

# MAIN SQUEEZE



Main Squeeze is a line of canned cocktails inspired by Instagram culture. The main idea is the focus on the experiences the customer will have with the drink, rather than the drink itself.

It comes in three flavors: Watermelon Dreams, Mojito Mama, and Mango Daquiris.



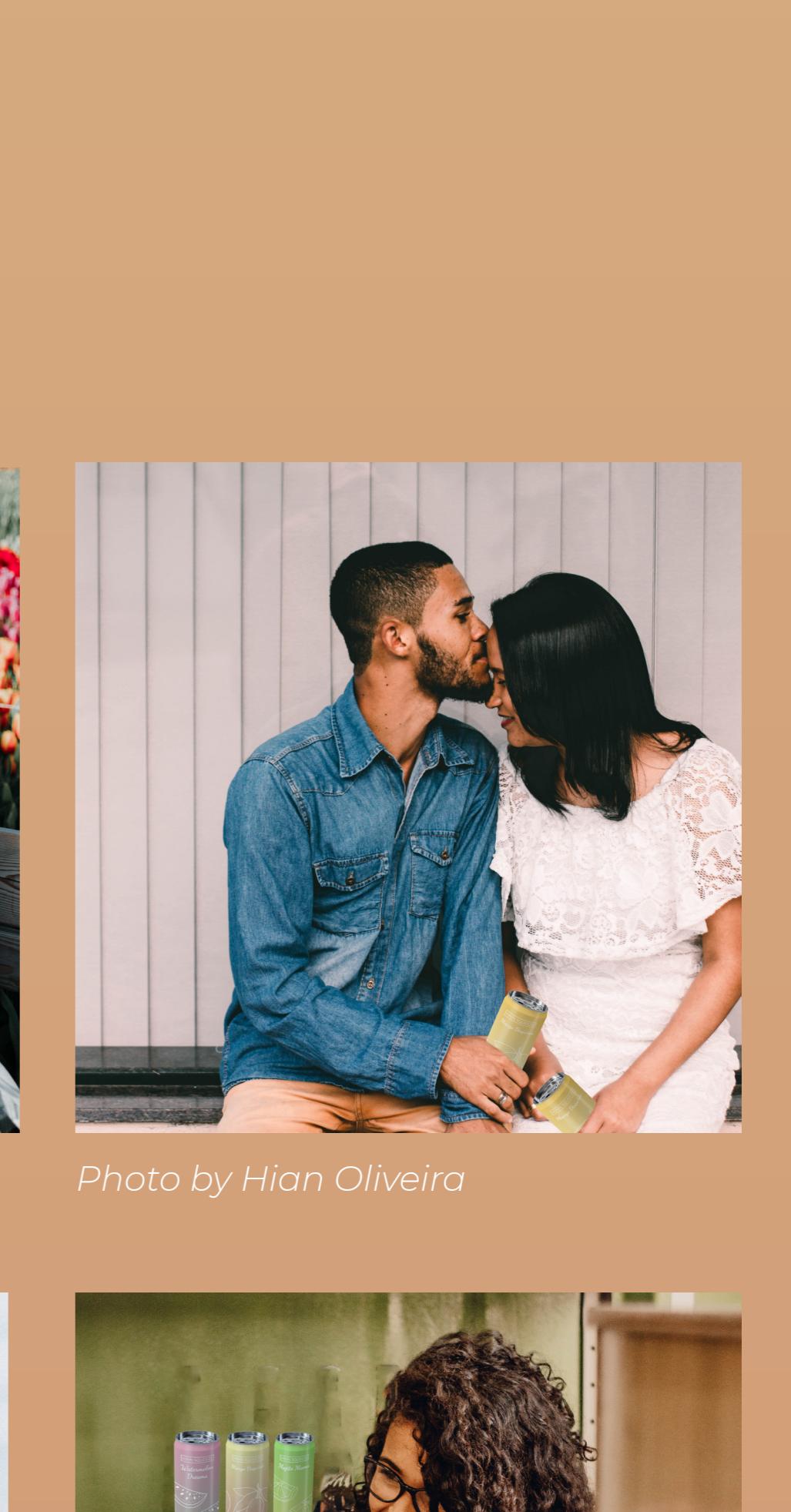
The design inspiration was taken from similar products such as White Claw and Owl's Brew. I used sticky notes to help track my thoughts.



