FINAL YEAR PROJECT

"BRANDING OF BEVERAGE SMOOTHIE"

BY

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Finally I must thanks to my family for their support in my life. Their patients and their support was so important to make my journey successful and they do that so kindly.so my respectful thanks to my family for everything.

Abstract

The purpose of this project was to create a brand image based on beverage item Smoothie. The branding project is features high quality graphic design and branding materials to present the smoothie brand. My objective was to create a healthy beverage product for customers.The main reason is defining the concept of brand, brand identity, brand associations and brand image is built for Smoothie because without a clear brand identity set by the company itself it is hard to define brand image. This paper breaks down the process of branding from starting to end. Processes of the branding by logo, poster, business card, note pad, brochure etc. finally setup all the brand images to create a fulfill brand identity for the Smoothie product. For this product target customers are described here. The paper takes a look of how the other company develop their brand identity and how they inspire the other people to make a brand image for their company with a low budget and open source tools. The maintaining of quality of a product with a few time and budget is also focused here. The paper is also describe the importance of the name of the branding product and also focus on the look of the branding product. Here I described the workflow and also the importance of a product branding to catch up a well market position. To contribute, branding can aware about the market place for a product. So, to know about the market place and the importance of product need to create a brand identity. This project has been described in 3 different major categories. Firstly planning. Secondly compositing all designs. Finally, I completed the design in post-production.

In order to understand consumers' desires, and behavior extremely important to design of beverage products specially,for children's which is obviously a challenging task. Its taste is the most important fact with maintain the health part. A food item product must satisfy the demands of the target customers, so the main idea behind the brand must reach the consumer. The key issues are, how to develop the brand images through the main idea, how does the messagecreated in the very beginning of the marketing plan get through to the final consumer. This paper presents some approaches on how brands of food beverage products can reinforce their image and how the image of beverage products can, by itself.

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Chapter 1

Introduction

In today's world branding is a huge part of industry worldwide. Companies have to create something unique for the consumers in order to separate their goods or services from the mass. Branding is now not only a part of marketing, It's now create a wide designing sector. In branding there is huge designing part. The quality of designing is now a fact of branding to create a brand image. Customer's concern is now also depend on the product looks and also the market place mostly depend on products name. The correct name for a product is very important. The collective output from a strong brand image, the proper style of a brand, high quality product and also nice quality design is important. Branding is all about to making a consumer satisfaction with all side for a well and successful business Purpose. A brand is the name, symbol, icon, image or the combination of these which is intended to identify the goods and services of a particular seller or group of sellers and to differentiate them from those of the competitors. So a company must have to think about their brand identity. A company need brand identity to communicate with the consumer. To understand their choice, for their attention, to make them satisfied. In my project I tried to make a strong definition about a product brand image. Here I also showcasing my ability to make a high quality brand identity for a product.

The brand name consists of a word, letter or the combination of words that are vocalized or can be pronounced easily. The brand name gives a unique identity to the goods and services of a particular seller.

I have chosen also a brand name for my product. Because my product is a beverage product and it's made by fruits and yogurt so I give the name Smoothie. Smoothie is a raw juice which is a very healthy & beneficial for health. So I give the real name of this juice without choosing any other name. The name Smoothie gives you a fresh feeling. So I think the name is best for this product to aware people about smoothie. It's a juice which is most useful in foreign country. They drink this smoothie at the morning as breakfast, so that they can feel fresh all day. But in our country most of the people don't know about it and its benefit. So I choose this product as my branding product and choose this name.

A company can get so many benefit by branding. A branding is a process ofadvertising a company. By branding a company can set up a strategy for their company benefits. A good brand has a clear purpose and will help to stand out among other people in the field. May be what I offer, the style can be similar with competition but client and customer will choose me because of my brand, full packages and vibes. First impression is everything. Having a good and clear brand can make a person or a company like an expert or well Established. With a solid brand a company can look like professional. So people will like to buy from here.

Branding is a way to attract customers, compare with competitors and it's also a loyal process. Good branding elevates a business and builds recognition and loyalty. With a good value of branding can build up an emotional connection with customers. I like the brand appointed so I always buy accessories from there. I always buy from there because their brand always resonate with me. So think all about these I choose to do a branding. Branding is process to connect with all people.so I'm doing this. Beverages are among the most sellable items that people can offer. Selling beverages like concentrate juice, vitamin c juice and nectar juice is most profitable during the summer where a frozen smoothie drinks can be refreshing relief from the heat of the sun. So this is a good idea to make this kind of product & their branding. The goal of making a branding project is not only for a business purpose it's also for making a realistic impact on people to make brand identity for their own company or product.

In the following chapters, I described the method, the pipeline and the workflow, the software packages that have been used. Also show the brand designs there.

CHAPTER 2

Literature Review

1.1: Existing Brands

A brand is more than just a name, or a logo design it is everything that helps to set you apart from others. The visual identity of the brand:

Advertising and communications, product and packaging design, in-store experience, pricing, sponsoring and partnerships.

Each individual has their own personality, way of dressing, communicating, their own values, friends, characteristics and story to tell. It is this that makes up who I am and it is also these characteristics which make a brand. As I said before, people connect with brands that share the same values. If your brand clearly represents your business, you'll be more likely to attract the right people. If you have a clothing business and you want to attract a higher-paying client, your branding needs to be in line. Branding also save money and time.

But without proper branding in place, you might not be very consistent. You may want to change your strategy, logo, messaging, website and everything else several times before you're completely happy with it. In the long run, you may end up spending more time and money on changes, rather than setting a good foundation in the first place. So here is also branding is important. A beautiful branding will give you more confidence and a proud feeling.

