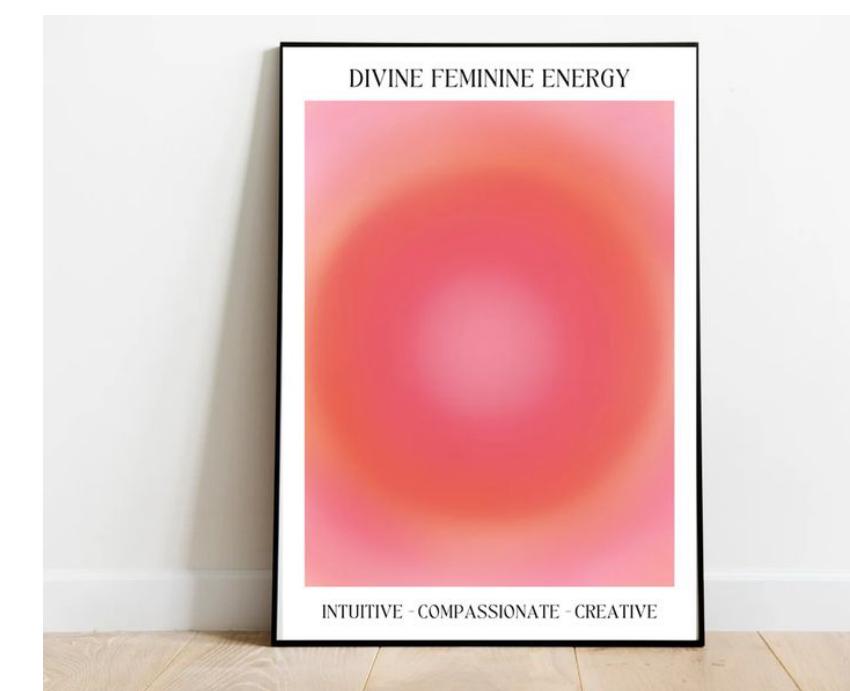




MOOD BOARD



FONTS

YIN YIN
JUNIPER STD MEDIUM

yin Yin

yin Yin
Benny Black
Oddity-Script

BEVERAGE DETAILS

What is it? A carbonated prebiotic energy drink to be sold at the Boulder farmer's market

Ingredients: Carbonated water, coconut sugar, guarana extract, lime juice, mango, kudzu root

Nutrition Facts:

Serving size 12 oz (355mL)

Calories 40

Total fat 0g

Sodium 0mg

Total carbohydrate 10g

Total sugar 8g

Added sugar 0g

Protein 0g

Caffeine 80mg

Nutrition Facts	
1 servings per container	1 Can (355ml)
Amount Per Serving	% Daily Value*
Calories 40	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Polyunsaturated Fat 0g	0%
Monounsaturated Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 10g	4%
Dietary Fiber 0g	0%
Total Sugars 8g	0%
Includes 0g Added Sugars 0%	0%
Protein 0g	0%
Not a significant source of vitamin D, calcium, iron, and potassium.	
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

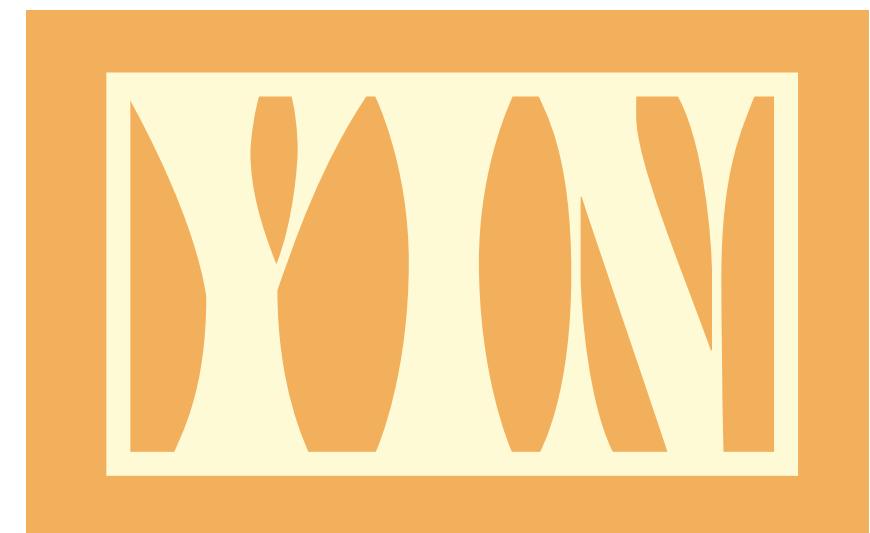


Can details:

- 12 oz sleek can
- matte look
- non gmo , organic certified, gluten free

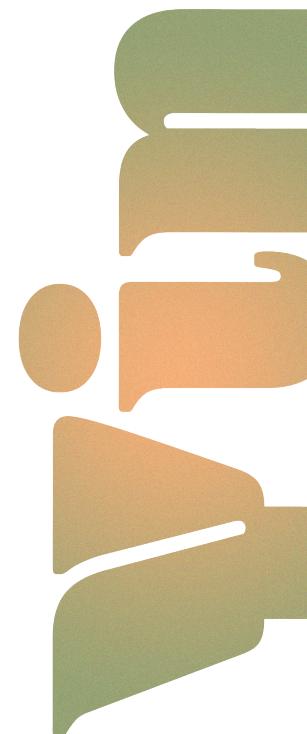
CONTENT

LABEL IDEAS



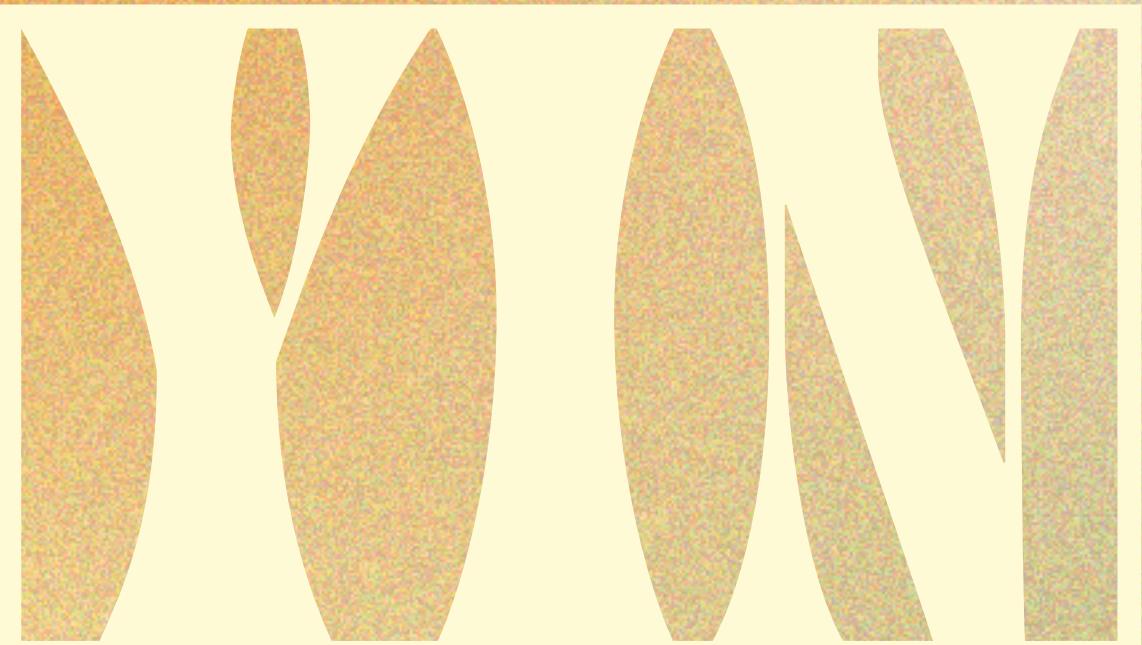
COLOR PALETTE

RGB 137, 140, 53	RGB 191, 178, 111	RGB 242, 231, 172	RGB 217, 210, 197	RGB 242, 175, 92
HSB 62, 62, 55	HSB 50, 42, 75	HSB 51, 29, 95	HSB 39, 9, 85	HSB 33, 62, 95
CMYK 2, 0, 62, 45	CMYK 0, 7, 42, 25	CMYK 0, 5, 29, 5	CMYK 0, 3, 9, 15	CMYK 0, 28, 62, 5
LAB 56, -13, 45	LAB 72, -5, 36	LAB 91, -5, 30	LAB 84, 0, 7	LAB 76, 16, 51



MANGO LIME

80 MG CAFFEINE
NO ARTIFICIAL SWEETENERS



CARBONATED PREBIOTIC ENERGY DRINK

12 FL. OZ (355 ML)

Nutrition Facts	
1 servings per container	Serving size 1 Can (355ml)
Amount Per Serving	
Calories	40
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 10g	4%
Dietary Fiber 0g	0%
Total Sugars 8g	
Includes 0g Added Sugars	0%
Protein 0g	0%
Not a significant source of vitamin D, calcium, iron, and potassium	
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.	