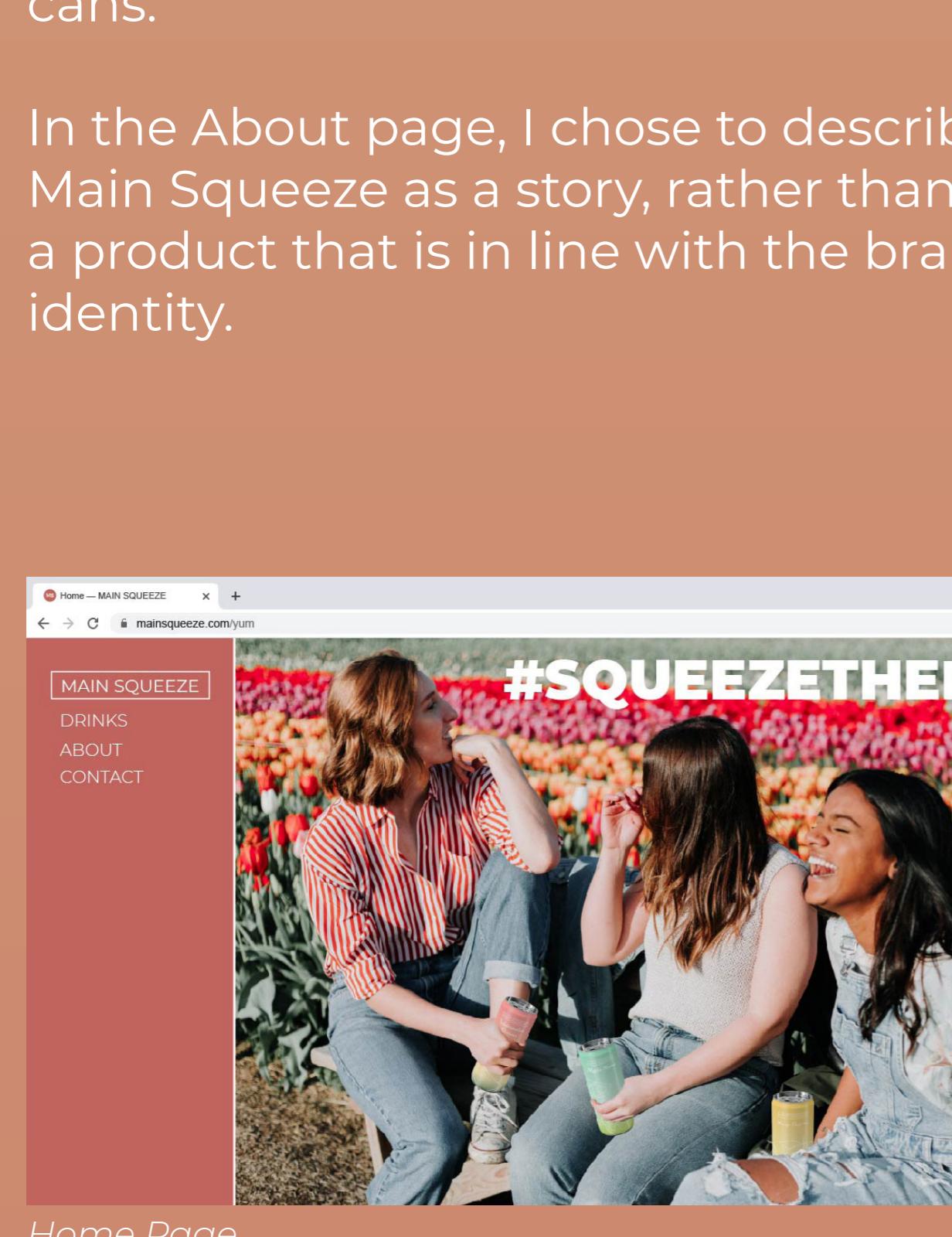
Wall of Sticky Notes



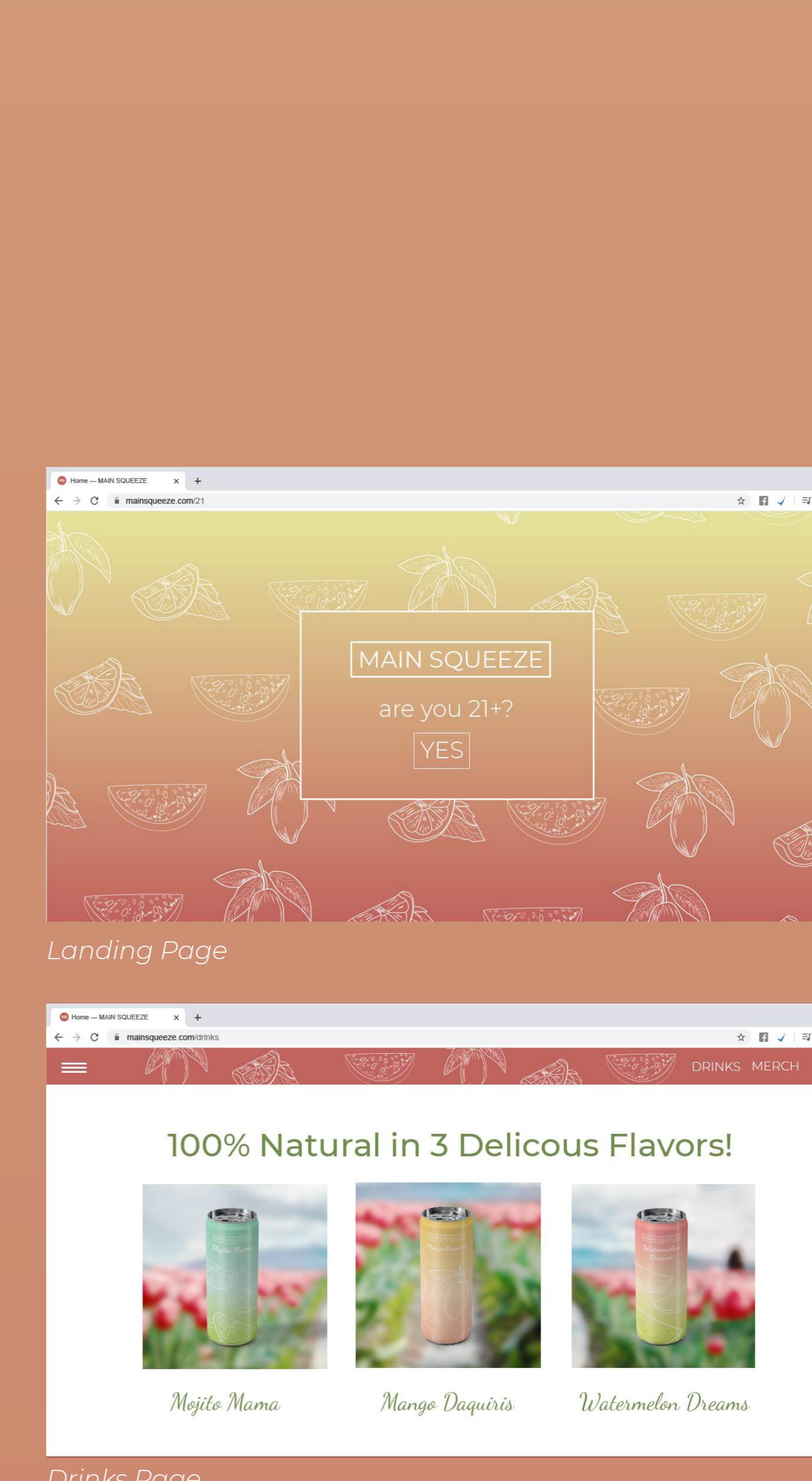
Inspiration



Before the design was finalized, I iterated different styles. I experimented with darker gradients and smaller illustrations until I decided on the brighter version above.



