



ROWDY!
process book



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Project Introduction

A Revolution for the Sober Curious:
Unlocking Clarity and Elevating Life Choices through Good Design

Project Overview

Package Design Project

Crafting Clarity: Designing for Tomorrow with a Mocktail (non-alc) Product Line and Related Packaging Components

Welcome to my student package design project, where I merge innovation with purpose to shape the future of the mocktail (non-alcoholic) spirit industry. In a world where the surge for sobriety has evolved into a pivotal cultural movement, my task transcends mere aesthetics – it embodies a commitment to normalize and celebrate this lifestyle choice.

With every design decision, I aim to empower individuals to embrace sobriety without compromising on experience or enjoyment. My process book will delve into the intricacies of my journey, from ideation to execution, highlighting the conscious effort to seamlessly integrate sustainability and systems design into every aspect of package design – from form to graphics.

Join me as we explore how impactful design solutions can captivate consumers, compelling them to choose our non-alcoholic line for its aesthetic appeal, functionality, and alignment with their values.

When designing packaging for a non-alcoholic distilled spirits product line, several considerations should be taken into account:

- Messaging and Branding
- Differentiation
- Safety and Compliance
- Sustainability
- Functionality
- Psychological Appeal
- Adaptability
- Storytelling

Design Brief

BACKGROUND: The client wishes to expand to a younger market through the creation of a non-alcoholic spirit brand. This client sees non-health-conscious individuals as a prime demographic to target.

OVERVIEW: The project involves the identity and components of a brand of non-alcoholic spirits.

DESIGN OBJECTIVES: The design should approach the “mocktail” trend from an alternative angle to the typical health-focused drinks.

DRIVERS: The brand should focus on the things people enjoy about drinking alcohol as opposed to the consequences, showing that these things can still be done while drinking alcohol. The brand should be relatable, down-to-earth, and anti-pretentious.

AUDIENCE: The brand aims to communicate to people who want to drink alcohol, but are alienated by the health-brand stigma.

COMPETITORS: Recess, Ish, Kin Euphorics, Ghia, Mockly, Mocktail Club: All of the above emphasize mindfulness, reference the nascent emergence of the “mocktail” in their branding, or both.

TONE: The brand could be described as bold, intense, and, of course, rowdy.

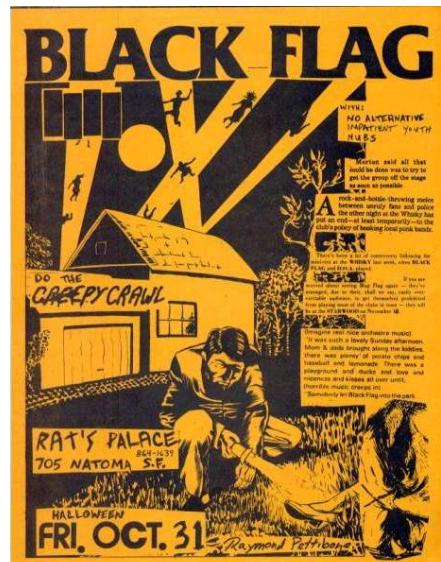
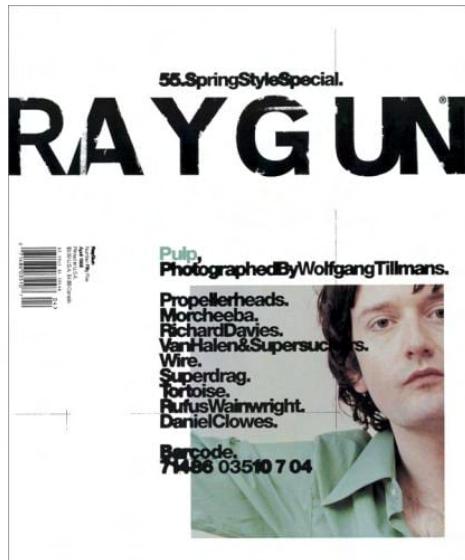
MESSAGE: This is a choice of drink that is not far from the alcohol that people are used to, not a trendy drink for health-conscious individuals.

VISUALS: The brand will use original imagery along with modified photography.

Competitor's Images



Inspirational Products



Design Process

THE PACKAGING DESIGN PROCESS

From research to launch, the packaging design process encompasses, conceptualization, design, prototyping, and finalization, ensuring a seamless journey from idea to end-result.

Mood Board



Brand Naming

Brand Name #1:

Rowdy

Brand Name #2:

Near Classic

Brand Name #3:

Ninebark

Logo: Thumbnails

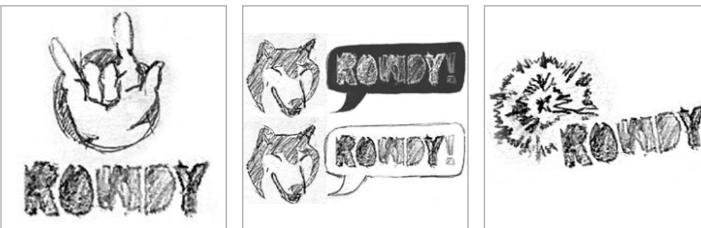
Wordmark:
text or logotype



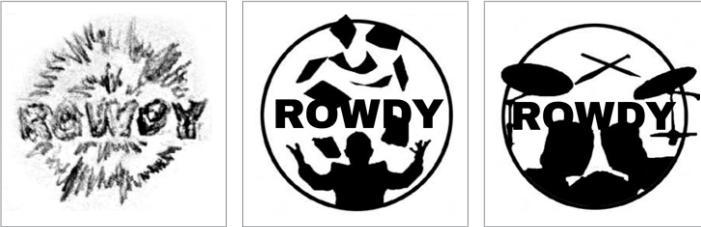
Brandmark:
symbol or icon



Comb mark:
text and symbol



Emblem mark:
text inside symbol

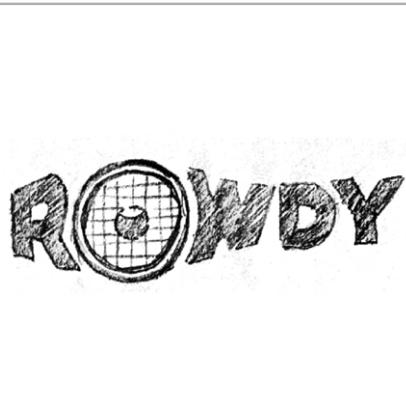


Logo: Refined Sketches

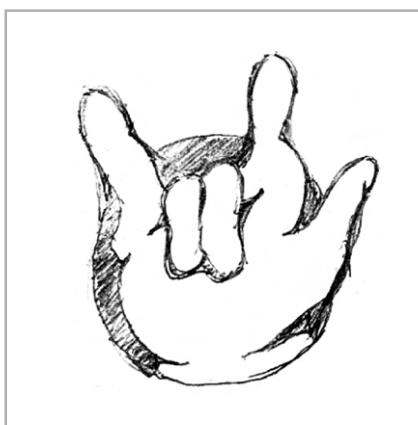
Wordmark: text or logotype



Combination mark: text and symbol



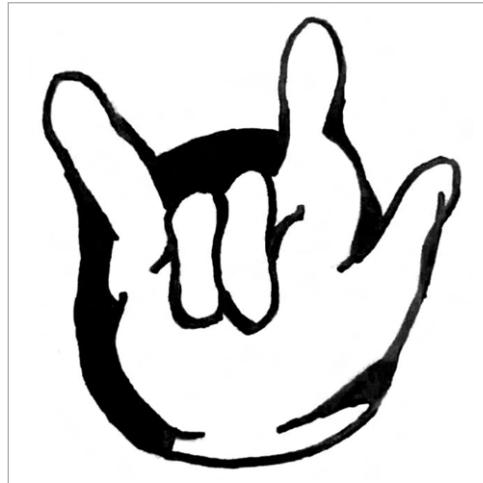
Brandmark: symbol or icon



Emblem mark: text inside symbol



Logo: B&W Marker



Logo category represented is:

- Wordmark:** text or logotype
- Brandmark:** symbol or icon
- Combination mark:** text and symbol
- Emblem mark:** text inside symbol

Logo category represented is:

- Wordmark:** text or logotype
- Brandmark:** symbol or icon
- Combination mark:** text and symbol
- Emblem mark:** text inside symbol

Logo: Digital - Final



Logo category represented is:

- Wordmark:** text or logotype
- Brandmark:** symbol or icon
- Combination mark:** text and symbol
- Emblem mark:** text inside symbol

Brand Elements

Logo Design:



Logo Category: Combination Mark

Typeface Usage:

WestSac on bottle-related components,
Remingtoned type on can-related.
Anything else may use a mix.

Brand Colors



C 3%	C 98%
M 97%	M 90%
Y 11%	Y 3%
K 0%	K 0%

Brand Elements

Designs should appear as if they were physically in a space. Useful elements include posters, stickers, and paint splatters. Imagery also leans heavily on punk rock iconography.

WestSac Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Remingtoned Type Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Graphics: Bottle Label - Pencil Sketches

A. Bottle Label

Project 1: Label (Bottle)
GRA 4197c Visual Systems

Full Wrap
format

A.

• Main Bottle Label (full wrap)

• Bottle Neck Label (if applicable)

Layout Example

• Cap Closure Top Idea

Nutrition Facts

Government Health

TTB

BONDY

NON-ALC DISTILLED

VODKA MOCKTAILS

123.456.7890

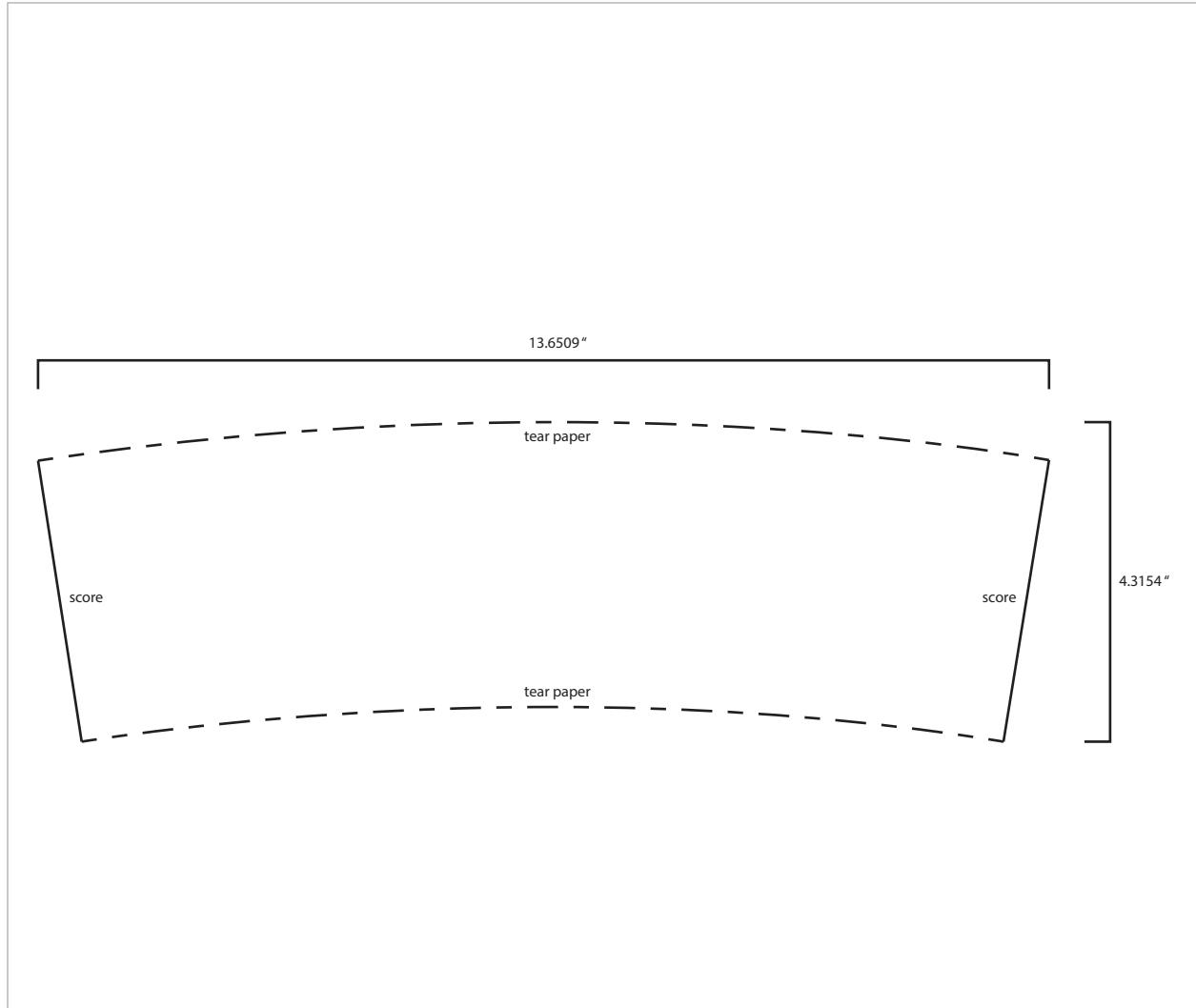
94 caloric

BONDY

0% ABV 32fl.oz (946ml)

