

fluid.

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# fluid. introduction

# personal brief

## Field of Study

Branding and Packaging design.

## Contextualising my study

In order to create a thought through, meaningful brand, I have thoughtfully researched around the subject matter of alcohol, gendered alcohol consumption and existing products. I have looked into what visual cues imply gender stereotypes as well as how these stereotypes have been apparent historically. Further, I have conducted research into Generation - Z as a target audience, including trends for this age and drinking habits.

## Focus

My focus for this brand is to improve and expand on my existing skills in branding design which I really enjoy. I decided to create a 'genderless' cocktail brand as I personally really enjoy cocktails but am also interested in questioning if more people would be likely to drink cocktails if they did not hold gender associations. I also think it is important to provide a just as good alcohol alternative. I also feel in terms of career, this body of work will provide a good basis for my portfolio.

## What is the final outcome?

The final outcome of this project will be a brand - including product packaging, social media and additional assets for the branding.

## Who are my target audience?

My target audience is predominantly but not limited to Gen Z's. Individuals aged Aged 18-23.

Audience of this brand drink it for the high quality of the product. They also enjoy the product as the cocktails are spirit based. This is appropriate for my Gen Z audience as studies have shown them to prefer spirits to beer. The brand will also have an alcohol free alternative which will suit the large number of Gen Z individuals who drink a reduced amount of alcohol.

## What is my brand?

My brand is a pre packaged cocktail brand, selling popular and new cocktails as well as alcohol free versions.

## What makes my brand unique?

My brand will package all cocktails in a gender neutral way. The design of the branding and packaging has been thought through and analysed in order to not hold gender stereotypes.

## What influences my visual direction?

The visual direction of this brand will come from my extensive research into what makes a product feel gendered -I will do my best to eliminate these elements from my work as much as possible in order to create a brand without these associations. Throughout this project I also aim to experiment using a larger range of design techniques, particularly to ensure that I do not just rely on digital means to create an outcome, and I hope this is apparent throughout my work.

## How will I produce my final outcome?

I will experiment with a range of design techniques to create my final outcome, including experimenting with logo design by hand. I hope to have a body of work created in a multiple of ways by the end of the project, and hope that I can push myself to produce a range of work including branding and applied branding.

## Particular assets to experiment with?

I hope to experiment with motion graphics as this is an element of design I find very difficult but I know can elevate both the brand and my design portfolio. This however, will not be my main element of my project. Through my project, I want to improve on my existing design skills and hope to improve my graphic communications including info-graphics and presenting my research, also creating a strong established brand.

## Evaluating my FMP

I will evaluate my FMP using feedback from peers and tutors, but also reflecting deeply on my own design process and practice.

# brand story

informative  
not assumptive.

## drinking without stereotypes.

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historically and consistently to this day, marketing, packaging and advertising surrounding alcoholic beverages has been heavily gendered. this design reinforces heteronormative gender roles and assumes gender as binary.

this is outdated and makes the packaging an item loaded with assumptions. not only does this influence buying habits, and reinforces historical drinking habits and standards but it places people in boxes surrounding their taste and gender.

this is where fluid started - i wanted to create a brand which rejected gendered assumptions and visual identity. i studied current and historic packaging and marketing of alcohol in order to identify visual elements which reflect gender and aim to create a brand without doing so myself.

fluid aims to be a brand for everyone, one which creates high quality cocktails and uses informative visual elements as design, rather than visual elements loaded with gender norms.

# brand values

for all people.  
for all times.

## neutrality

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central to the brand fluid is neutrality - taking a gender neutral stance in order to design a brand and packaging which is non gendered. for all people for all times.

Loxley (2007) suggests that 'design that is clearly marketed to [...] men or women not only enacts gender difference - it also reinforces gender as binary'. and this is exactly what fluid is going against in both the values and visual culture of the brand.

## for all people

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fluid is a brand with a cocktail choice for all people. rejecting gender norms and the drinking pressures and stereotypes that surround these norms.

## simplicity

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simple designs and a simple message - fluid creates high quality cocktails without anything that isn't needed. the branding and packaging is informative without unnecessary additions.

# tone of voice

friendly &  
factual tone.

