

# AUNTIE BEE'S GARDEN



# FLORAL LIQUEUR BRAND

## **BRAND:**

The objective of this brand is to establish a brand of drinks with unique floral flavors. It will play on the special flavors the design and concept will be centered around. Each flavored liqueur will introduce a new flower and flavor pairing that may be unexpected, but also delicious at the same time.

## **GOAL:**

The goal of this brand would be to open peoples palettes to new flavors, specifically floral flavors. The brand will appeal to people to in a fun bright way that sets itself apart from other brands. The drinks themselves will be more refreshing and lighter tasting that can be drank by itself or added to a cocktail. It will be drinking reimagined within a floral liqueur brand.

## **TARGET AUDIENCE:**

People above the age of 21 that are interested in trying new or unique flavors. Some one looking for a drink that is organic and contains health benefits, specifically the benefits within the flowers themselves, while still being alcoholic.

## **KEY MESSAGE:**

Celebrating unique and diverse flavors while opening people's palettes to a variety they never have expected. This brand will deliver the idea that floral hints and flavors are good and also fun to include in drinks and food.

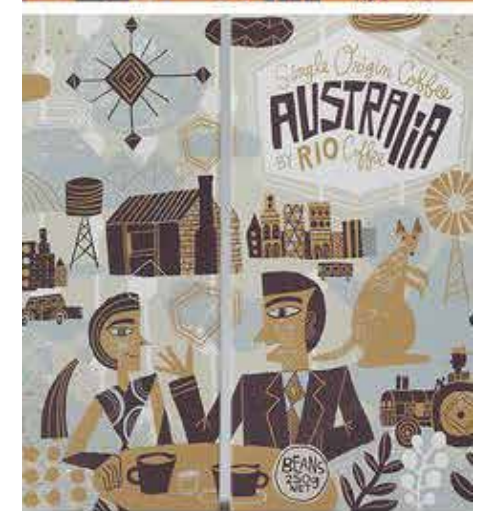
## **REASONS TO BELIEVE?**

Many people hunt for different kinds of alcohol because they want to see what the next big thing is or the best tasting alcohol they can find. The drink market is very open to different types of flavors going as far as dessert wines and rum to fruity seltzers and other obscure flavors. Introducing more floral tasting drinks would not be so far out of reach.



# AUNTIE BEE'S GARDEN

A twist on the typical garden of flowers, this concept plays on the stereotypical cool slightly alcoholic aunt. Each flavor will be a flower in her 'garden'. These flowers will be a different combination of floral and fragrant flavors together as an alcoholic beverage. It will include design elements of bees, garden supplies mixed with classic country kitchen aesthetic. Each bottle will have its own design, but they will come together as a set or as the 'garden'.





# WHIMSICAL WATERS

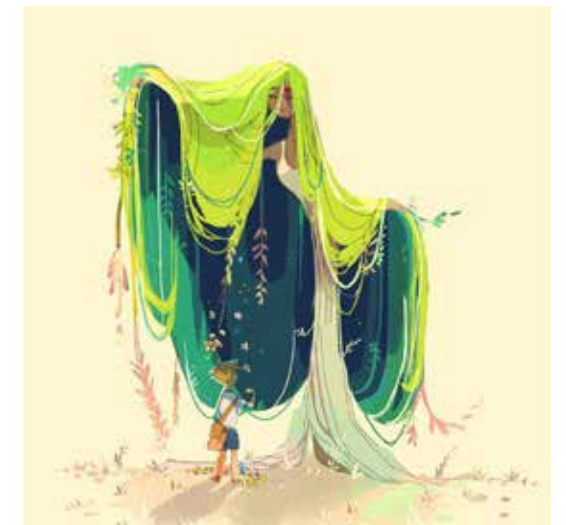
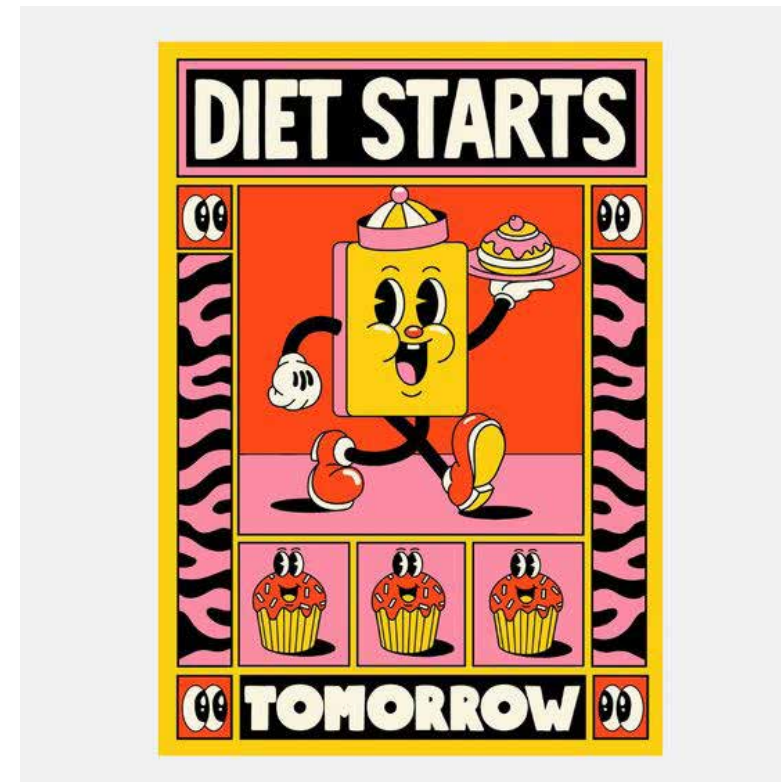
Using cosmic and mythological elements this concept will incorporate a more storybook approach. Each flower will have a special power as well as a theme/story to go with it. Mermaids, unicorns and magical creatures will be a main factor in the design, but also the stories. This will be done with a more limited color palette of black and white with a couple pops of color.





# TIPSY BLOOM

This concept will personify each flower by giving each one their unique qualities. The flowers will have a personality based off their flavor notes. Whether they are sassy, sweet, sour or chill, a bright color palette with an old drive-in theme style characters will pull these characters together. Some elements included aside from the characters would be graphic lines, music notes and maybe some of the other characters.





# VISION BOARD

## AUNTIE BEE'S GARDEN

### OVERVIEW:

The objective of this project is to establish a brand of drinks with unique floral flavors. Each flavored liqueur will introduce a new flower and flavor pairing that may be unexpected, but also delicious at the same time. The concept is twist on the typical garden of flowers, this concept plays on the stereotypical cool slightly alcoholic aunt. Each flavor will be a flower in her 'garden'. These flowers will be a different combination of floral and fragrant flavors together as an alcoholic beverage. It will include design elements of bees, garden supplies mixed with classic country kitchen aesthetics. Each bottle will have its own design, but they will come together as a set or as the 'garden'.

### TARGET AUDIENCE

People above the age of 21 that are interested in trying new or unique flavors. Some one looking for a drink that is organic and contains health benefits, specifically the benefits within the flowers themselves, while still being alcoholic.