Previous Mockups



Pattern Iterations

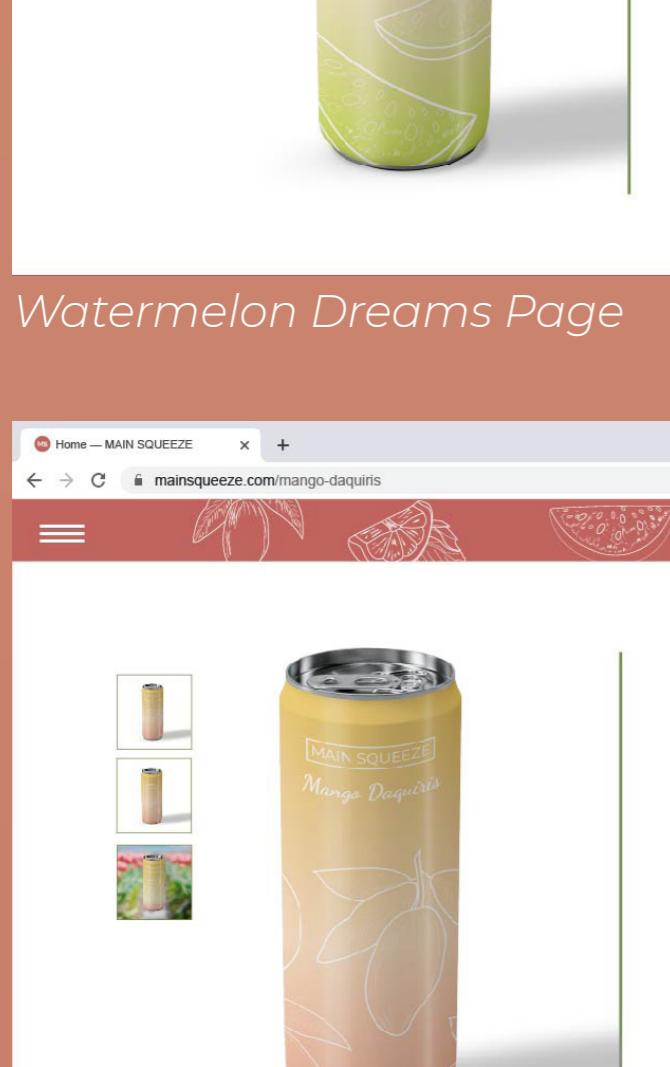


Photo by Hian Oliveira

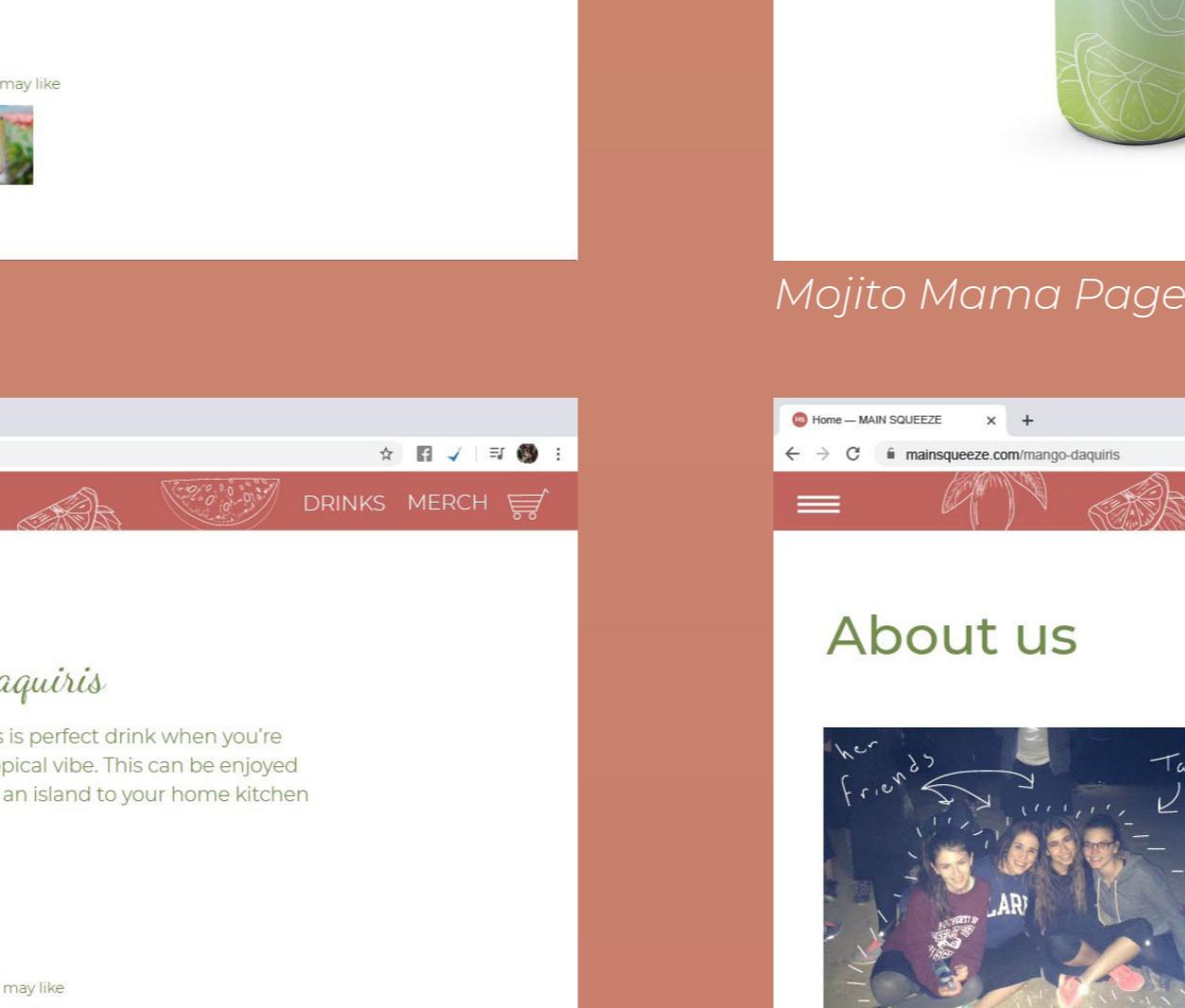


Photo by Priscilla du Preez

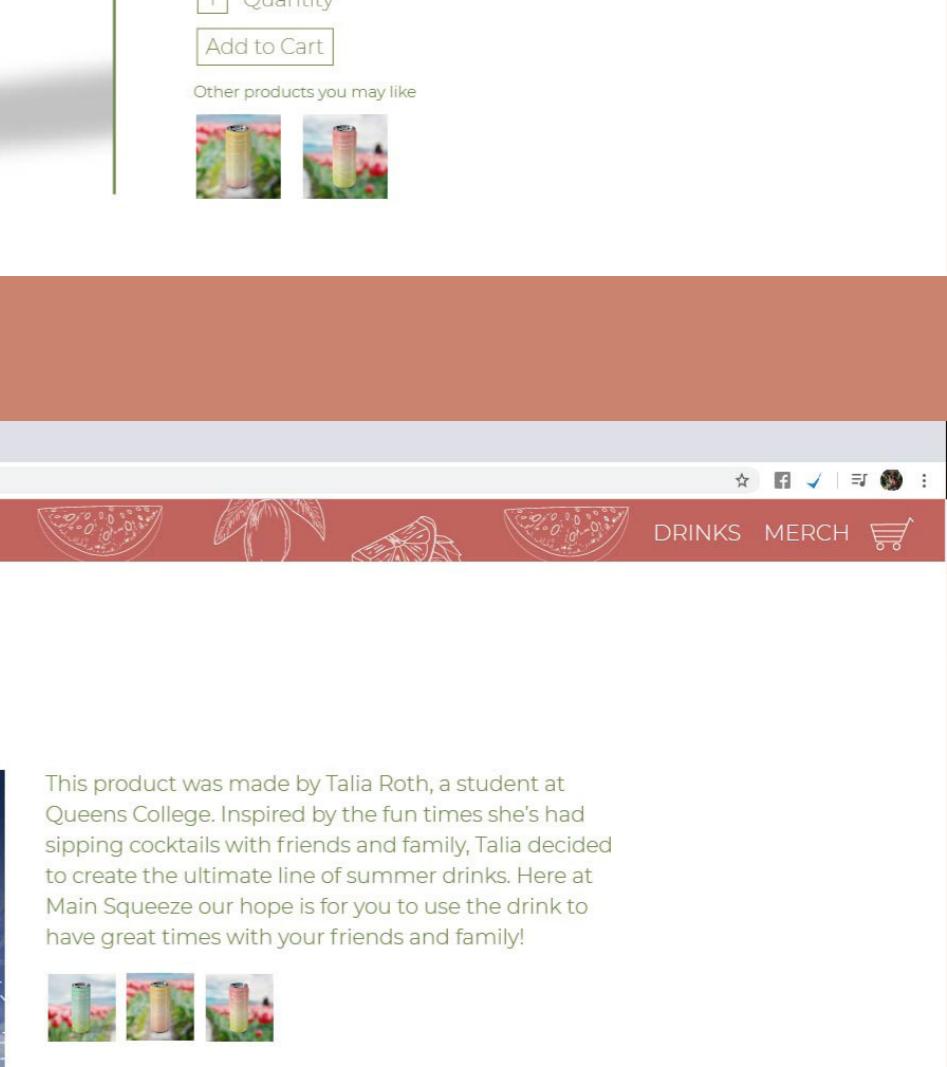


Photo by Hian Oliveira

