01

Title
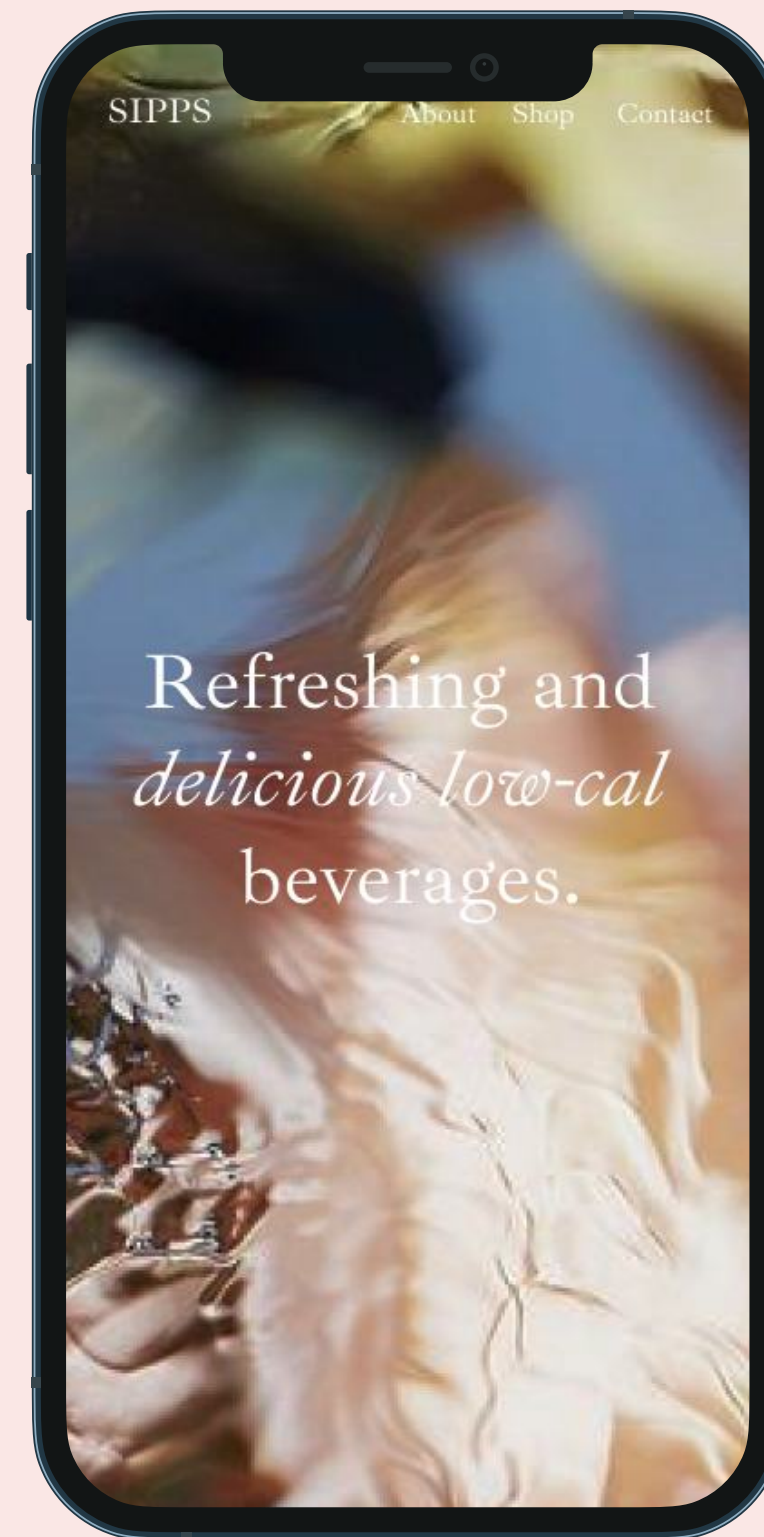
SIPPS:

Brand Identity & Website

Worked: Klea Kota
Role: UX & UI Designer, Web Developer
Timeframe: August 2024 - Ongoing