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## friendly and factual.

fluid is a brand for all people, for all times. the tone used by the brand should reflect this, being friendly and welcoming. meanwhile, maintaining the factual, objective element of the brand which is seen in the visual info-graphic elements. thus, the brand should use a welcoming yet informative tone.

the brand should come across authentically by being 'honest, simple, unspun.'

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## lower-case.

as seen in the logo, fluid uses only lower-case type as part of its visual identity - this is to continue the feeling of neutrality brought through the visual culture of the brand. fluid rejects the norms and what is expected in a way that feels calm and consistent. using lower-case throughout maintains this.



# target audience

## Who are my target audience?

My target audience is predominantly but not limited to Gen Z's. Specifically, individuals aged 18-23.

While this is the main target audience, the brand is for anyone who enjoys alcohol and believes gender stereotypes in packaging are both outdated and unnecessary.

## What kind of lifestyle do they have?

The audience of this brand are likely well educated and aware of current social and cultural issues. They are likely to spend time on social media, keeping up with what is going on, as well as maintaining their own appearances through social media profiles.

## Why do they choose this brand?

Audience of this brand drink it for the high quality of the product. They also enjoy the product as the cocktails are spirit based. This is appropriate for my Gen Z audience as studies have shown them to prefer spirits to beer. The brand will also have an alcohol free alternative which will suit the large number of Gen Z individuals who drink a reduced amount of alcohol.

## Potential consumer profiles:



**Alba - 19 - She/her**

This individual is a 19 year old student, she occasionally drinks in social settings and enjoys alcohol on an occasion or at house parties

Alba lives at home and has a part time job. She uses this money on clothing and social activities.

Alba enjoys the brand because she feels gender stereotypes are outdated and sees the drink she is holding as an extension of her sense of self. These cocktails feel more authentic and true to her as an individual and she enjoys the variety of flavour options.



**Alex - 22 - They/them**

Alex is a 22 year old working in marketing. They have a flat in London where they live alone. They enjoy drinking with friends at bars or as part of they're self care rituals at home.

Alex enjoys the drinks as it makes them feel seen and understood. They like drinking at home, and a premixed solution is ideal when living alone as it does not require buying a full bottle of spirit and mixing which is time consuming and expensive.

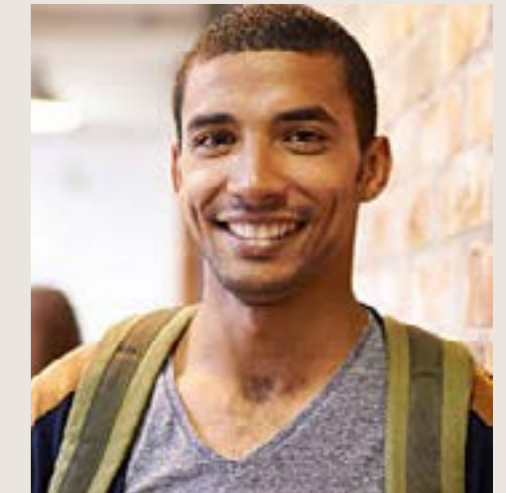


**Flora - 20- She/her**

Flora is a 20 year old fashion student. She lives in a university house with other girls her age.

Flora enjoys drinking at home and when out socially, but tries to also enjoy non alcoholic alternatives. Due to this when she does drink she wants to enjoy new exciting cocktail flavours.

Flora enjoys other unisex products, including the ordinary skincare and milk makeup. She is glad there is finally a cocktail brand which does the same thing and holds her values.



**Miles - 23 - He/him**

Miles is a 23 year old working in construction. He lives in a flat with his girlfriend.

Miles goes out to socialise regularly with work colleagues and enjoys to have a drink at home with his girlfriend with dinner.

Miles likes that the branding of this cocktail is subtle, he enjoys the taste of cocktails and has only just started drinking them more. He enjoys the range and tasting booklet and infographics in order to understand which cocktails he should try. This packaging allows him to enjoy cocktails, understanding whats in them and enjoying them without feminine packaging.



# why is fluid appropriate for a Gen-Z audience?

“generation Z marks a turning point, being the first generation to prefer spirits to beer.”

## gen - Z and views on gender.

according to a new study conducted by the advertising insights agency bigeye, half of members of generation Z (or 50%) agree that traditional gender roles and binary gender labels are outdated.

according to a study by Pew in 2018, 35% of gen Z know someone who uses gender neutral pronouns, in comparison to 25% of millennials and 16% of gen X.

