



Liquid Lab

JUICE BAR

A VISUAL
DESIGN PROJECT.

By Carlos Serrano

ABOUT US

LiquidLab is a unique boutique of cold press juice bar and smoothies bar that offers a exclusive range full of personalised healthy juices and smoothies from a locally source produce.

LiquidLab is a healthier juice alternative that will supplement their current healthy lifestyle, while being nutritious, tasty, and easy.

LiquidLab encourages customers to take health into their own hands offering a juice selection or creating your own taste and health goal.

LiquidLab plans do not offer cleanses or juice only diets. Its juices are not a meal replacement.



LIQUIDLAB VALUES



Boutique cold press juice bar offering unique customized juices and smoothies.



Promoting healthy living and nutrition

Promoting local business as juices are made from locally sourced produce.

Healthy diet adaption

CONSTRAINTS

LIQUIDLAD IS A START UP COMPANY THAT NEEDS AN ONLINE PRESENCE THAT REFLECT ITS VALUES, PRODUCTS AND WHAT MAKES IT DIFFERENT FROM ITS THEIR COMPETITORS



PROJECT OBJECTIVE

Create a website that reflects a highly individualised service for their target audience with a high-level of expectation as to the quality of healthy products and services.

To have **5,000** new profiles created after one year of launching the website.

Connect with **30** people per week on Facebook.

Increase sales of Pressed Juices product online by **20%** over the next month.

Add **2,500** new subscribers to the newsletter over the next year.

Increase brand loyalty on social media by encouraging fans to give at least **5** message of positive feedback per day.

Increase the traffic by **50%** in 6 months.

Reinforce the brand values through the website by **50%** .