SIPPS   About   Shop   Contact
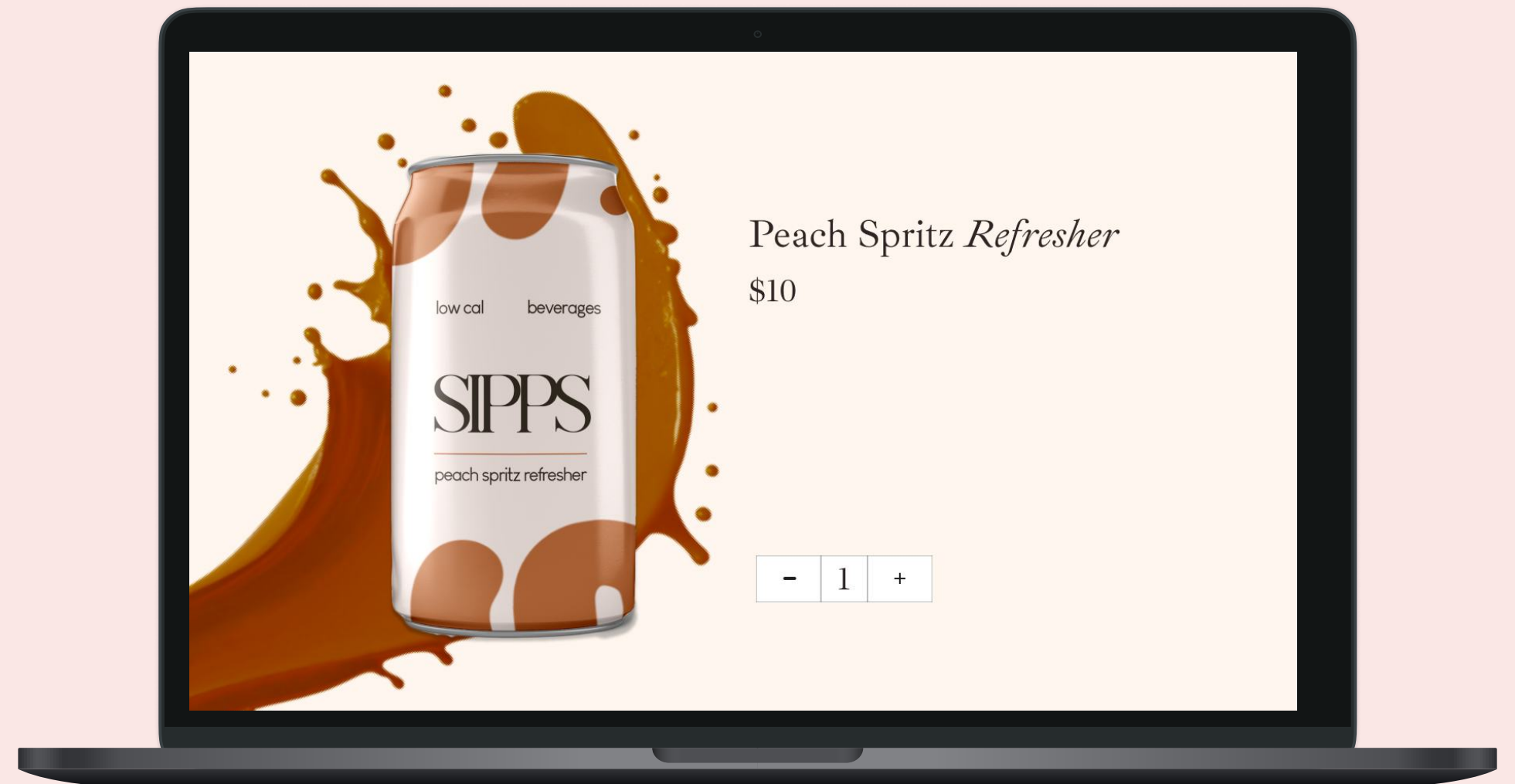
Refreshing and *delicious low-cal* beverages.

02

Context

Problem context

SIPPS is a brief project company offering low-cal beverages, in need of a website which will drive clients into searching for their products even further, specifically even browsing through the different flavors, customizing their ideal beverage, ordering and delivering.

SIPPS not only wants a website to attract new clients and drive sales, but they are also in need of brand identity design. They want a youthful, but inclusive identity which will gain the attention of all age groups. The brand identity design needs to include everything from the logo, color palettes, typography direction, packaging design and even social media conceptualization.

03

Problem statement

The Challenge

The challenge was to create all of the necessary brand identity components, as well as conduct prior research into setting up the appropriate visual elements for attracting clients before moving on to designing and coding the website.

For UI Design, we used Figma as the main tool.
For Brand Identity Design, we used Adobe Photoshop as the main tool.
For Website Development, we used ReactJs.