### TYPE

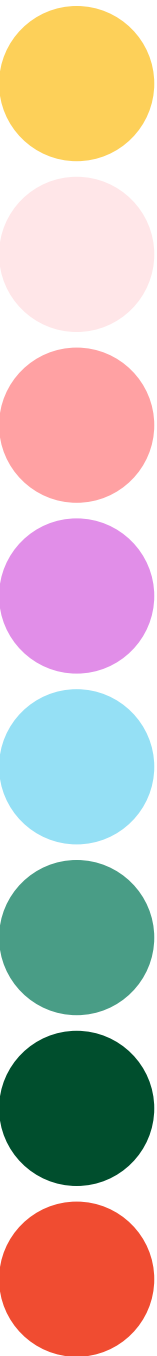
STANFORD FREE

Avenir condensed

### WORDLIST

Whimsy  
Colorful  
Maximalist

Floral  
Sunny  
Fun



### DELIVERABLES:

1. Logo
2. Packaging & Labels
3. Website
4. Social Media Ads



# FLOWER INSPIRATION



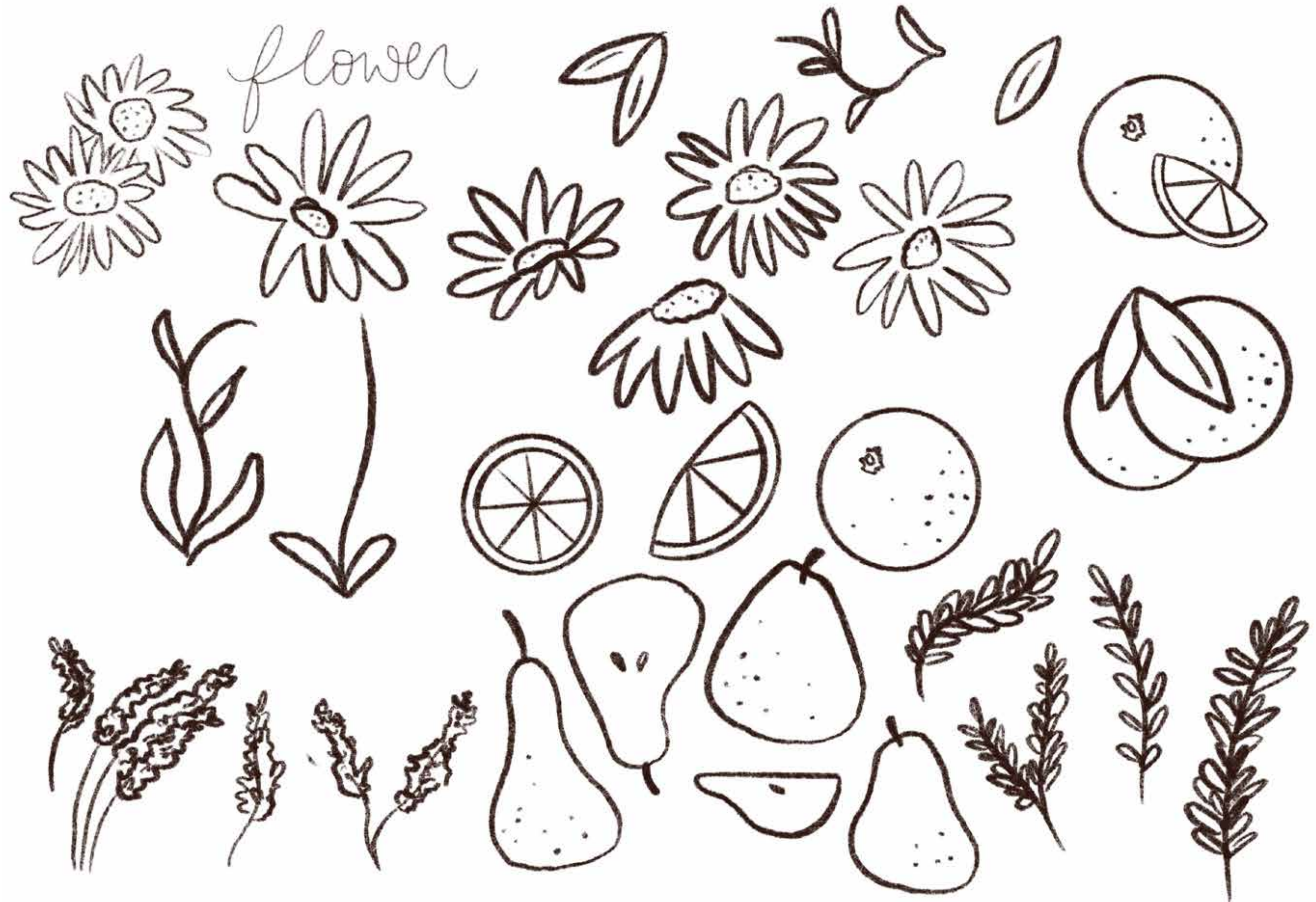


# FLOWER INSPIRATION





# FLOWER SKETCHES





# FLOWER SKETCHES





# FLOWER ASSETS





# FLOWER ASSETS



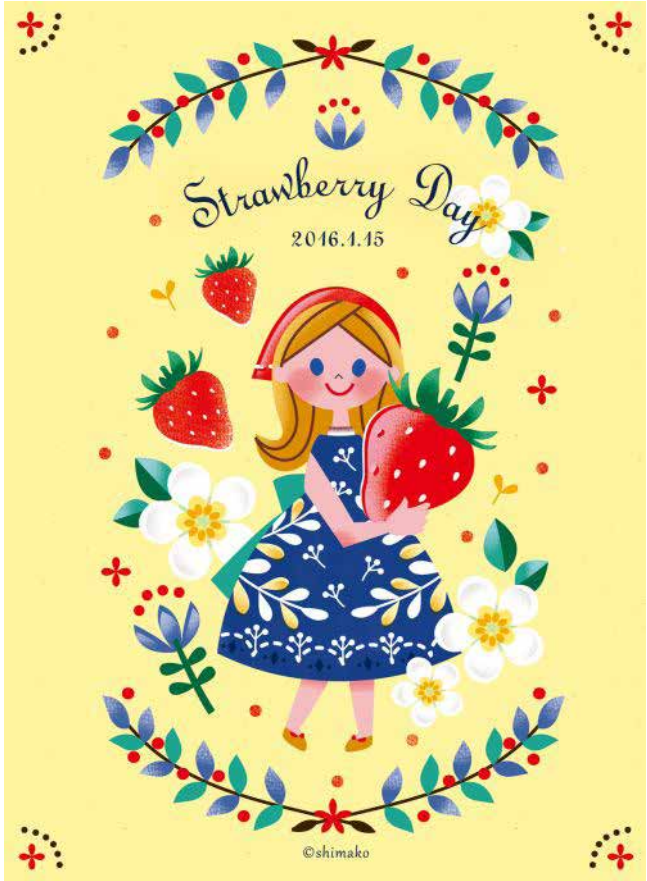


# FLOWER ASSETS



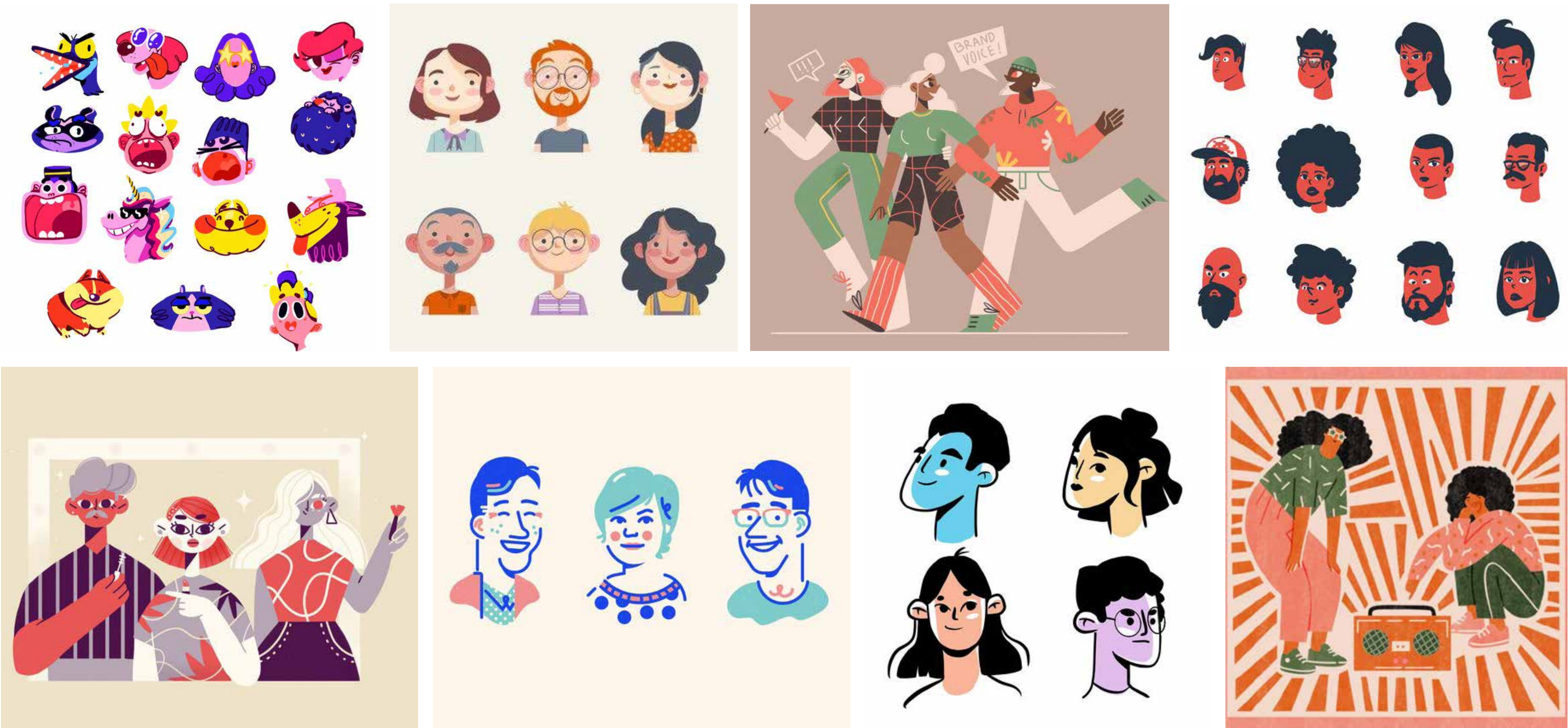


# CHARACTER INSPIRATION



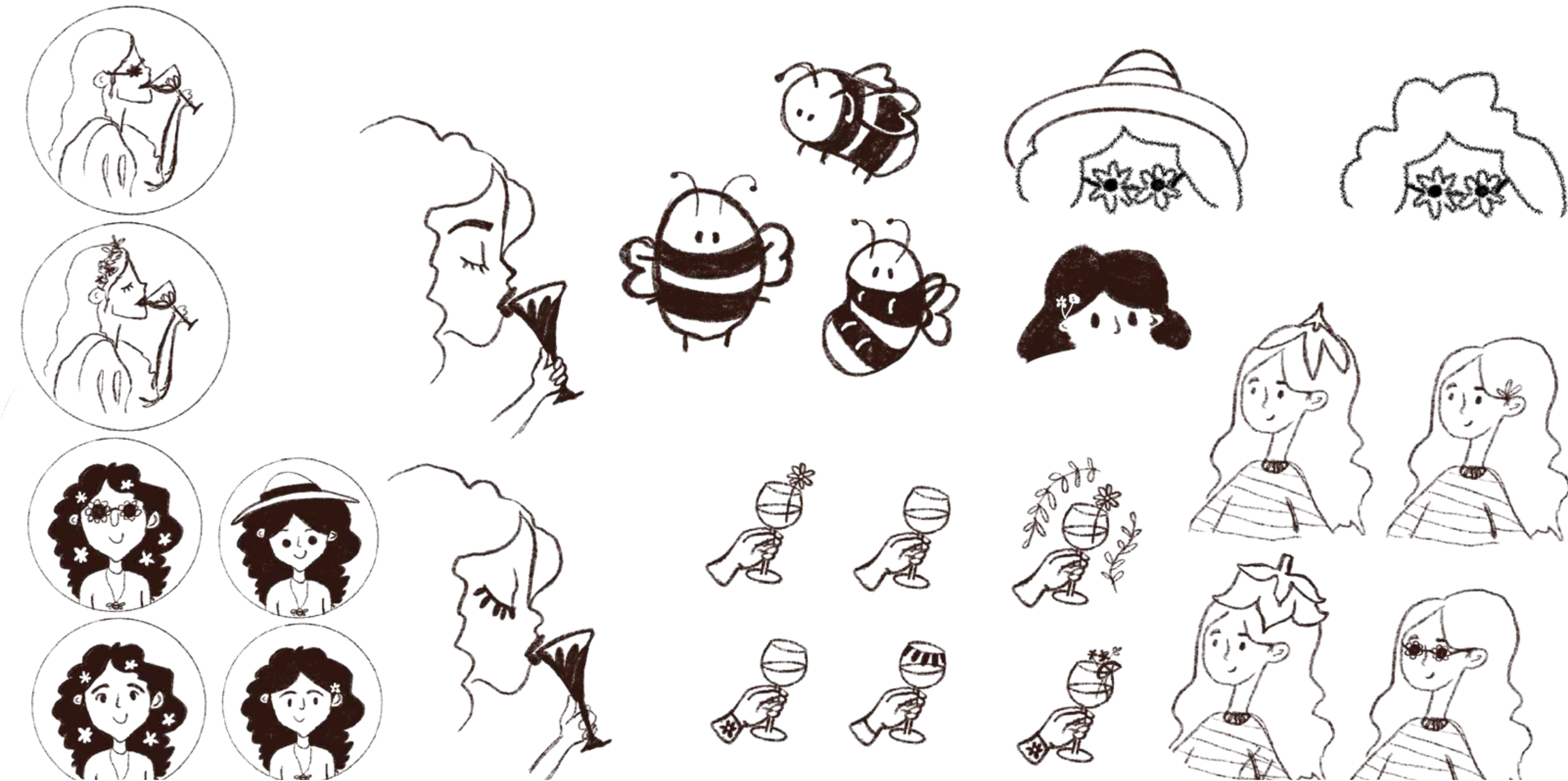


# CHARACTER INSPIRATION



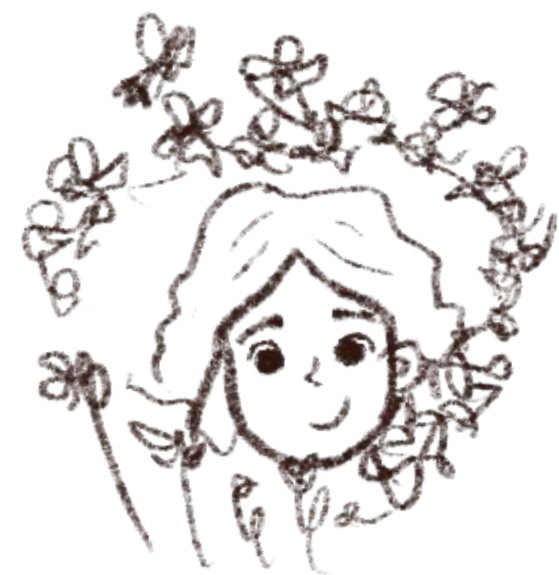


