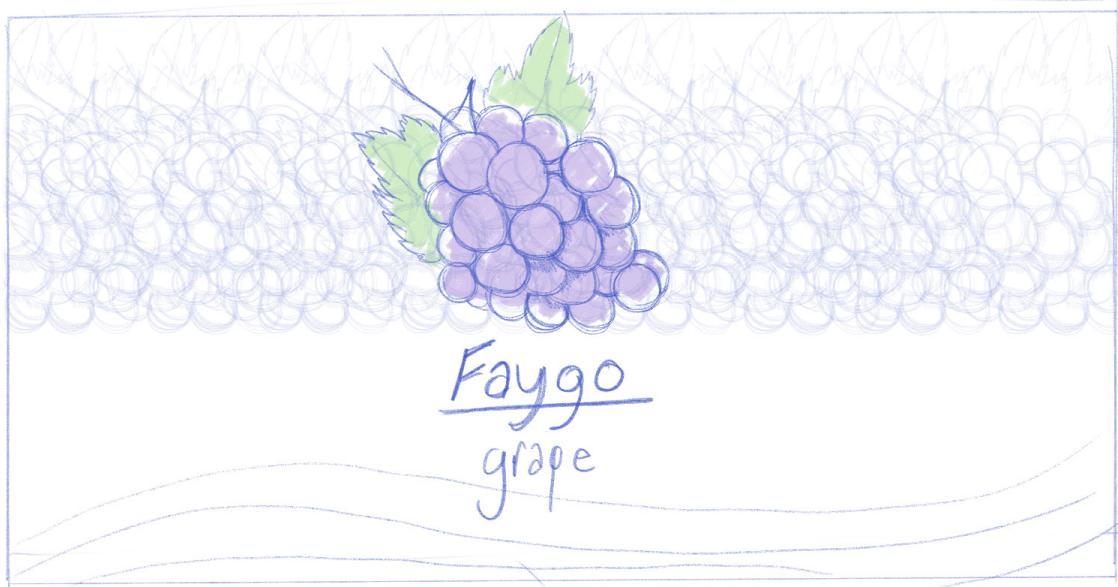
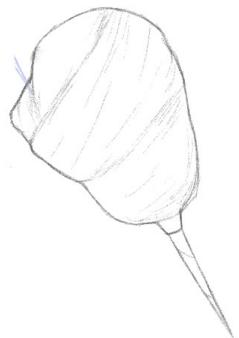


Sketches

This is where I felt the process really started for me. In all honesty, trying to find so many examples and icons tends to overwhelm me, so I decided to start sketching from the top of my head while keeping some elements of my ideation in mind. I wanted to go for a light psychedelic feel with more simple, modern looks. I began by sketching out some logos, which I began with a retro style but eventually fell into utilizing a simple bold lettering. As far as design goes, I wanted to use an illustrated picture of cotton candy, and I ended up liking a liquified background with the outline of the illustrative element repeated. It was after amking some mockups in illustrator that I decided to start utilizing softer bubble lettering and give a curvier, rounder approach to the de-signs.



• Colors are dynamic based
on package design





- Based on the old Logo

FAYGO

- Based on 70s logo

FAYGO

FAYGO



24 oz



FAYGO
FAYGO



FAYGO



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FAYGO.