04

Goals

Goal

The goals for this design and development brief were:

- Create a cohesive, youthful and inclusive brand identity.
- Design the User Interface for the SIPPS website.
- Draw wireframes and create prototypes.
- Code and develop the website.
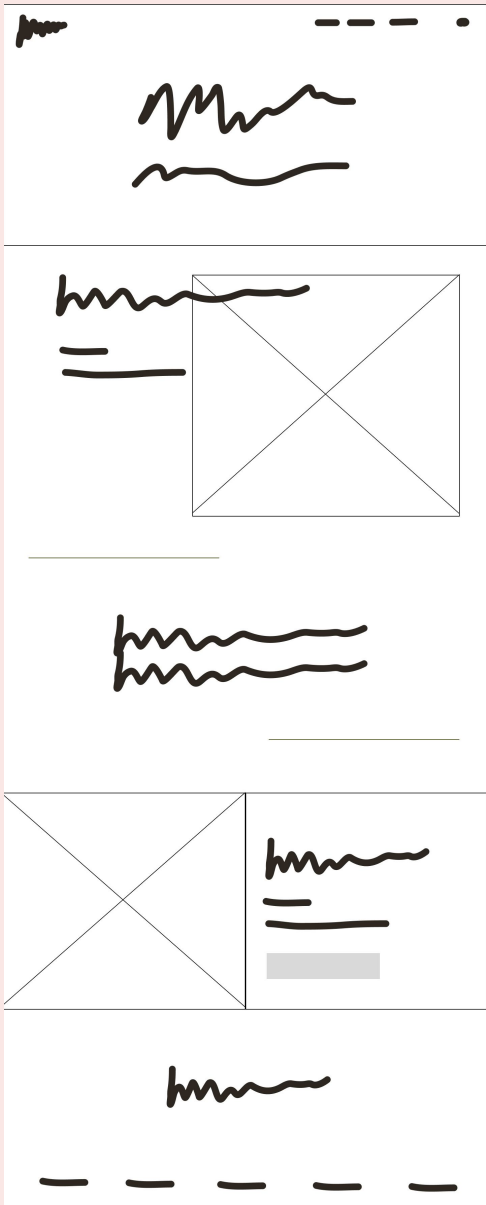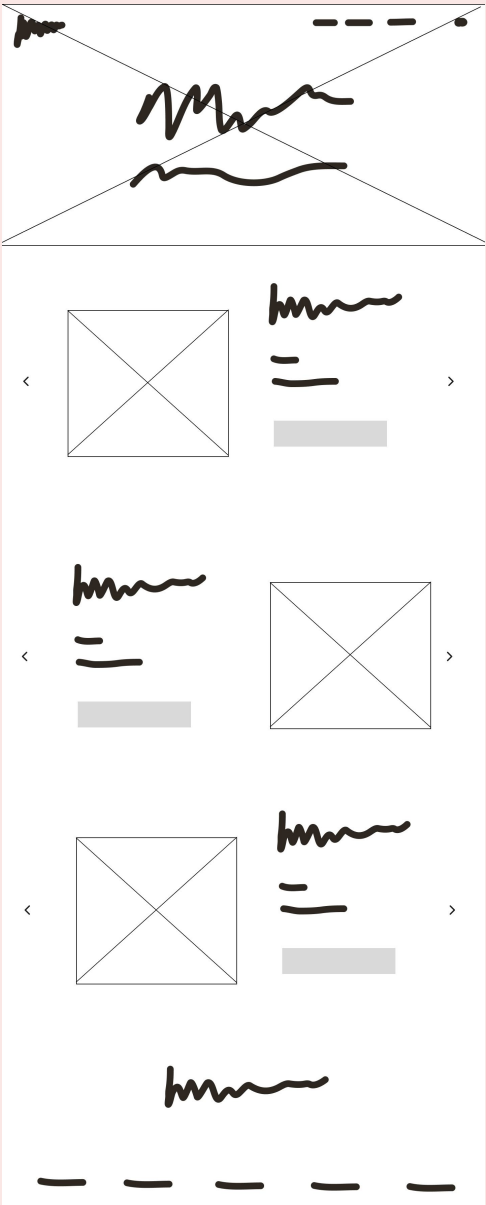- Launch the website.

