

Beverage Brand Website Style Guide Comparison

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Recommendations for Mushroom Beverage Startup

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Premium Natural (Fiji/Evian Style)

Bold Disruptor (Liquid Death Style)

Playful Functional (LaCroix Style)

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Recommendations for Mushroom Beverage Startup

Based on this analysis, consider which positioning aligns with your brand:

Wellness-Focused (OLIPOP Style)

- Hunter greens, earthy tones
- Clean sans-serif typography

- Health benefit callouts
- Natural product photography
- Educational content about ingredients

Premium Natural (Fiji/Evian Style)

- Minimalist design with generous whitespace
- Soft, natural color palettes
- Premium typography (custom fonts)
- Sustainability messaging
- Sophisticated, aspirational imagery

Bold Disruptor (Liquid Death Style)

- High contrast design
- Edgy, memorable branding
- Strong brand voice
- Minimal, industrial aesthetic
- Social media-first approach

Playful Functional (LaCroix Style)

- Vibrant, colorful palette
- Animated elements
- Product-specific color coding
- Whimsical brand personality
- Lifestyle photography

Key Takeaway: Mushroom beverages sit at the intersection of wellness and innovation—consider blending OLIPOP's health-conscious design with either Liquid Death's bold disruption or LaCroix's playful approachability, depending on your target demographic.

Key Patterns Across Brands

Color Psychology

- **Blues** → Trust, refreshment, hydration (Smartwater, Fiji, Red Bull)

- **Greens** → Health, wellness, natural (OLIPOP)
- **Red** → Energy, excitement, boldness (Coca-Cola, Red Bull)
- **Black/White** → Premium, sophistication, rebellion (Liquid Death, Evian)
- **Vibrant Multi-color** → Playfulness, variety, joy (LaCroix)

Typography Trends

- Custom brand fonts for differentiation (Bull, Acumin Pro, Graphik, Ano)
- Standard weights: 400 (regular), 600-700 (bold)
- System fallbacks: Helvetica, Arial, sans-serif
- Large heading ranges: 32-96px desktop, 12-16px body

Button Styles

- **Pill-shaped trending** → High border radius (8000px, 9999px for full pills)
- **Minimal rounding** → 2-24px for modern clean look
- **Clear states** → Distinct hover, pressed, disabled, focus treatments
- **Accessibility** → 48px+ minimum touch targets

Spacing Systems

- **8px increment scales** → Consistent spacing (8, 16, 24, 32, 40, etc.)
- **Mobile-first responsive** → Smaller gutters mobile (16-22px), larger desktop (24-55px)
- **Generous whitespace** → Premium brands use more spacing
- **Grid-based layouts** → 12-column systems common

Design Aesthetic Spectrum

- **Minimalist Luxury** → Evian, Fiji (clean, white space, natural imagery)
- **Bold Rebellion** → Liquid Death (high contrast, edgy, industrial)
- **Playful Wellness** → LaCroix, OLIPOP (vibrant, whimsical, health-focused)
- **Premium Energy** → Red Bull (dark, immersive, high-tech)
- **Classic Brand Power** → Coca-Cola (iconic colors, traditional meets modern)

Brand-by-Brand Analysis

1. Coca-Cola

Website: <https://www.coca-cola.com>

Colors

- Primary Red: #ea0000
- Black: #000000
- White: #ffffff
- Grays: #6c6c6c, #353535, #4f4f4f, #d5d5d5

Typography

- Bold headings with -1.5px letter spacing
- Body: 12-16px sizes, 20-24px line heights
- Heading sizes: 32-96px on desktop

Buttons

- Ultra-rounded: 8000px border radius (pill shape)
- States: default, hover #353535, pressed #4f4f4f, disabled #6c6c6c

Design Aesthetic

Bold brand presence with iconic red, modern and accessible, clean black/white contrast

2. Pepsi

Website: <https://www.pepsi.com>

Status: Site blocked automated access (403 error)

3. Red Bull

Website: <https://www.redbull.com>

Colors

- Deep Navy: #00162b
- Brand Red: #db0a40 (hover: #f61a4f)

- White: `#fff`
- Light Gray: `#f8f8f8`

Typography

- Font: "Bull" (weights 700-800, variable font "Bull VF")
- Body: "Bull Text" (400, 500, 700)
- Fallback: Helvetica, sans-serif

