

Revive Iced Tea

Branding for Glow Beverage Company

Designed by Amanda Healey

October 17, 2009

Challenge: The Creative Brief

A class of 22 was given the challenge to choose either a beer or a tea and come up with a unique product and brand it in 7 weeks. Even though we didn't think it was possible, we all got together and hashed out ideas so that in the end each person had a solid "big idea" to work with.

My big idea is a tea that makes a difference. How does a tea make a difference you ask? It doesn't leave it's mark. It makes people's lives a little bit better by being here.

A family owned and operated business by the name of Glow Beverage Co. employs 6 people outside of the immediate family. They only hire people who are passionate about what they do, and that translates into a happy work

environment. They use natural ingredients in their teas, with no artificial sweeteners or preservatives and are happy with a smaller local market that they can keep up with. Their glass bottles are made locally and the label is printed here in Vancouver. Local bottle depots collect their bottles so that they can be reused.

Glow Beverage Co. is proud of their product and they want their customer's to be proud to drink it. Good to the last drop, mom and pop shop teas are a niche market that they hope to break into just like Lululemon did with their clothing line years ago in a Vancouver home.

My challenge was to name and brand this new product.

Competitive Analysis



- Custom glass bottle
- Small line of teas
- Fun fact printed inside lid



- Coca Cola product
- Plastic bottle and cans
- Cartons, powdered mixes
- Artificial ingredients



- Plastic bottle and cans
- Small line of teas
- Artificial ingredients



- Pepsi Co. product
- Custom glass bottle
- Small line of teas



- No artificial ingredients
- American-made
- Huge selection - not always available
- Busy design
- Cans and bottles



- Plastic bottle
- Small line of teas
- Basement startup
- Busy bottle design

Branding Strategy

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Primary Target Audience

- Females 18 to 24 years of age
- Personal & environmental health is important to them
- Buys in single quantities from convenience stores



- Females 25 to 35 years of age
- Personal & environmental health is important to them
- Buy in multi-pack quantities at the grocery stores to save money and supply a hungry family

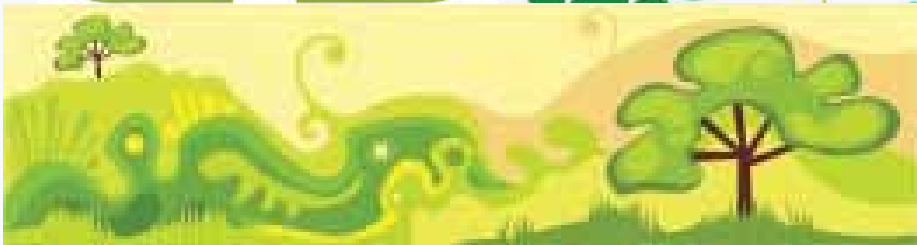


Secondary Target Audience

Product Rationale

- “We care” philosophy
- All natural ingredients
- Local suppliers
- Reuseable and recyclable packaging
- Single or multi-pack bottles
- Only create useful products





Product Moodboard



Logo Design Drafts

Product Name & Rationale

After a lengthy process, the name “Revive” was chosen with the help of peers and a mentor. Revive is the tea that makes a difference. It makes a difference in your body because it’s made of all natural ingredients, and it makes a difference in the world because it’s made locally with local ingredients and products. Revive is the chance to live a better life without sacrificing everyday pleasures like buying a beverage from the local

convenience store on the way to the beach or a yoga class. Leaves and the colour green are symbolic of life and the environment. The negative space of the counters in the “R” and the “E’s mimic the leaves on the tail of the R. It’s a little fun, but restrained enough to be taken seriously. Hand drawn letters emphasize movement and fluidity to keep the brand fresh and new.



the tea that makes a difference



Revive Iced Tea is sold in smooth glass bottles with a rounded top. Easy to hold in your hand, easy to pack a few in a cooler and head to the beach. No fussy fancy design, just straight to the point. The thicker glass bottle can be sterilized and reused several times before needing to be melted down and reformed into bottles. Bottles can be returned at local bottle return stations and can be picked up by employees at the tea manufacturing plant.

Product Packaging

Multi-pack Packaging

Of course Revive Iced Tea wouldn't be “not making their mark” if they didn't have a multi-pack available in local grocery stores. The package is created with 100% recycled, bleach-free cardboard with minimal ink coverage in 3 PMS colours. A short history is included on the back of the box to relate better with customers.



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A reusable, made from recycled content bag was an obvious choice to help advertise the brand while keeping plastic bags out of the landfills.

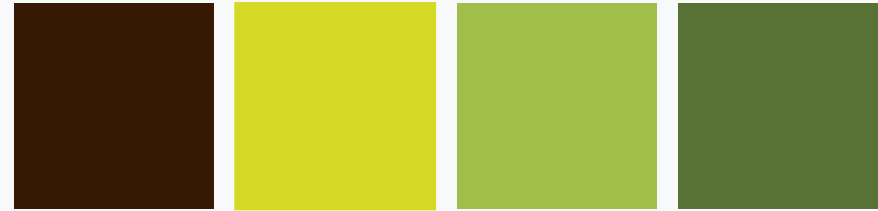


Reusable Shopping Bag

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Style Guide

To the right are the four primary colours of the Revive brand. The dark, almost black colour is reserved for text, to soften the harshness that a solid black would create. The remaining three colours can be used freely in all design.



c=65
m=57
y=51
k=49

c=20
m=2
y=100
k=0

c=42
m=10
y=91
k=0

c=69
m=40
y=100
k=18

r=65
g=66
b=70

r=214
g=218
b=36

r=161
g=189
b=74

r=88
g=113
b=53

hex# 361803

hex# d6da24

hex# a1bc4a

hex# 587135

Hand of Sean is a font similar to the handmade font used in the Revive logo. It can be used for larger display type purposes only to provide consistency with the brand and maintain legibility.

Hand of Sean

Century

Candara

Century is the main typeface associated with the Revive brand, although if a sans-serif font is preferred, Candara may be used.

Amanda Healey

Graphic Designer

Ready and available to work for you May 2010

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