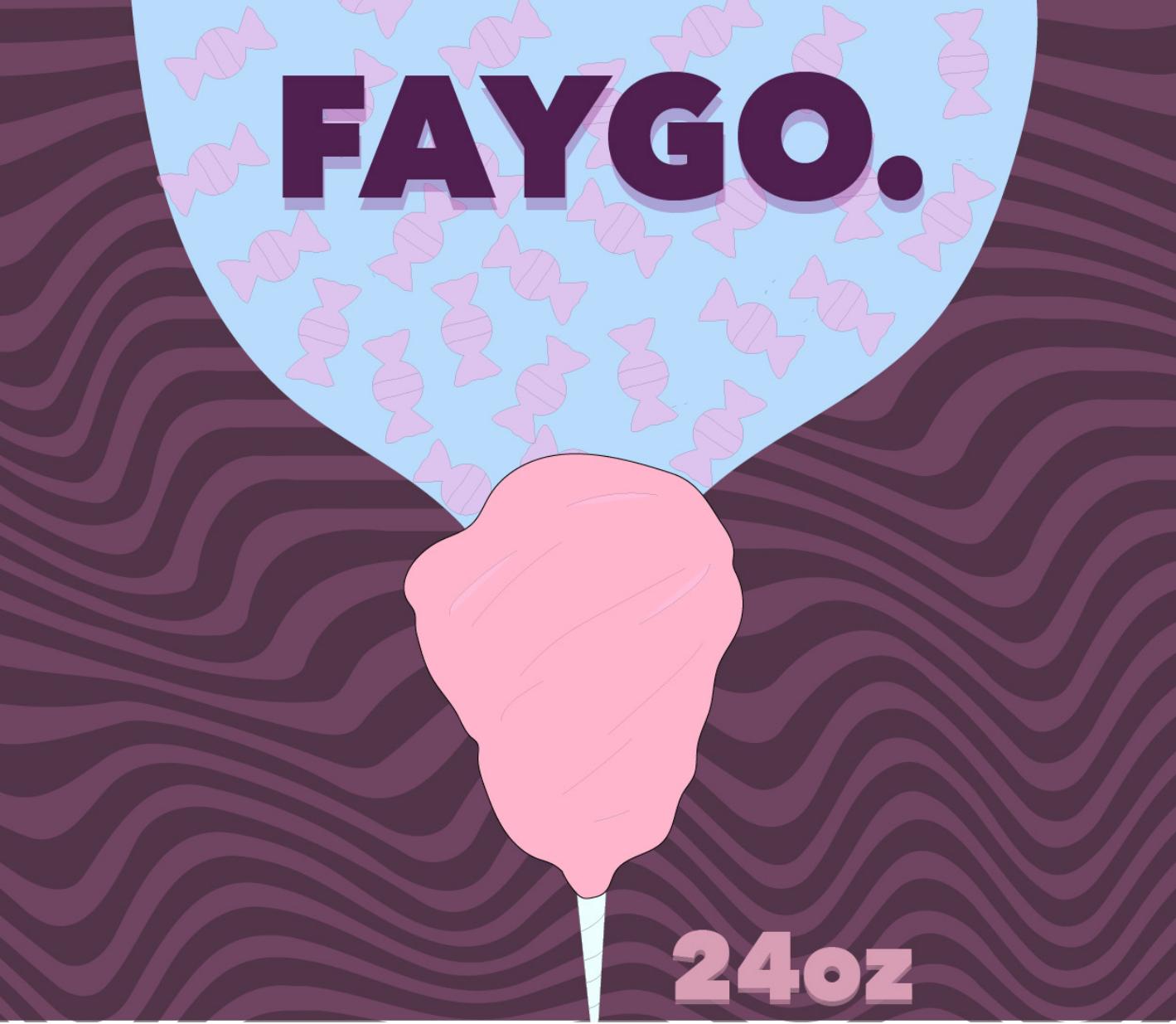
FAYGO

COTTON CANDY

Drafts

Here was the first set of drafts I ended up making with Illustrator. I went with two separate designs that follow similar principals with the cotton candy icon being the focal point with some light psychedelic aspects decorating it, with large font designs. For the first one, I wanted the illusion of the candy unzipping the background to reveal a brighter background with illustrative designs. I'd like to choose a different set of assets for the background on that one. On the second, I went for a color blocking effect on the back of the logo and to highlight the main cotton candy element. I think these are nearly there, but I knew I still needed some refinement to make it look perfect.

Finally, I decided that using small scenes that capture the essence of the flavor and using a small simple illustration of the flavor would be a good encapsulation of the style I was going for. I also ended up refining the logo to be a bit more uniform, but still soft and utilizing openings in the A and O to look like highlights on a bubble.



FAYGO.