# CHARACTER SKETCHES



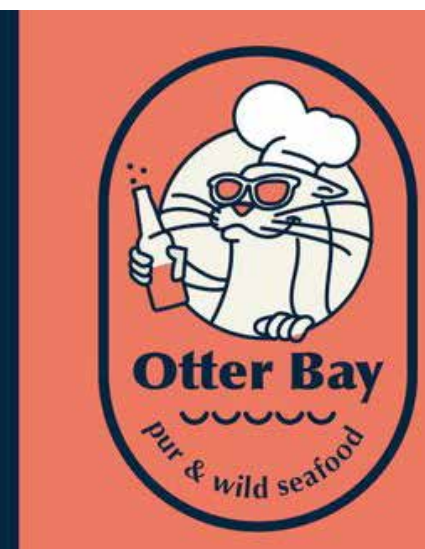
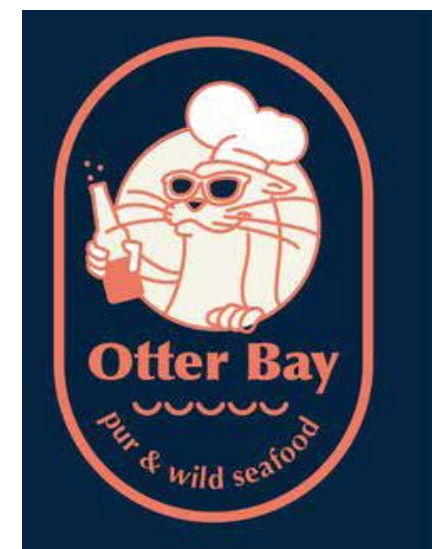
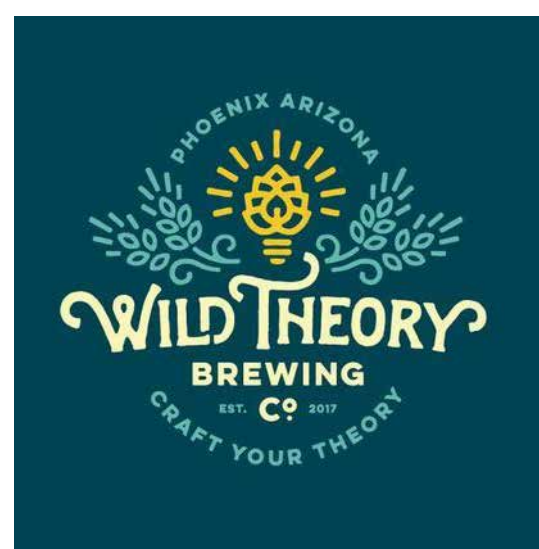
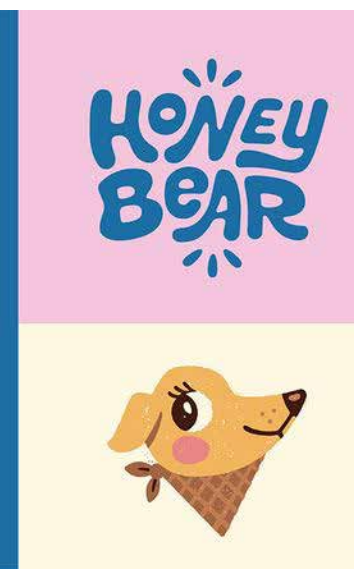


# CHARACTER SKETCHES





# LOGO INSPIRATION





# LOGO INSPIRATION





# LOGO TYPE STUDY

AUNTIE BEE'S GARDEN

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# LOGO SKETCHES



AUNTIE BEE'S GARDEN





# LOGO SKETCHES





# SELECTED LOGO SKETCHES





# LOGO DIGITAL VARIATIONS





# LOGO COLOR VARIATIONS





# LOGO VERSIONS





FINAL LOGO