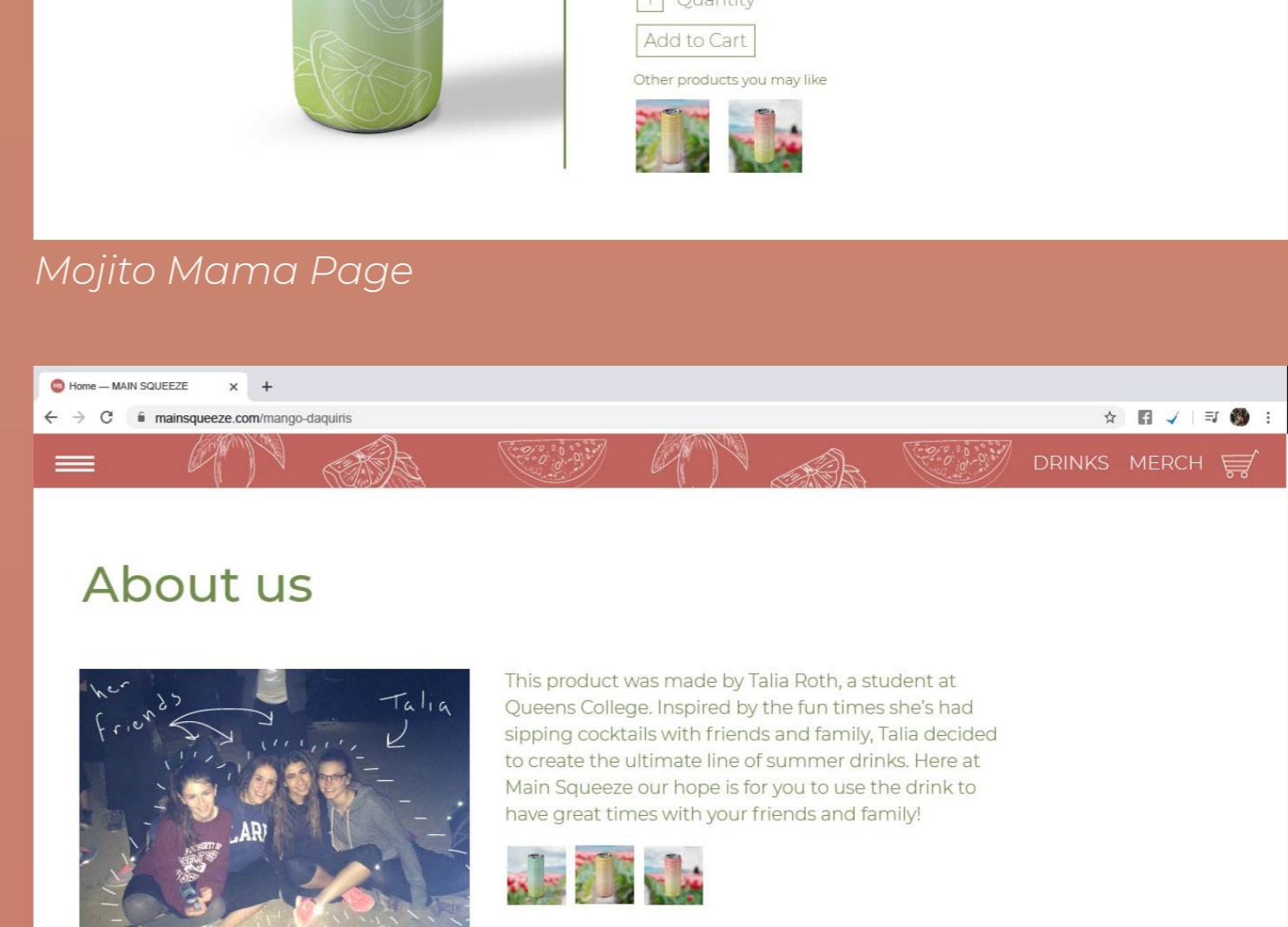


Photo by Noah Sim

Photo by Priscilla du Preez

Photo by Hian Oliveira

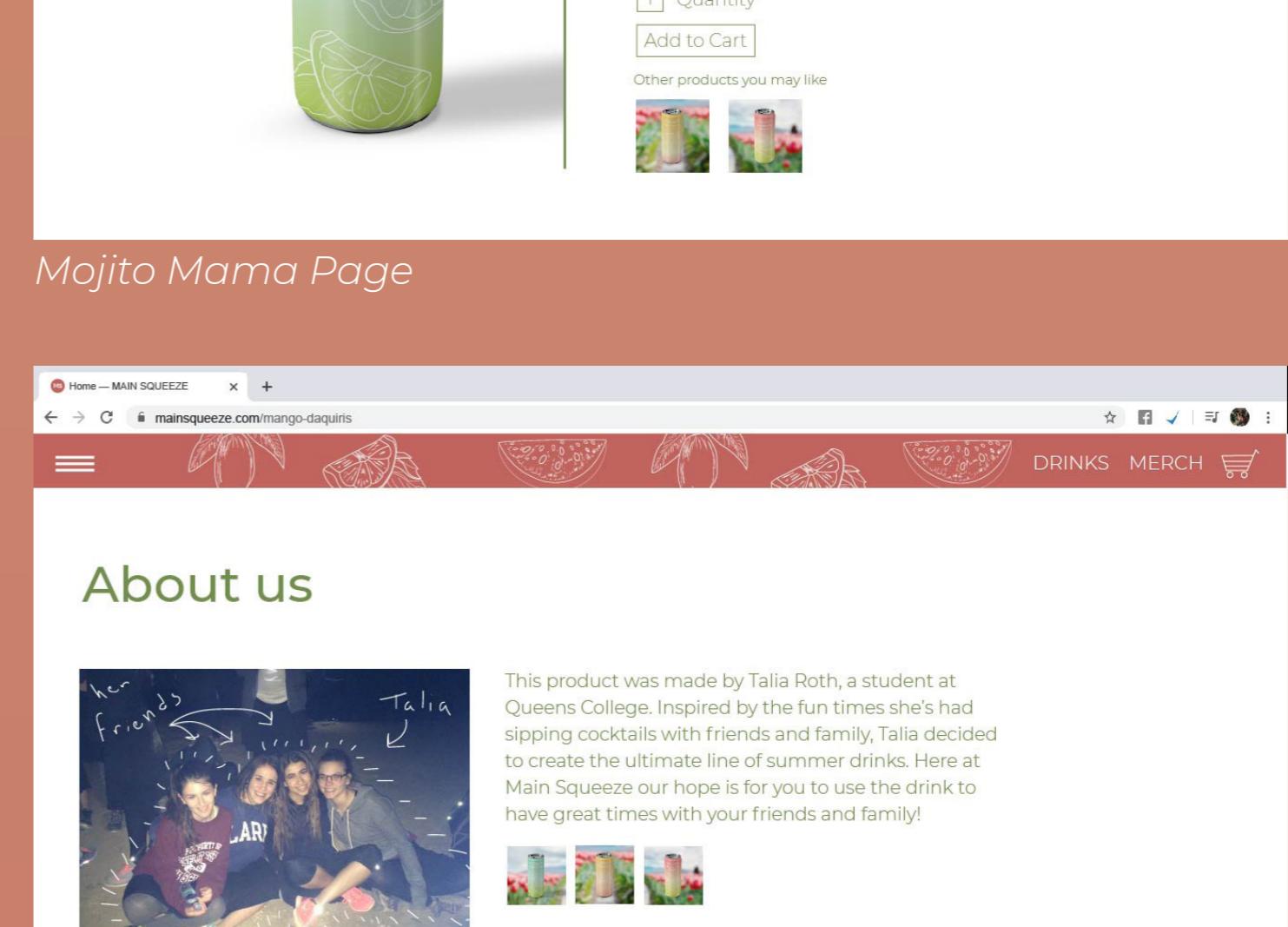


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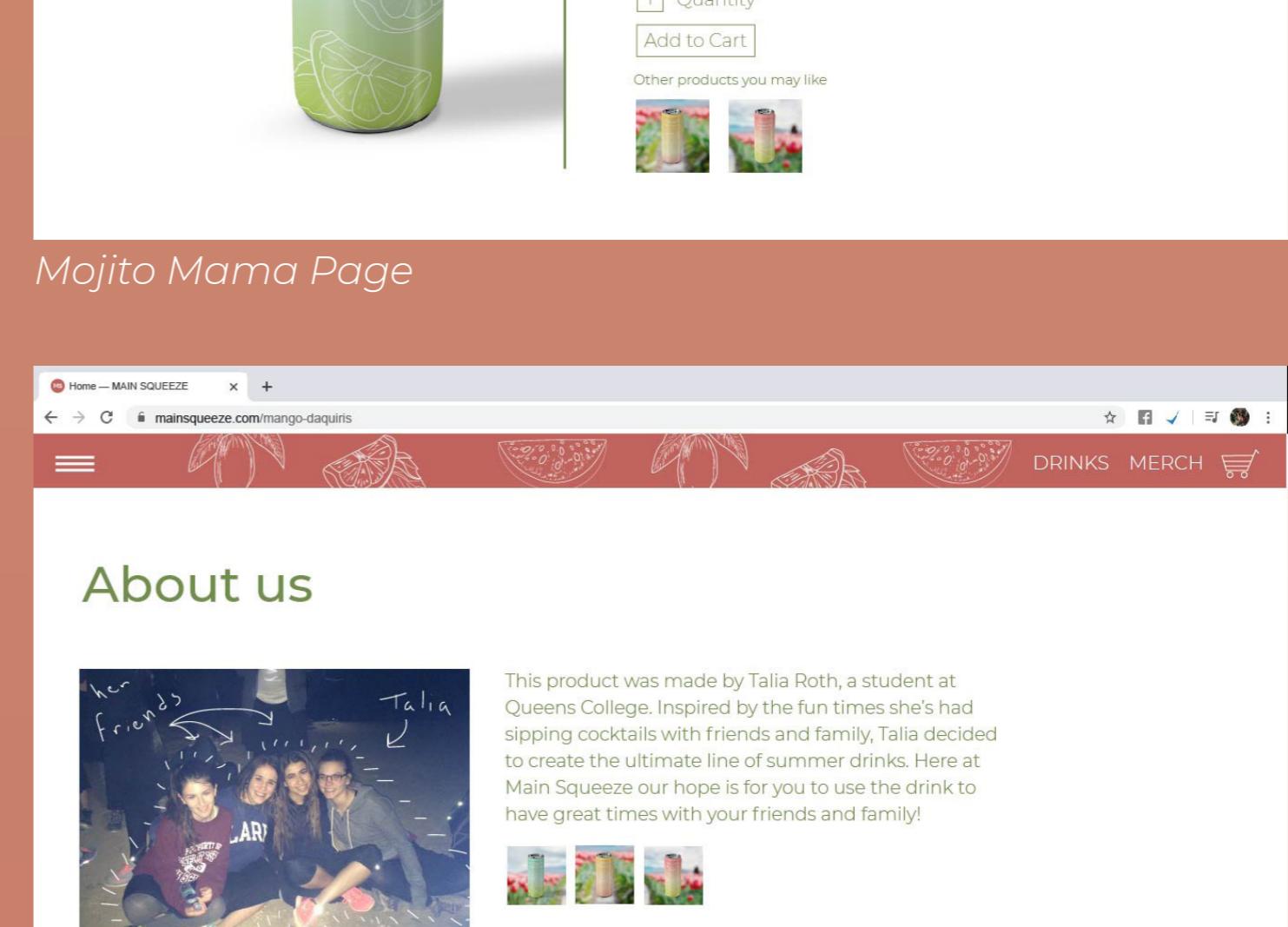