There are lots of juice brand in the world. I took some inspiration from hose existing brands. The provide quality product and also have brand identity for their product. These companies are helped me to be confident what I have done.

Frooti

The brand ' Frooti' is one of them. It is a soft drink which is manufactured by the Parle Agro India Pvt. Ltd. In 1985 This drink is originated in India. It is one of the largest selling drinks in India. It is flavored with Mango. This drink is also exported to other countries, such as US, New Zealand, UK, Japan and many other countries as well. It is one of the oldest and most trustable brand in the Indian Market. So this brand is known worldwide as a good beverage brand with a satisfied brand image.

Figure2.1:Frooti Juice Poster

Del monte

The another brand 'del monte' is also a very popular juice brand. It is an International drink and this juice is founded in 1886 in the Contra Costa Centre, California, United States. This drink is available in the US, India, America, Canada and in some other countries. The owner of this juice is del monte Pacific Limited and CEO is Nils Lommerin. The name is similar with the owner name. This drink comes in various flavors, including mango, OPrange, Guava, Lemon, Pineapple, Apple and others. The packing and designing of this brand is very attractive and beautiful. So this brand inspired me with its name and also its different flavor made me thought to make different.

Figure2.2: Del Monte Juice poster

Tropicana

There is also a very popular juice, which also popular in our country is 'Tropicana' Tropicana brand was founded in 1947 in the Bradenton, Florida, USA**(company name, 2018)**. This is one of the best brand of packed fruit juice and is available in the whole world. The owner of this brand is 'pepsico'. This brand provides natural fruit juices. It also provides high quality juices. They maintain the quality and freshness of the juice.

Figure2.3: Tropicana juice

1.2: Inspiration From Brands

So these are the example of some juice brand company. Which also inspire me to do a beverage branding project like this. There are also some company, product branding inspired me as well. That's why I choose to do a Smoothie raw juice branding project. I also studied about the brand identity to find out the perfect method of branding and workflow in order to achieve my goal. I do the whole branding project started from sketch, logo design to finishing with all company and product stuffs such as bottle design, bottle labeling, poser, notepad, note book, pen many more designs which completed my branding with high quality project. I also use animation to show my project. So that people can easily enjoy to see it. In my branding strategy the product Smoothie is so reasonable and fresh flavor affordable beverage item. So it make for people to buy easily and fell the freshness of it. I have paid so much attention to brands as identifiers and marketplace differentiators that I have not paid much attention to the substantial, real, and strategic benefits that brands can provide to companies. But these benefits are numerous and significant. An admired brand increases customer loyalty and attracts new customers. So I inspired by the loyal business companies who mainly focus on the product purity. So that I choose 'smoothie' a beverage product item as my branding.

Chapter 3
Design and Development

3.1: Software used

The process of developing a branding project is huge and intensive. It required total four software to finish it.

Adobe Illustrator

Adobe Illustrator is a vector graphics editor software. Marketed by Adobe Systems. All graphical vector design tools is here for making a vector graphic design.

Adobe Dimension

Adobe Dimension is a 3D, photo-based mockup editor. It's like Sketch Up, models are not created in Dimension. Models are created in another software and then import it to adobe dimension for mockup. Here can import also illustrator and photo shop artboards to use as materials, textures and more.

Adobe Photoshop

Adobe Photoshop is a raster graphics editor developed software. Its also use as photo editing software. It has so many use in graphical sector. These tools typically fall under the categories of drawing; painting; measuring and navigation; selection; typing; and retouching.

Adobe Aftereffect

It is a digital visual effect sand compositing application developed software. It's a film making software. It's also a television production software. After effects can be used for keying, tracking, compositing and animation. It's also a audio editor and media trans code software.

To start my work at first I started to researched on the brand identity to have a solid understanding of the branding. So this 1st step is took place in my working background and outcomes. So I started to read about brand identity in social media such as google chrome, You tube. I also read books about brand identity.

3.2: Brand Identity

This book is about brand identity. I also read this book to gather knowledge about branding. There are also some another step I took to gather knowledge. I also discuss with another people about the product. I also read some another book collection about brand identity. I also researched about the sketch drawing of my product how it will be looks like. After that I decided how the overall design and the setting of the branding will be. How the product will be.

Figure 3.1: Brand identity book

3.3: Step to creating logo

The logo is central to a brand identity design. It's the piece of a brand identity that people will be exposed to the most. It needs to line up with all the other elements of my brand. A logo design is very important for a company. So when making a logo for a branding it need to research first. I have done my logo design based on my product. Here I have done so many logos with different color.