pencil sketches

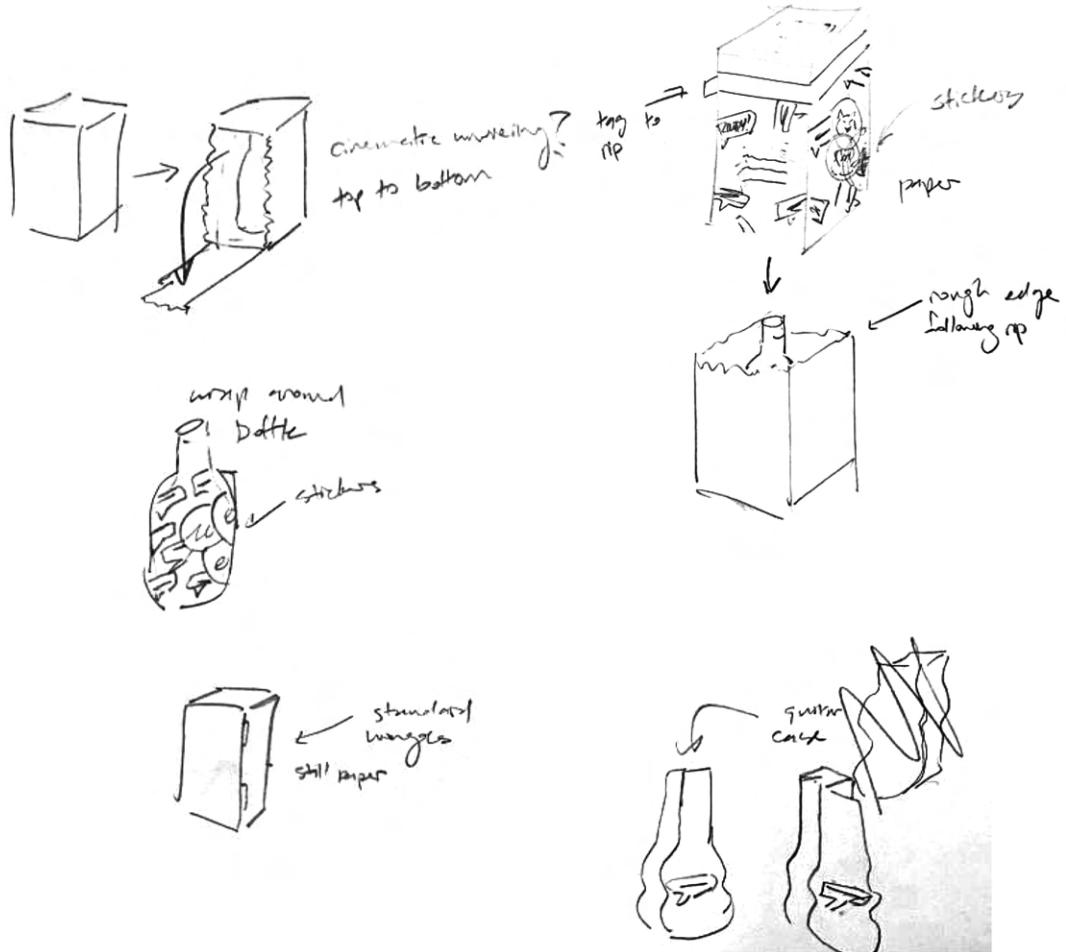
Dieline: Bottle Label



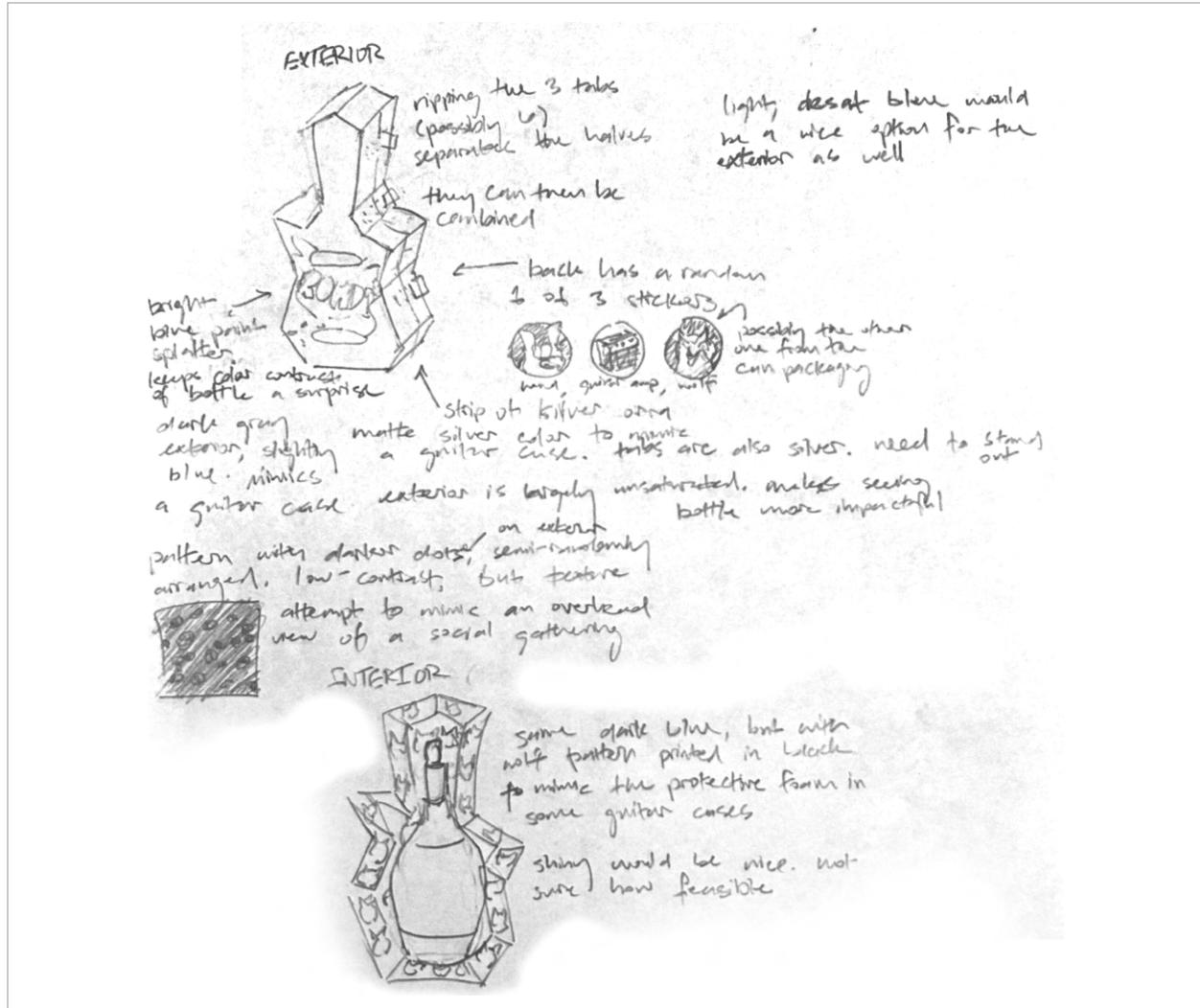
Graphics: Bottle Label Digital - Final Artwork