## gen - Z and alcohol taste.

A report from berenberg research found that members of Generation Z preferred spirits (like vodka or gin) and wine to beer.

- Is this because large beer brands appear inauthentic?
- Could this be because beer advertising typically shows a large amount of white men?

## and

According to nielsen data. Beer already lost 10% of it's market share to wine and spirits r from 2006 to 2016.

further, “They are more likely to drink tequila, Champagne, and pre-mixed cocktails”



fluid. logo design

# logo and strap line explained

fluid.

classic cocktails for a fluid world.

## brand name

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the brand is called 'fluid'. this is both in reference to the fluid which is the make up of a cocktail, as in reference to the fluid world that we are living in. A world in which gender is a fluid.

## strap line

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the brand strap line is 'classic cocktails for a fluid world'. however the 'classic cocktails' is interchangeable depending on the range. This is shown in the following:

fluid.o - alcohol free cocktails for a fluid world.  
fluid.z - champagne cocktails for a fluid world.  
fluid.u - bespoke cocktails for a fluid world.

initial logo concepts.

**FLUID**

**FLUID**

**fluid**

**FLUID**

**fluid.**

**fluid**

# logo iterations.

## primary logo



### fluid logo spacing specifications

logo 'i' and full stop use the same dot shape. This shape is the minimum clearance around the logo, as illustrated in the khaki elements surrounding the logo.

the same applies for the alcohol free range - fluid.o, which is the same fluid with additional o which is the same x height as the rest of the letters.

minimum logo size is in instagram icon. (110 x110 pixels.)

## secondary logos

fluid.o - alcohol free.

fluid.o

fluid.z - fizz cocktails (champagne).

fluid.z

fluid.u - fluid bespoke cocktails.