Photo by Priscilla du Preez

Photo by Hian Oliveira

The website is one of the most integral pieces, being that customers can purchase products from there.

One of the toughest things about the website was creating a voice for the product that describes the product and company. I decided to keep the voice casual and fun like the imagery of the cans.

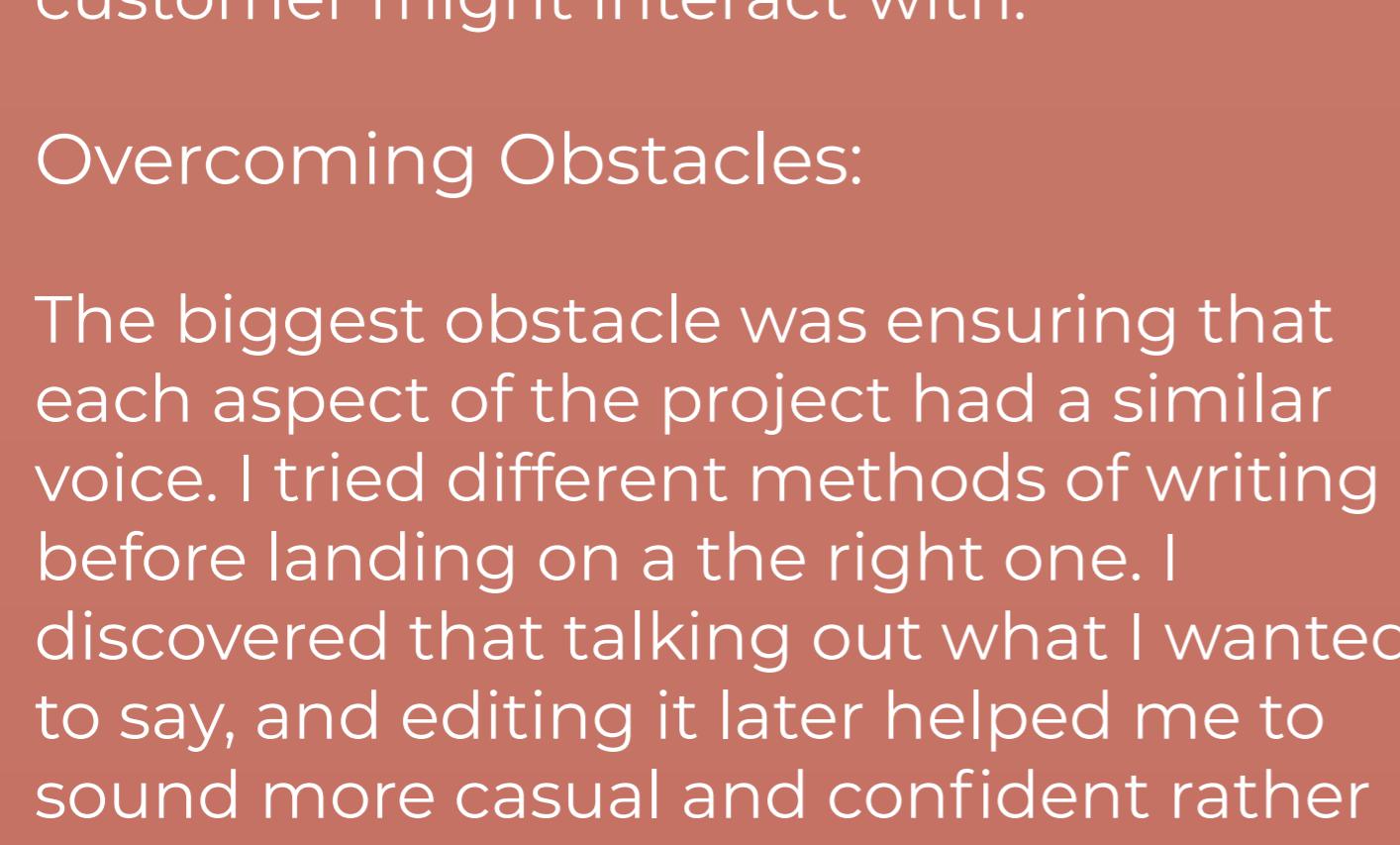
In the About page, I chose to describe Main Squeeze as a story, rather than a product that is in line with the brand identity.