Based on the information from book, web and pinterest the concept of logo, poster, bottle design, labeling were done. The design were done to matches with the brand name. My product is a beverage item so I choose Four different types of fruits flavor. So conceptually based on product name and also based on flavor I have chosen one logo from the logos you see in the pictures. But thinking about the different flavor I made the logo with four different color. Each color define each flavor. The logo with working process in bellow.
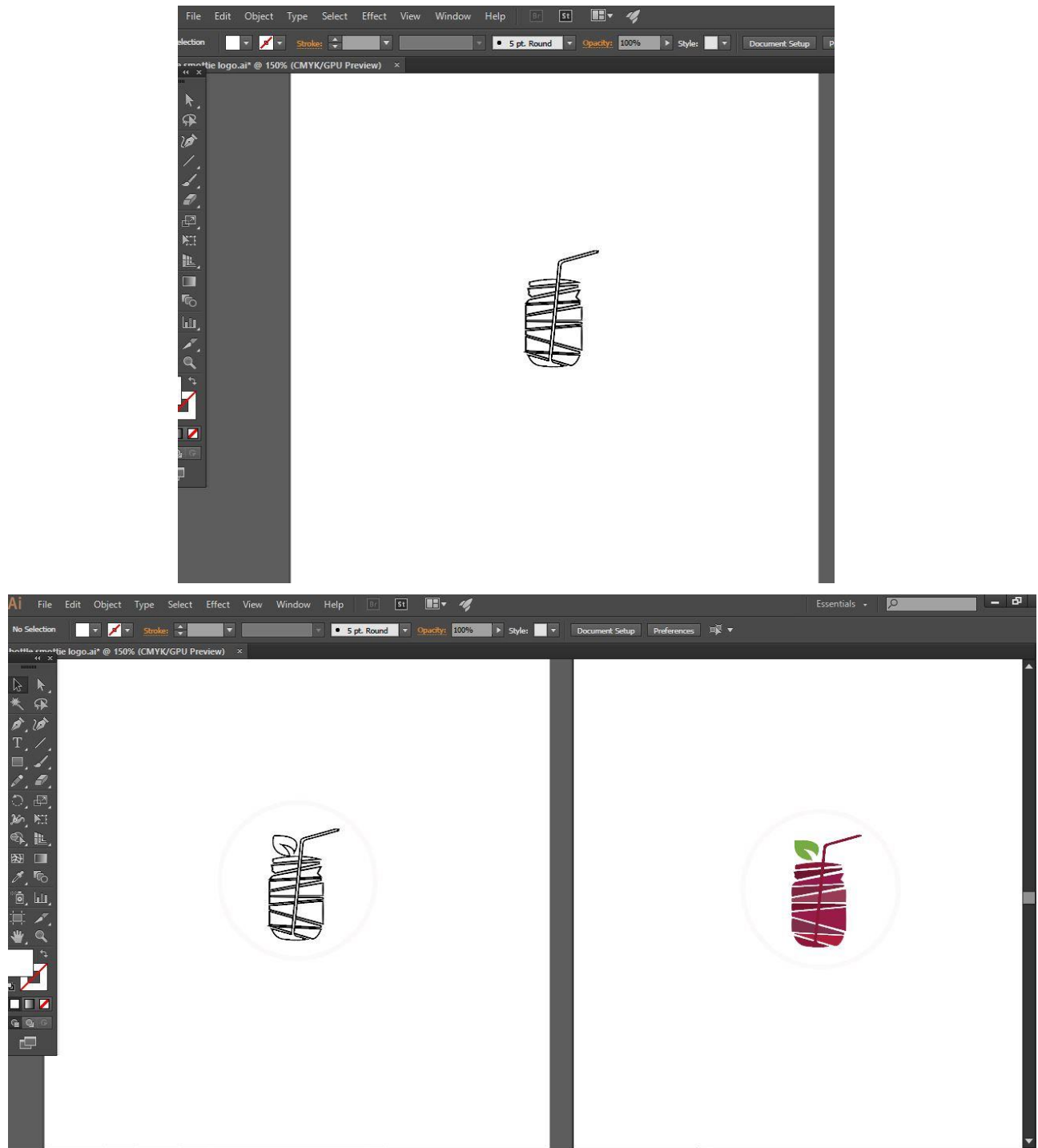
Figure3.2 Logo Design practice

Figure 3.3: Logo makig process

Figure 3.4: Logo Design

3.4: Bottle Design

Bottle design is also a very important part of branding. The color, design and artwork of a bottle label can play a significant role. A good looking bottle attract the people. So that they even want to buy the product for the bottle.

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3.5: Bottle Labeling

Sometimes you encounter packaging that's so pretty it simply takes your breath away. Look incredible and transform packaging into a work of art. Bottle labeling is like to make a outlook of a product. The labeling is the main outlook of the product. People love to see something interesting on their attractive bottle. I choose only my logo for labeling the bottle of smoothie. It's also have typography design with logo. Here is my bottle with labeling.
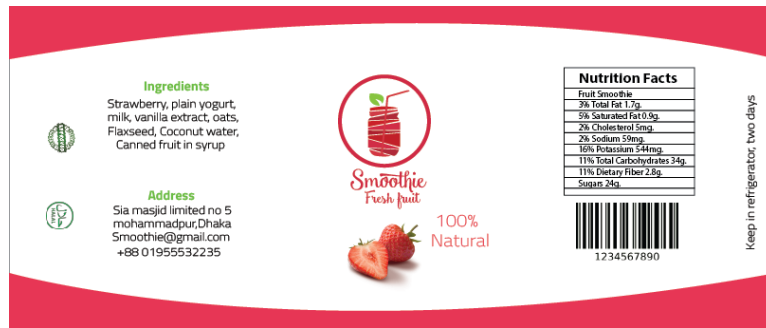
Figure 3.5: Label no.1
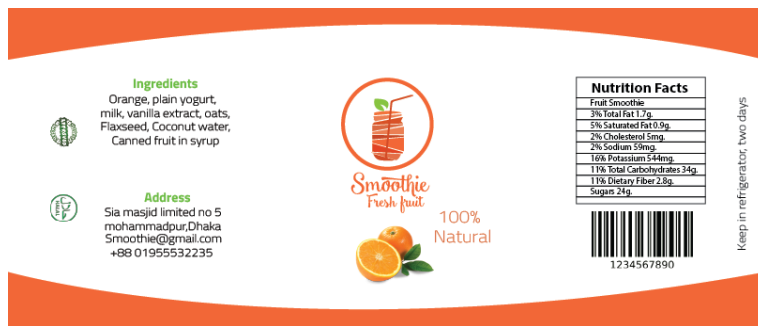
Figure3.6: Label no.2