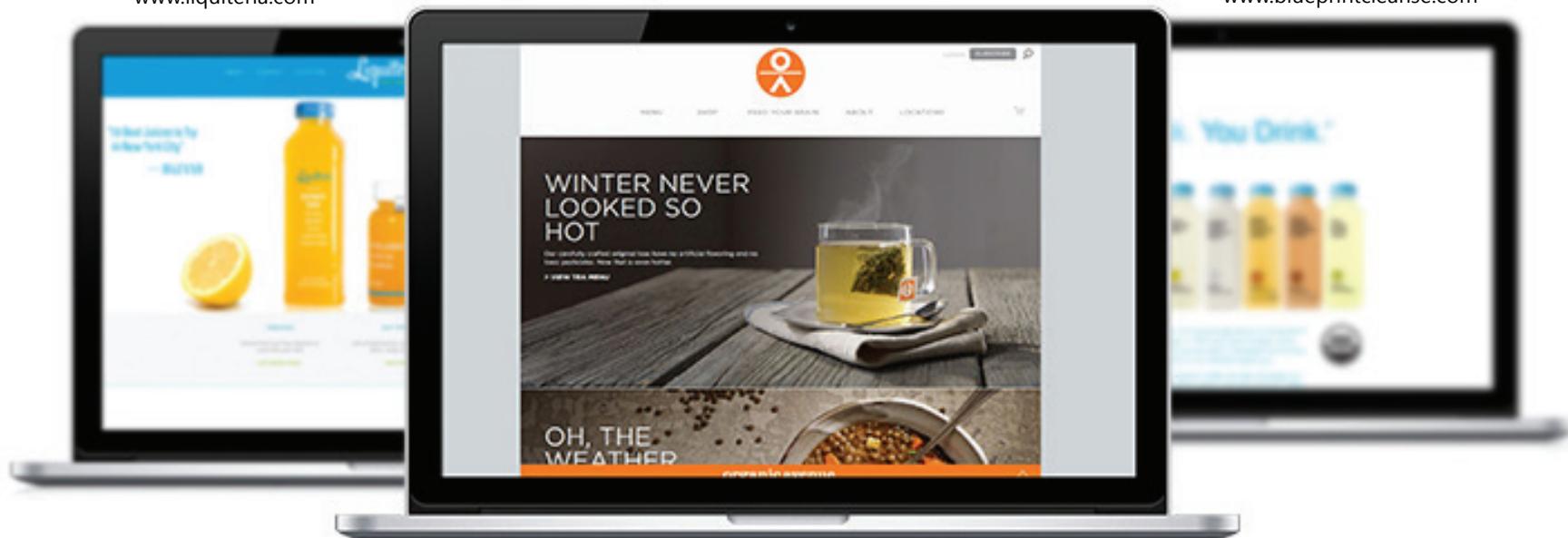
COMPETITORS

APP/ PLATFORM	ORGANIC AVENUE	BLUE PRINT	LIQUITERIA
Menu	Strong menu and books with recipes	Focus in pack menus and just cleanses	Strong in cleanses, but not in juices and smoothies
User Account & Social Media	✓	✓	✓
Content Strategy	Business and Blog	Business	Business
Mobile	✓	Poor adaptive design	✓
Desktop	✓	✓	✓
App	Apple/Google	Apple	No
Shop Online	✓	✓	No

