

WHITECLAW

r e b r a n d

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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

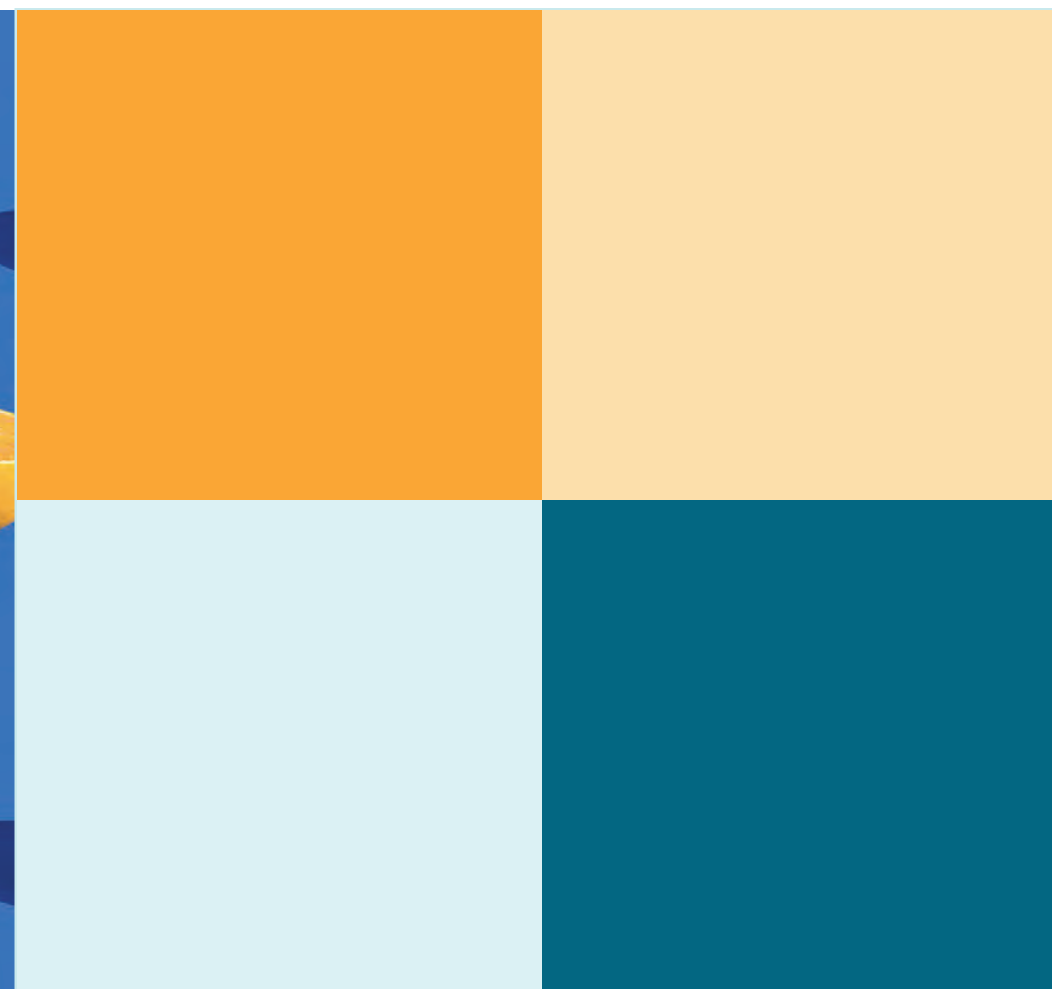
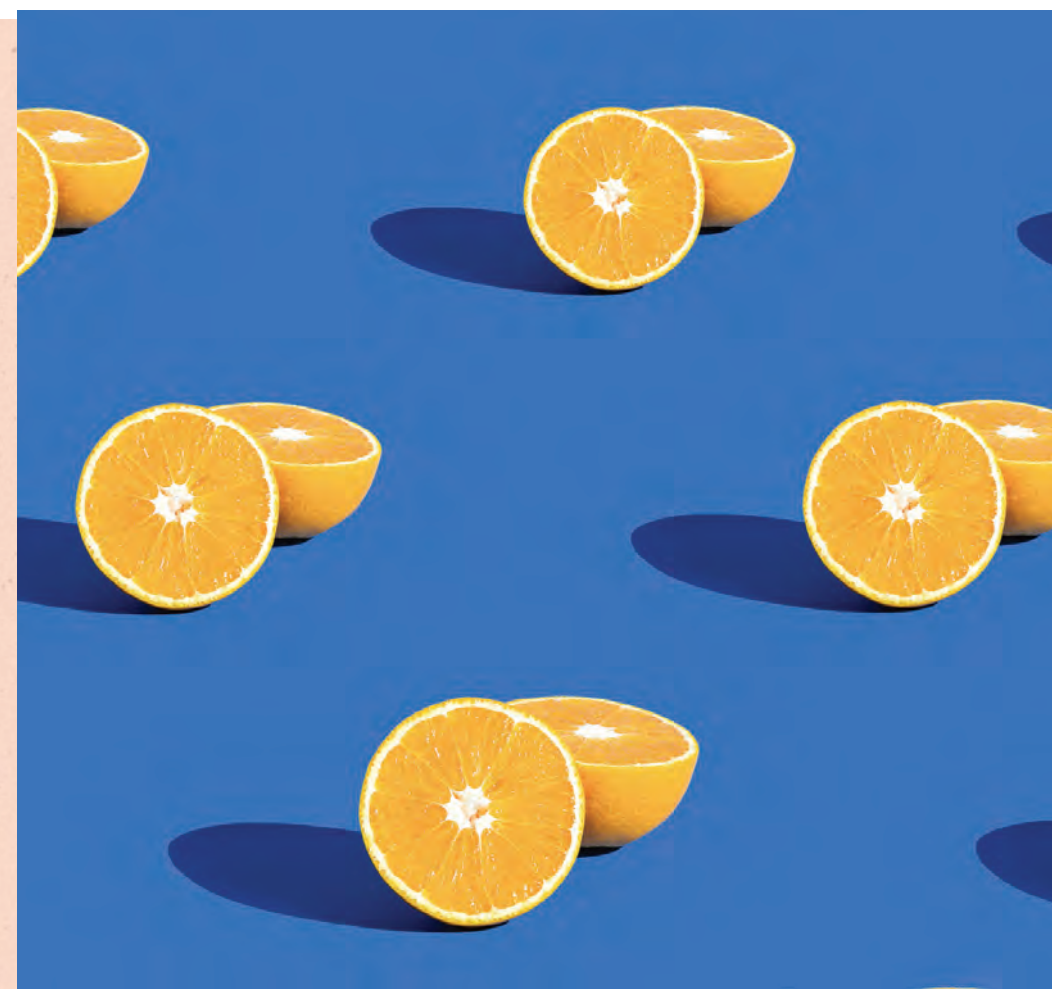