Form: Main Box Shape Considerations



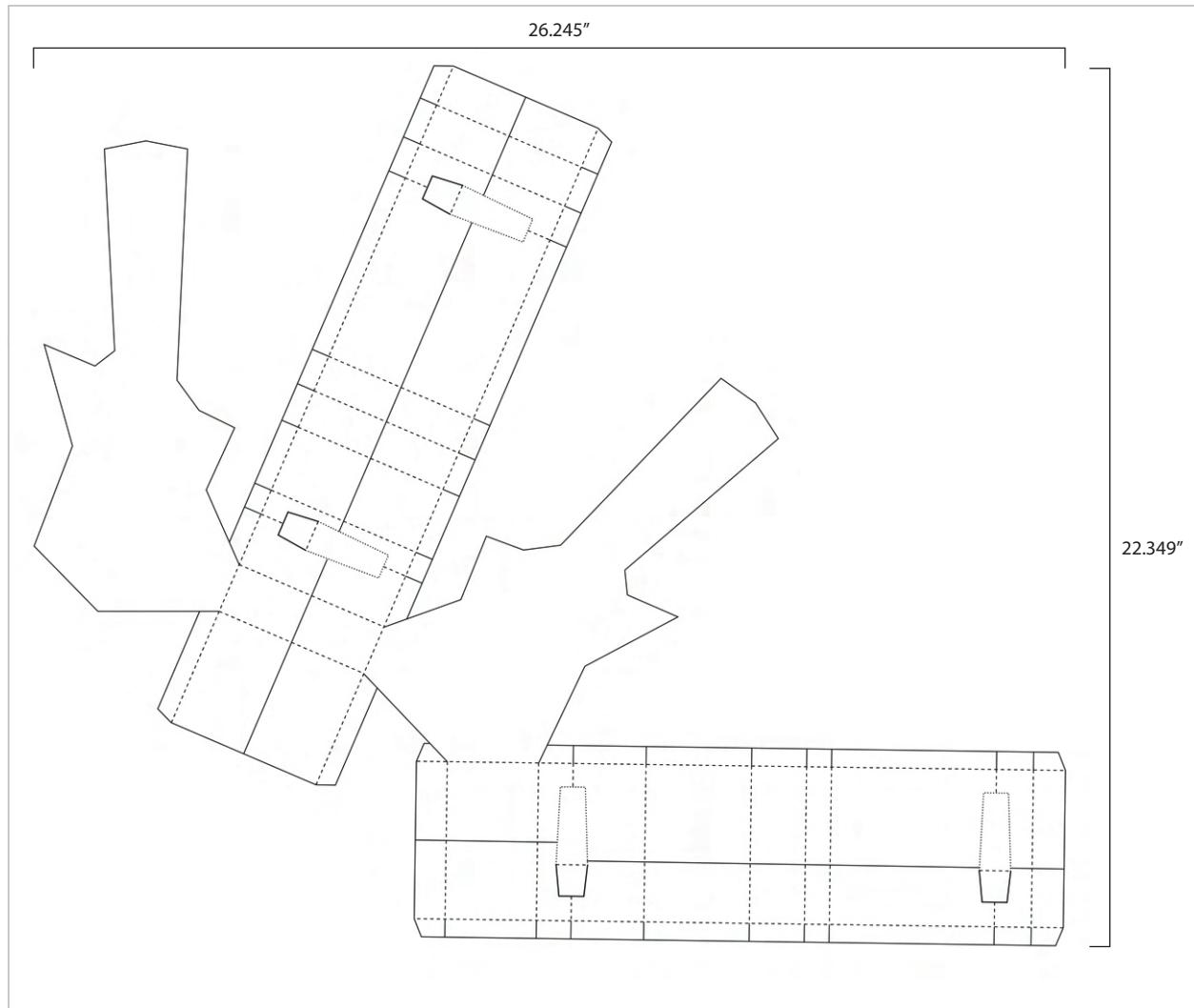
Graphics: Main Box Ideas - Pencil Sketches



Plain Paper Prototype - Main Box



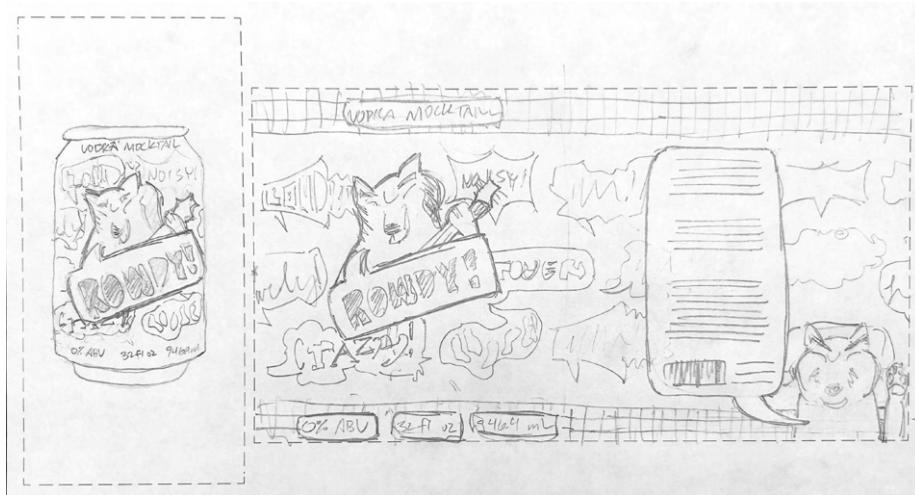
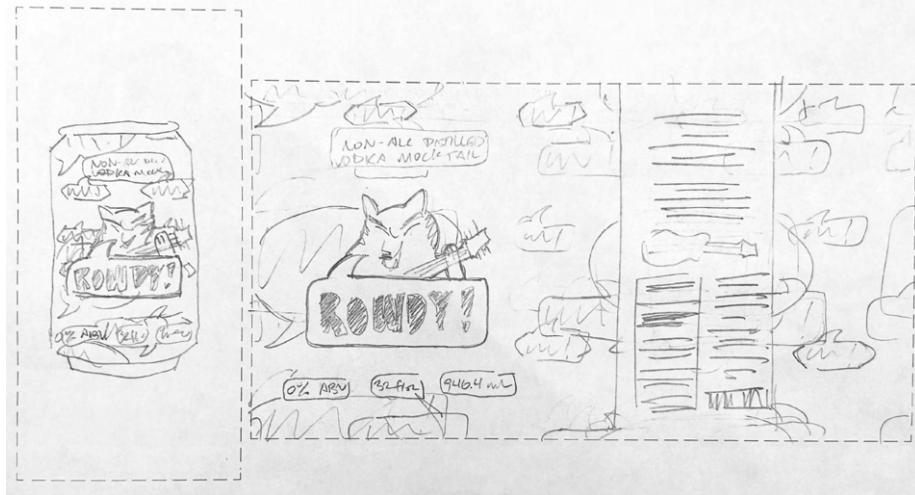
Dieline: Main Box