www.liquiteria.com

www.organicavenue.com

www.blueprintcleanse.com



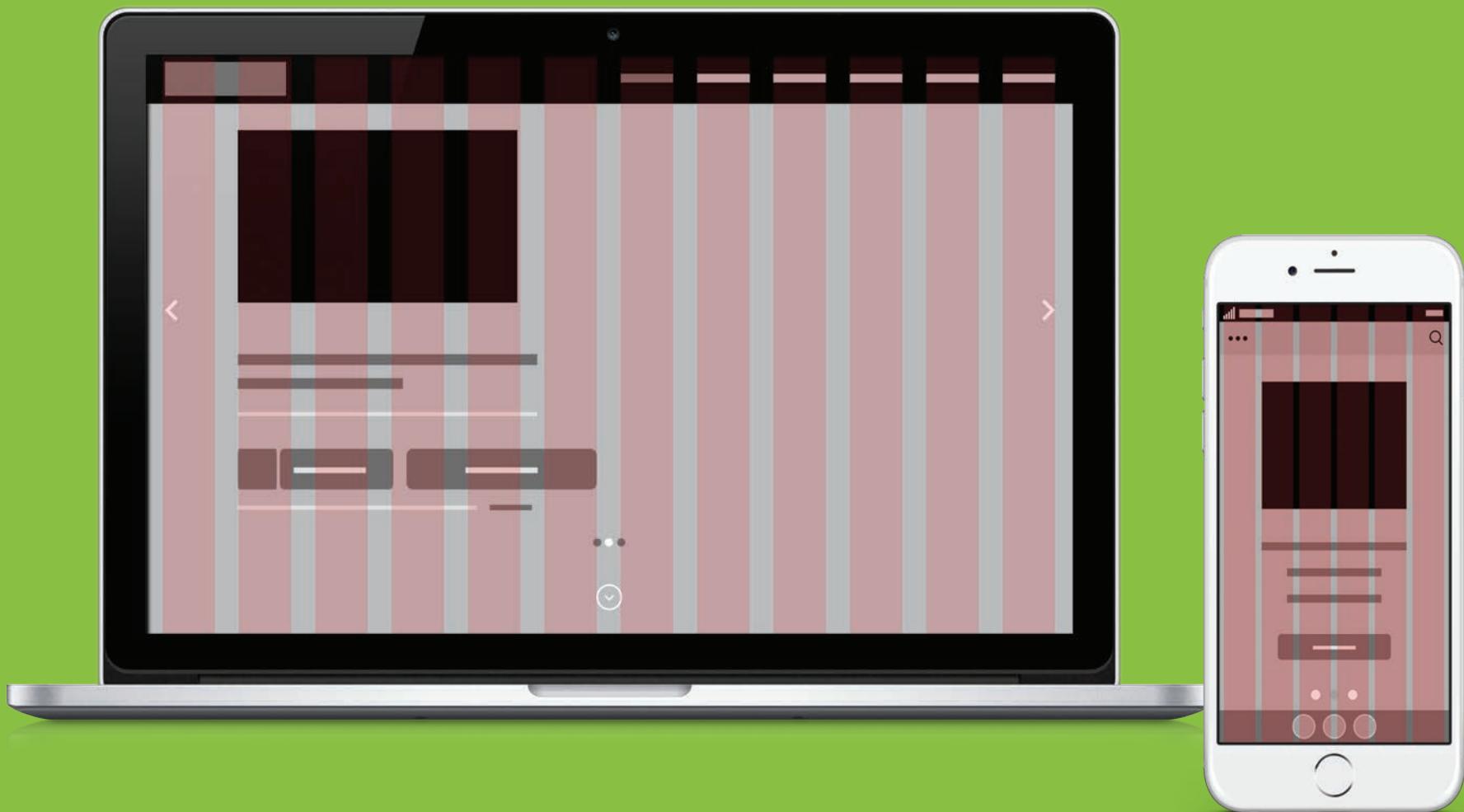
MOODBOARD



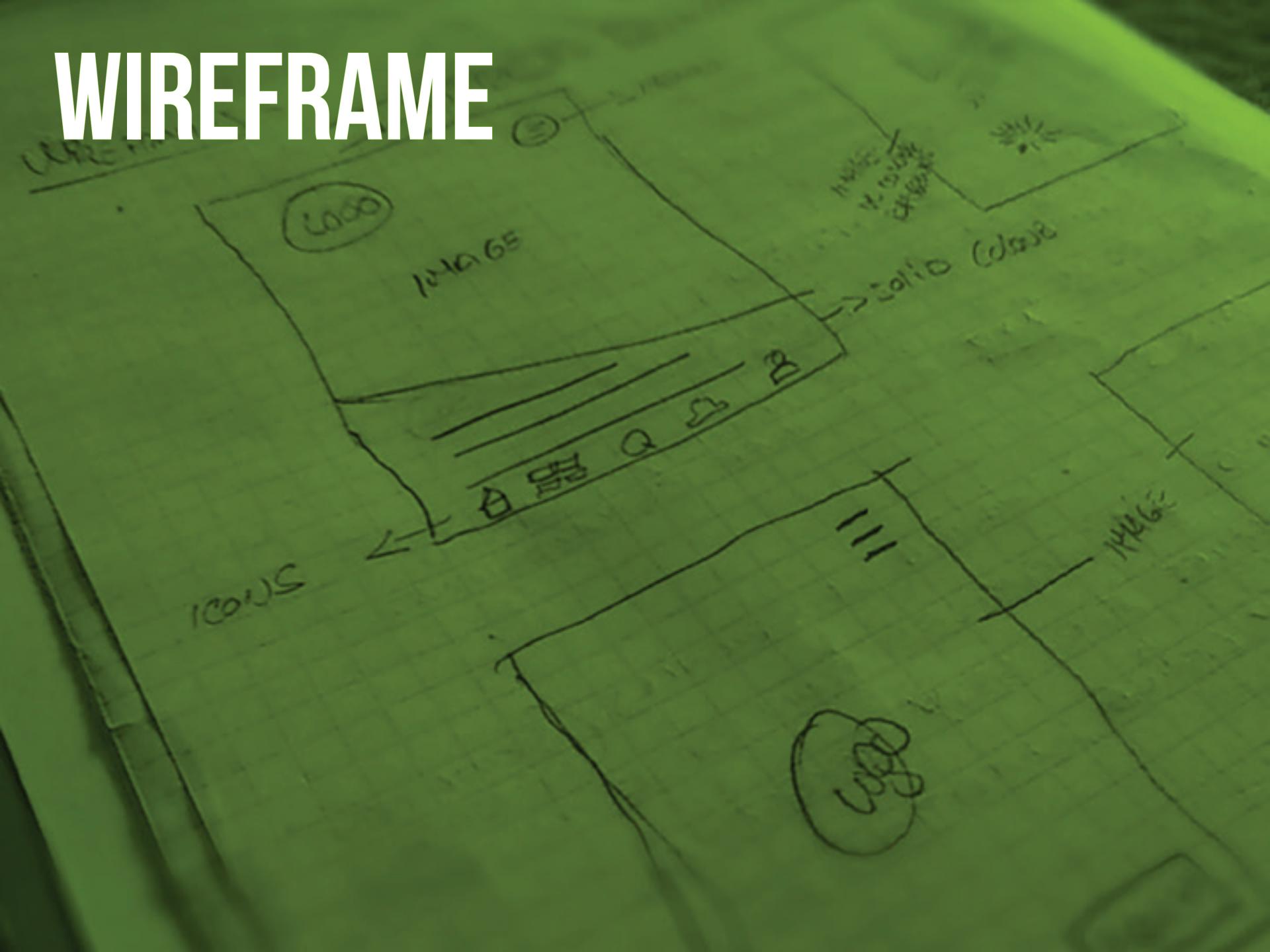


The body achieves what the mind believes

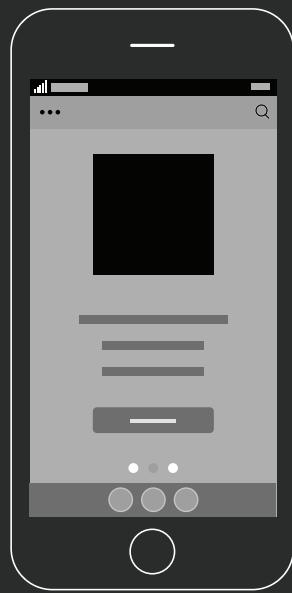
GRID



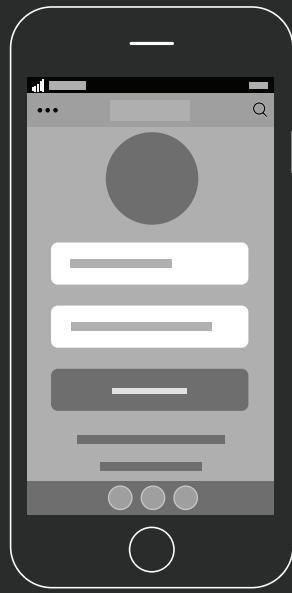
WIREFRAME



Launch Screen



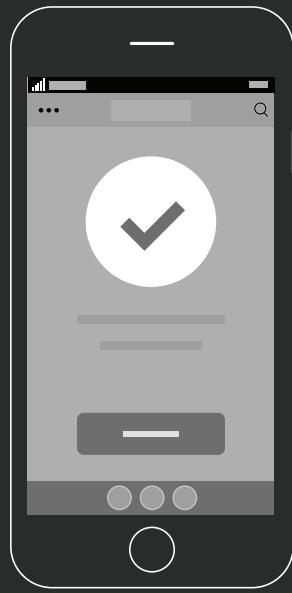
Login Screen