Figure 3.7: Label no.3
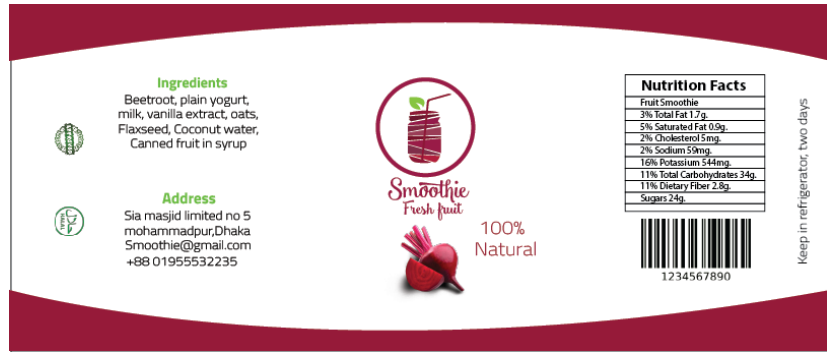
Figure 3.8: Label no.4

Figure 3.9: Bottle with label

3.6: Poster Design

Posters are great because they work across-the-board. Poster is a good way to branding for a product. Poster is an effective and visually impactful way to get the word out and get your audience excited about what's coming. But all poster is not equally helpful. To create a effective poster design need to research and gather proper knowledge of designing a poster. here I created a poster design for my product

Figure 3.10: Main poster Design

Figure 3.11: poster Design For Orange

Figure 3.12: poster Design For Beetroot

Figure 3.13: poster Design For Strawberry

Figure 3.14: poster Design For Mango

These are the promotional design of branding. A product can be promote by doing so many design or by many strategic thinking of showing the brands to the people. How could you present your brand identity to the people. This is also a major part of branding. Here is also some of designs which I made for my branding.

3.7:Mug Design

Here is some mug design for my branding project. These mugs are created in 3d software

blender.

Figure 3.15: Mug Design

3.8: Cap Design

If I do the cap designing for the employees and also for the clients and I can give the cap as a gift in the seminar to the local people then it is happening a lot for the case of branding. It's a great opportunity to show the logo to keep the branding fast spreader. Here is some cap design created as 3d model design.

Figure 3.16: Cap Design

Figure 3.17: 3D view of Bottle & Cap

Figure 3.18: 3D view of Bottle & mug

3.9: Poster on Street

One special product branding is in the street view beside the office. And it's also may be in the parking slot. Which will be the most highlight part in the night with the lighting. In a research it says, 60% branding is depended on the point of showing the people directly the service with a nice presentation face by face. So this is my smoothie brand poster beside the street.

Figure 3.19: Poster on Street

3.10: Van Designing

Vehicle branding is a great and cost-effective way to create a huge impact on thousands of your potential customers every day. For this reason, when I design graphics for vehicles, I don't just aim to improve the look of a car, a van or a truck. I strive to use that vehicle as a media channel that can send a clear message to a specific target audience. A make this vehicle design for smoothie to pick up a product need a pick up van. If the poster of the van make with its design then it attract people.
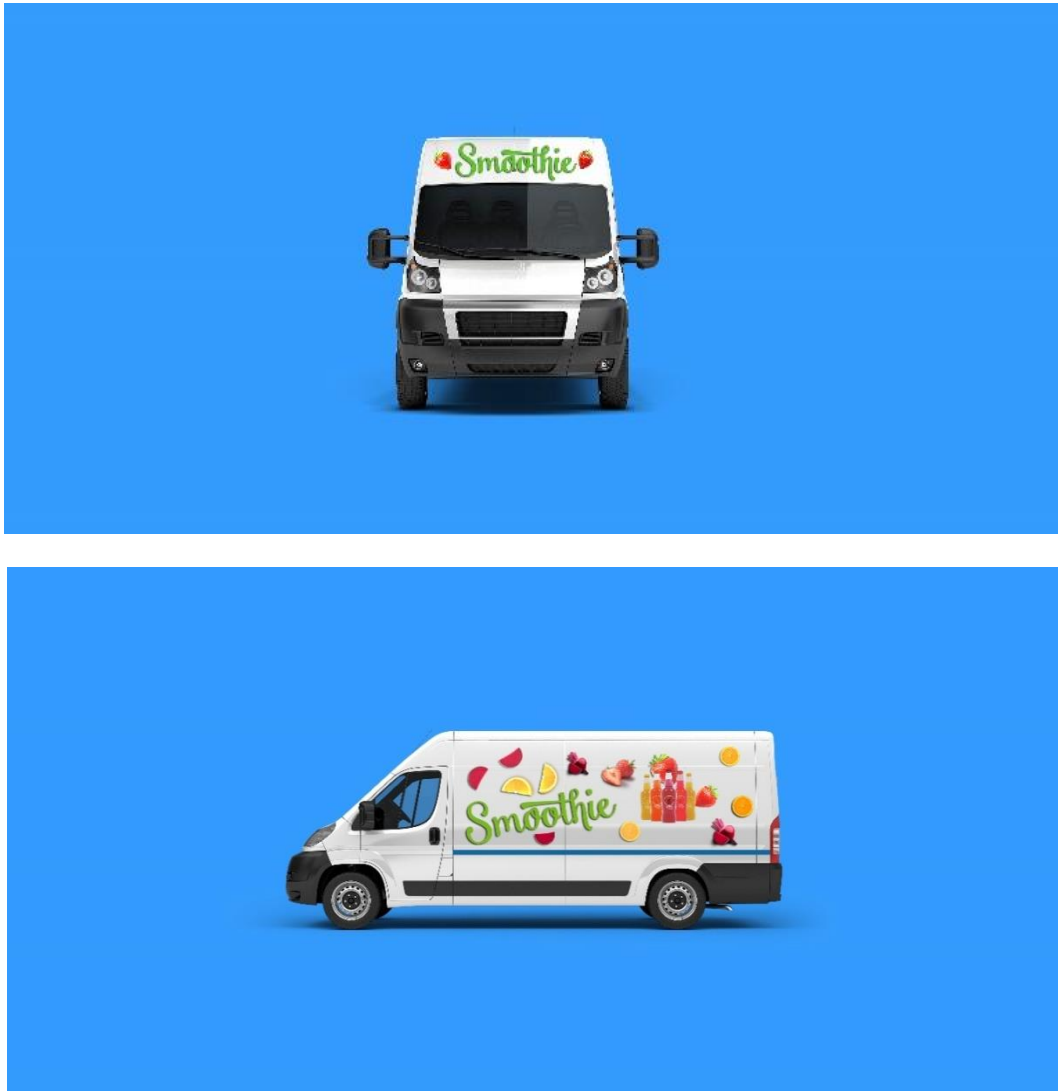
Figure 3.20: Van Design
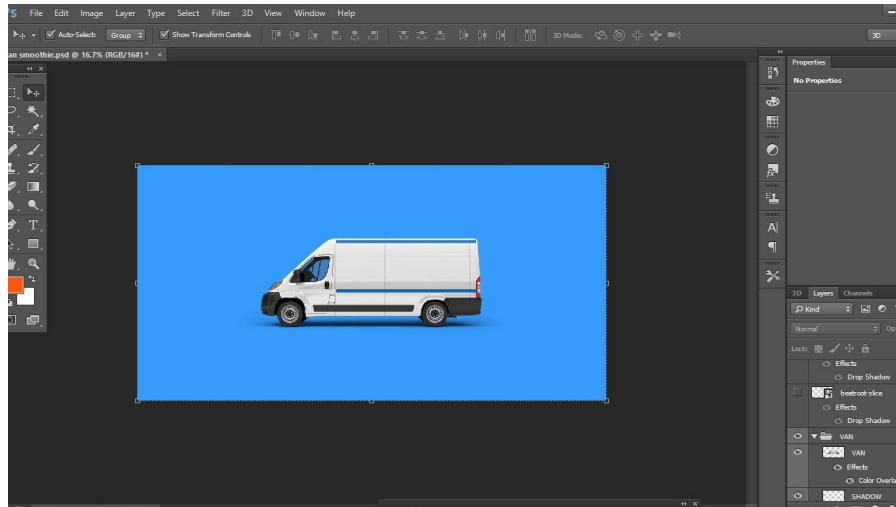
Figure 3.21: Van Design process

