

Brand Identity Design Project

Visual identity for a hypothetical brand







Zrinks is a hypothetical brand identity project that offers energy drinks for young adults and adventure-loving people. The design concept is inspired by the electric Eel fish and electric energy.

Zrinks is quirky, youthful & tasty, it is available in three different flavours all with their different look and colorful personality





Contemporary

Youthful

Friendly

Tasty

Approachable

Casual



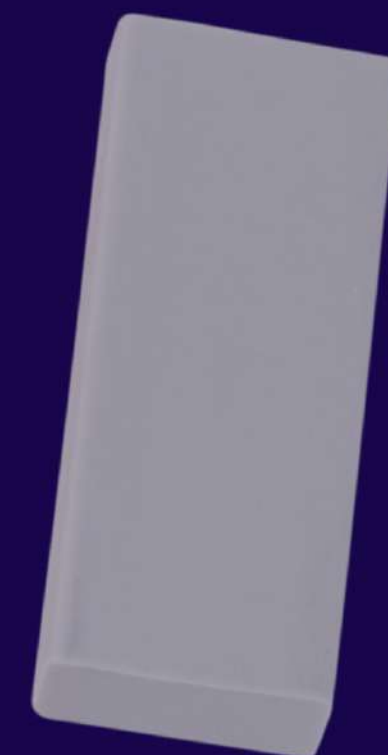
It's Electrifying

STATEMENT OF PURPOSE

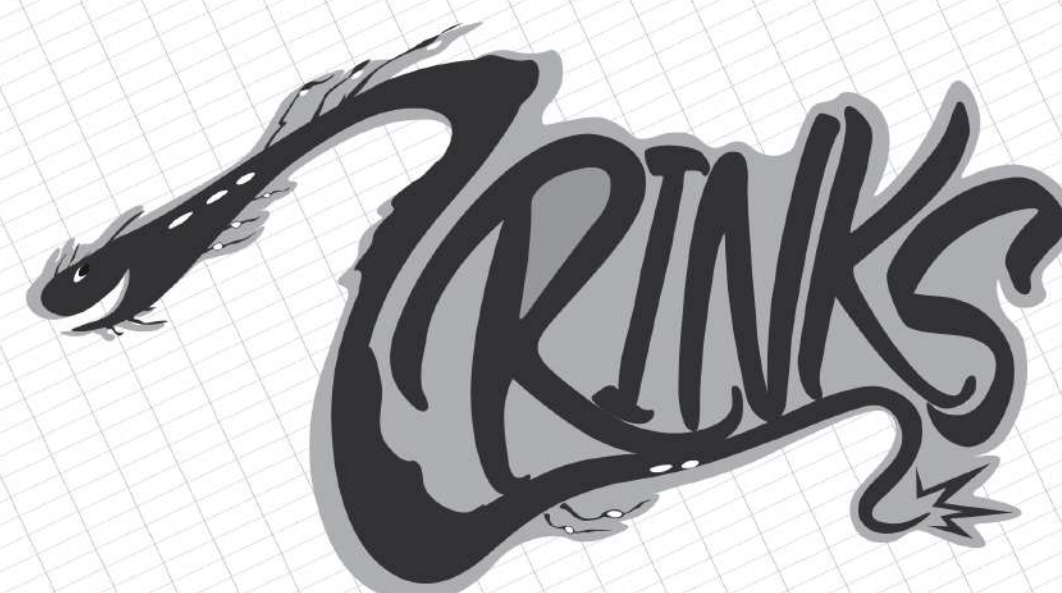
✧ EXCITING
✧ ENERGETIC
✧ ELECTRIC
✧ YOUTHFUL



The idea behind choosing Eel fish
as logo to invoke that feel of
electric shock and energizing.
At the same time it is funky and
approachable.