05

Wireframe

Wireframes

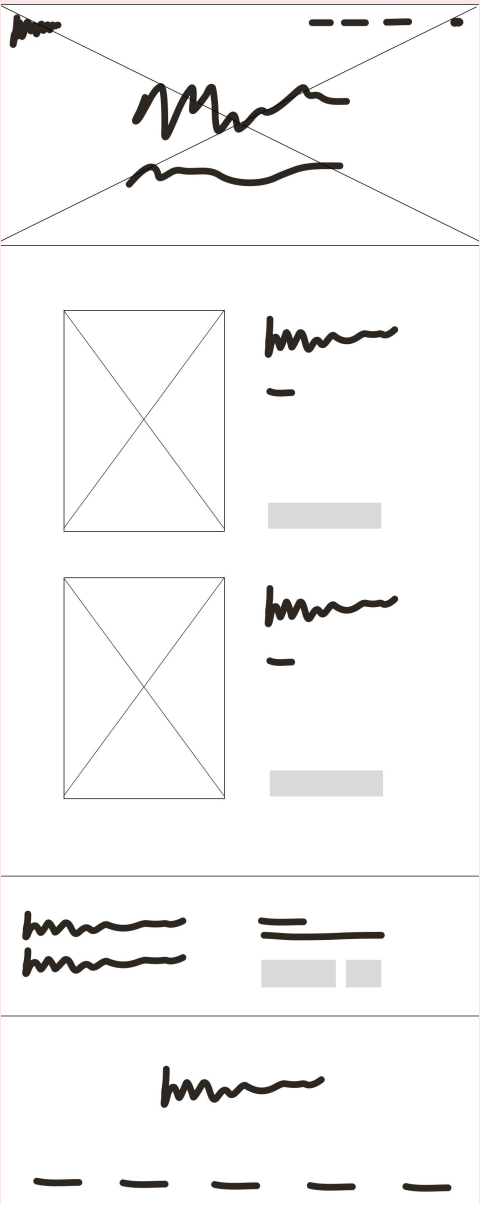Wireframes for each of the landing pages upon clicking on the navigation menu tabs.
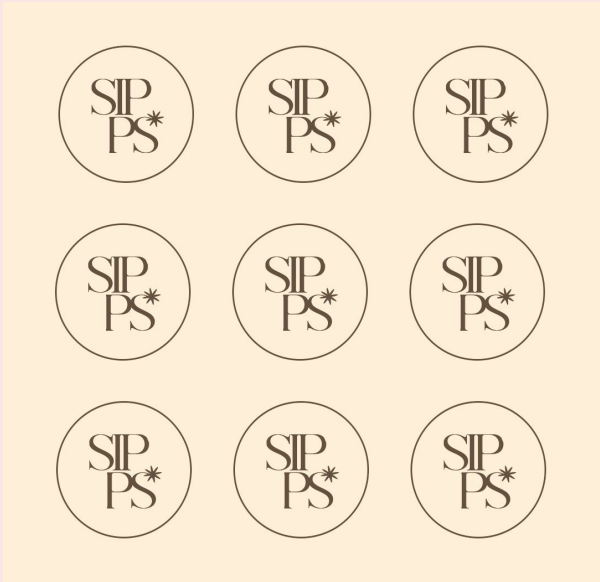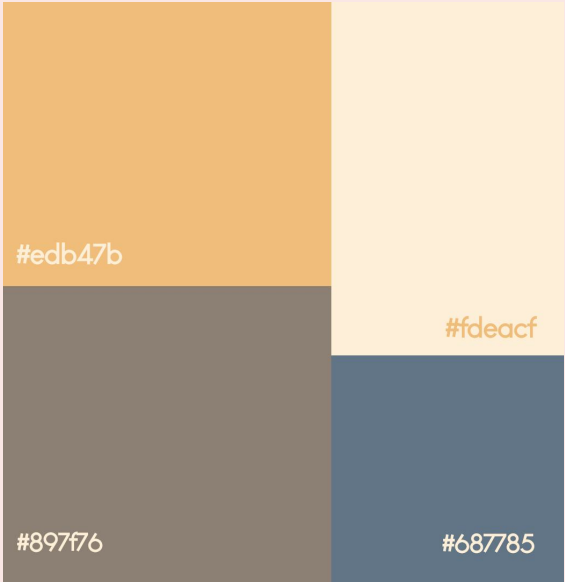
Home Page

Shop Page

Cart Page

06

Design concepts

Brand Identity

Includes logo, patterns, packaging design, business cards and more to come.

#edb47b
#fdeacf
#897f76
#687785

low cal   beverages
SIPPS
peach spritz refresher

low cal   beverages
SIPPS
strawberry vanilla drop

SIPPS
low cal   beverages
Los Angeles
+213 456 877
sippsdrink@info.com

low cal beverages
SIPPS

07

UI Design

Prototypes & Mockups

08

Results

Results & Future Work

So far, we have managed to design the brand identity of SIPPS, as well as create high-fidelity prototype designs of the Home, Shop and Cart landing pages of the SIPPS website.

The future work will continue on wrapping up on adding interactivity to the UI prototypes, as well as coding and developing the SIPPS website.