# LABEL INSPIRATION





# LABEL INSPIRATION





# LABEL VARIATIONS





# LABEL VARIATIONS





# LABEL VARIATIONS





# LABEL VARIATIONS





# LABEL VARIATIONS





# LABEL VARIATIONS





# LABEL COLORWAY 1





# LABEL COLORWAY 2





# FINAL LABELS





# FINAL LABELS





# FINAL LABELS





# FINAL LABELS





# FINAL LABELS





# FINAL LABELS



INGREDIENTS: FERMENTED LAVENDER, PEAR, ROSEMARY, WATER

## FLORAL LIQUEUR

A bright, naturally made floral liqueur made from a garden full of fragrant lavender and rosemary. This lavender liqueur incorporates tones of citrus, floral and a hint of savory flavors.

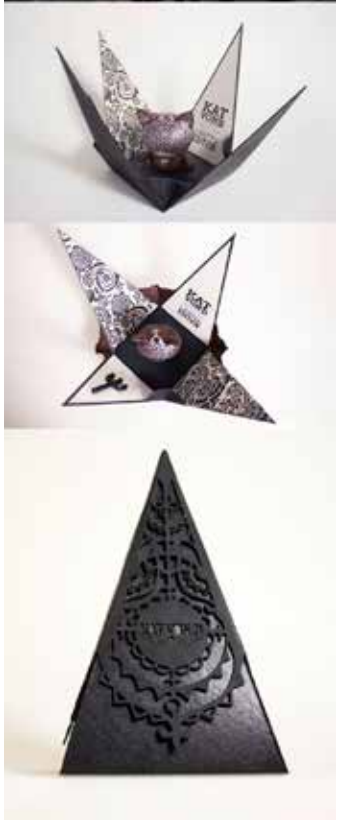
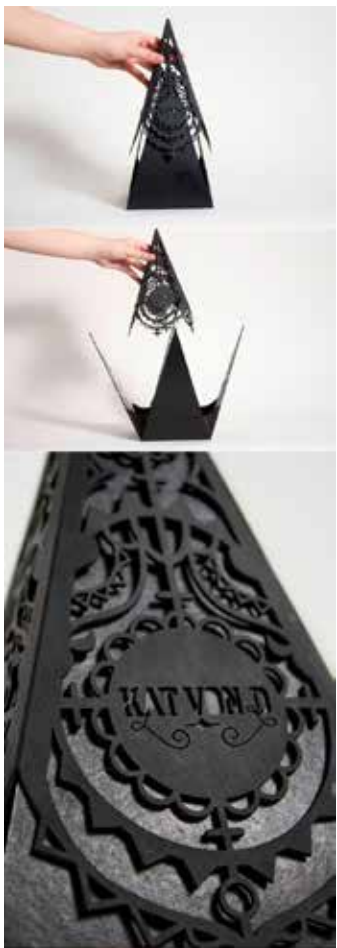