Instagram



Home Page



Watermelon Dreams Page



Mango Daquiris Page



Mojito Mama Page



About Page



Drinks Page



Landing Page



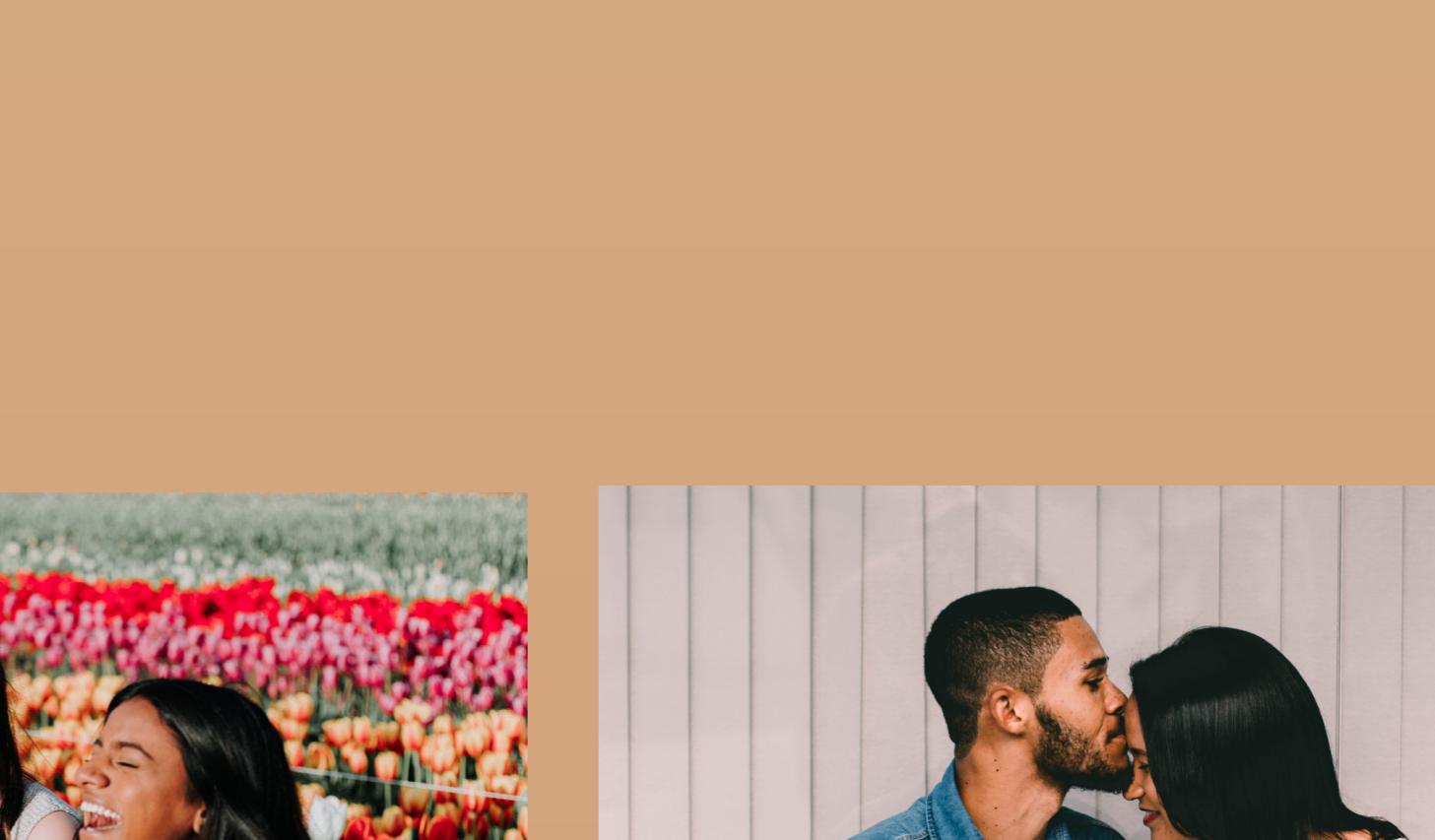
DRINKS MERCH



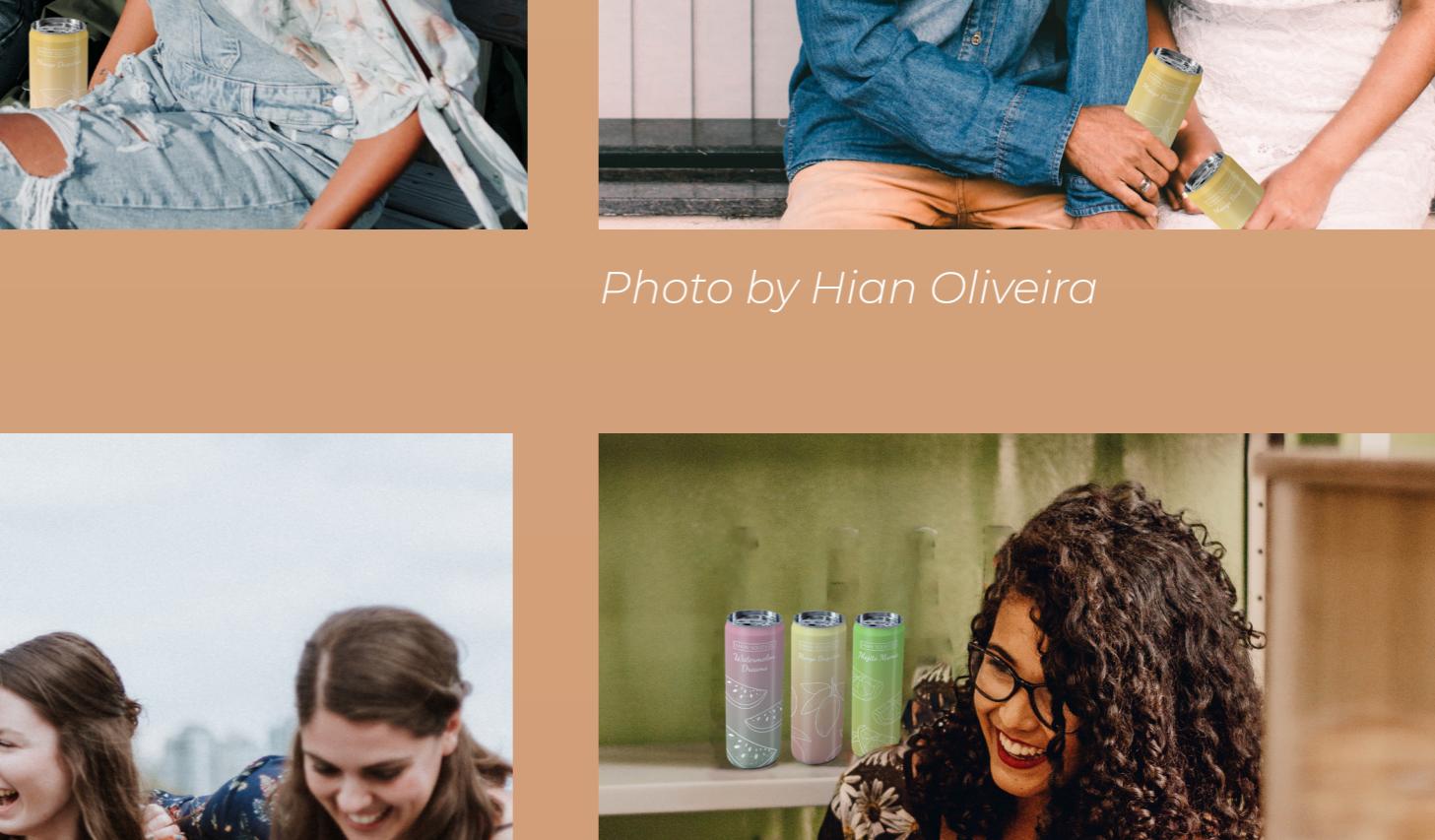
