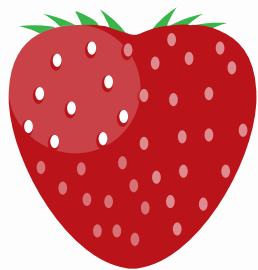


LIQUID LABS[®]

Better Nutrition. Better Life. Tailored for You.



Objective

Design a landing page that speaks to the Liquid Labs brand and allows users to create a personalized juice profile.

DESIGN STRATEGY

Fresh. Sophisticated . Custom . Healthy

To visually represent what Liquid Labs represents as a Fresh, Customized Juice brand for Sophisticated, people who choose to live a Healthy Lifestyle. Using the colors of fruit as inspiration and various objects that represent the unique individuals that make up a community who desire to live a holistic happy and healthy lifestyle.

THE COMPETITION



Creative Juice Co



Evolution Fresh



Liquiteria

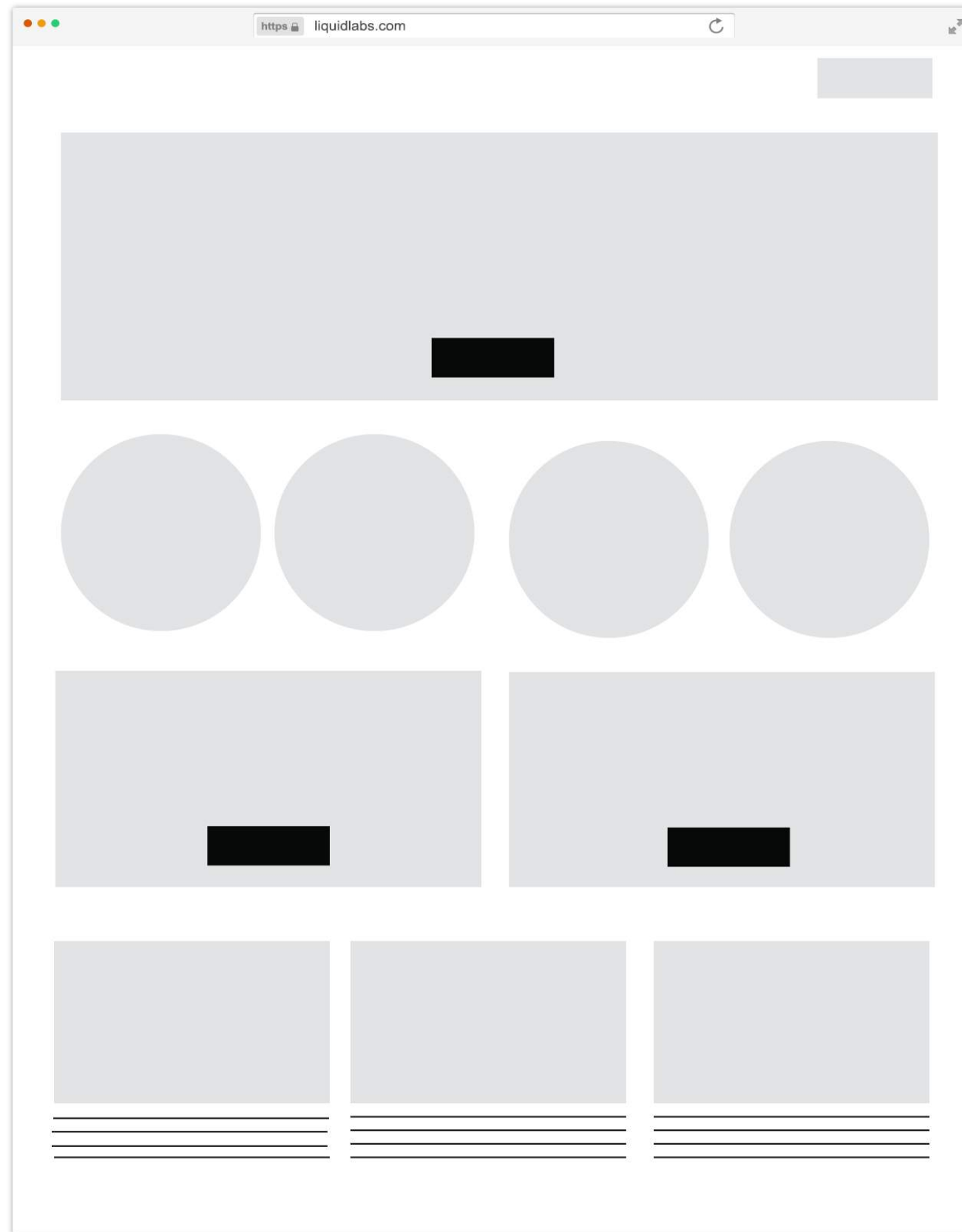
LIQUID LABS IS FRESH



LIQUID LABS IS HEALTHY



LAYOUT



JOSEFIN SANS

geometric, elegant

LATO

The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. "Male and female, serious but friendly. With the feeling of the Summer," Łukasz.

COLORS



Blue - Refreshing

Green - Growth & Sustainability

Orange - Vitality

Better Nutrition.
Better Life.
Tailored for You.

[Learn More](#)

High-quality. Fresh ingredients. Custom-selected.

When you register for LiquidLab’s custom service, we’ll put together a juice program tailored to your current lifestyle and health goals. If you’re already committed to a healthy lifestyle and are looking to incorporate fresh juice as part of a balanced diet, our custom plan might be just what you’re looking for. It takes about 15 minutes to [get started](#).

Get started with our custom plan and we’ll put together the perfect juice plan, just for you.

Tell us how you’re currently living.

How stressfull is your job?

How many hours a week do you exercise?

How many hours do you sleep at night?

Tell us about your goals.

Check all that apply

☐ I want to increase my intake of fruits

☐ I want to increase my intake of vegetables

☐ I want to increase my energy level

☐ I want to loose weight

Tell us your taste

Which describes you best?

☐ I’m a berry lover

☐ Tropical flavors are my favorite

☐ I like my greens

☐ Citrus is like sunshine

[Get Started](#)

Jump-start a healthy you with LiquidLab.

Short on time? Not sure where to start? Try one of our [Juice Samplers](#)

The Sweet Tooth

If your motto is “eat dessert first,” this plan will have you saying “drink juice first.” Includes three of our healthy, delicious fruit smoothie blends: Mixed Berry, Strawberry- Banana and Blue-berry Cobbler, together in one sampler.

[Learn More](#)

No Time for Salad

All the benefits of eating a salad, but in a delicious juice blend you can grab and drink on the go. This sampler includes three vegetable blends rich in dark leafy greens like kale, spinach and swiss chard.

[Learn More](#)

Defense Shield

Protect yourself from airborne illness by boosting your immune system with anti-oxidants. Includes three blends that will help your body put up its best defense: our Beet Blast, Carrot Ginger and Dark Chocolate Coffee together in one sampler

[Learn More](#)

[Browse More Sampler Packages](#)

Green juice. Produced greenly.

At LiquidLab, we do things a little differently. We work with local farms to source our all-organic produce. Nothing goes into our juice that isn’t from within a 100-mile radius of our headquarters. Which means we use less fossil fuels to transport and produce our juice. And support small local farms in the process.

Learn more about our commitment to the environment



Healthy and happy. No pressure.

We don't tell you what healthy means. Instead, we celebrate choosing whatever healthy means to you. Our blog is full of resources to help you make enlightened choices for healthy living, complete with travel tips, healthy home ideas, and fitness guides.

Enhance your healthy happy life



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Citrus is like sunshine



How many hours of sleep do you get a night ?