# BOTTLE MOCKUPS





# PACKAGING INSPIRATION





# PACKAGING INSPIRATION





# PACKAGING FLAT



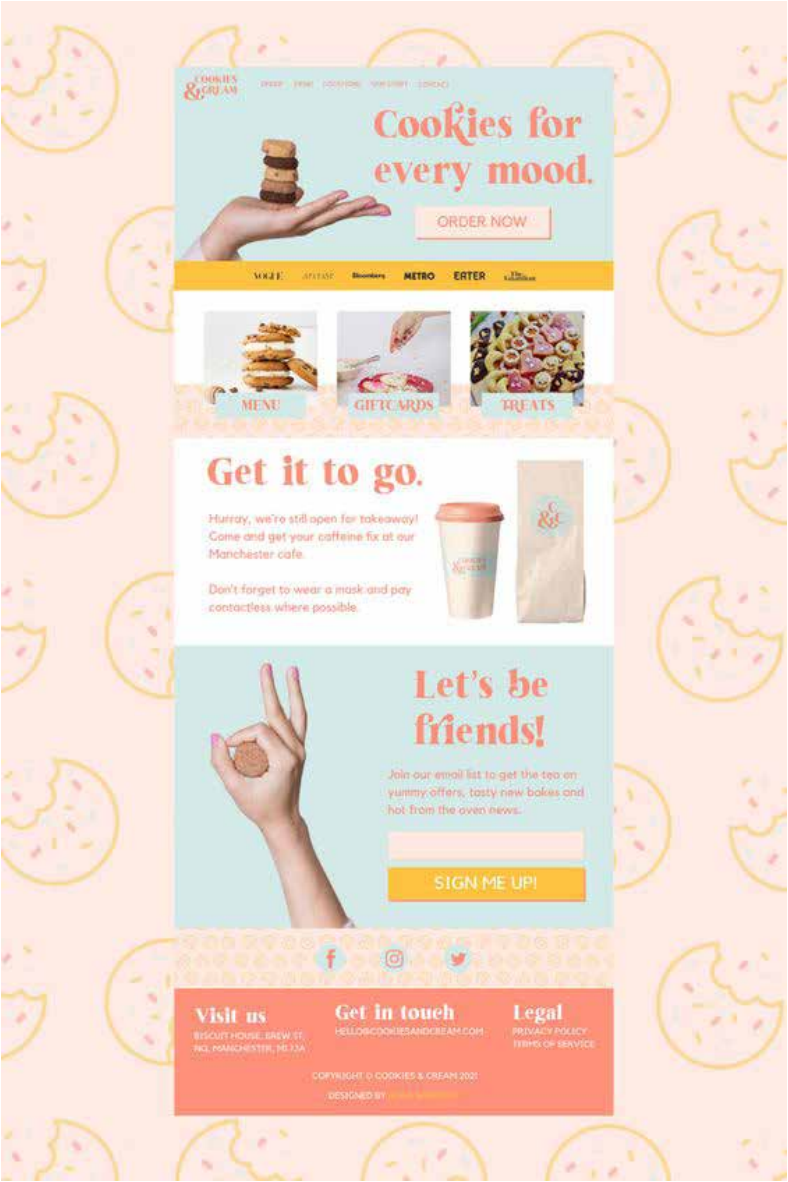
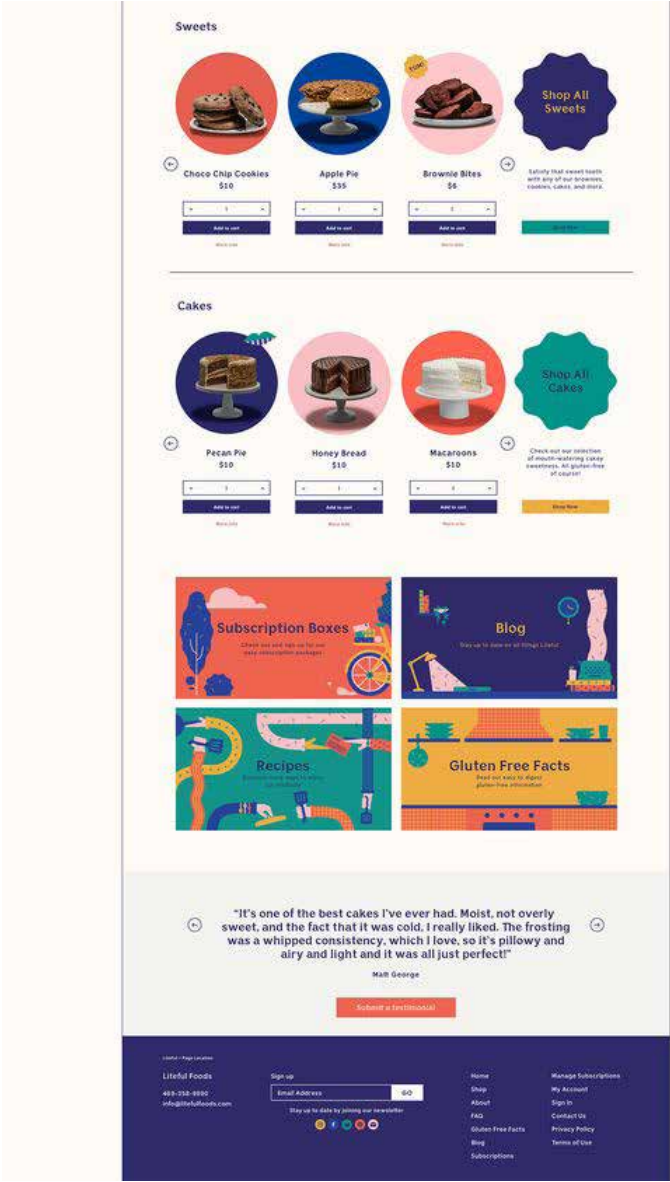