3.11:Marketing mix:

Price

Our Price is so reasonable.50ml will be 55 taka100ml will be 95 taka. Because it is a fresh and Healthy fruit juice so our price is counting with adjusting our cost.

Place

Our market place can be online shop or any bakery shop. It can be our own website or own shop, Hotels, restaurant, super shops any other places where need beverage item.

Promotion

Online website, Offer discount, Television shows, reality show, sports, talk shows etc. are the place for promotion.

3.12: Promotion by T-shirt Designing

These are some promotional pictures of the branding:

Figure 3.22: T-shirt model
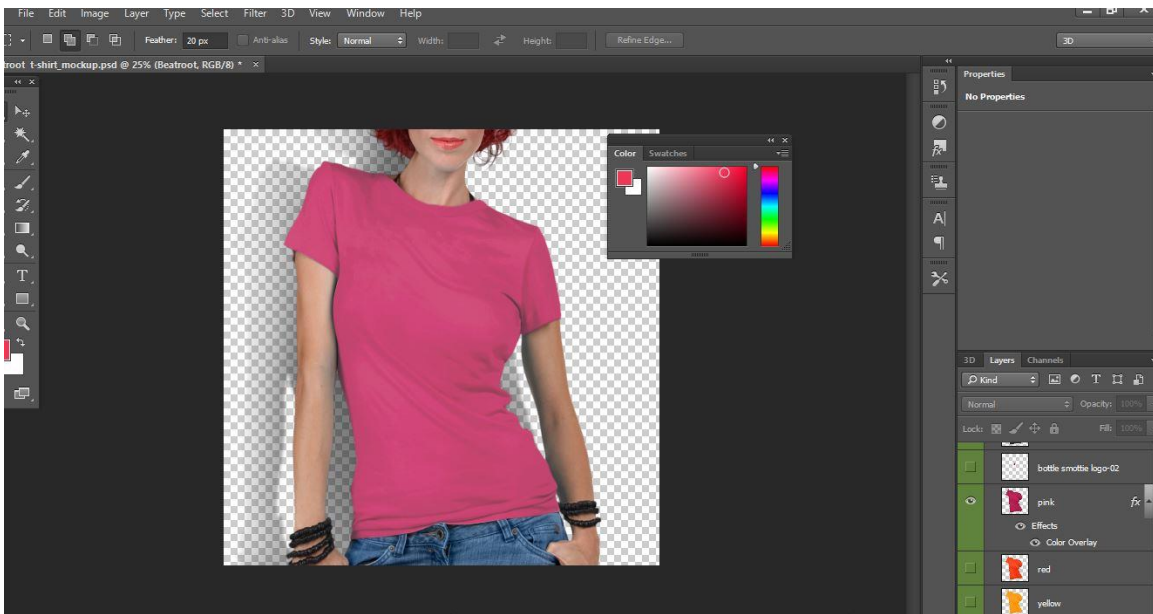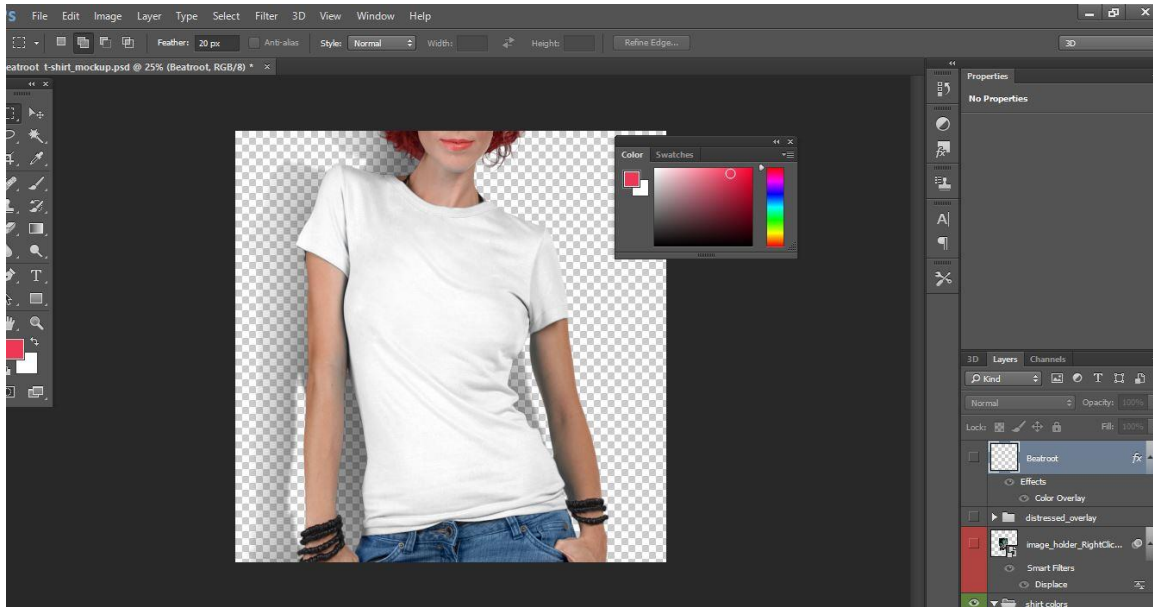
Figure 3.23: Working on t-shirt

3.13: Magazine Designing

There may be a magazine for the smoothie brand, that is published in every month or may be on yearly. Which is also a great branding for the product identity. People read magazine they can find here the new products. So giving up this in to the magazine is a great idea for branding.
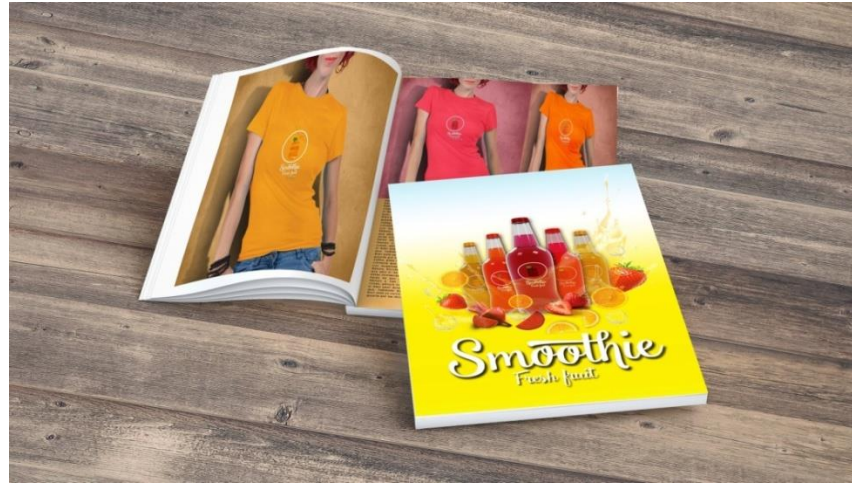
Figure 3.24: Magazine Design

3.14: Animation