fluid.u

# colour palette

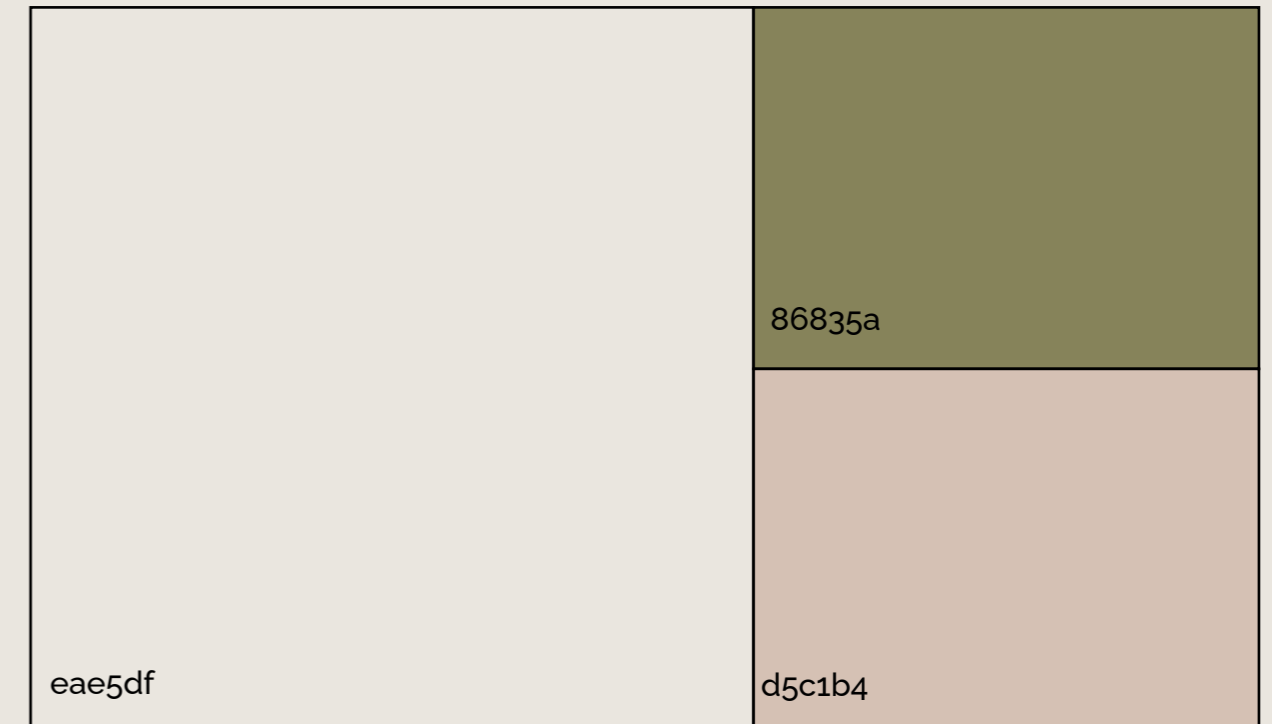
## rationale

the colour scheme follows the same rationale as the rest of the brand, using neutrality to avoid unnecessary gender attachments, this is seen throughout the visual identity in all elements of fluid.

the primary colour reflects this directly, a neutral off white colour.

this tone is complimented by the secondary khaki green and slightly darker neutral shade. these colours work effectively with the primary brand colour as well as with any additional colour schemes included with specific cocktails.

## primary colour:



## secondary colours:



fluid. ranges





**fluid.**  
classic cocktails

# classic cocktail range



## packaging design

the classic cocktail range is the most traditional cocktail range in the brand, this is reflected in the design on the packaging.

the info-graphic is a square 'tree diagram' - this design is the most simplistic design of the brand and acts as a template and guide for the other ranges.

each cocktail follows the same template but with different colours to represent the cocktail.

the can itself is a bronze/gold metal. this is because it is the classic and core range of the brand. this also differentiates it from the other ranges.

# fluid.0

alcohol free cocktails



**fluid.0**

espresso martini



# alcohol free cocktail range



## packaging design

the alcohol free cocktail range includes the same cocktail flavours as the classic range but all with 0% alcohol.

the info-graphic are circles. it follows a similar layout to the classic range but using circles to reflect the 0 in fluid.0.

each cocktail follows the same template but with different colours to represent the cocktail.

the can itself is silver, this differentiates it as alcohol free.

# fluid.z

champagne cocktails



# champagne cocktail range



## packaging design

the champagne cocktail range is catered to the Generation Z audience since "They are more likely to drink tequila, Champagne, and pre-mixed cocktails".

the info-graphic reflects the range, with feathered circles to mimic the bubbles in champagne. these circles are also in proportional sizes to the amount of each ingredient.

each cocktail follows the same template but with different colours to represent the cocktail.

the can itself is a champagne gold metal, as they are champagne cocktails. the can is a smaller size, as the ingredients are more luxury.

# fluid.u

bespoke cocktails





# fluid.u range

## bespoke cocktails

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fluid understands that everyone has different preferences when it comes to cocktails, and often pre mixed cocktails do not reflect this. therefore fluid.u is a bespoke cocktail service, allowing the consumer to customise their favourite of the classic cocktails, adding flavours or removing elements which do not fit their taste.

## how does it work?

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1. pick a classic cocktail
2. edit any ingredients in the cocktail
3. select alcohol percentage
4. see your unique personalised cocktail packaging generated.

## extras.

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once you have created your bespoke cocktail, you can order additional merchandise which your personal info-graphic, including posters and tote bags.

cocktail packaging



personalised print.



personalised tote bag



# fluid.u ranges

alcohol free



classic cocktails



champagne cocktails





fluid. additional  
elements

# tasting booklet and set

## concept.

a key element of fluid is providing informative aspects into the design, so to not use stereotypical gendered assumptions but relying purely on factual information. due to this, there is a tasting booklet including all information about flavours and ingredients of cocktails which can be purchased.

these booklets include the classic cocktails with a tree diagram of the ingredients (like on the packaging), a written description, and a star diagram of the flavours.

the tasting booklet can also come as part of a classic tasting set, in which cocktails come in a box with the booklet.