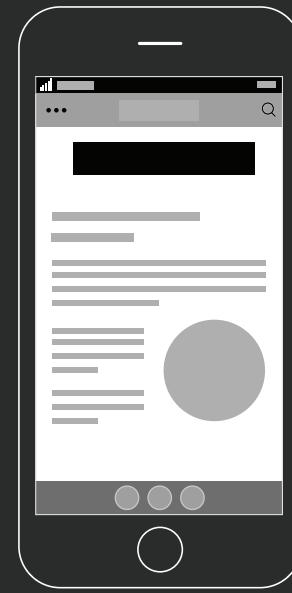
Sign Up Screen



Complete Screen



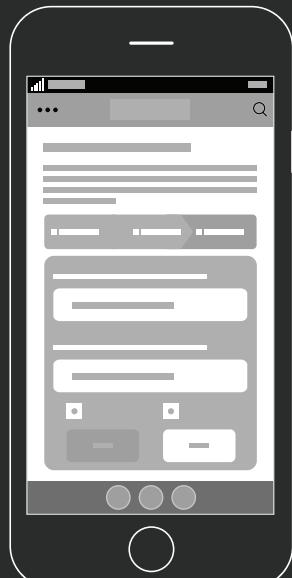
About Us



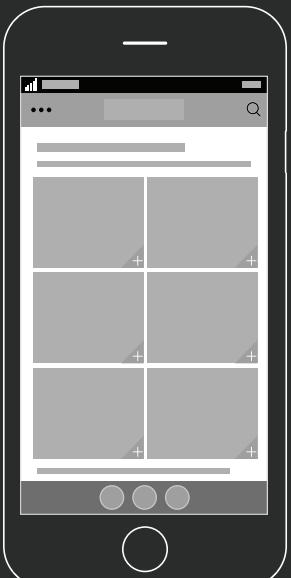
Menu Screen



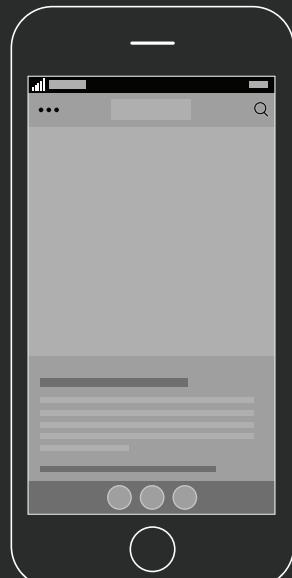
Customized Profile Screen



Profile Selection Screen



Nutrition Screen



Blog Screen



Launch Screen



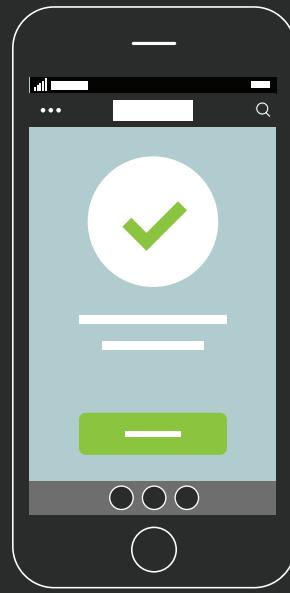
Login Screen