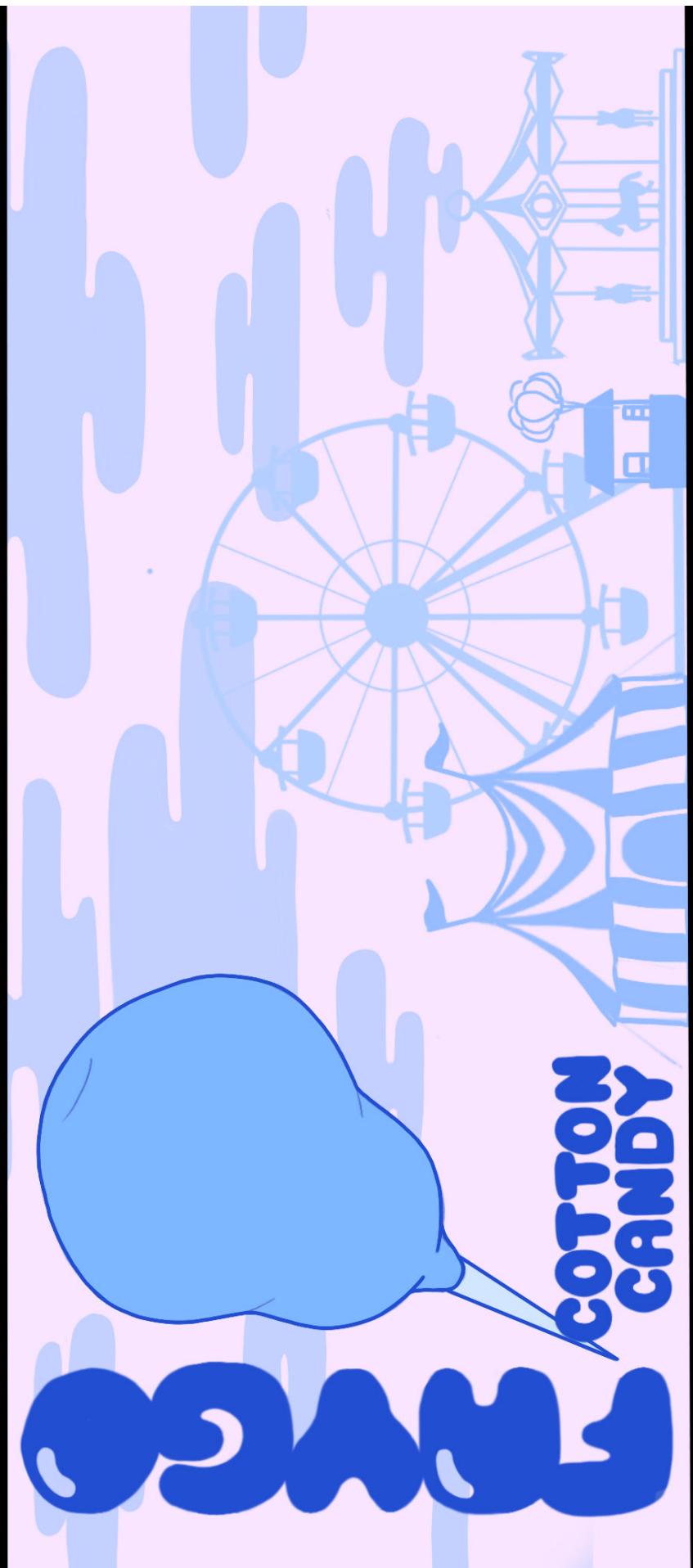
24oz

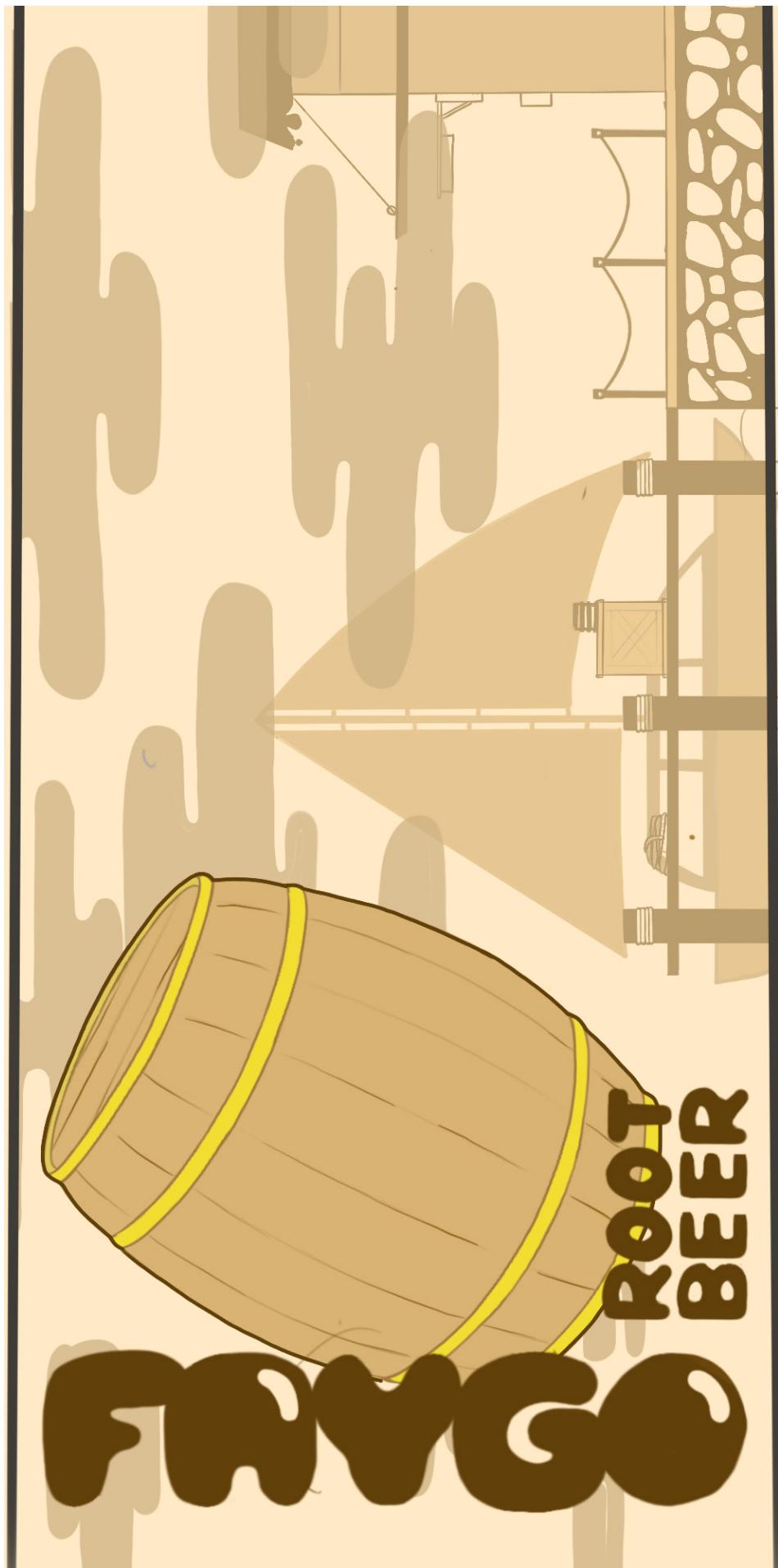