# bar and exterior

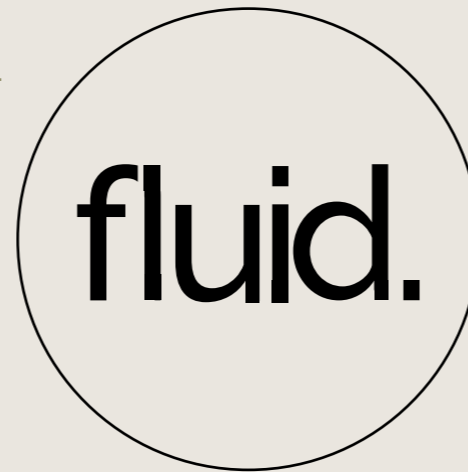
## concept.

the concept of creating a non gendered drinking brand and experience could expand into a non gendered space selling fluid cocktails. this could be a bar or a non static space, such as a van which could visit events and sell the cocktails

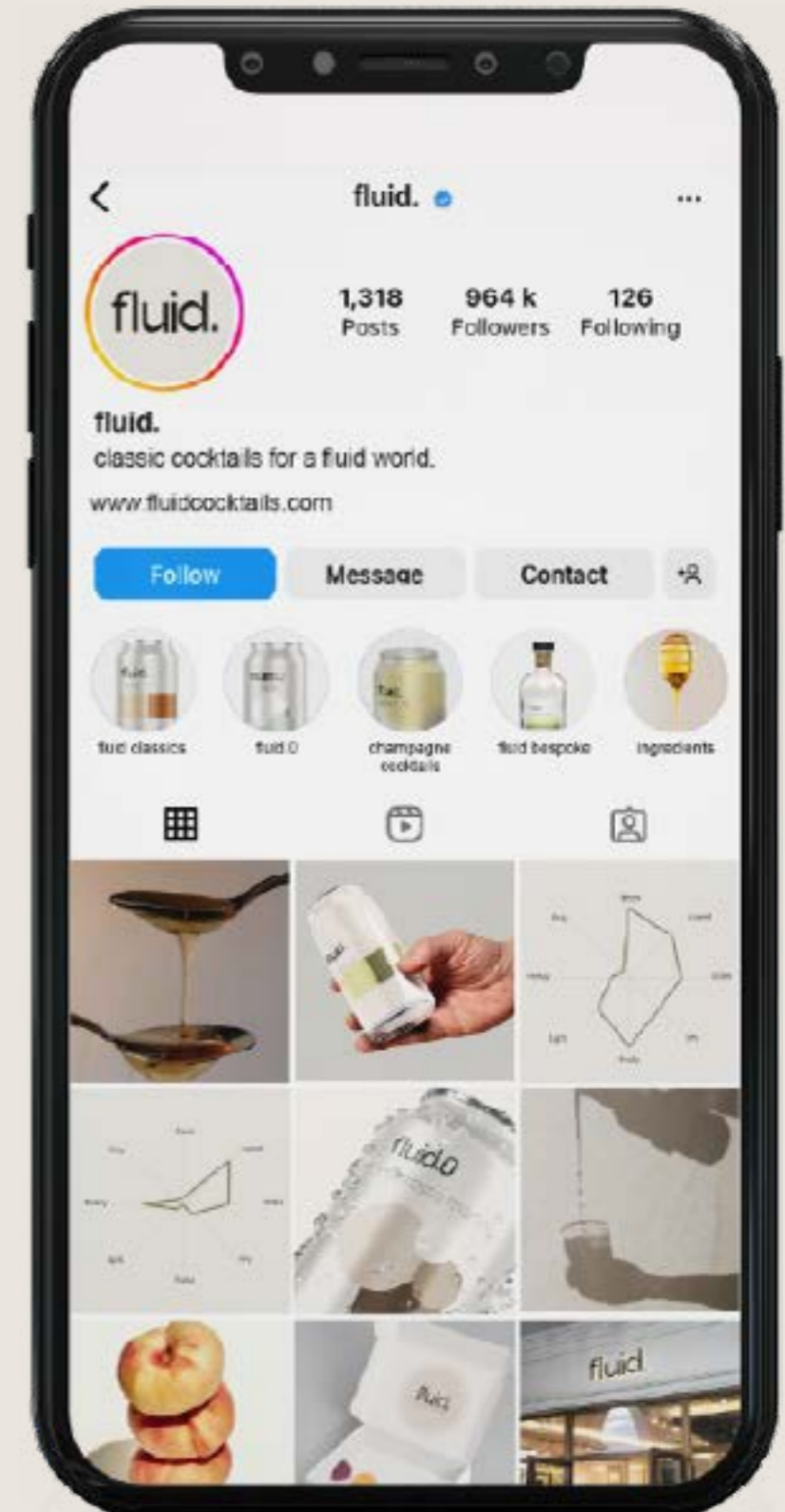


# social media

icon:



instagram page

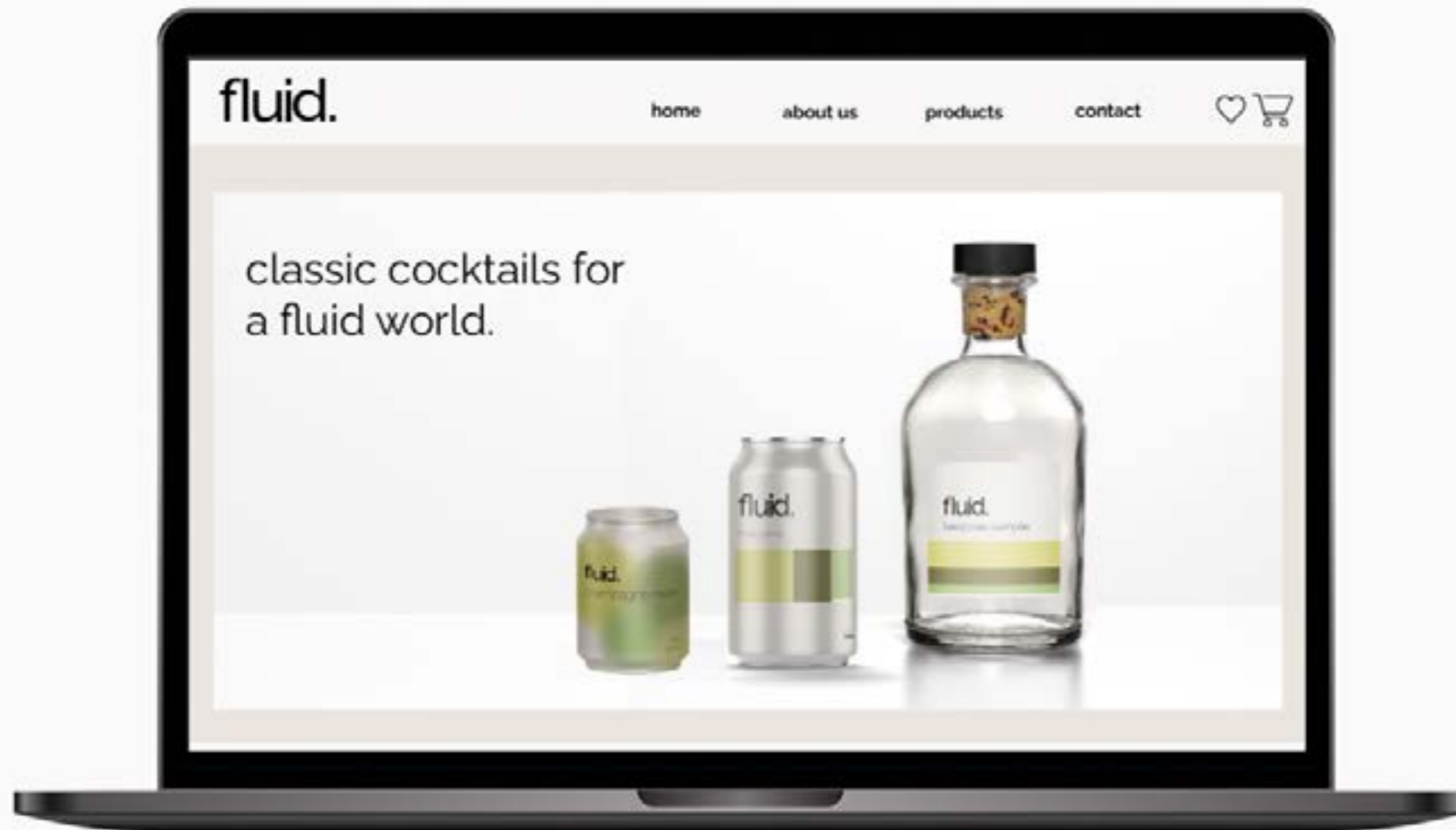


# social media imagery direction





# website homepage



link to xd website prototype (computer screen)

XD document outlines website format -

**SAMPLE PRODUCT PAGES FOR BESPOKE AND ESPRESSO MARTINI.**

<https://xd.adobe.com/view/8e-d7a4d4-eef5-486e-be66-1990354c6b86-db84/?fullscreen>