

j u c i

AUDIENCE



Sarah Colbert
Age 22
College Student
Tries to buy organic
Enjoys delivery services
Works out 3-5 times a week



Dan Phillip
Age 35
Has a wife and 3 kids under age 4
Works 9-5 every weekday
Enjoys fresh food
Tries to feed his family healthy meals
Has a busy schedule

COMPETITORS



Pressed Juicery

What it costs: \$160 a month.

What you get: Get 12 uniquely flavored and delicious cold pressed juices delivered to your house every month. The best part about it is that you get to choose the flavors that you want shipped to you every month.



Raw Generation

What it costs: \$50 a month.

What you get: Get insanely healthy juices perfect for cleansing, endurance, weight loss, energy, and more delivered straight to your doorstep each month.

WORD LIST

Juice Company

- local
- glass bottles
- fresh squeezed
- reusable
- text when delivered/on its way
- clear bottle
- metal carrier
- similar to milk man/juice man?
- leave at door when empty for pickup
- flavors:

- orange
- apple
- pineapple
- berry
- grapefruit
- lemonade
- strawberry lemonade
- limeade
- cherry limeade

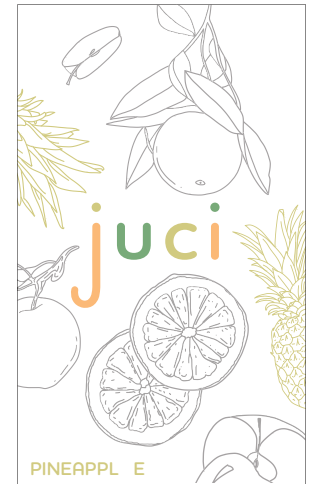
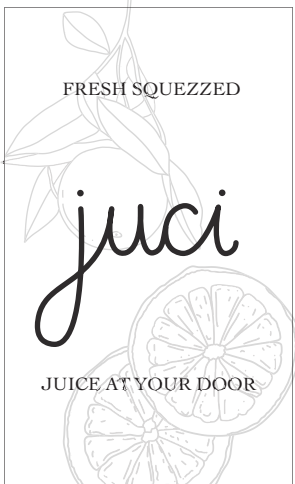
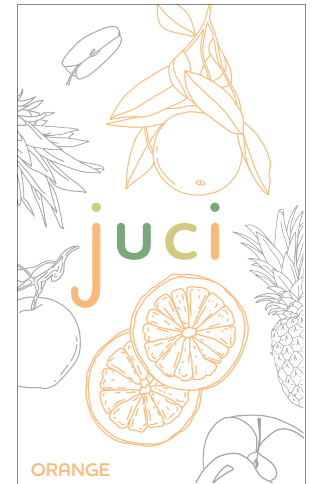
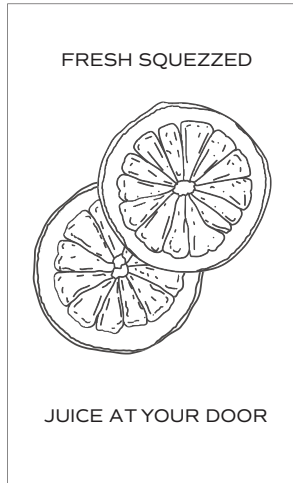
-names:

- JAYD (Juice at your Door)
- Juicy
- Just Squeezed
- Juci

MOOD BOARD



VISUAL IDENTITY DEVELOPMENT



PACKAGING PROTOTYPES



PRIMARY LOGO

juci

PRIMARY LOGO - NO COLOR

juci

TYPEFACE

Houschka Rounded

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

1234567890!@#\$%^&*()<>:”{}_+

TEXT LOCK-UP

FRESH
SQUEEZED
JUICE AT
YOUR DOOR

COLORS



Orange
C: 8 M: 28 Y: 93 K: 0
R: 235 G: 183 B: 49
#ebb731

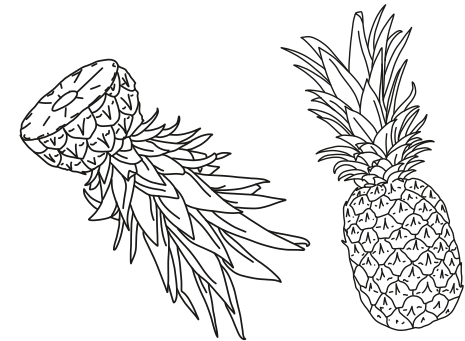
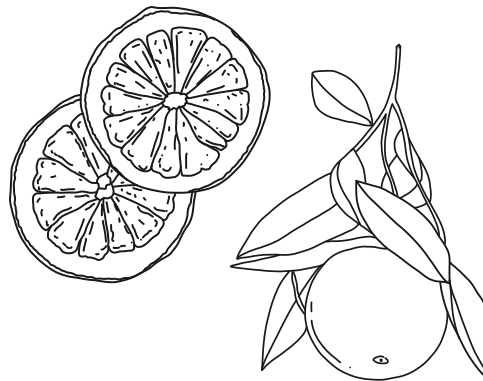
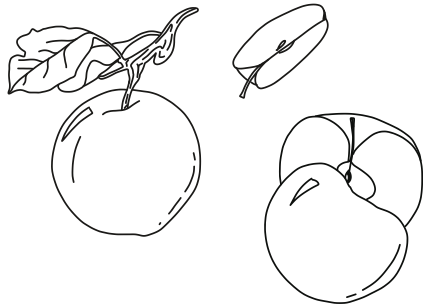


Apple
C: 37 M: 0 Y: 57 K: 0
R: 163 G: 212 B: 144
#a7d490

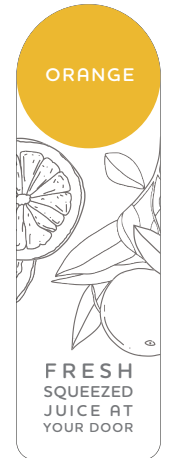
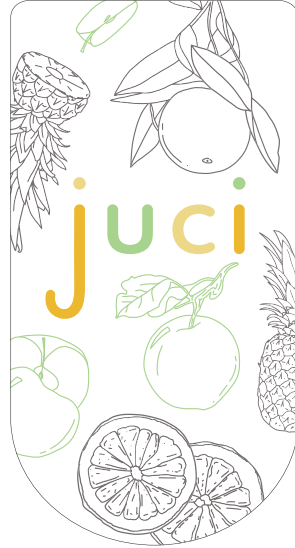
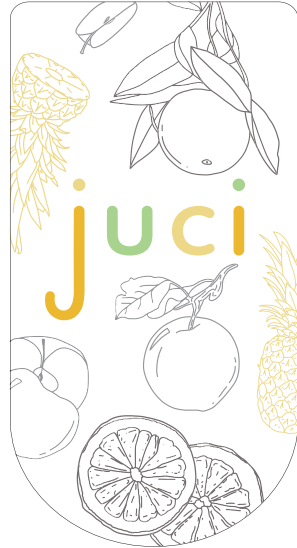
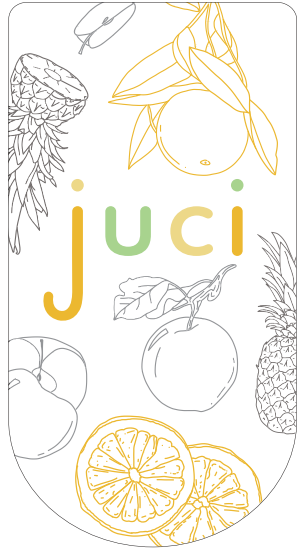


Pineapple
C: 8 M: 11 Y: 56 K: 0
R: 236 G: 216 B: 136
#ecd888

ILLUSTRATIONS



FINAL PACKAGING LABELS



Nutrition Facts
 Serving Size: 1 bottle (8.2 oz)
 Serving Per Container: 1

Amount Per Serving	
Calories: 210	Cal from Fat: 0
% Daily Value*	
Total Fat	Less than 1g 0%
Saturated Fat	0g 0%
Trans Fat	0g 0%
Cholesterol	0mg 0%
Sodium	0mg 0%
Total Carb	65 21%
Dietary Fiber	13g 50%
Sugars	51g
Protein	3g
Vitamin A 205% • Iron 4%	
Calcium 21% • Vitamin C 514%	