LOGO
DEVELOPMENT
PROCESS



For Logo
The Historia

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz

For Tagline
Katari

abcdefghijklmnpqrstuvwxyz

ABCDEFGHIJKLMNOSTUVWXYZ

Secondary Type

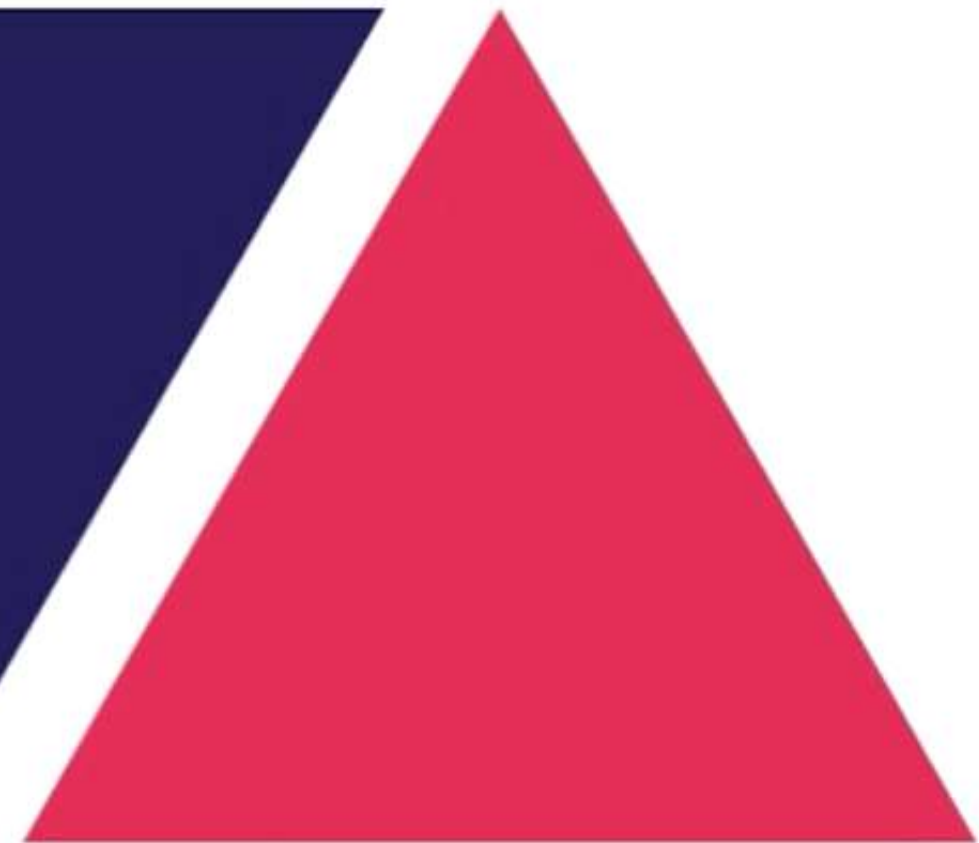
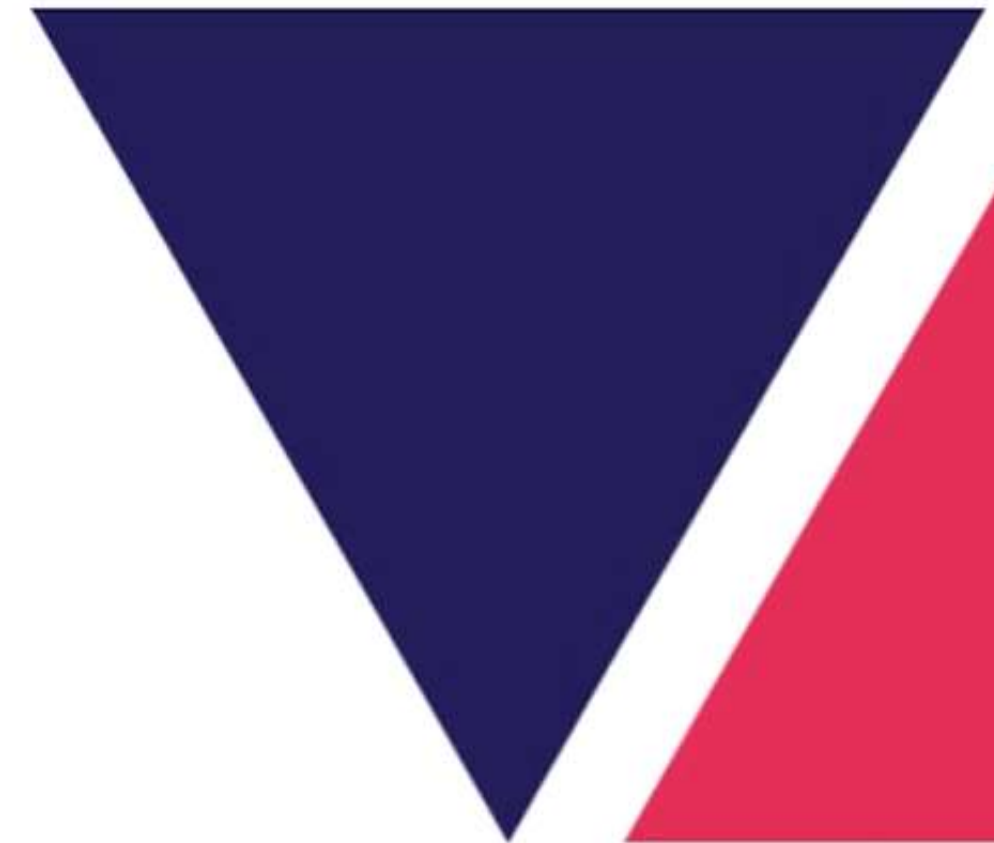
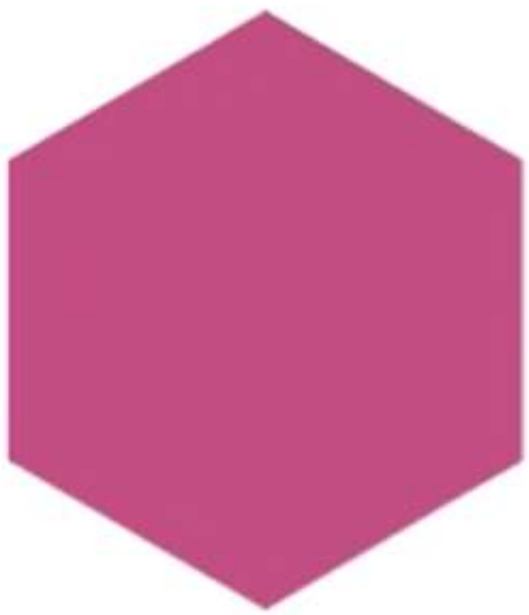
BLUETO