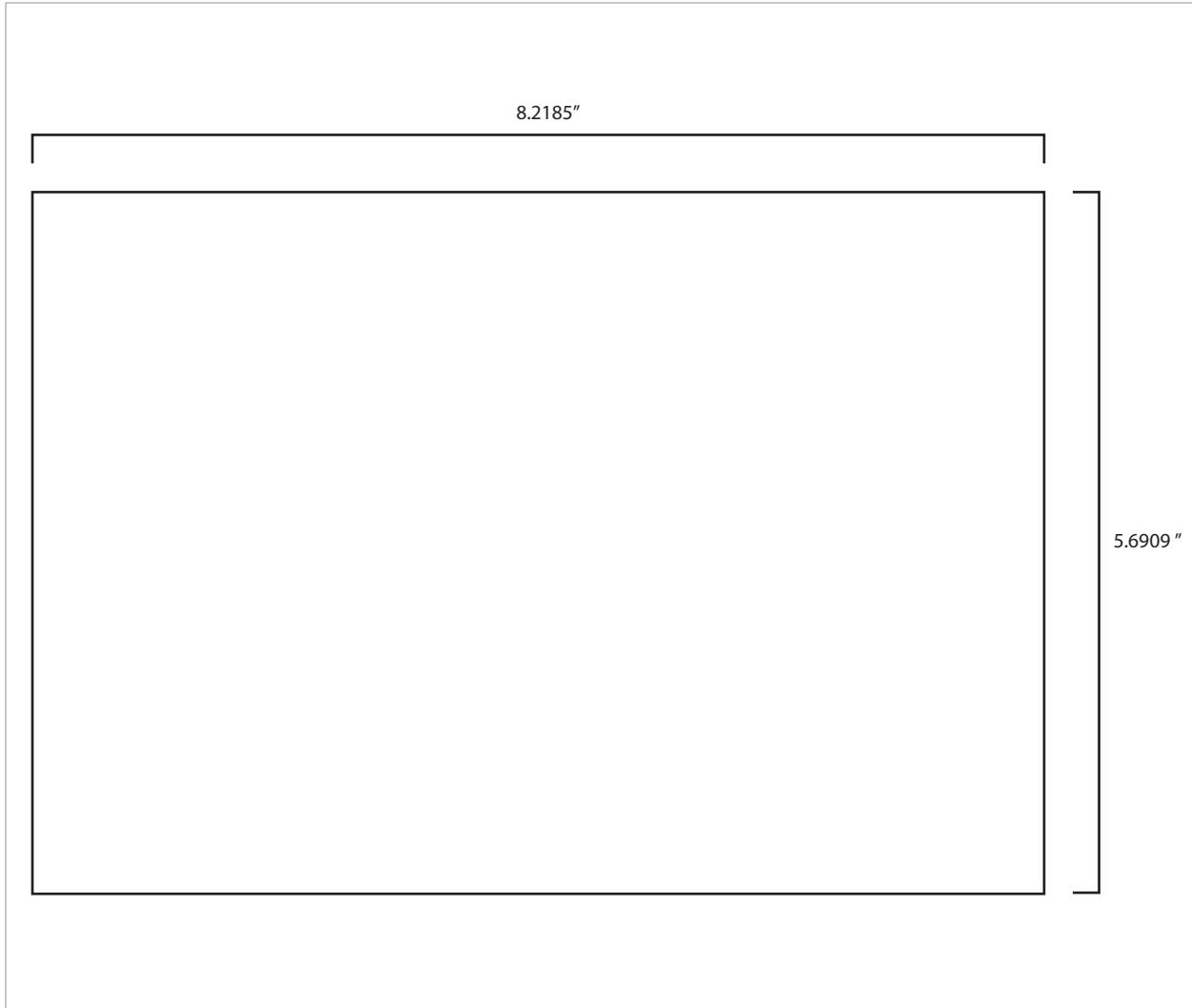
Graphics: Main Box Digital - Final Artwork



Graphics: Can Label Idea - Pencil Sketches



Dieline: Can Label Wrap



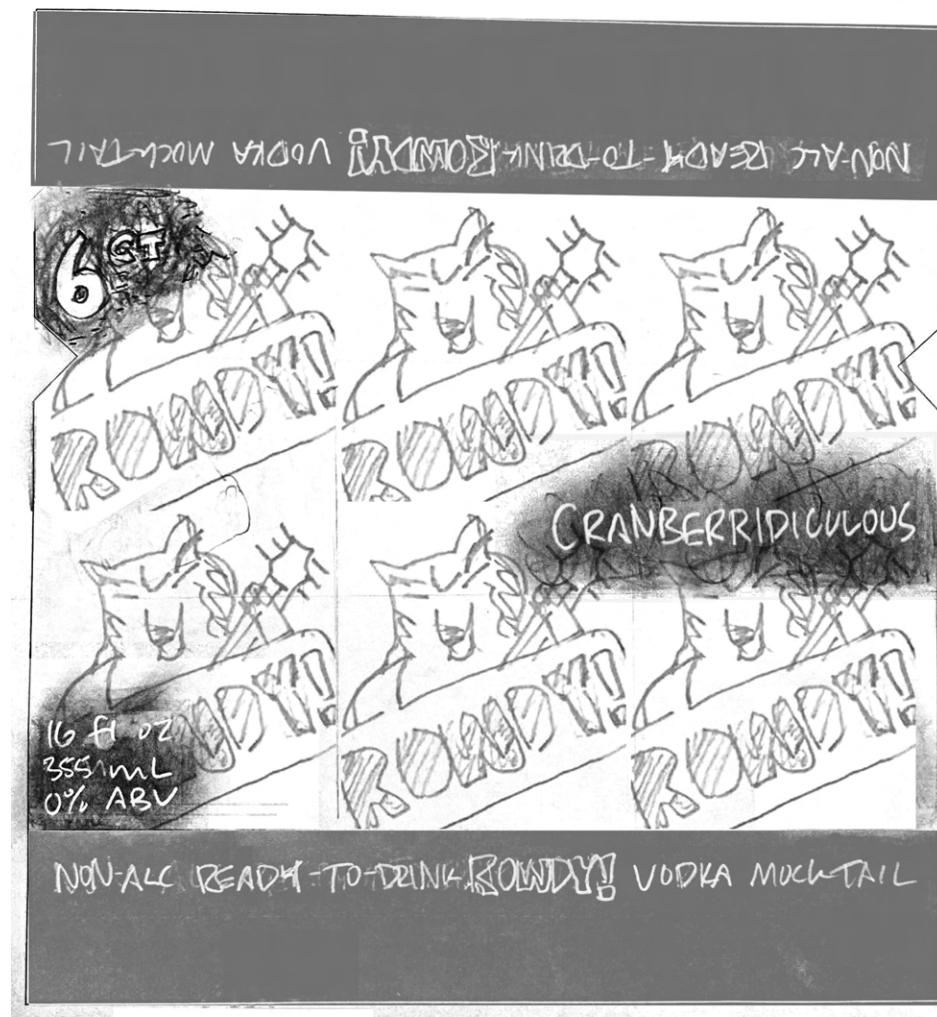
Graphics: Can Label Digital - Final Artwork



