



Brand Analysis

BUILT is a brand known for its insulated water bottles, lunch bags, and other products designed to help keep food and beverages at the desired temperature. They're popular for their durable construction and stylish designs, often favored by those looking for high-quality hydration and food storage solutions.

Built focuses on creating products that are durable and reusable, which aligns with sustainability goals by reducing single-use plastic waste. They prioritize functionality, style, and convenience in their designs, aiming to create items that are both practical and visually appealing. Their products, including insulated water bottles and lunch bags, are often geared towards individuals seeking sustainable alternatives to disposable items, promoting reusability and reducing environmental impact.

Design Brief

The purpose of this BUILT refill station is for the brand to contact it's customers and the customers of other water bottle brands to promote a happy, healthy and sustainable lifestyle. Providing fresh, filtered fountain water for you to stay hydrated and save plastic throughout your busy day.

The side panels display the BUILT logo in a setting where people are hiking. Displaying the brands encouragement of an active lifestyle.

The front panel is a visual of the bottle being held in a natural setting but also ascts as a que for individuals to place their BUILT product into the refill station.