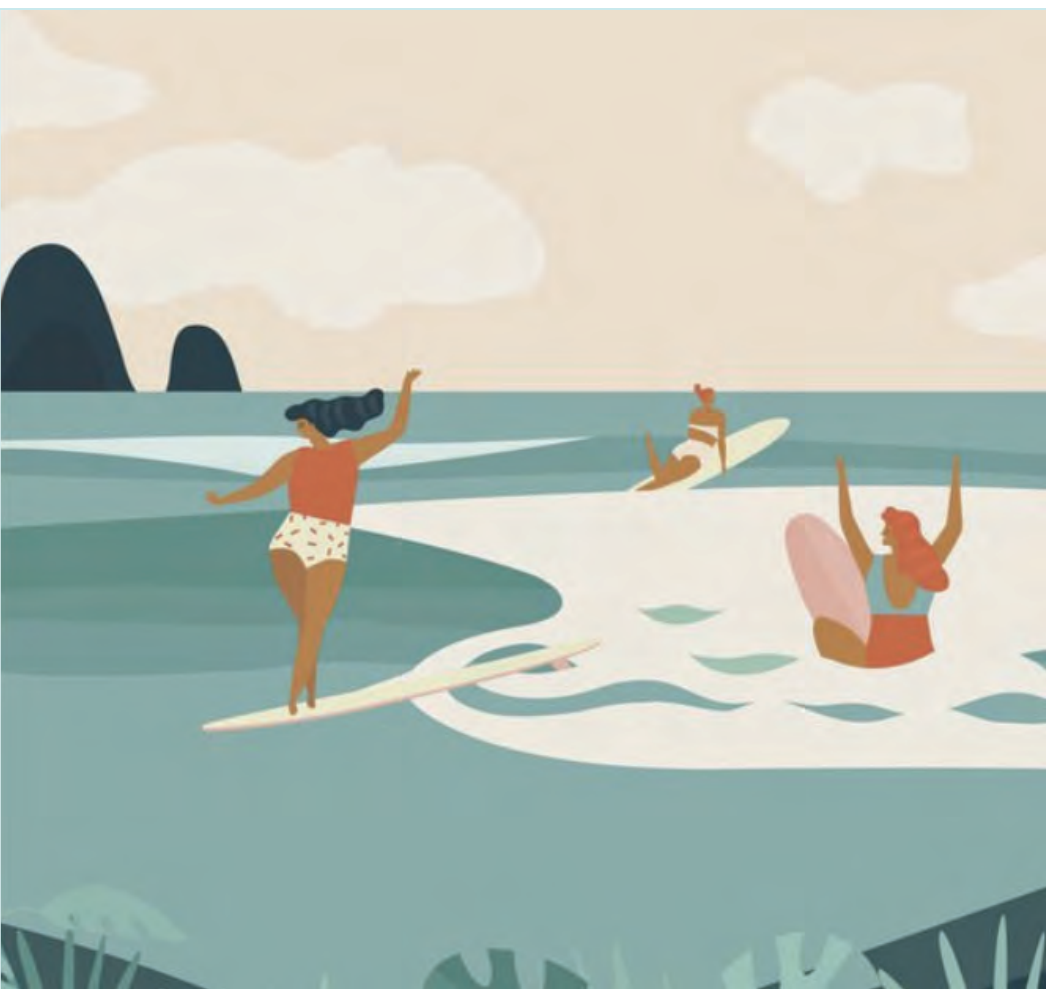
Refreshing, Bright, Playful, beachy, laid back, adventurous