Buttons

- Pill-shaped: `border-radius: 18-24px`
- Backdrop blur effects with semi-transparent backgrounds
- Focus: Blue ring `#1b6aee` with white outline

Unique Elements

- Live pulse animations on badges
- Glassmorphism (backdrop blur + transparency)
- Smooth cubic-bezier transitions (`cubic-bezier(.35,0,0,1)`)
- Panoptikum carousel with zoom animations
- Floating sponsor cards
- Persistent header with progressive blur

Design Aesthetic

Dark, immersive, high-energy premium brand with modern minimalism

4. Gatorade

Website: <https://www.gatorade.com>

Status: Site blocked automated access (403 error)

5. Evian

Website: <https://www.evian.com>

Colors

- White: `#ffffff` (dominant)
- Black: `#000000`
- Pink/Rose: `#f78da7`, `#ffe1e7`
- Cyan-blue: `#0693e3`

Typography

- Font: "Neue Helvetica® W05"
- Weights: 35 Thin, 45 Light, 65 Medium, 75 Bold
- Sizes: 13px (small) to 42px (x-large)

Buttons

- Dark background: `#32373c`
- White text
- Fully rounded: `border-radius: 9999px`
- Padding: `calc(.667em + 2px) calc(1.333em + 2px)`

Layout

- CSS Grid/Flexbox implementation
- Default gap: 0.5em
- Column gaps: 2em
- Preset spacing scale: 0.44rem to 5.06rem

Design Aesthetic

Minimalist luxury, clean white space, Alpine water imagery, sophisticated elegance

6. Fiji Water

Website: <https://www.fijiwater.com>

Colors

- Primary Turquoise: `#00bfd6`

- Navy: #041c2c
- Accent Red: #d52a23 (errors)
- White and neutral grays

Typography

- Font: Futura (primary)
- System-friendly sans-serif fallbacks
- Futura applied to form labels and promotional text

Buttons

- Light blue/turquoise backgrounds
- 48px minimum height (3rem) for accessibility
- Clean, minimal aesthetic
- "all: unset" CSS reset approach
- Focus states outlined; disabled states show "not-allowed" cursor

Layout

- 12-column responsive grid
- Mobile-first breakpoints: 580px, 768px, 1024px, 1280px
- Flexbox-based component layouts
- 1rem standard padding unit

Unique Elements

- Builder.io page composition system
- NProgress loading bar with custom styling
- CSS keyframe animations for reveals
- Skip navigation link (accessibility-focused)
- Pencil banner promotional component

Design Aesthetic

Clean luxury minimalism with tropical imagery, sustainability focus, professional aspirational tone

7. Smartwater

Website: <https://www.coca-cola.com/us/en/brands/smartwater>

Colors

- Primary Blue: #0033a1
- Hover Blue: #2952af
- Disabled: #4c6eba
- Dark Gray: #1b2765
- Light Gray: #f4f4f4
- White: #ffffff
- Black: #000000

Status Colors:

- Critical: #bf1004
- Positive: #1d6e17
- Warning: #725d27
- Info: #0048ff

Typography

- Font: "Graphik trial" (normal, bold)
- Line heights: 20px (body) to 112px (large headings)
- Bold weight for headings, normal for body/actions

Buttons

- Pill-style: 8000px border radius
- Primary: Blue #0033a1, hover #2952af
- Secondary: White background with blue text
- Disabled: #a3b3d8
- Text buttons with interactive opacity changes

Spacing

- Mobile gutter: 16px, Desktop: 24px

- Mobile margins: 24px
- Spacing scale: 8px increments (xs: 8px to 5xl: 80px)
- Module-to-module vertical spacing: 56px mobile, 120px desktop

Unique Elements

- "Inverse" color variants for alternate backgrounds
- Floating action buttons with custom SVG icons
- Cookie preference management
- Dynamic data layer integration for analytics
- CSS custom properties for theme switching

Design Aesthetic

Smart hydration positioning, clean modern aesthetics, celebrity endorsement (Jennifer Aniston), emphasis on clarity through generous spacing

8. LaCroix

Website: <https://www.lacroixwater.com>

Colors

- Navy Blue: #001f5f (primary brand)
- Light Cyan: #ade5ff

Flavor-Specific Palette:

- Pink: #ffb9ea, #ffb2d7
- Yellow/Lemon: #feff65, #feff76
- Green/Lime: #aeff88, #b4ff79
- Orange/Coral: #ffa942, #ffae4e
- Purple/Lavender: #e8b7ff, #e0cdfd

Typography

- Structured typographic hierarchy
- Bold headings with larger point sizes

- Standard web-safe fonts for body text
- Consistent sizing and weight for navigation

Buttons

- "Find in store" prominent CTAs
- "Sign Up" newsletter buttons
- Navigation CTAs: "Recipes," "Shop," "Find In Store"
- Rounded, accessible styling

Layout

- Grid-based responsive layout
- Hero carousel sections for featured products
- Featured content cards with consistent spacing
- Footer organized in three column groups

Unique Elements

- **Animated SVG graphics** → Floating lemons, limes, sun, bubbles, trees
- **Flavor color system** → Each product gets personalized color treatment
- **Pencil bar** → Decorative messaging element with dynamic coloring
- **Product carousel** → Interactive flavor exploration
- **Emoji descriptions** → Fun character descriptions for flavor personality
- **UGC grid module** → User-generated content integration

Design Aesthetic

Playful, vibrant, modern with light airy color palette. "Taste of Wonder" messaging reinforces aspirational lifestyle positioning. Whimsical brand voice celebrating refreshment and positivity.

9. Liquid Death

Website: <https://www.liquiddeath.com>

Colors

- Black: #141414 (dominant background)

- White/Off-white: `#f6f6f6`, `#fff`
- Accent Blue: `rgba(37, 99, 235, 1)`
- Gray: `#333`, `#545454` (hover/borders)

Typography

- Font: 'Acumin Pro' (custom)
- Weights: 400 (regular), 600 (semibold), 700 (bold)
- Fallback: System font stack
- Custom font metrics: ascent 90%, descent 10%

Buttons

- Black backgrounds with white text
- Transparent backgrounds for secondary actions
- Hover state: Dark gray `#333`
- Sharp or minimal rounding
- Compact padding: 6-16px

Spacing

- Compact spacing: 6-16px padding standard
- Gap patterns: 8-20px between elements
- Max-width controls: 332px constraints on components
- Mobile-first design

Unique Elements

- Preview control bar with fixed positioning
- Custom variant indicators (A/B testing UI)
- Font metrics optimization to prevent layout shift
- Underline decoration on links

Design Aesthetic

Industrial, rebellious brand voice. High contrast black/white dominance with minimal ornamentation. Sharp, direct visual hierarchy. "Murder Your Thirst" branding suggests bold, aggressive positioning.

10. OLIPOP

Website: <https://www.drinkolipop.com>

Colors

- Hunter Green: `#14433D` (primary brand color)
- White: `#ffffff`
- Dark Gray/Charcoal: `#3a3a3a` (body text, navigation)
- Light Gray: `#ebebcb` (borders)
- Sale Red: `#fa4545` (promotional)
- Soft Beige: `rgba(51, 50, 50, 0.05)` (subtle backgrounds)

Typography

- Headers: "Ano" (Regular, Bold, 900), "WindsorEF" (Ultra Heavy, Bold)
- Body: Helvetica, Arial, sans-serif stack
- Sizes: 12px (h6) to 65px (mega-title-large)

Buttons

- Hunter green backgrounds (`#3a3a3a` fallback)
- White text
- Minimal rounding: `2px` border radius
- Darkened state: `#212121`
- Transparent variant with 80% opacity
- Focus state: `#606060`

Links

- Body text color inherited
- 0.6 opacity on hover
- Focus: `#606060`
- Subtle transitions: 250ms default duration

Layout

- Site width: 1200px

- Desktop gutters: 55px, Mobile: 22px
- Section spacing: 55px standard, 35px reduced
- Input groups: 10-18px padding with 46px heights

Unique Elements

- **Wave SVG graphics** → `home-banner-new-wave.png`, `story-mission-wave.png` for organic section dividers
- **Custom SVG icons** → Ratings/emotions
- **Animated transitions** → Cubic-bezier easing curves throughout
- Natural product photography emphasis

Design Aesthetic

Clean modern minimalism with health-conscious positioning. Balances sophisticated typography with playful, colorful product imagery. Emphasis on digestive health benefits and natural ingredients.