CARBONATED WATER,
COCONUT SUGAR,
GUARANA EXTRACT,
LIME JUICE,
MANGO,
KUDZU ROOT



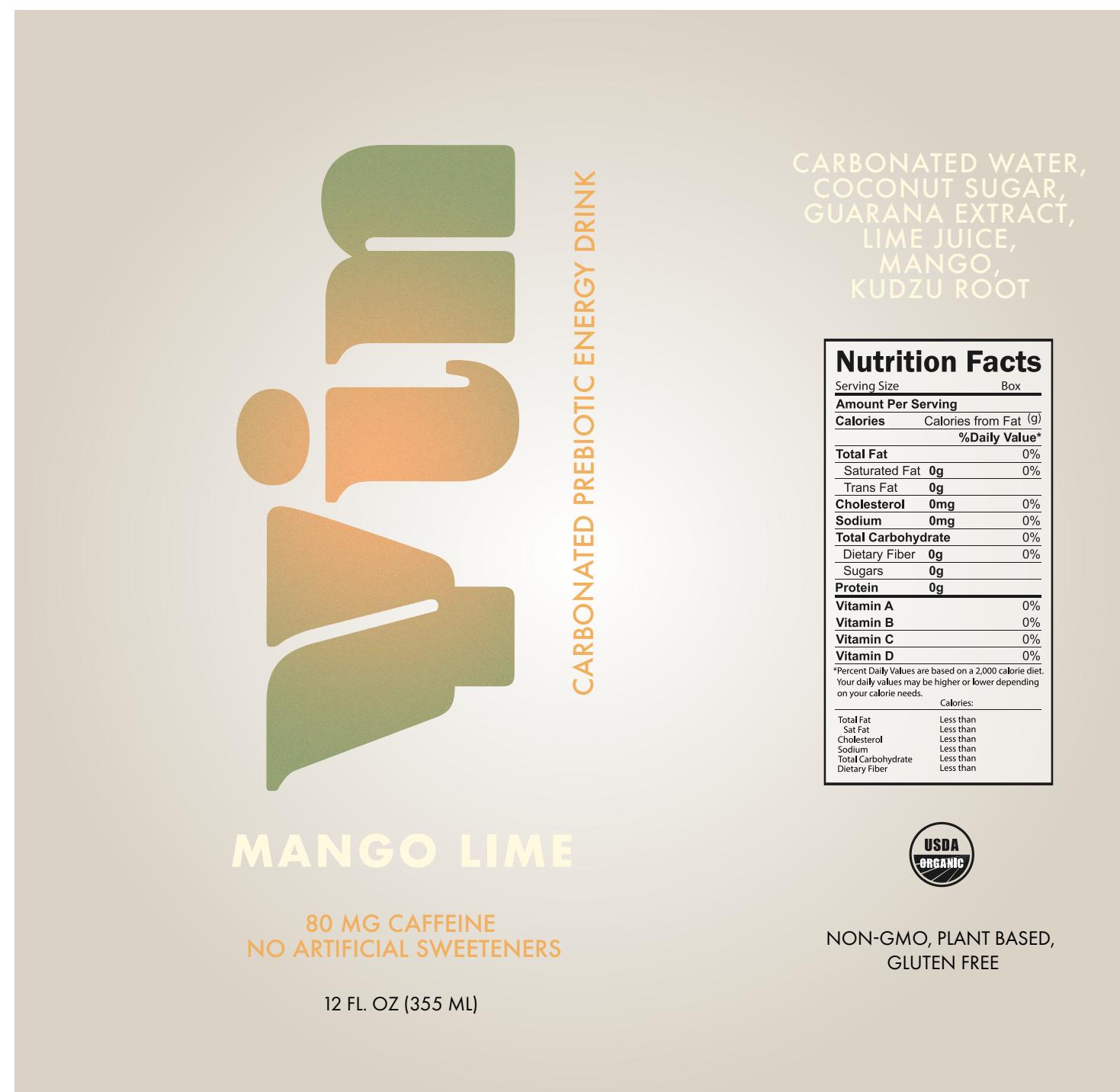
NON-GMO, PLANT BASED,
GLUTEN FREE