Sign Up Screen



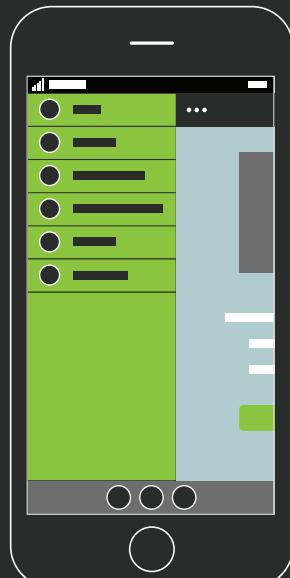
Complete Screen



About Us



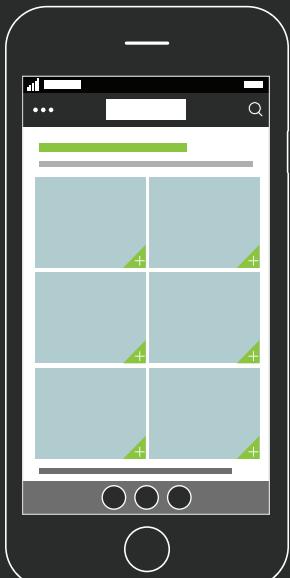
Menu Screen



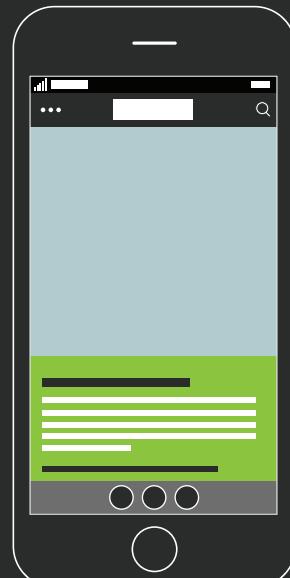
Customized Profile Screen



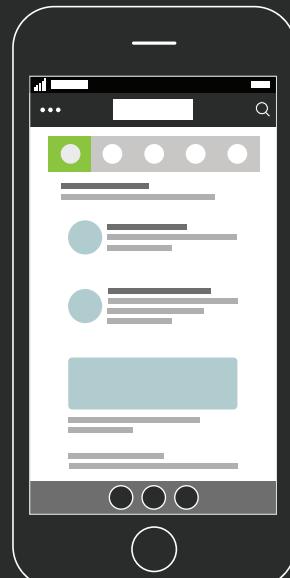
Profile Selection Screen



Nutrition Screen



Blog Screen



TYPOGRAPHY STYLE TILE



The font used in the logo is **Nexa Rust Script**.