NEED FULFILLED

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

MOODBOARD



■ IDENTITY

MAIN IDENTITY

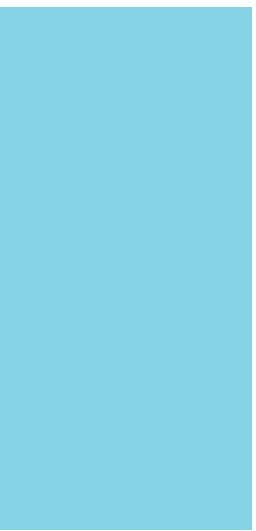
This is the main logo that will appear on primary brand applications to make Whiteclaw's new branding recognizable and memorable.



SECONDARY IDENTITY

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





COLOR PALLETE

PRIMARY COLOR PALLETE



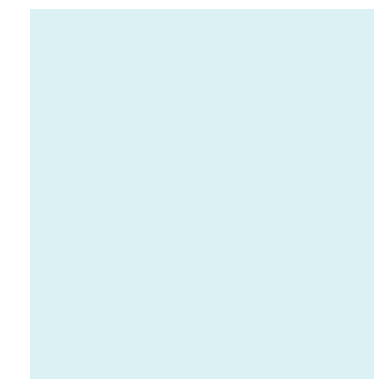
HEX #EFA94E



HEX #F8DFB2



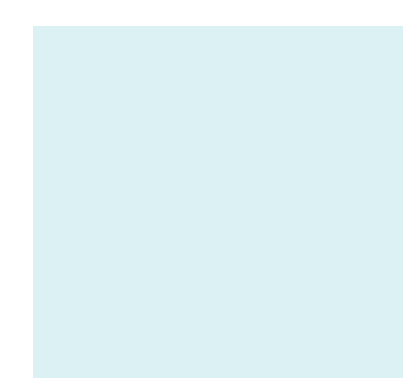
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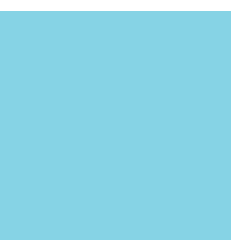


HEX #DFF0F3

SECONDARY COLOR PALLETE

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





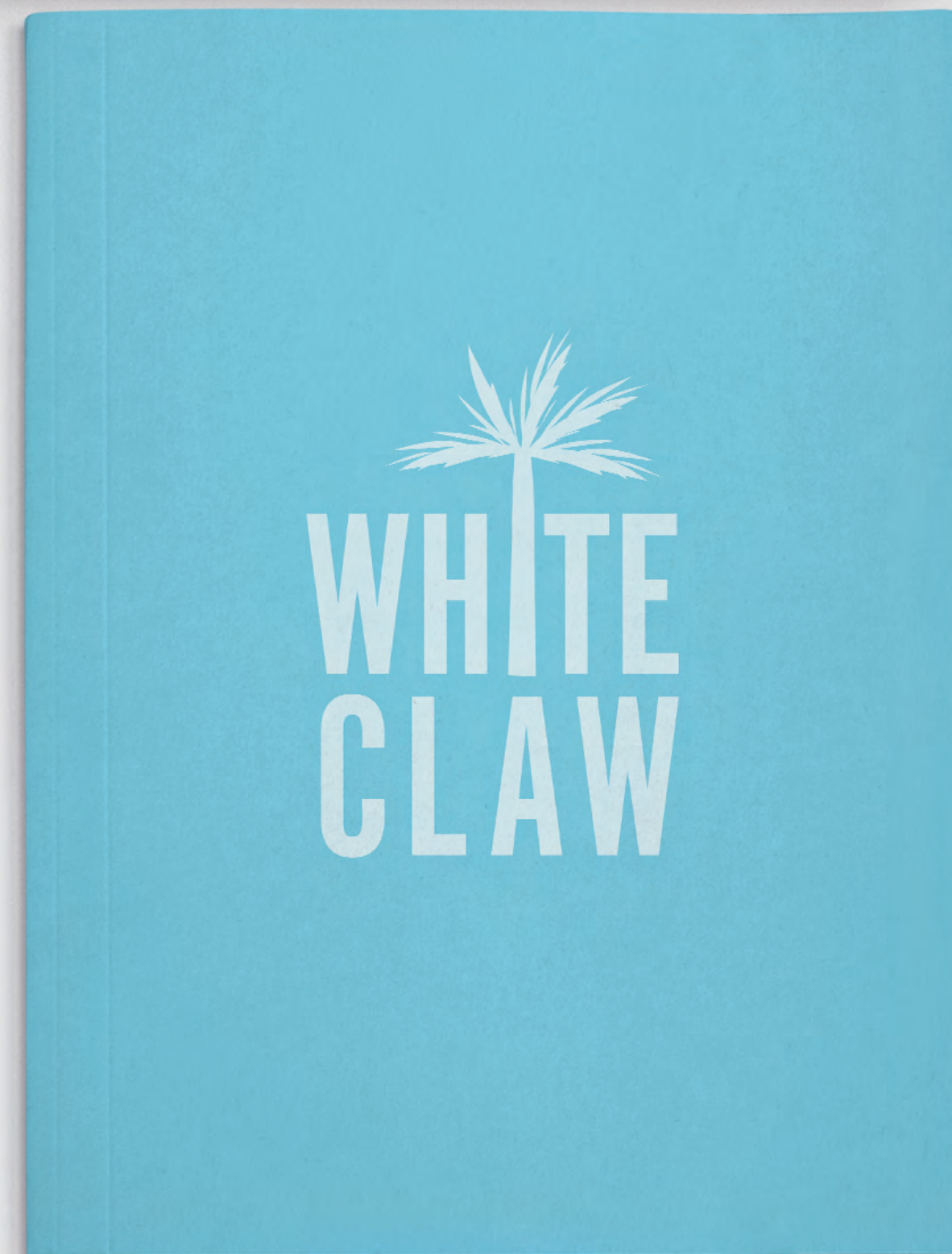
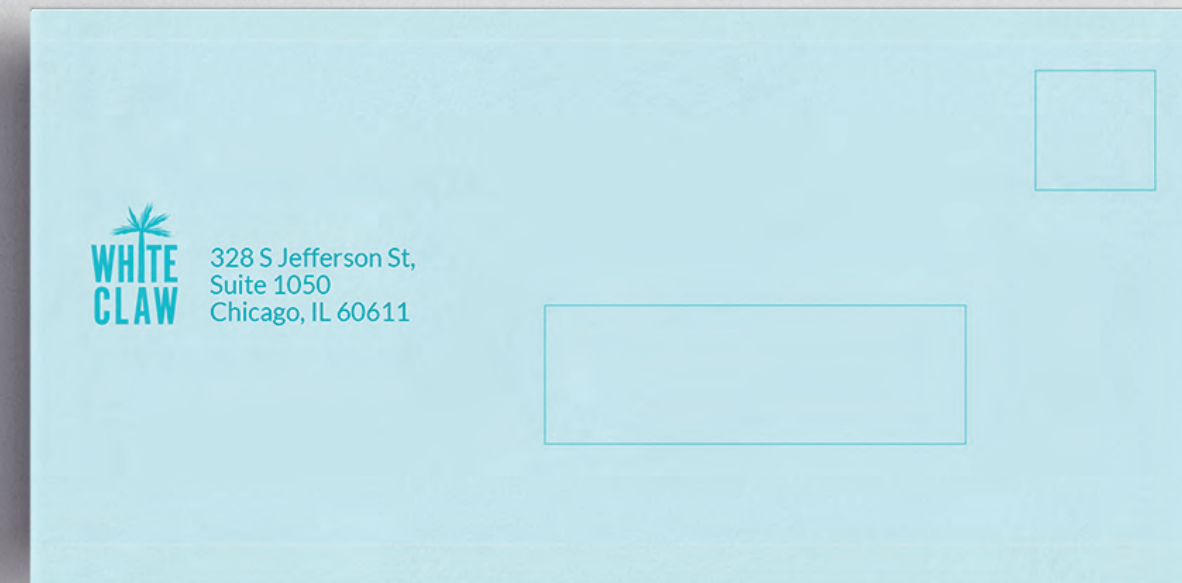
TYPOGRAPHY

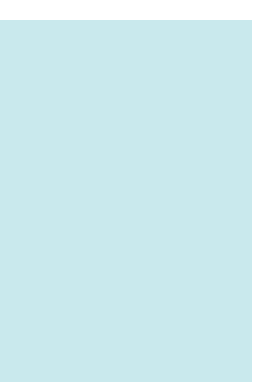
BEBAS NEUE

Montserrat
Montserrat
Montserrat

Brunei Darussalam
Brunei Darussalam

IDENTITY SYSTEM





COMMUNICATIONS

POSTERS



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



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



NEW LOOK ALL THE FLAVORS YOU LOVE, NOW
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NEW LOOK ALL THE FLAVORS YOU LOVE, NOW
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OUTFRONT



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

409-001

OUTFRONT



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

404-003

OUTFRONT



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

409-003

WEBSITE HOMEPAGE

[BUY NOW](#)[FLAVORS](#)[FAQs](#)[BLOG](#)[CONTACT](#)

NEW LOOK

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