NATURALLY CAFFINE FREE

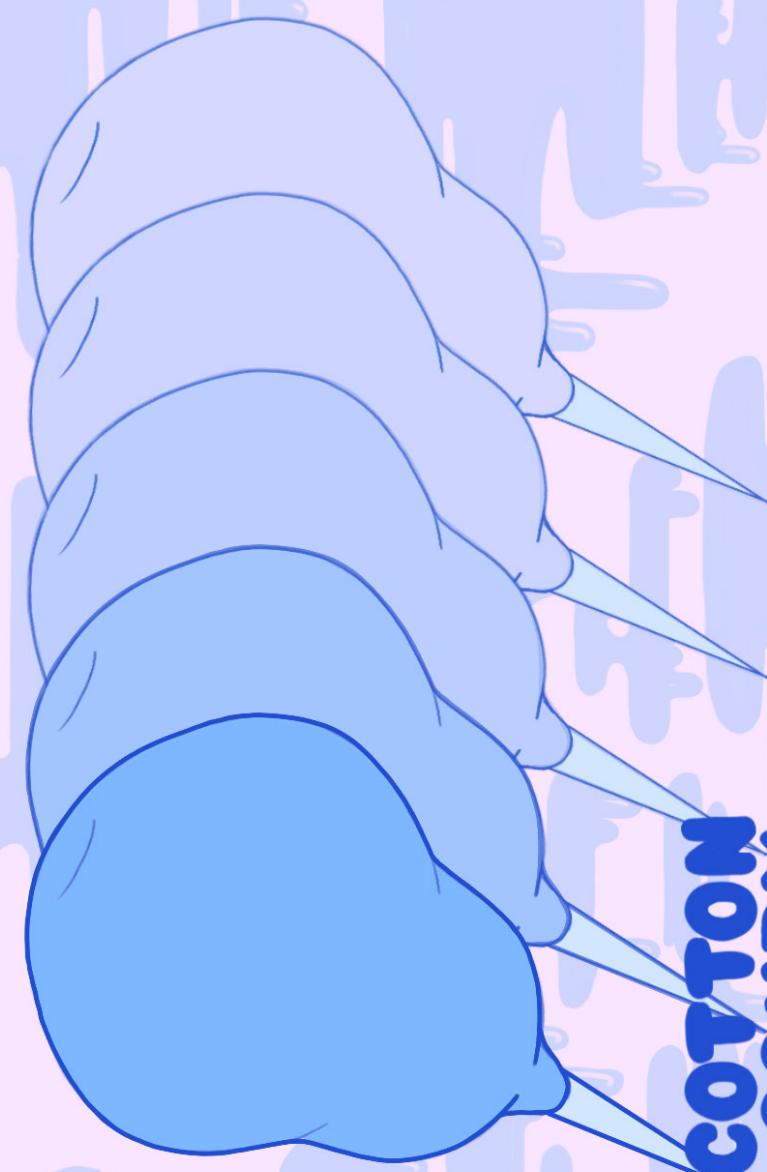
COTTON CANDY

FAYGO.