# PACKAGING VERSIONS



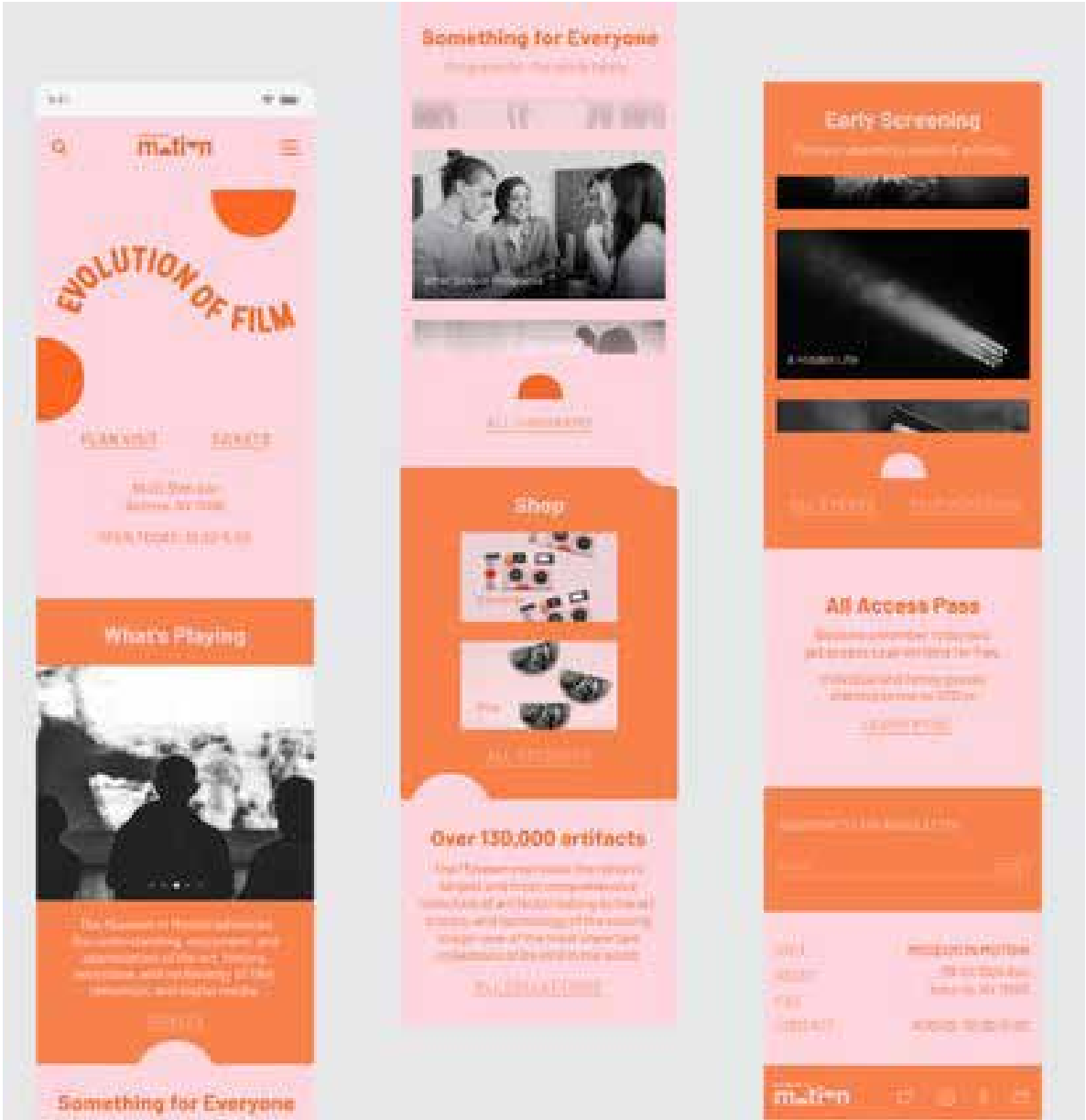


# WEBSITE INSPIRATION



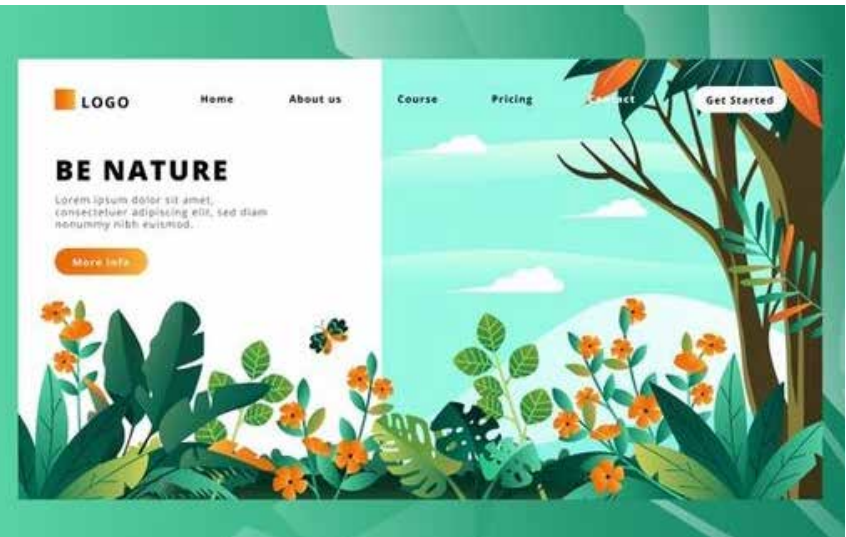
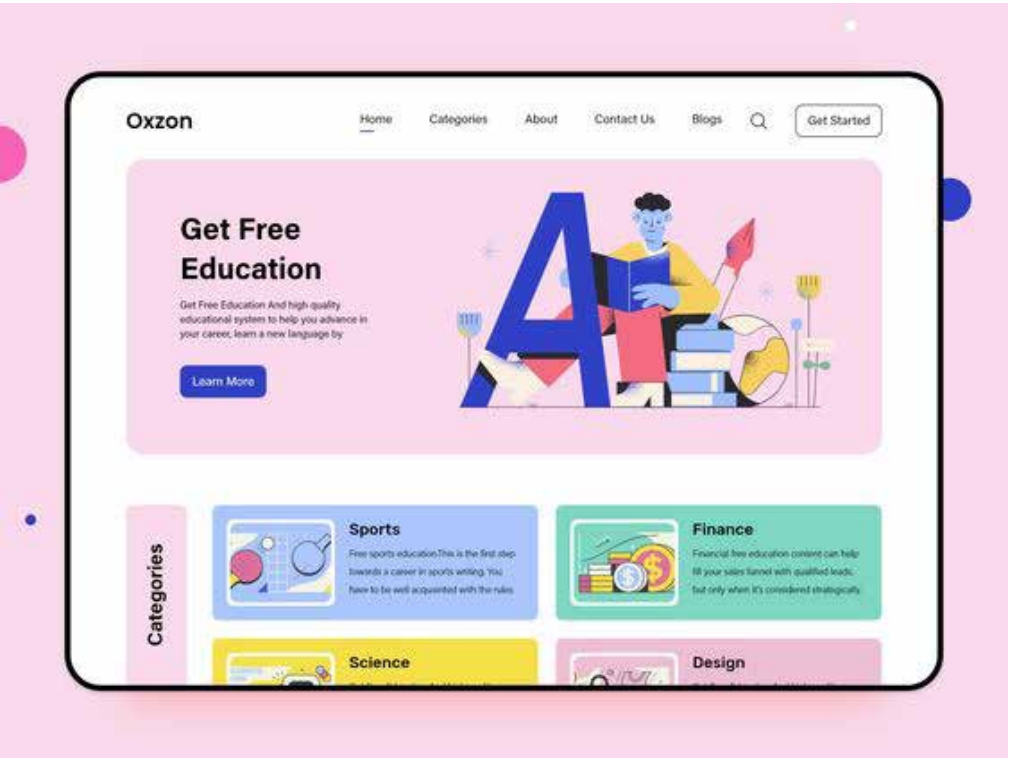
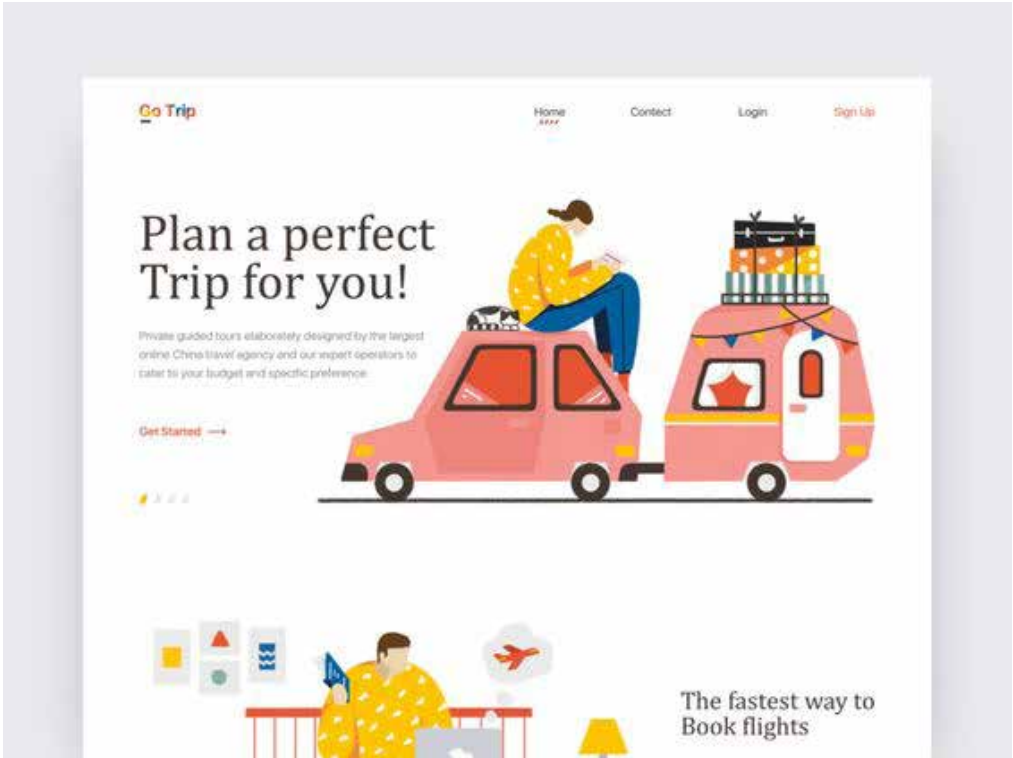
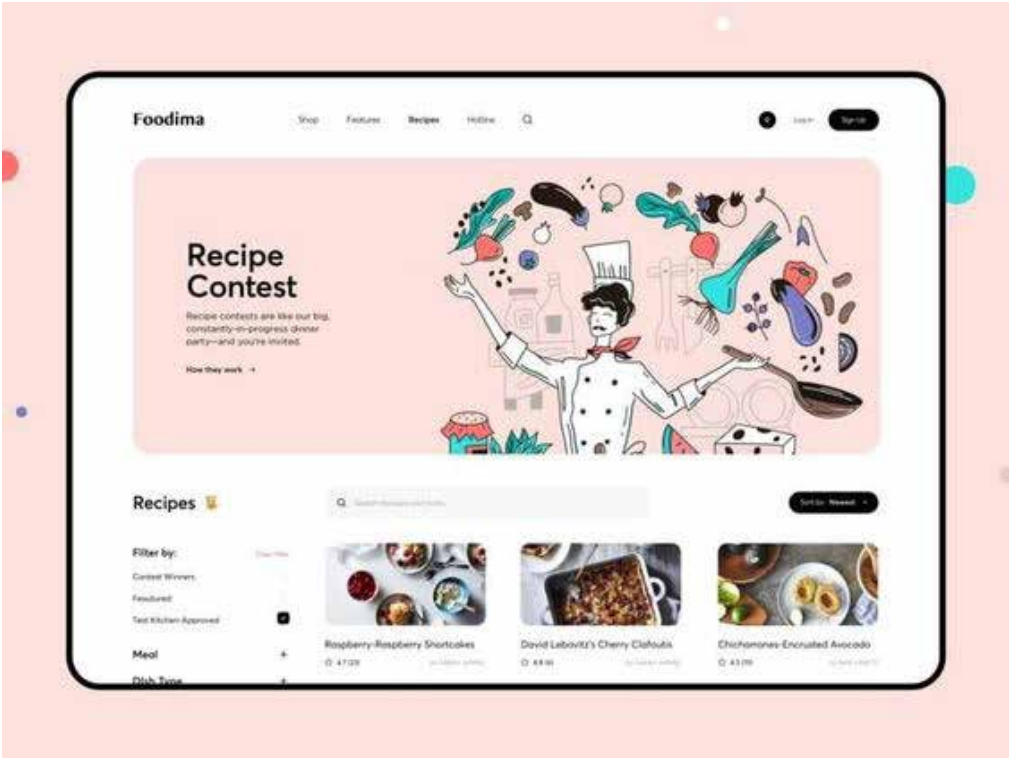