In my branding project there is also a part of animation where I show a video advertising of smoothie fruit juice. I were done the animation in adobe after effect. Animation is a process of giving motion to a still picture. It looks more beautiful when it animated. So I have worked in after effect also to make a video animation.
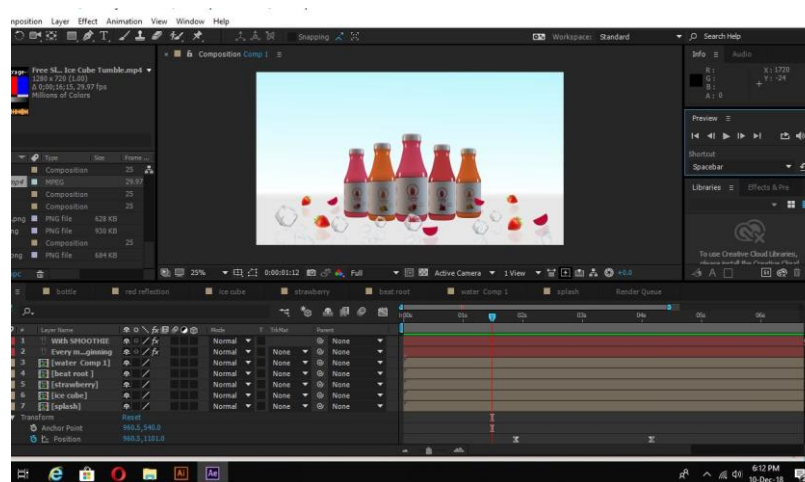
Figure 3.25: working on Animation

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Figure 3.26: working on Animation

3.15: Challenges faced

I have faced challenges in every step of my work. But challenges not are big things. In life every time need to face challenges but you learn a lot from these challenges. I took this project to face the challenges and I mostly successfully done the project. This project make me proud and inspire me to do more effective and hard work in future. In this project the big challenges faced when I selected the product. The product selection is most important part of branding and also the name is most important. There I faced so many problems confusions. But finally I selected them with the help of research.

