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Visual Identity Systems, GD 356 Spring 2021, 1:30-3, section 501, School of Design, Graphic Design

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BRAND POSITIONING

USERS

PRIMARY USERS

Primary users are prominently middle to upper class female ages 21-30. These millennial and gen Z consumers like to go out, go to concerts, and enjoy the outdoors. They value adventure, quality time with friends and family, and are in tune with social justice movements. They are looking for a drink to bring with them to these activities that they enjoy and want to support a brand who has corporate social responsibility initiatives in line with their own values.

SECONDARY USERS

Secondary users are in their 40s, and still enjoy social get togethers but do not drink as heavily as users in their 20s and early 30s. They like to relax and enjoy a white claw on a nice day. They value wellness, natural ingredients and quality experiences with loved ones. Both users seek connection and community connection

POSITIONING

White claw continues to push to solidify itself as the number one seltzer brand in the market. With the competitors becoming more popular, they cannot let up on their efforts to stay on top. Their passionate fans and have created a subculture around the drink that is popular in hashtags, social feeds, and memes that gives them a leg up from the competition. Users choose white claws over competitors because of their interaction and ability to listen to their users wants for new flavors.

VALUE PROPOSITION

Users value White Claw because the company creates a product that allows them to feel like they are a part of a social group and culture. They provide a wide range of fun flavors and develop relationships with their customers to create this inclusive culture.

BRAND STORY

White Claw was born from inspiration the White Claw wave, where 3 perfect crests come together to form a moment of pure refreshment. We aspire to bring that same sense of adventure and invigorating energy to our beverages while supporting efforts to conserve oceans through the White Claw Fund.

BRAND CHARACTERISTICS

Refreshing, Bright, Playful, beachy, laid back, adventurous

NEED FUFILLED

Connection: White Claws are a social beverage that create a sense of connection between friends and a larger community.

MOODBOARD



MAIN IDENTITY

This is the main logo that will appear on primary brand applications to make Whiteclaw's new branding recognizable and memorable.



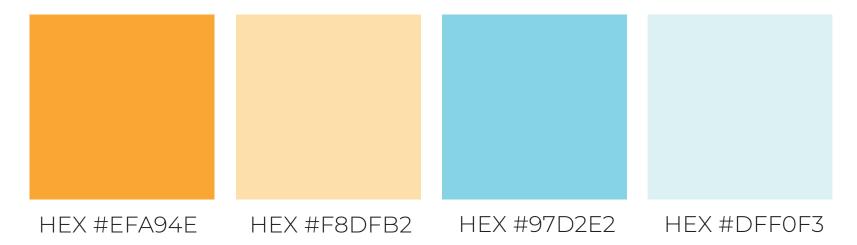
SECONDARY IDENTITY

This logo should be used for horizonal formating for websites and other secondary material where the stacked logo does not fit.