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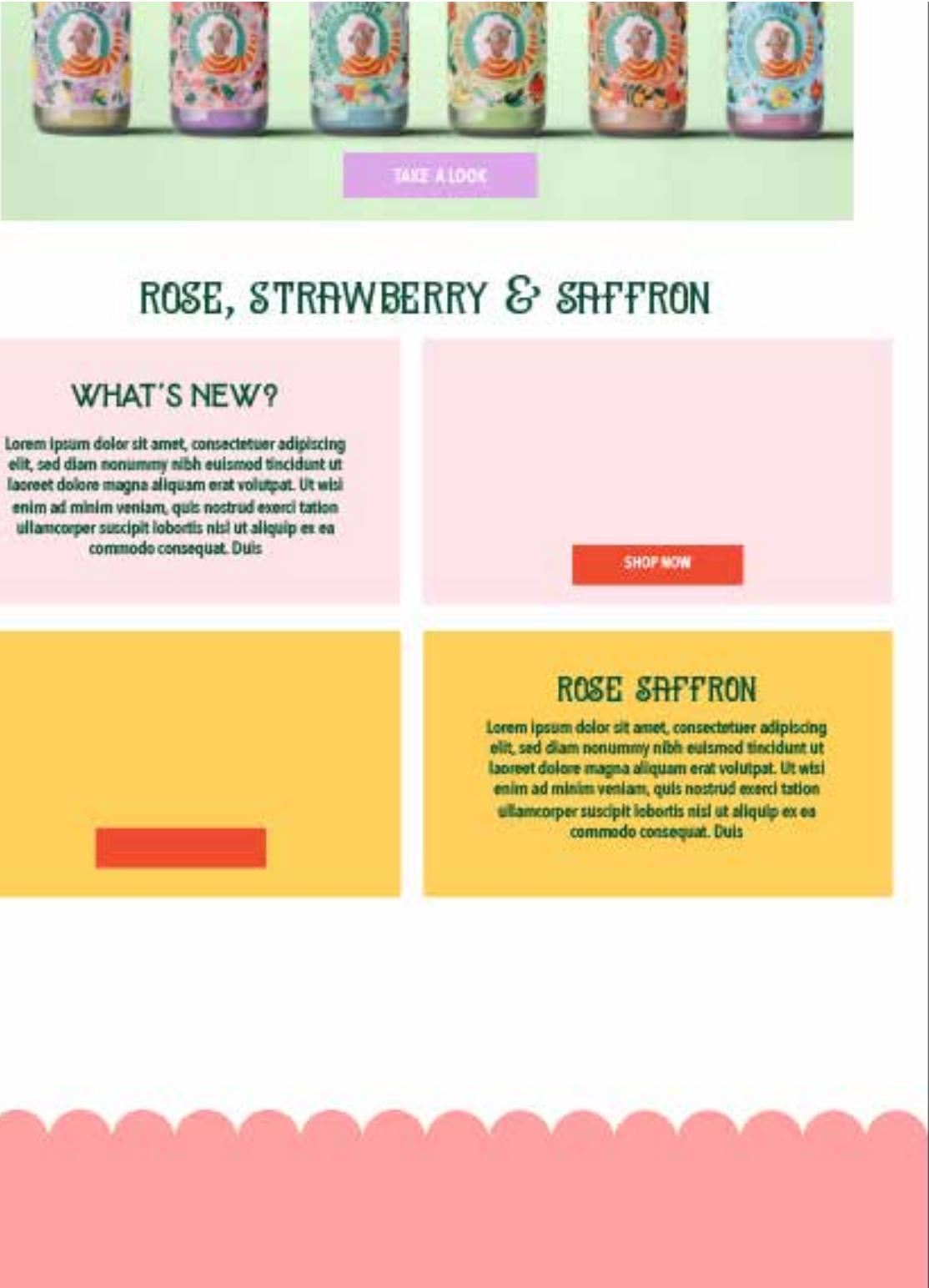
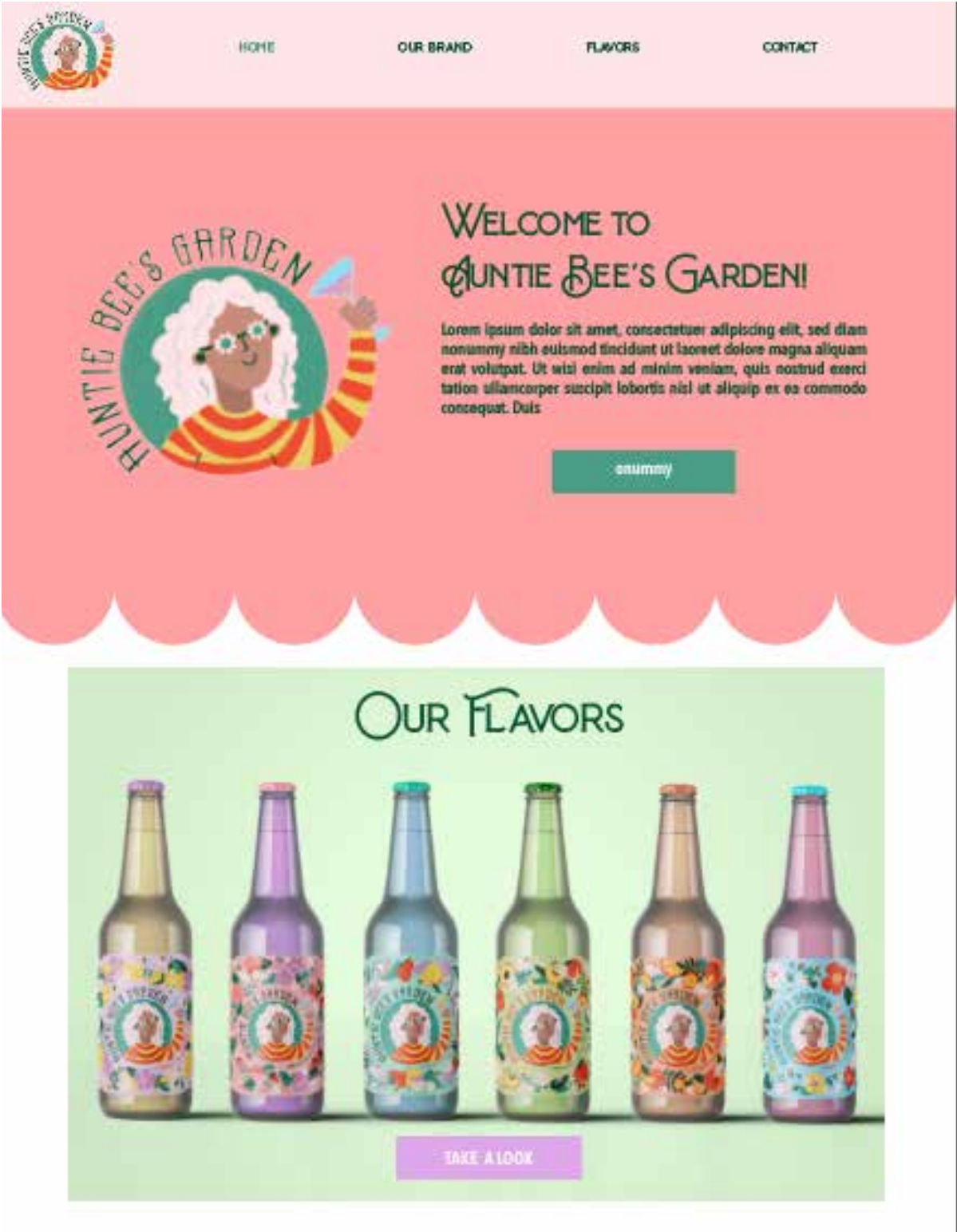