Nexa Rust Script

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 @ & ?

KEY WORDS & HEADLINES ARE SET IN NIXIE ONE REGULAR

Subheads and other types of introductions are set in Oswald Regular or even **Segoe UI Bold**
- sometimes they can make use of *italics*.

PARAGRAPH TITLES ARE SET IN NIXIE ONE REGULAR

Body text makes use of Segoe UI Regular. To emphasise certain words, quotes or important paragraphs, additional styles can be used: Regular, *italic* and **Bold**.

BEBAS NEUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 - /*+!@#\$%^&*()_{}:<>?

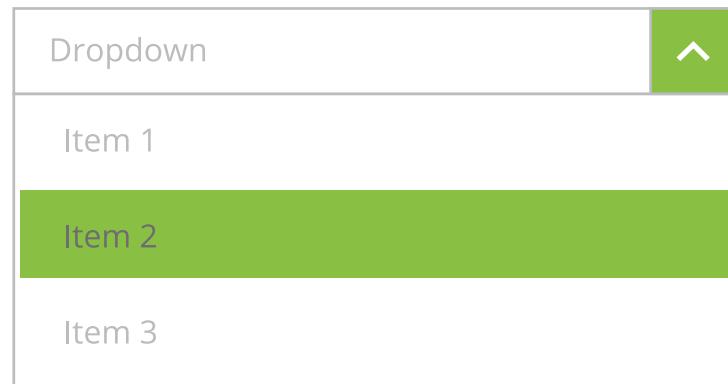
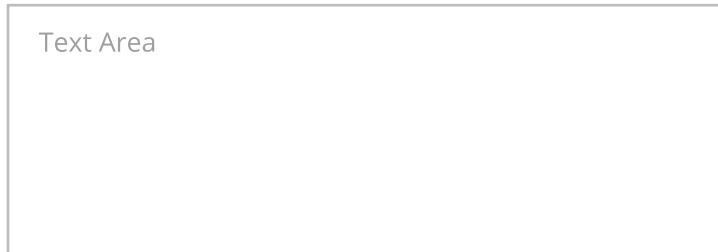
Segoe UI Regular

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0 1 2 3 4 5 6 7 8 9 - /*+!@#\$%^&*()_{}:<>?

NAVIGATION, ICONS AND FORM ELEMENTS



COLOUR PALETTE



Grass

#8BBF43

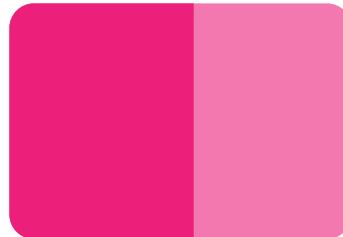
R139 G191 G67



Dark Grey

#3C3C3B

R60 G60 G60



Bitter (Only If required)

#EC297B

R236G41 G123

TYPOGRAPHY

HEADER 1 // 80PT

HEADER 2 // 60PT

HEADER 3 // 30PT

Body: Some random text. Bold text lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et [this is a link](#). // 16pt

LANDING PAGE

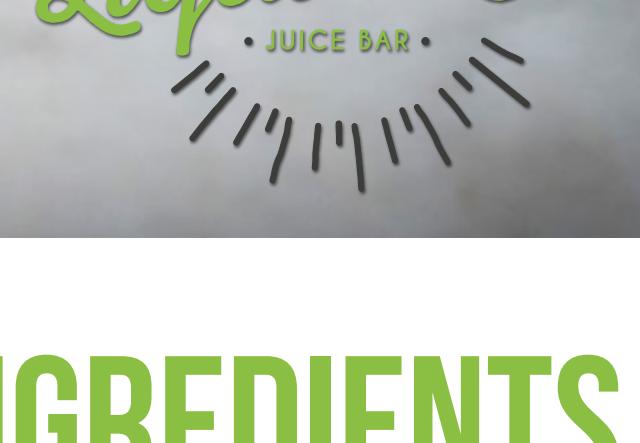


BETTER LIFE. BETTER NUTRITION. TAILORED FOR YOU.