Form: Can Carrier - Keel-Clip



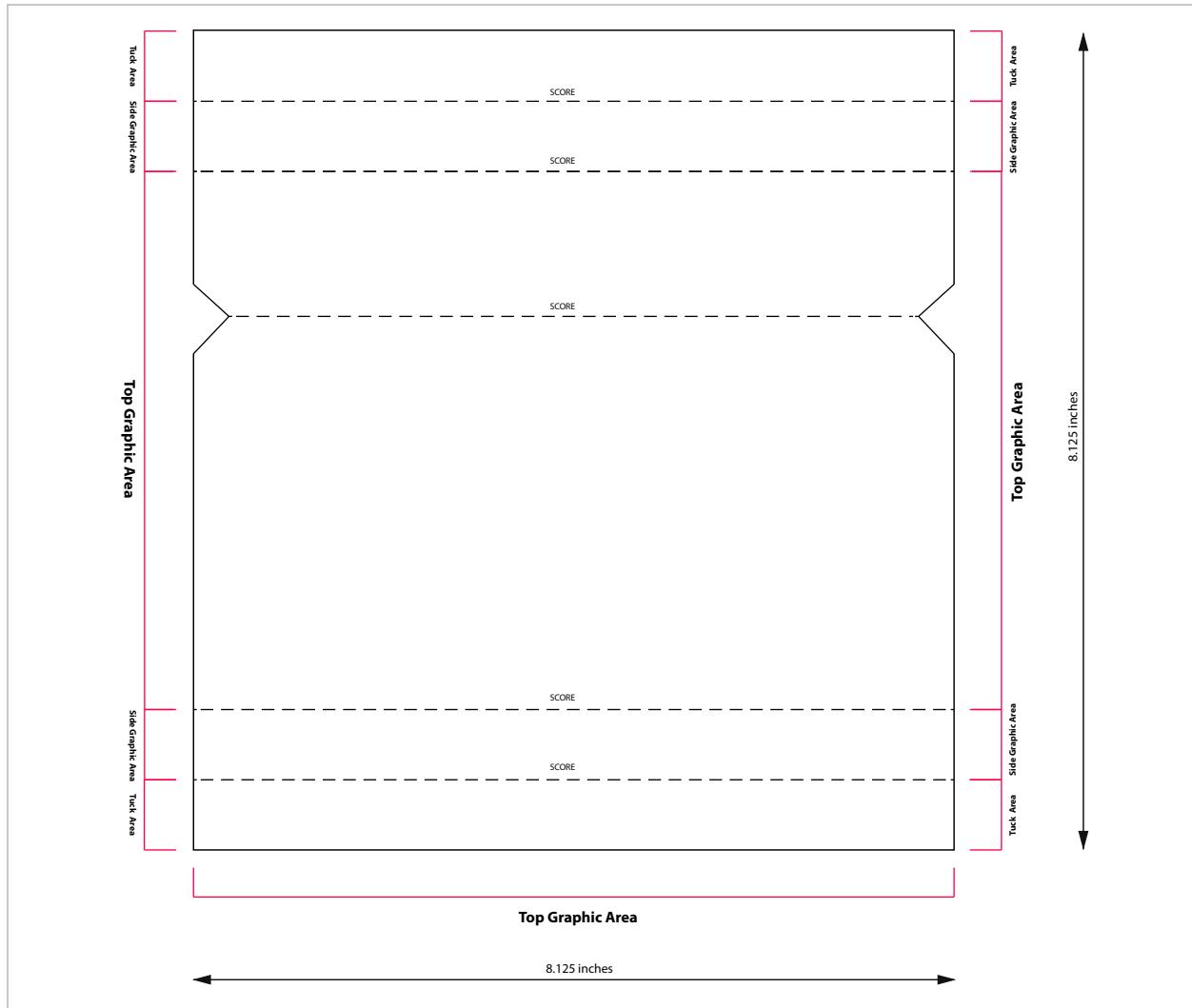
Graphics: Can Carrier Top Idea - Pencil Sketches



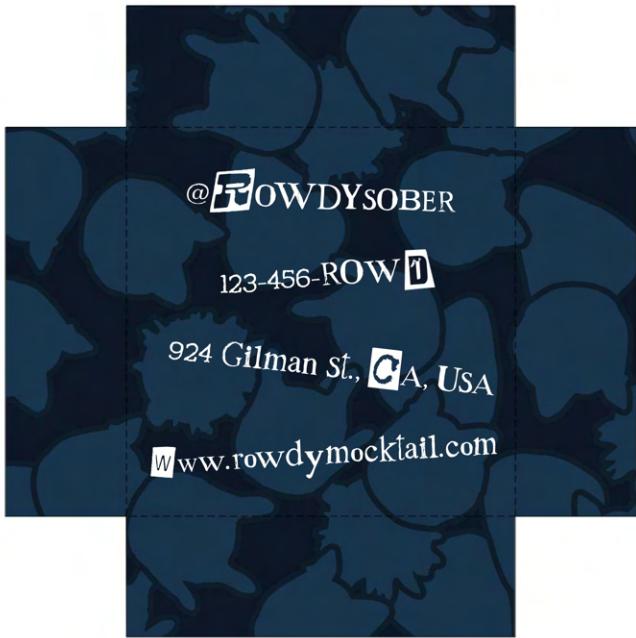
Graphics: Can Carrier Digital - Final Artwork