Nutrition Facts

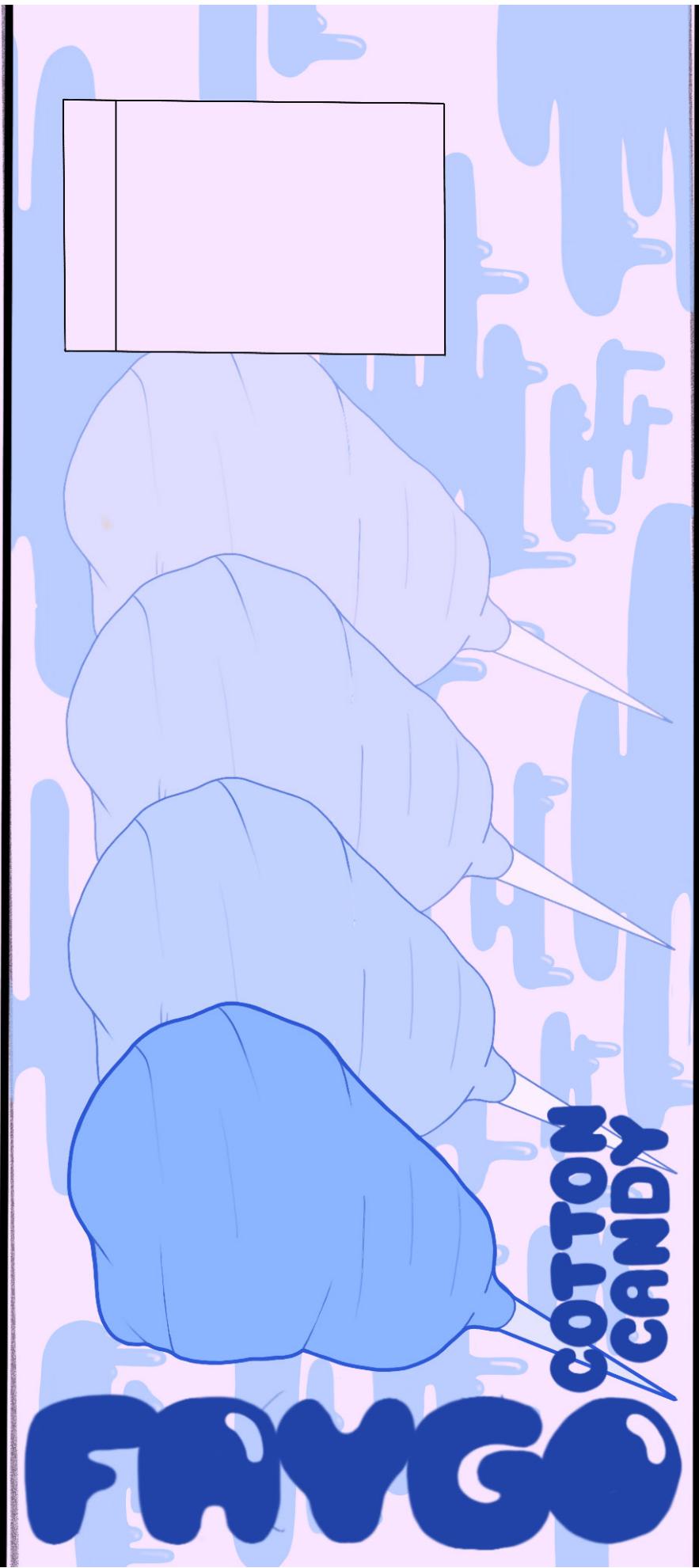






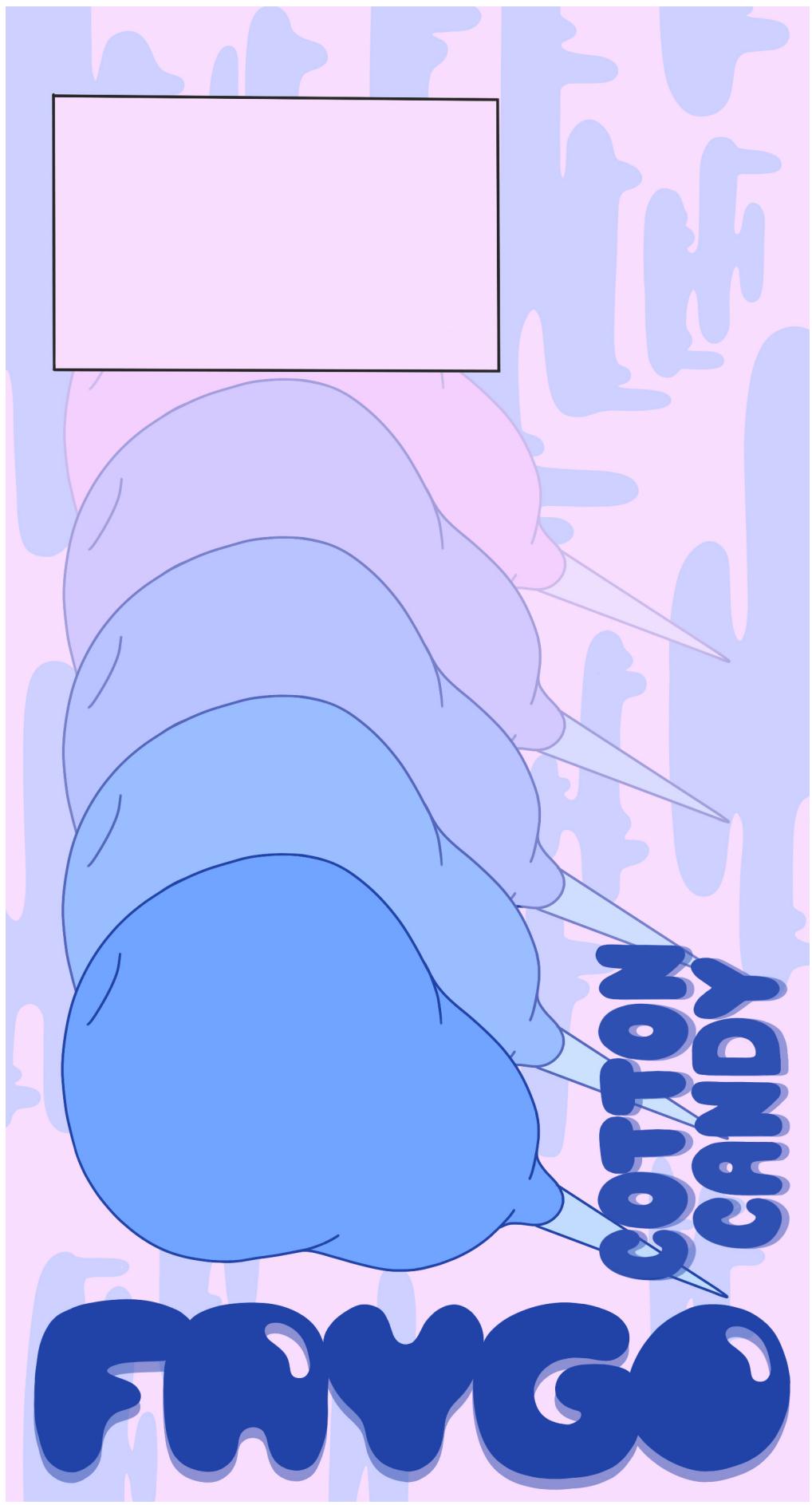
cotton
candy

cotton
candy



Final Designs

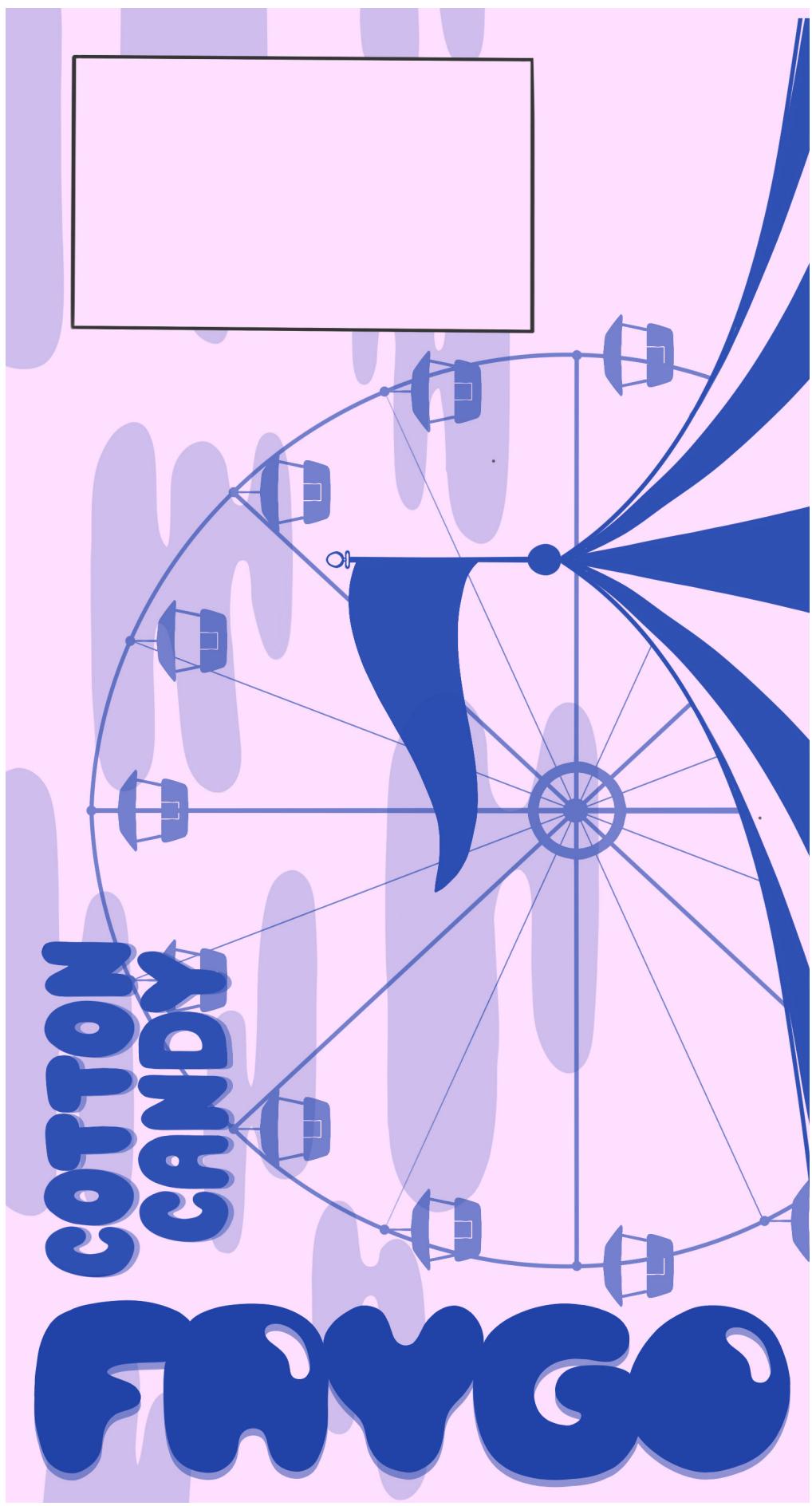
For the final designs, I went with having two separate designs for each flavor, mostly because I was torn between focusing on just the repetition design or the small scene one. Instead, I decided to do a simple design for each variation, a series that had small illustrations that connect with the flavor, and one with simplified illustrations of the flavor in question. I'm quite happy with how most of them turned out, although I believe the root beer design with the repeating barrel is my weakest composition overall, with the scene of the dock for root beer being the strongest overall.