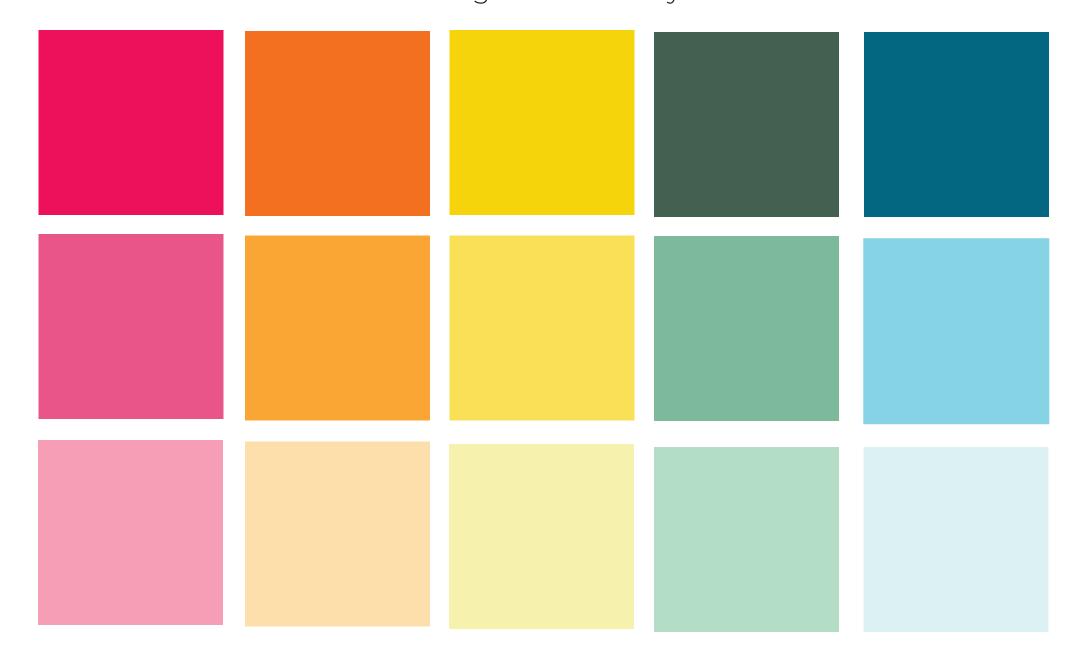
COLOR PALLETE

PRIMARY COLOR PALLETE



SECONDARY COLOR PALLETE

Colors outside of blues and oranges should only be used to illustrate falvors



TYPOGRAPHY

BEBAS NEUE

Montserrat Montserrat Montserrat

Brunei DaTuzsalah Brunei DaTuzsalah





SYSTEM SYSTEM



Emma Price 150 N Michican Ave, Chicago, IL 60601

Dear:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut ipsum eget massa hendrerit vestibulum vel in velit. Donec pretium neque velit.

Aliquam porta lectus nec mauris ornare venenatis. Vivamus non est turpis, et cursus sem. Mauris vehicula erat in diam auctor at bibendum nisl lacinia.

Morbi imperdiet neque vehicula nunc convallis gravida. Vestibulum iaculis pretium placerat. Integer consequat, est sit amet facilisis eleifend, nibh nibh varius orci, eget dapibus arcu dui non purus. Pellentesque in magna mauris. Duis enim sapien, dictum vitae condimentum a, pulvinar vel lacus. Mauris et molestie nibh. Vestibulum vitae nulla at metus elementum porta sit amet interdum elit. Nulla sollicitudin neque eu nulla volutpat congue.

Etiam pellentesque, velit id dapibus fermentum, turpis sapien ornare dui, ac tincidunt ligula odio congue purus. Nunc sed ante dui, in porta lectus. Cras nec sem lorem. In hac habitasse platea dictumst. Maecenas id diam quis dui porta tristique. Sed id egestas felis. Donec ullamcorper mattis posuere. Phasellus fermentum eleifend tortor vel dapibus. Vestibulum ante ipsum.

Sincerely,

Emma Price WhiteClaw.com P.O. Box 000 Chicago, IL 60611

328 S Jefferson St, Suite 1050

Chicago, IL 60611

(313)683-8193

www.whiteclaw.com







COMMUNICATIONS

POSTERS



NEW LOOK ALL THE FLAVORS YOU LOVE, NOW WITH NEW REFRESHED PACKAGING

BLACKBERRY

SPIKED SPARKLING WATER WITH A HINT OF BLACKBERRY



NEW LOOK ALL THE FLAVORS YOU LOVE, NOW WITH NEW REFRESHED PACKAGING



NEW LOOK ALL THE FLAVORS YOU LOVE, NOW WITH NEW REFRESHED PACKAGING









SPIKED SPARKLING WATER WITH A HINT OF MANGO



NEW LOOK ALL THE FLAVORS YOU LOVE, NOW WITH NEW REFRESHED PACKAGING

WEBSITE HOMEPAGE



BUY NOW

FLAVORS

FAQs

BLOG

CONTACT

Enjoy all the flavors you love, now available in freshly designed cans.

Tweet at us and let us know which can is your favorite! @WhiteClaw

BUY NOW



CAN



ADS







SWAG





MERCH