# WEBSITE INSPIRATION





# WEBSITE HOMEPAGE ROUGH





# WEBSITE FLAVOR PAGE ROUGH



[HOME](#)[OUR BRAND](#)[FLAVORS](#)[CONTACT](#)

## OUR FLAVORS

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### CHAMOMILE & ORANGE

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### hibiscus & honey

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### VIOLET & LEMON

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### VIOLET & LEMON

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### LAVENDER, PEAR & ROSEMARY

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### ROSE, STRAWBERRY & SAFFRON

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### HONEYSUCKLE, SAGE & PEACH

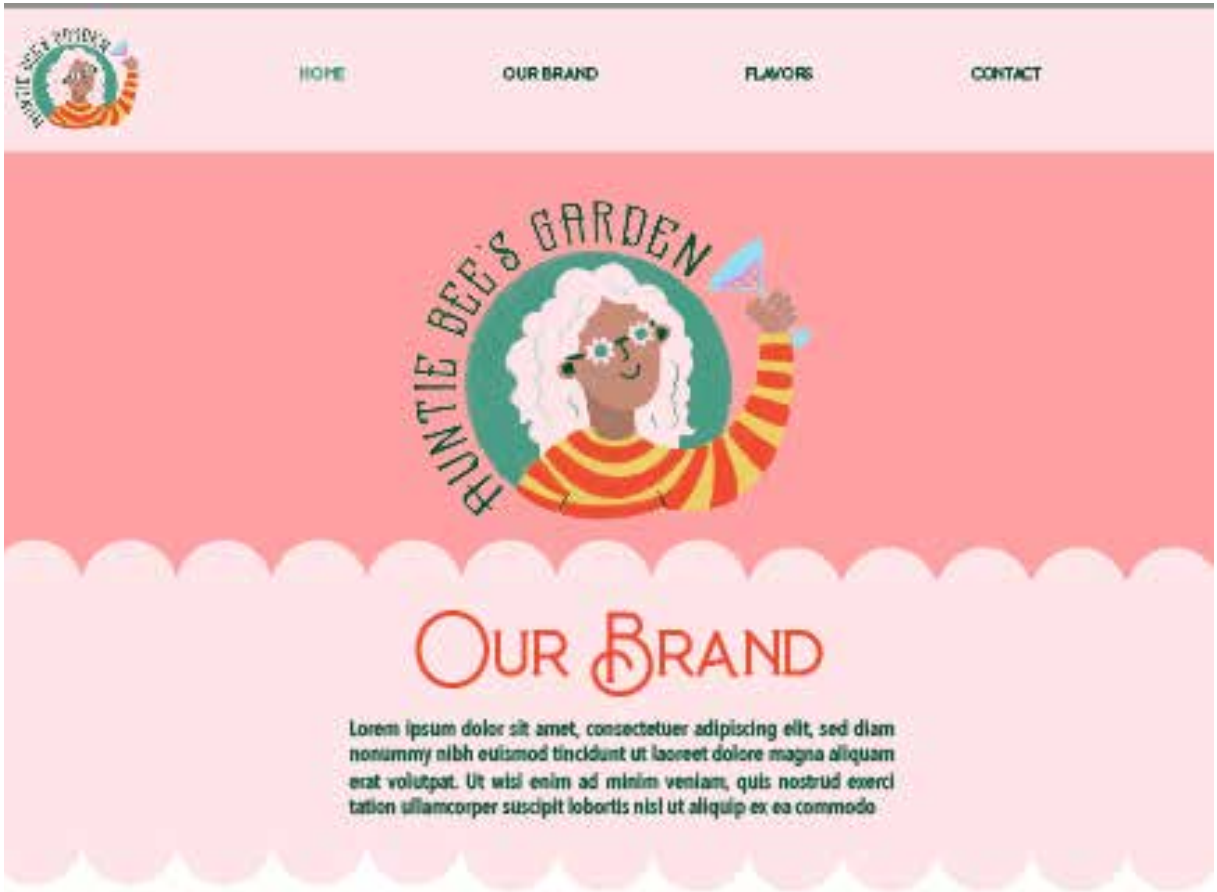
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### HAVE A FLAVOR RECOMMENDATION?

CALL US NOW

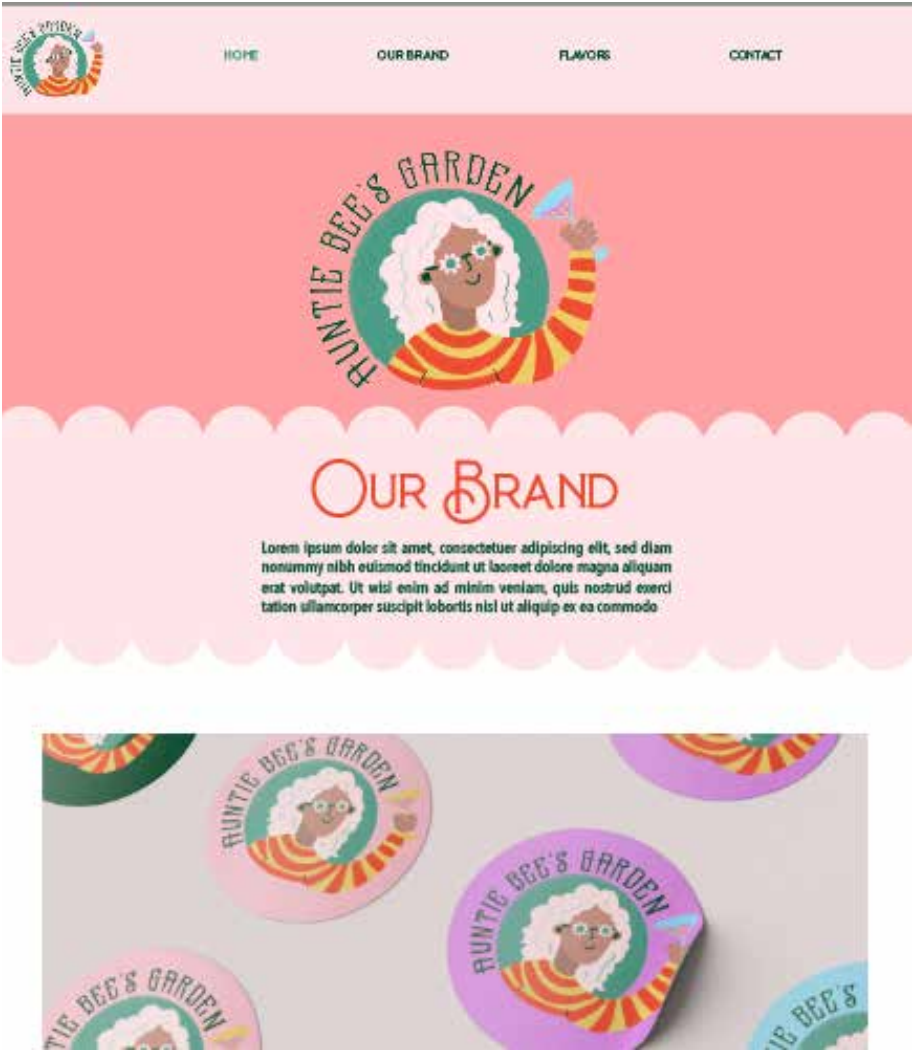


# WEBSITE BRAND PAGE ROUGH





# FINAL WEBSITE (NOT FINISHED YET)





# ALL DELIVERABLES





**THANK YOU!**