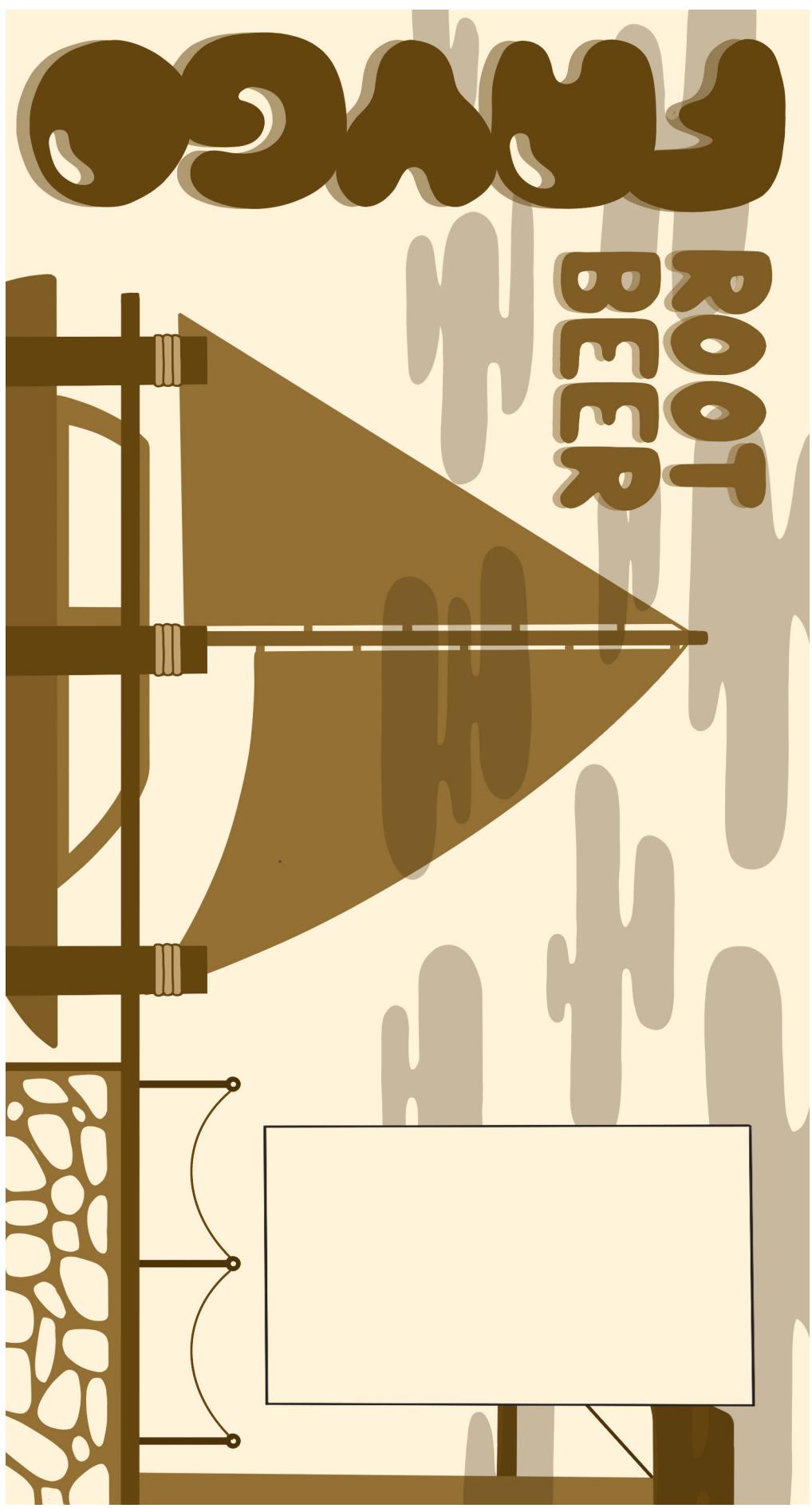


FIRE

ROOT
BEER



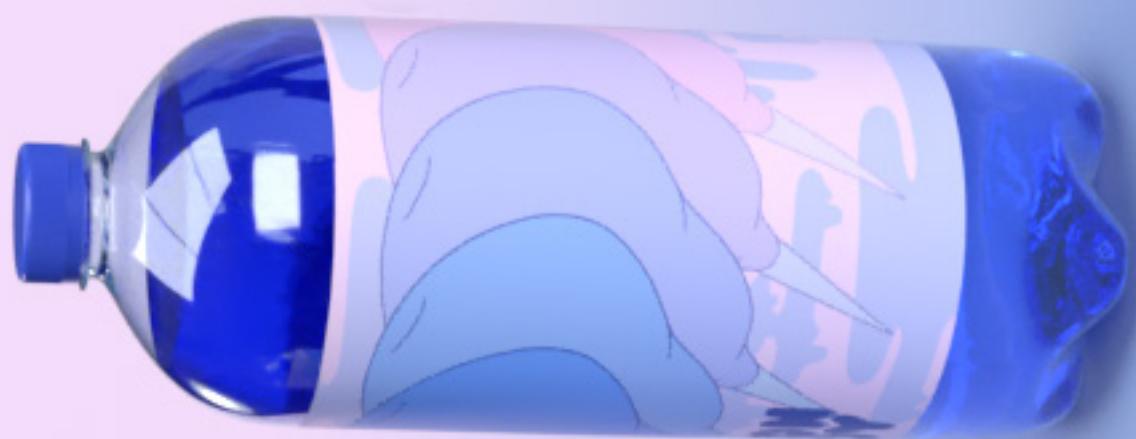




Mockups

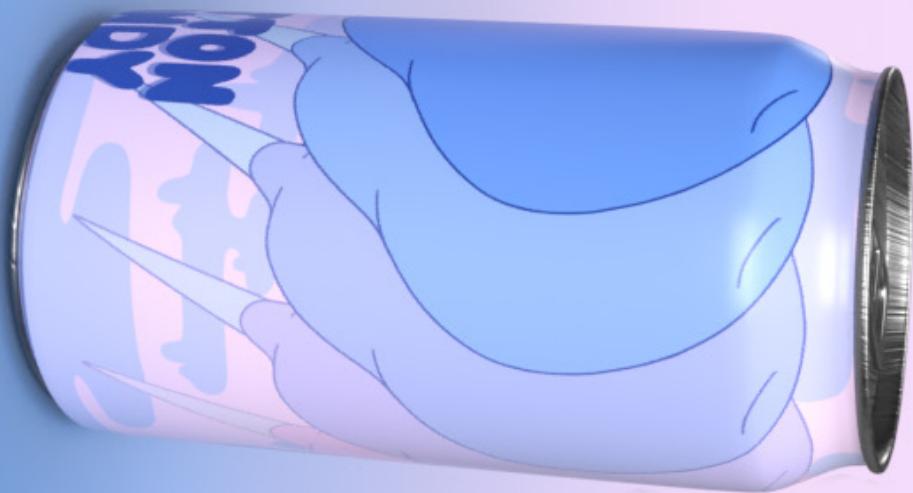
Last but not least, I threw together some mockups using Adobe dimensions to show off how the design would work on a soda can. I wanted to get two angles of each can to show the illustration wrap around it, as well as display it with it's flavor counterparts. I also made a couple of regular soda bottle designs, where Faygo is most well known.

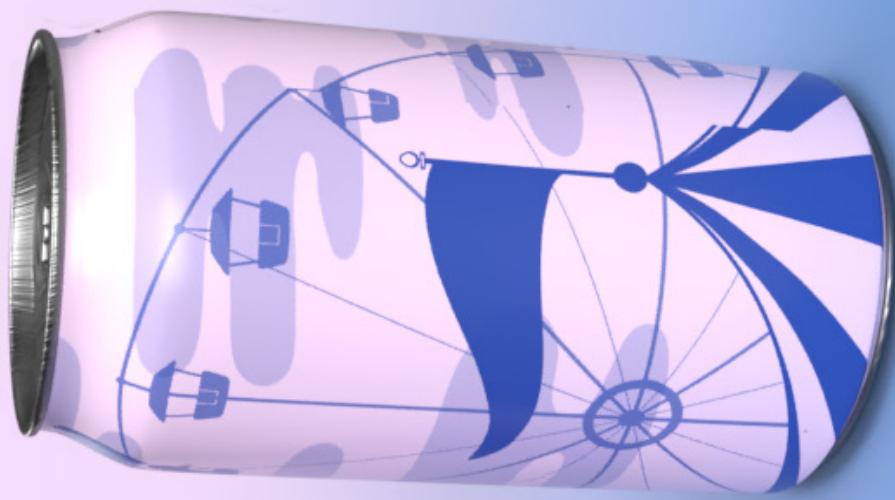