YIN BEVERAGE LABEL
FLAT MOCKUP



YIN CAN &
DISPLAY RENDER

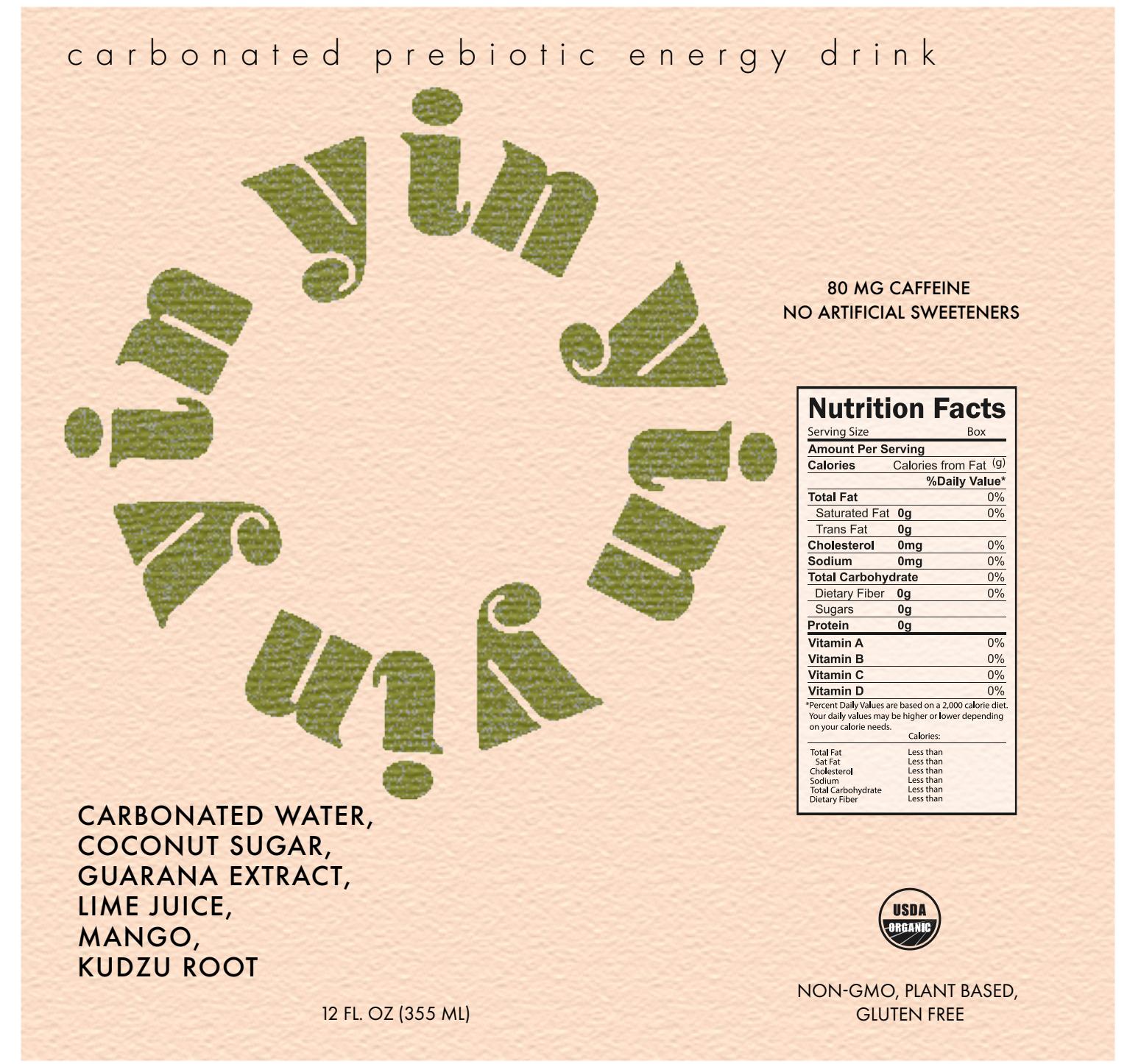
OTHER CONCEPTS



1



2



3



ALL CONCEPTS
RENDERED