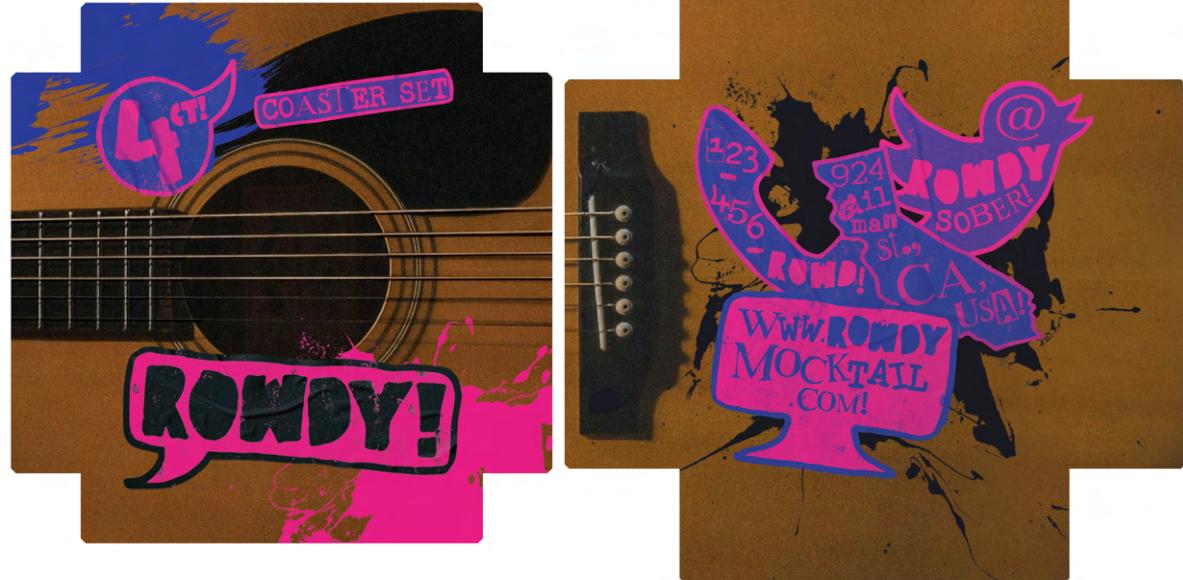
Dieline: Can Carrier Top



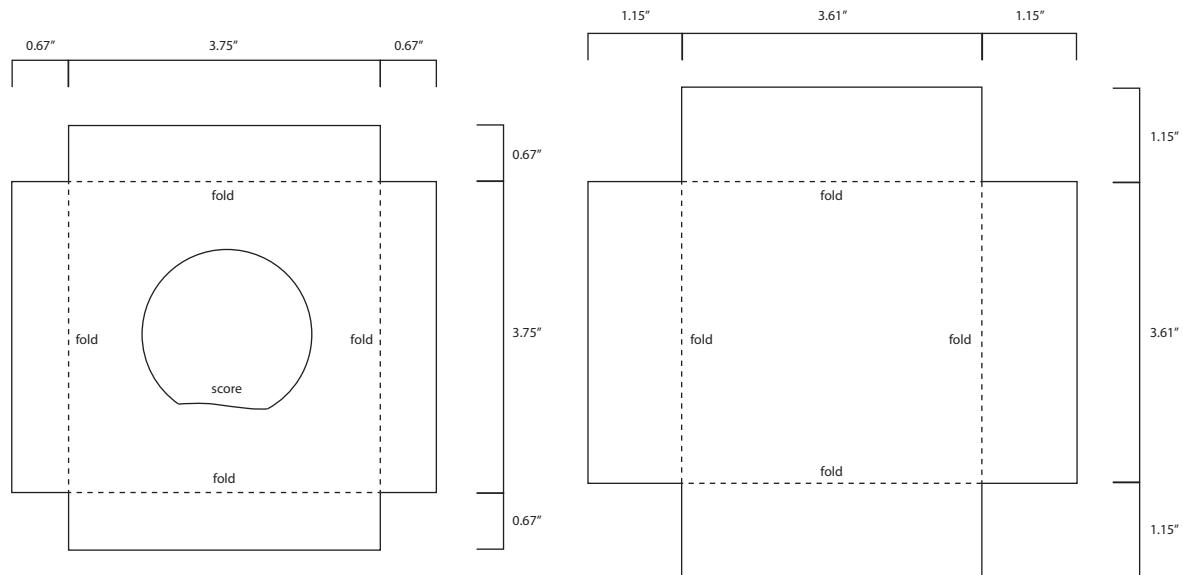
Graphics: Coaster Set-up Box Idea - First Ideas



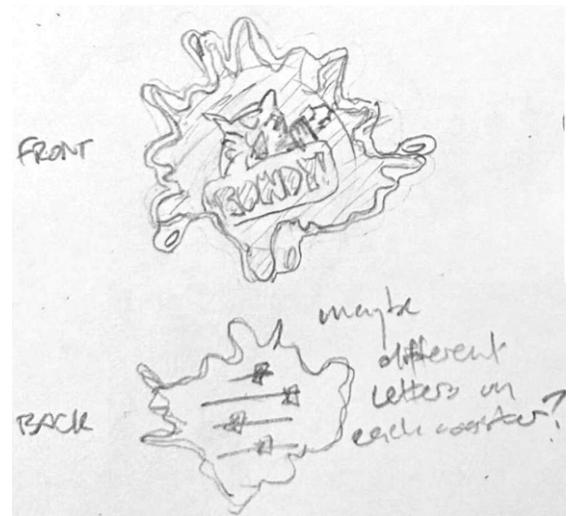
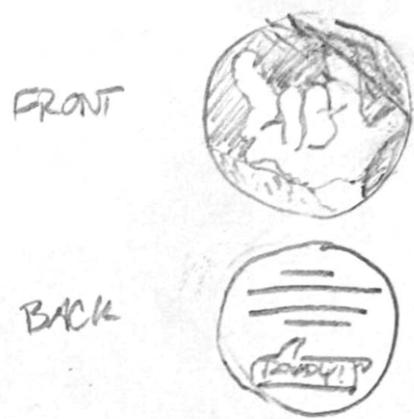
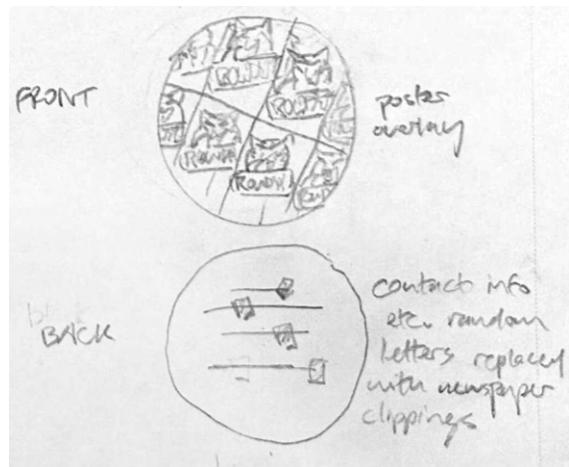
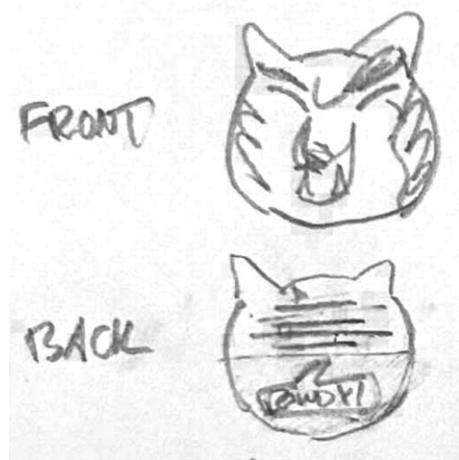
Graphics: Coaster Set-up Box Digital - Final Artwork



