

VIMANA

SQUEEZE JUICE CO. CASE STUDY

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CASE STUDIES | SQUEEZE

SQUEEZE JUICE

SERVICES

Brand Strategy
Branding & Identity Design
Collateral Design & Production
Packaging Design & Production
Merchandise Design & Production
Signage & Wayfinding

CHALLENGE

Refresh all aspects of the branding for the expansion into multiple locations.

OUTCOME

Full rebrand from outdated and inconsistent branding collateral to a fresh, uniform and cohesive new brand identity.



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BRAND ATTRIBUTES

1

CULTURE

- *active*
- *engaged*
- *friendly*
- *flexible*

2

CUSTOMER

- *on the go*
- *20's - 30's*
- *transitional*
- *thoughtful*

3

VOICE

- *warm*
- *relaxed*
- *empathetic*
- *attentive*

4

FEEL

- *revitalized*
- *youthful*
- *whole*
- *healthy*

5

IMPACT

- *empowered*
- *better served*
- *guilt free*
- *harmonious*

NOTEWORTHY:

Professionally run, organized, and fresh without compromising quality of ingredients and product.

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BRAND POSITIONING STATEMENT

WHAT

Juices, smoothies and bowls crafted with the customers unique routines in mind.

HOW

A safe, clean and efficient environment which serves made - to - order or freshly created products.

WHO

For on-the-go professionals, looking for something healthy, fresh and fast.

WHERE

Northeastern United States

WHY

Looking for something healthy to fit into their busy routine without compromising the quality of ingredients.

WHEN

in an era of fast communication and exponentially developing technology.

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SIMPLIFIED POSITIONING

Squeeze provides made - to - go juices to **active** and highly **engaged** individuals in a **friendly** and **flexible** environment while helping them to stay **healthy** and **empowered** amidst their **fast - paced** routines and lifestyles.





LEAF

Natural / Organic / Essential



SYMMETRICAL WAVE

Balanced / Flowing / Energy



DROPLET

Juice / Liquid / Good til the "Last Drop"

FROM "LEAF" TO "DROPLET" / FROM NATURE TO PRODUCT

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BEFORE



AFTER

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PROCESS NOTES

A good logo is a memorable logo and the most precious piece of real estate is in the minds of our audience. Since these specific customers are typically active and on the go, we wanted to ensure the logo was fun and bright but also easily remembered. It speaks to the energy found in of our product as well as our customers while acting as a clear representative for what the company does.

When choosing a palette, we naturally looked to the ingredients of the Squeeze products themselves. Not only does the palette match the vibrancy and energy of the company, but we as humans naturally associate these colors with fruits and vegetables, creating a desire to have them. We isolated a specific portion of the color spectrum most often found in nature to tap into this instinctual aspect of our audience.

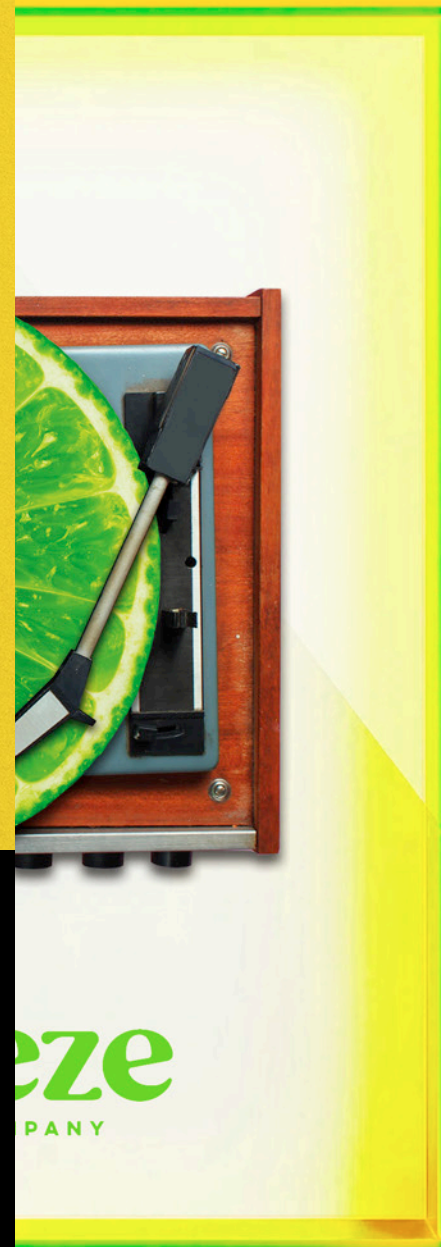






B

-
- A. (Pictured Left)
Exterior Squeeze Blade Signage
 - B. (Pictured Above)
Squeeze Business Card Design



A. (Pictured Above)
Embossed Squeeze Logo Mark

B. (Pictured Above)
Original Squeeze Pop Art Pieces

THANK YOU