3.16: Limitation

The limitation was to select the name and product. Otherwise in designing sector I didn't face so many problems. But It would be more better if I have so many times.

Chapter-4

Complete Branding of Smoothie

4.1: Business card Design

A business cards are the part of introduction of a company or a person. So it makes the first impression about a company or a person. It helps to stablish a brand. It's a identity of a brand, by including the logo of a company you can reinforce your brand with everyone. A business card can be make in different size like vertical, horizontal many more. I choose vertical size for my branding business card. It also can make in different color, design as you want to show the look of a business card. I made this card for my smoothie branding.

Figure 4.1: Business card Design

Figure 4.2: Business card Mockup

4.2: Note book design

Notebooks are not only good for Colleges, Schools and homes. But can also be used as a promotional tool in offices. By notebook a company can enhance their business brand by printing the company details and logo. It also can use as corporate gifts. A company can give it to their clients or customers to aware them about their brand. Here I made the notebook design.
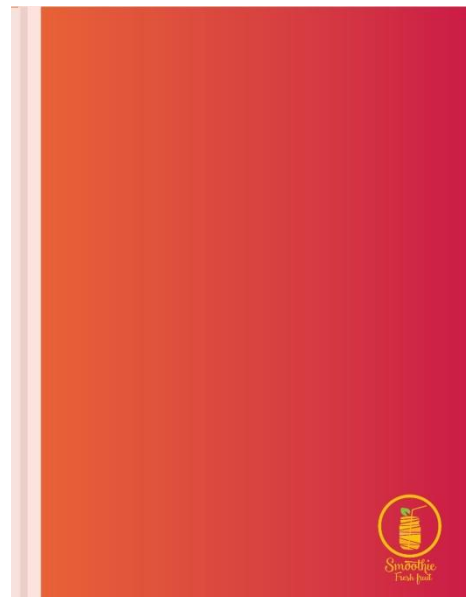
Figure 4.3: Note book Design

4.3: Letter Head design

This is a letter head design for smoothie branding

Figure 4.4: Letter Head Design

4.4: Envelop Design

A envelope is a great way to make a good impression. Now in world where everything is going digital, there's now something very special about receiving mail in the post. The envelope design is just as important as its contents. So for branding I also create a envelop design.

Figure 4.5: Envelop Front part Design
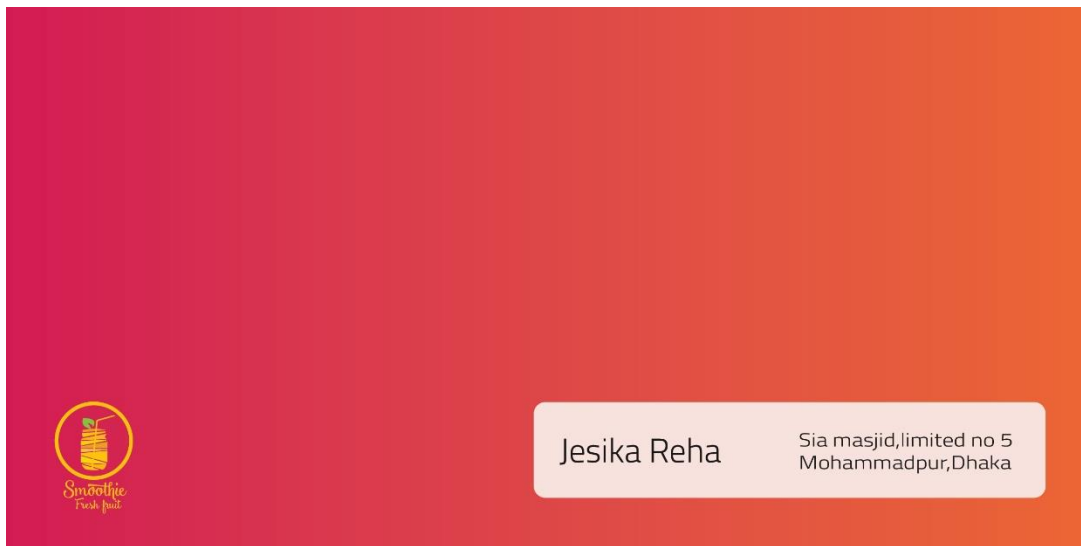
Figure 4.6: Envelop Back part Design

Figure 4.7: Envelop Mockup Design

4.5: Pen drive Design

Here pen drive is also a branding strategy. A company can also use their own designed pen drive and also can give the clients or customer.