Feeding your body with whole foods and natural produce is the best longterm strategy for maintaining good health.

[Sign up with Facebook](#) [Sign up with Email](#)

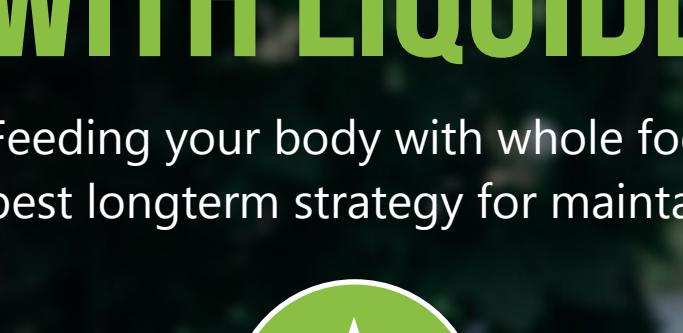
Already have an account? [Log In](#)



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.



Enter your personal info Required.

First Name

Last Name

Your Email

Date of Birth:

April 10 2015

Gender: Male Female

STEP 1

STEP 2

STEP 3

Tell us how you're currently living:

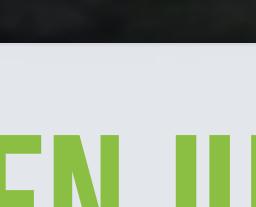
Do you work a highstress job with long hours?

In training for a marathon? Yes No

Happily balancing work, home and exercise?
Or maybe you're somewhere in between?

JUMP-START A HEALTHY YOU WITH LIQUIDLAD.

Feeding your body with whole foods and natural produce is the best longterm strategy for maintaining good health.



THE SWEET TOOTH



NO TIME FOR SALAD



PUBLIC TRANSPORTATION DEFENSE SHIELD

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](#)

LiquidLab was founded in 2014 by three close friends who wanted to help others improve their lifestyle and incorporate more fresh fruit and veggies into their diets.

Our business operations are our passion and our personal journey. We are honoured to be of service. We would be delighted to handcraft an order especially for you, or discuss in detail how we can assist in your journey.



Shop 18, 100 Miller Street, North Sydney, NSW 2060

T: +61 2 8912 4900

M: +61 433 235 485

hello@liquidlab.com

Mon - Thurs: 8:00am - 5:30pm

Fri: 8:00am - 5:00pm

Sat: 9:30am - 5:00pm

Sun: 10:00am - 3:00pm



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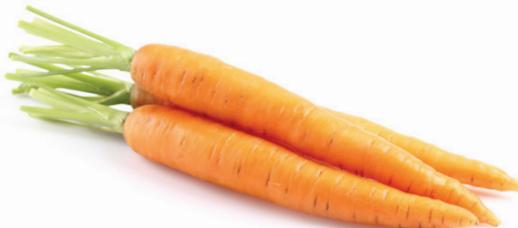


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THE SWEET TOOTH

If your motto is "eat dessert first," this plan will have you saying "drink juice first." The Sweet Tooth includes three of our healthy, delicious fruit smoothie blends: Mixed Berry, Strawberry-Banana and Blueberry Cobbler, together in one sampler.



NO TIME FOR SALAD

Why eat veggies when you can drink them? 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. And best of all, there's no dishes to wash when you're done!



PUBLIC TRANSPORTATION DEFENSE SHIELD

Ride the subway? Work in an open floor plan? Protect yourself from airborne illness by boosting your immune system with antioxidants. This sampler includes three blends that will help your body put up its best defense: our Beet Blast, Carrot Ginger and Dark Chocolate Coffee.



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THANK YOU.