About us



DRINKS MERCH



About us



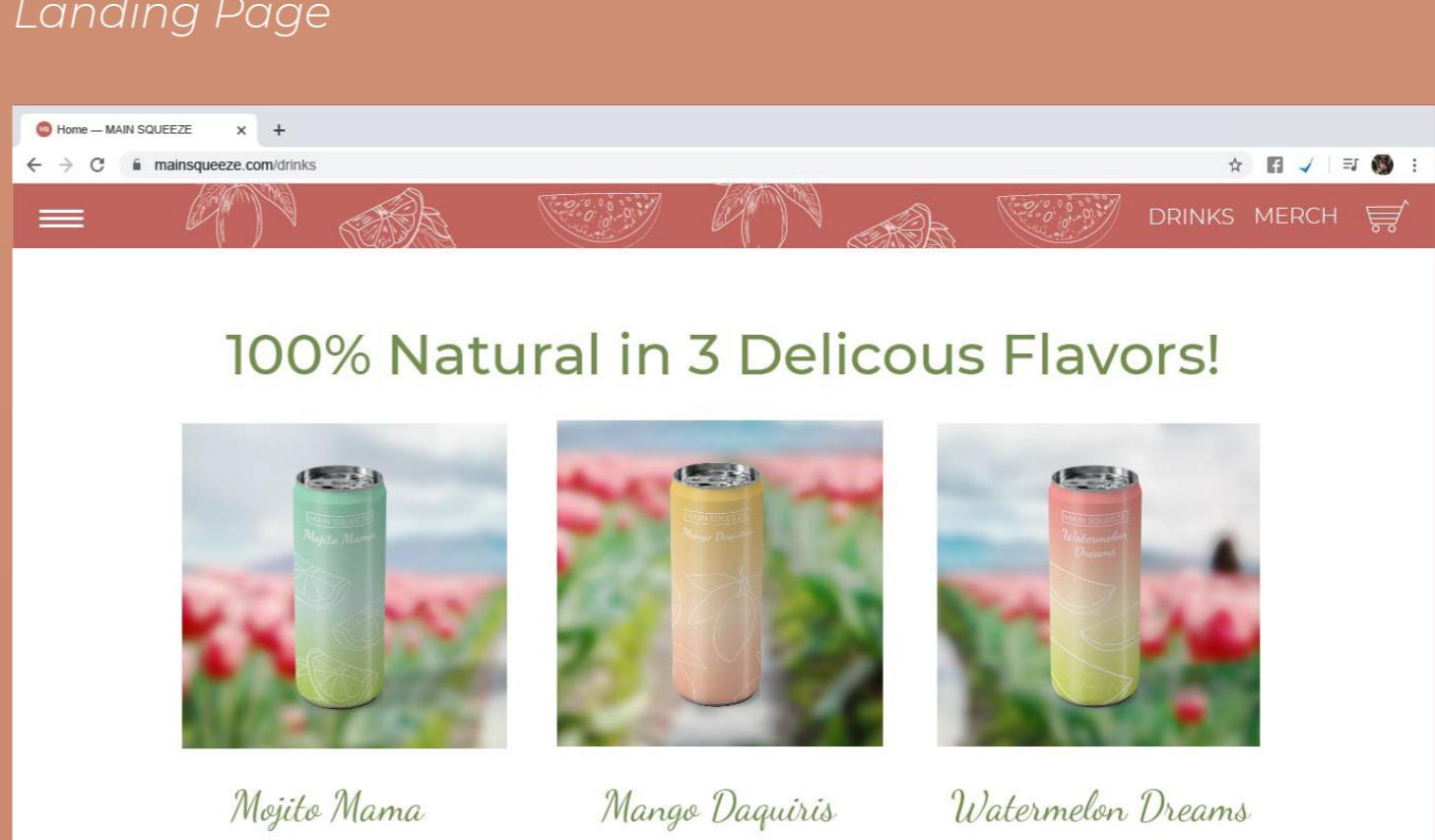
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About us



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