Figure 4.8: Pen Drive Design

4.6: Web page Design

Figure 4.9: Web page Design
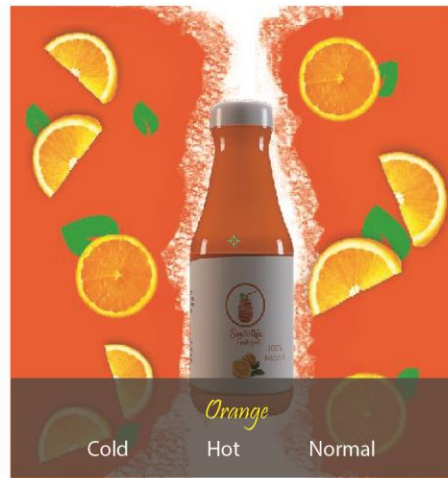
Figure 4.10: Web page Design

Figure 4.11: Web page Design

4.7: Pen Design

Figure 4.12: Pen Design

4.8: Combined Mockup Design

Figure 4.13: Combined Design

Chapter 5

Conclusion

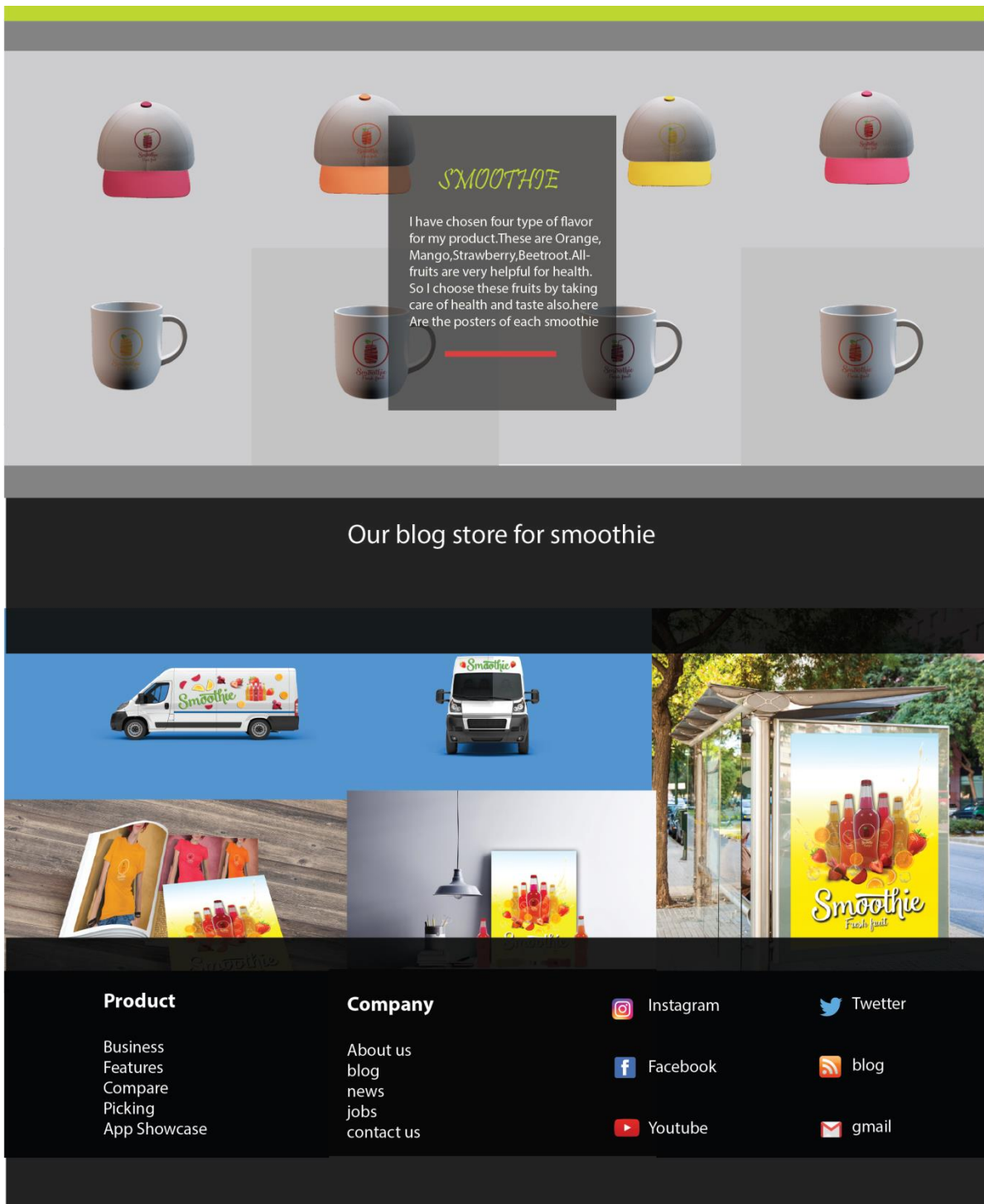Overall after all my research is on product branding I experienced a lot of things which is too much essential to established a good brand. To establishing a good brands there needs lot of motivation of thoughts and thinking which is a process of starting the product branding in a new level nowadays. In the process, I did lot of analysis about the other product branding. And to select the right way in smoothie branding, the analysis helped me to keep me in track of product branding. Because for the product identity I did the logo, business card, poster, bottle designing, office interior design, vehicle design, note book design, pen drive design many more. The paper is a sum of all the research and a creative work as well as overall improvement needed for an artist in order to making any designing product or branding. Doing this types of branding business companies will keep growing and I have to be keep growing as artist. I also can learn so many software by doing this type of branding project. I experienced even to do the website design for my product. So I learned the designing my product in a creative way that brings my thought to a new level. And by doing this project now I have the confidence of doing any product branding in the world to an efficient way.

My future work of smoothie branding will be restaurant designing for serving smoothie to the client directly. Where I will do the wall designing, furniture designing, cup designing mean all designing in a combo designing box for the restaurant. I will do both interior and exterior designing of the restaurant.

My another future vision for the product branding is a online shop site for the direct customer sales of smoothie. And for that I will research more and more. And I have to become a inspiration for younger people to build up a company. Branding is a medium to improve your designing skill and also impressive for a successful business company.

If all the planning will work out then it will be a great product branding for the smoothie brand.

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