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Baloo 2

ABCDEFGHIJKLMNOSTUVWXYZ
abcdefghijklmnpqrstuvwxyz

TYPEFACE
USED





The colors chosen for the final logo are derived from the color mood board where **Red** symbolises Energy & Action and **Blue** is for confidence. For different flavors, three different colors have been used.



TANGY APPLE



BLUE BERRY



ZESTY LEMON

#16143E

RGB: 20/22/62 CMYK: 100/99/36/36

#E3284F

RGB: 239/66/95 CMYK: 0/89/50/0

#5DB7A6

RGB: 93/183/166 CMYK: 57/2/34/0

#3C90D3

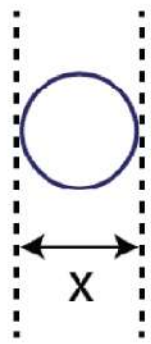
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#FFF02F

RGB: 255/242/00 CMYK: 0/0/100/0

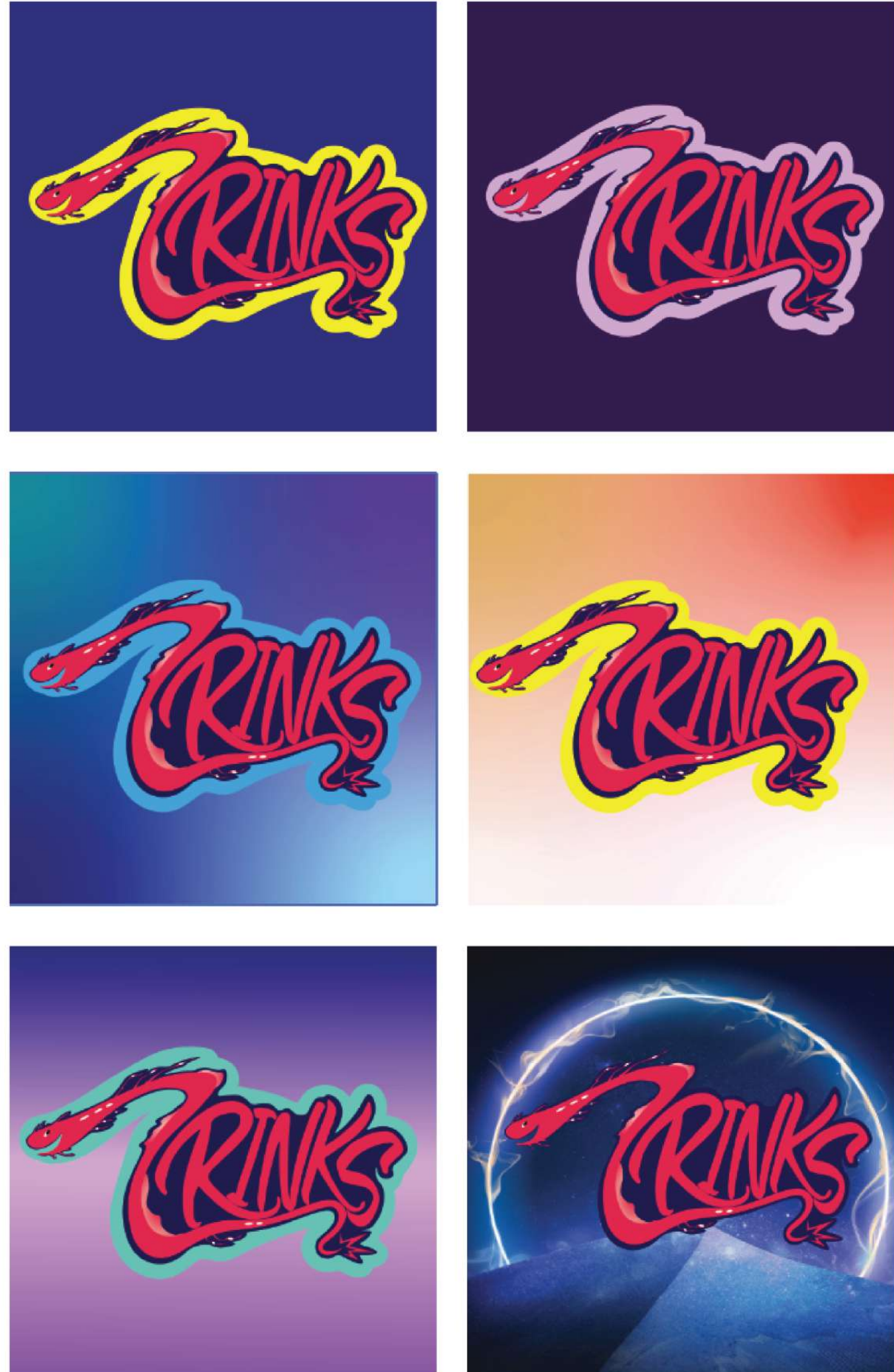
LOGO GUIDELINES

Clearspace and minimum size are important to retain legibility and establish brand clarity.



x= karning space between tail of 'k' and lower curve of 's'.

DO'S



A dark color background or gradient can be used with logo.

DON'T



Do not flip the logo



Unproportionate scaling or resizing



Cropping the character head



Changing color of logo







THANK YOU