Dieline: Coaster Set-Up Box



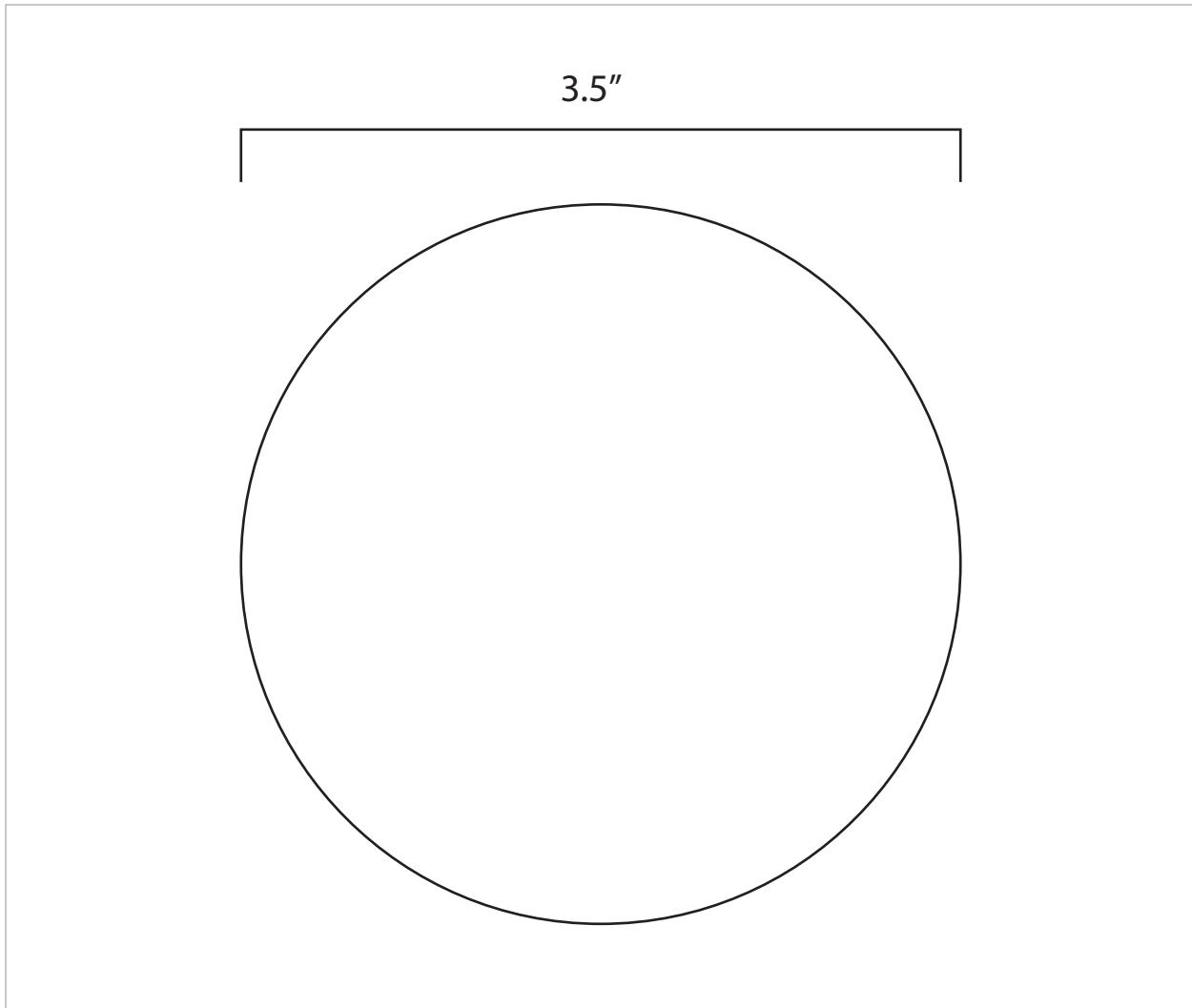
Graphics: 4 Coasters Idea - Pencil Sketches



Graphics: 4 Coasters Digital - Final Artwork



Dieline: Coasters



Packaging Product Line - Final Form

(product photography)



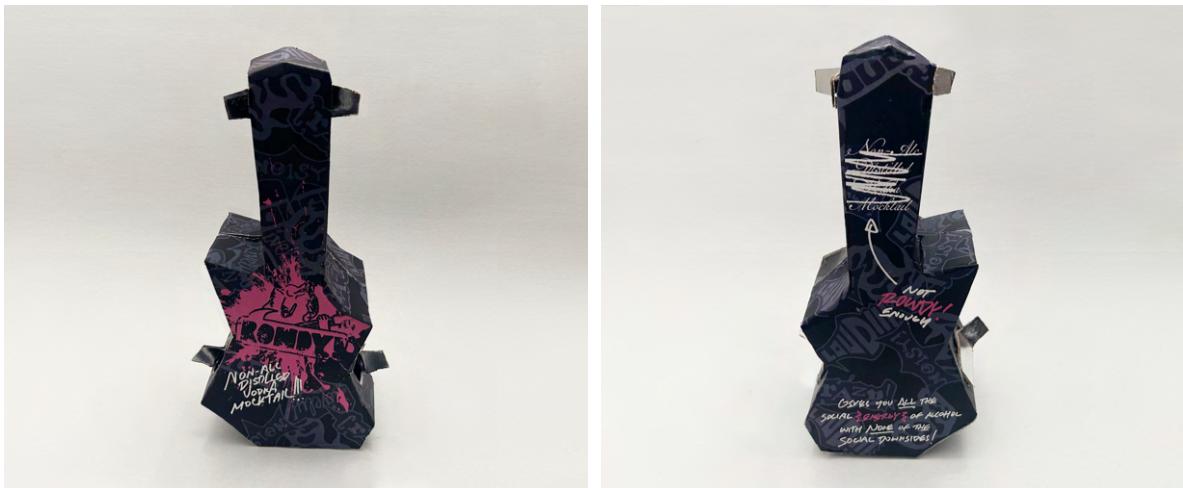
Photos: Images of Final Product Presentation

Bottle w/Label: front, back, sides 3/4 views



Photos: Images of Final Product Presentation

Main box: Front, back, with bottle



Photos: Images of Final Product Presentation

6 Cans w/Labels: front, back, sides, 3/4 views



Photos: Images of Final Product Presentation

6 Cans with Keel Clip Carrier Top: front, back, sides, 3/4 views



Photos: Images of Final Product Presentation

4 Coasters with Set up Box: front, back, sides, internal, 3/4 views



Photos: Images of Final Product Presentation

Full Product Line: all products in a group setting to support the brand and its packaging



PD + Material Definitions

Materials

Paper: The thinnest material, made from the pulp of wood.

Paperboard: A thicker version of paper.

Chipboard: A grade of paperboard made from layers of waste paper. The material used for cereal boxes.

Cardboard: A heavy paper-based material, including types of paperboard and corrugated materials.

Molded Paper Pulp: A protective packaging molded into a specific shape. Made from recycled paperboard.

Glass: A transparent amorphous solid formed from the rapid cooling of a liquid.

Cans: A form of packaging that preserves food in an airtight container.

Box Styles

Rigid Set-Up Boxes: Boxes made of thick paperboard with a printed paper wrap.

Folding Boxes: A container delivered flat that is folded into its final shape.

Different Types of Printing

Offset Lithography: A form of printing in which images are transferred to the surface via a mesh screen. Also called offset printing.

Screen Printing: A form of printing in which images are transferred to the surface via a mesh screen.

Flexography: A form of printing in which images are transferred to the surface via flexible rubber plates.

Digital Printing: A form of printing without the use of plates.

Three Types of Packaging

Primary Packaging: Packaging in direct contact with the product, e.g. jars, cans.

Secondary Packaging: The following layer of packaging after primary packaging. Provides protection for the product e.g. cartons, bubble wrap.

Tertiary Packaging: Containers that contain the product and its primary and secondary packaging e.g. cardboard boxes.

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Project Summary & Assessment

The goal of the project was to create a cohesive brand identity built around the appeal of a contemporary trend: the mocktail. Through market research, I decided to target the portion of consumers alienated by the health image of competing brands and focused on socialization. I utilized storytelling through graphics that take place in physical spaces and implemented the idea of socialization, creating a holistic and coherent brand identity.



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Packaging System
Fall 2024
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