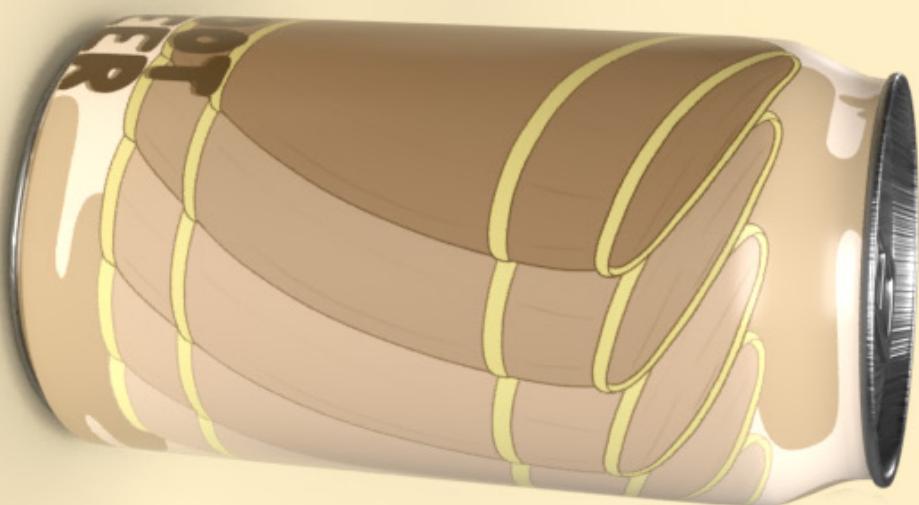
















Conclusion

In conclusion, I'm torn on where this project ended up for me. One one hand, I really enjoy the soft and playful feel that I captured in the designs, and that last image of the cans lined up I'm proud of. But I know I could've pushed it further. Instead of having all these variants, I could've pushed one of the individual designs further instead of moving to make a variety of them. I think I ended up backing myself into a corner with the design scheme, as I'm not very used to dealing with this sort of artstyle.