*Percent Daily Values are based on a 2,000 calorie diet.

enjoy

Nutrition Facts
 Serving Size: 1 bottle (8.2 oz)
 Serving Per Container: 1

Amount Per Serving	
Calories: 285	Cal from Fat: 0
% Daily Value*	
Total Fat	Less than 1g 0%
Saturated Fat	0g 0%
Trans Fat	0g 0%
Cholesterol	0mg 0%
Sodium	0mg 0%
Total Carb	84 27%
Dietary Fiber	9g 35%
Sugars	63g
Protein	3g
Vitamin A 62% • Vitamin C 514%	
Calcium 8% • Iron 12%	

*Percent Daily Values are based on a 2,000 calorie diet.

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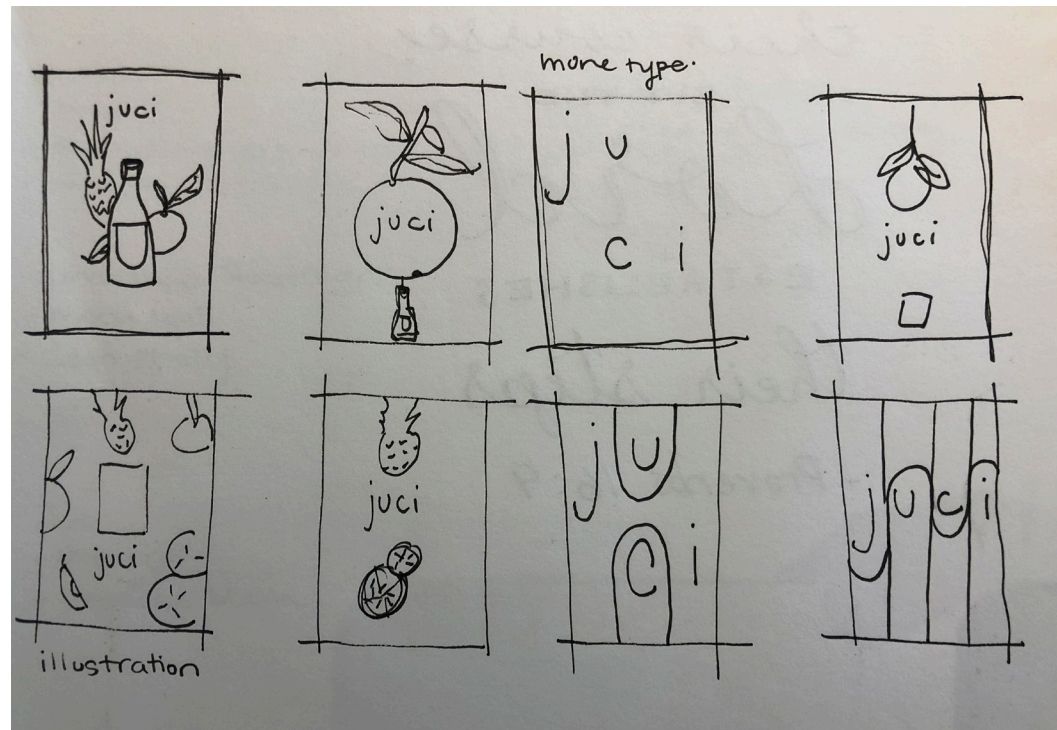
Nutrition Facts
 Serving Size: 1 bottle (8.2 oz)
 Serving Per Container: 1

Amount Per Serving	
Calories: 257	Cal from Fat: 0
% Daily Value*	
Total Fat	Less than 1g 0%
Saturated Fat	0g 0%
Trans Fat	0g 0%
Cholesterol	0mg 0%
Sodium	0mg 0%
Total Carb	75 26%
Dietary Fiber	16g 63%
Sugars	53g
Protein	3g
Vitamin A 92% • Vitamin C 0%	
Calcium 3% • Iron 3%	

*Percent Daily Values are based on a 2,000 calorie diet.

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ALTERNATIVE APPLICATION DEVELOPMENT



FINAL ALTERNATIVE APPLICATION



FINAL PACKAGING



FINAL PACKAGING

