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branding

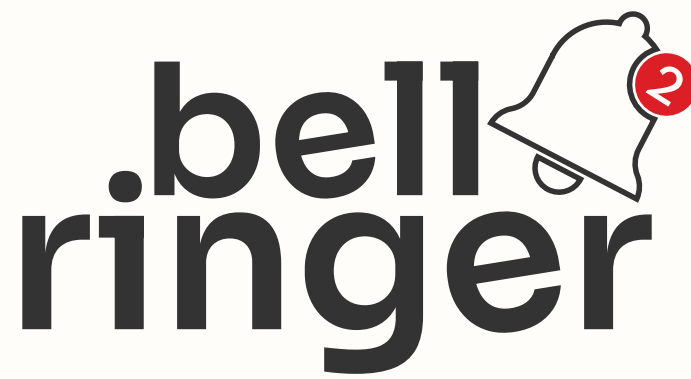
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DESIGN CHALLENGE



swipe for details



DESIGN CHALLENGE

Brand Name: Activated

About The Brand: Activated is a carbonated beverage that doubles as an energy drink and the perfect companion to your alcoholic spirit of choice. With flavors like pineapple peach, cranberry lime, and passionfruit mango you're sure to see everyone activated this summer and beyond. Oh and did we mention it's all natural?

Brand Descriptors: Cool, unique, shocking, inviting, exciting, must-have.

Assignment: Your task is to create a brand identity design and an ad for Activated that is reflective of the information provided above. You have full creative control over everything else.

Deliverables:

- Primary logo and alternates (secondary, submark)
- Color palette
- Mood board
- Advertisement