

The background of the entire image is a repeating pattern of coffee beans in a dark brown color. The beans are arranged in a grid-like fashion, with each bean slightly offset from the others, creating a textured, organic feel.

Hey
Brew

ICED LATTE

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PHASE ONE: RESEARCH

The research portion of this project started first with deciding on a product to package. Hey Brew was inspired by a personal search for dairy-free, pre-made coffee without almond milk. While that search is largely rooted in my own distaste for almonds and almond products, I felt it was an area that was underserved. In my own life, I choose to be dairy-free whenever possible, most prominently in milk products. I know from the research done prior to that switch that Almond milk— while dairy-free— is the most wasteful milk alternative, falling second in water and land waste behind the original dairy version itself.

Knowing that, I've been drinking soy milk whenever possible since 18, but recently a greater increase in access and a steep price drop has led me to consume more Oat milk. Unlike soy, Oat milk reacts less to the acidity of coffee, meaning the chances that it curdles or separates from sitting in coffee exponentially lower. This led me to research the prominence of oat milk coffee products, to find it was still a largely underserved market.

In product research, I looked primarily to the biggest names in the non-dairy game, Silk and Califa Farms. While they both offer oat options, these are not their primary focus, so that is the area I chose to focus on.



THE YOUNG PROFESSIONAL

Age: 25-35

Location: largely metropolitan/suburban areas

Everyday: fast-paced, looking to maximize productivity at the office so they can spend time on friends/family/and other interests.

Access:

- is looking for a product that can be found at a corner market to limit stops before the office

Looks for:

- growing awareness of sustainable products**
- fast paced, low-effort, on-the-go products**
- affordable and widely available products**
- portable products**

Challenges:

- limited options (especially for non-dairy)**
- cost (especially for disposable)**
- harder to find than coffee shops**
- less customizable**



THE URBAN ENVIORNMENTALIST

Age: 25-35

Location: largely metropolitan/suburban areas

Everyday: varied, but is willing to take the long route to limit personal footprint, looks forward to time outdoors.

Access:

- is willing to go out of their way to purchase the product, but will want to buy in bulk

Looks for:

- eco-friendly, ethical product
- reusable packaging
- vegan/dairy free options
- reusable products

Challenges:

- most options are in plastic
- cost of sustainable product
- limited vegan/dairy free options
- is hyper-aware of consumption



Mission:

“Let’s eat, learn and love together. We believe food must be returned to its original nourishing purpose. We do this with the power of plants and by working together for the good of the planet.”

Tagline: “Something Better”

Ideology:

“Join the Plant Revolution.”

The brand seeks to encourage non-dairy consumption of coffee products, selling lines of alternatives (oat, almond) coffee, creamers, yogurts, butters and milks.

Naming:

“The icon on our products was inspired by our muse, the majestic warrior Queen Califia.”

Advertising:

Sustainable, plant-based, diet alternatives. Includes information about land, water, and resource use of dairy products in their advertising. Advertises the use of fair trade for coffee beans.

Pricing: \$2.80-3.50

Access:

Sold as singles in major retailers like Target and Walmart, or online.

Mission Statement:

“Here at Silk, we believe in making delicious plant-based food that does right by you and fuels our passion for the planet.”

Tagline: “Tastes like Better”

Ideology:

“Pioneering Progress since 1977”

Silks branding relies largely on how long their product has been in the dairy-free game. Widely available by 1996, this product precedes most other dairy alternatives, and is certainly the biggest brand name.

Naming:

“A combination of the words soy and milk--Silk”

Advertising:

Silks advertising is pointed towards a family market. Key marketing is in their origin story, their connections to farms, and their reach. The brand is older, so it makes the effort to appear more mature than a lot of other non-dairy options.

Pricing: \$5.19-\$5.49

Access:

Only sold as a large bottle, no single serving option. Available in almost any large retailers.





Aktiv Grotesk

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kepler Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dash
Pressed
Express-o
Wireve
Elevate



Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Ground
Shade
Hey Brew!
Re-Fresh
Evative



Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DIN Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Riveting
Bolt
Alert
Shock
Ripted



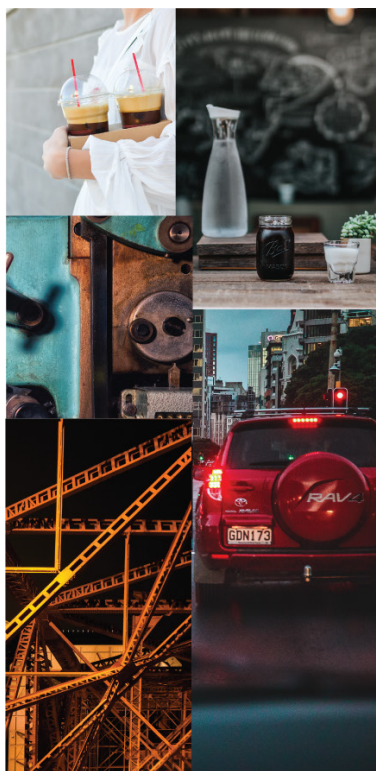
Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Fridgid
Sip
Brewtiful
Floyans
Polar Espresso



Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Hey Brew!
Brewtiful

Iced	Elevate	Riveting
Ice	Up	Power Full
Icy	Pressed	Shock
Brew	Roast	Electric
Joe	Sip	Dramatic
Cold	Sprint	Soyful Java
Frigid	Rush	Soyful Noise
Chilly	Bolt	Suprise
Café	Dash	stally
Cup	Hurry	fruny
Caffeine	Filtered	sibble
Black	Nutty	Megnut
Shade	Joe Cool	Blanna
Cream	Shes all caff	Labana
Blonde	Caffei-nation	Brarter
Espresso	Hey Brew!	Evative
Latte	Brewtiful	Sansmoco
Mixed	Brew Thang	mizule
Beans	Its Gotta Be	wireve
Ground	Brew	windid
Awake	What Makes	brint
Boost	You Brewtiful	ripted
Rise	It's gonna be	floyans
Alarm	Brew	upsta
Express	Polar Espresso	beay
Perk	Bold	kingbe
Alert	Invigorate	minterfious
Stir	Refresh	soimino

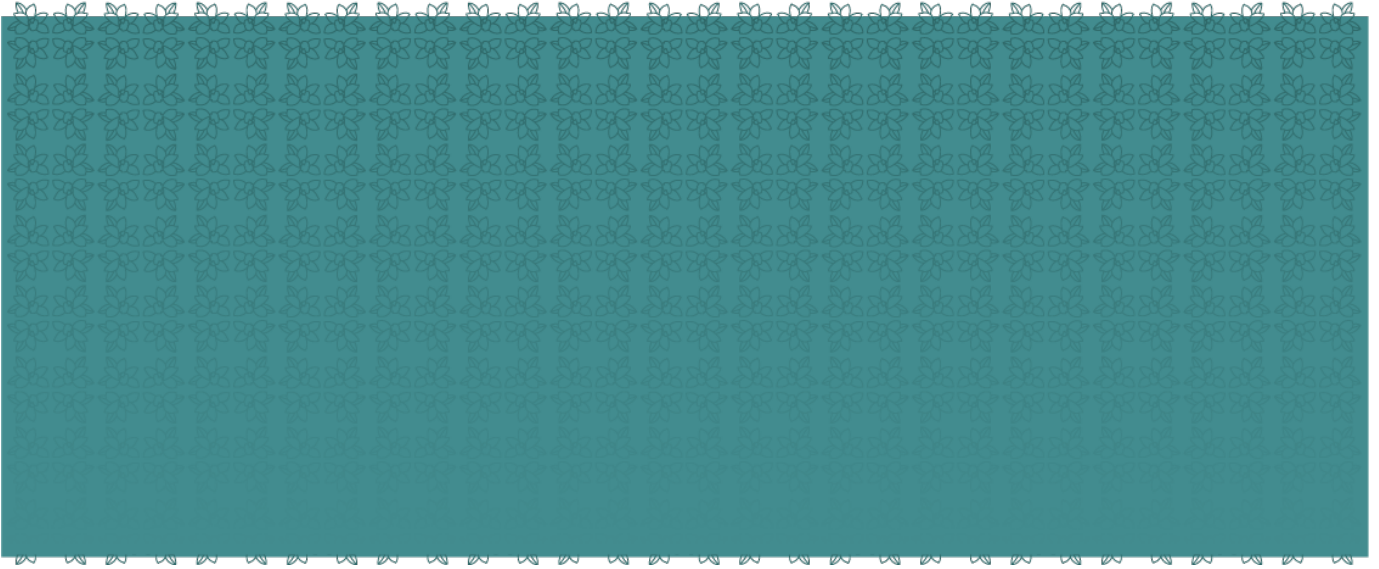
PHASE TWO: PACKAGING

For the packaging portion of this project, I started off working with the logo. By the end of research, the name was still undecided, so I started off looking at handwritten word marks and experimenting a bit with type to help find that direction. Handwritten word marks help a design feel more personal, and with something like coffee that is interacted with one on one on a daily basis, this felt like a style that was underutilized in to-go coffee that very much spoke to the interaction. This was finally achieved through a half-cursive and overlapping word mark with Hey and Brew stacked on one another, with the “y” creating a coffee cup in the negative space between words.

Once the logo was mostly worked out, we moved to the individual package design. I still worked with the logo during this process, figuring out how it would interact with other critical information, i.e. what the drink was, dairy-free, and oat-milk. As it moved into single package design I looked at a way to differentiate Hey Brew, and thought that packaging the coffee in jam jars would achieve this. Jam jars are very similarly sized to drink containers, but the wide mouths allow for them to be stacked in the fridge, washed, and reused much more easily than small neck bottles or cans. Since Hey Brew was focusing on waste in milk production, it made perfect sense to also reduce its own package waste.

As the jar was decided on, moving into the labels came next. As it moved through iterations, it ended up with a gradiated pattern in the background, in an assigned flavor color. This pattern featured a small illustration that was used again much larger at the front of the bottle, and along side a reuse and recycle illustration to refer back to the handwritten word mark. These illustrations are accompanied by speech bubbles, referencing the exclamation “Hey Boo!” that Hey Brew is derived from. All these elements work together in a way that isn’t overwhelming, but decidedly bigger and bolder than Hey Brew’s competitors.









CARAMEL

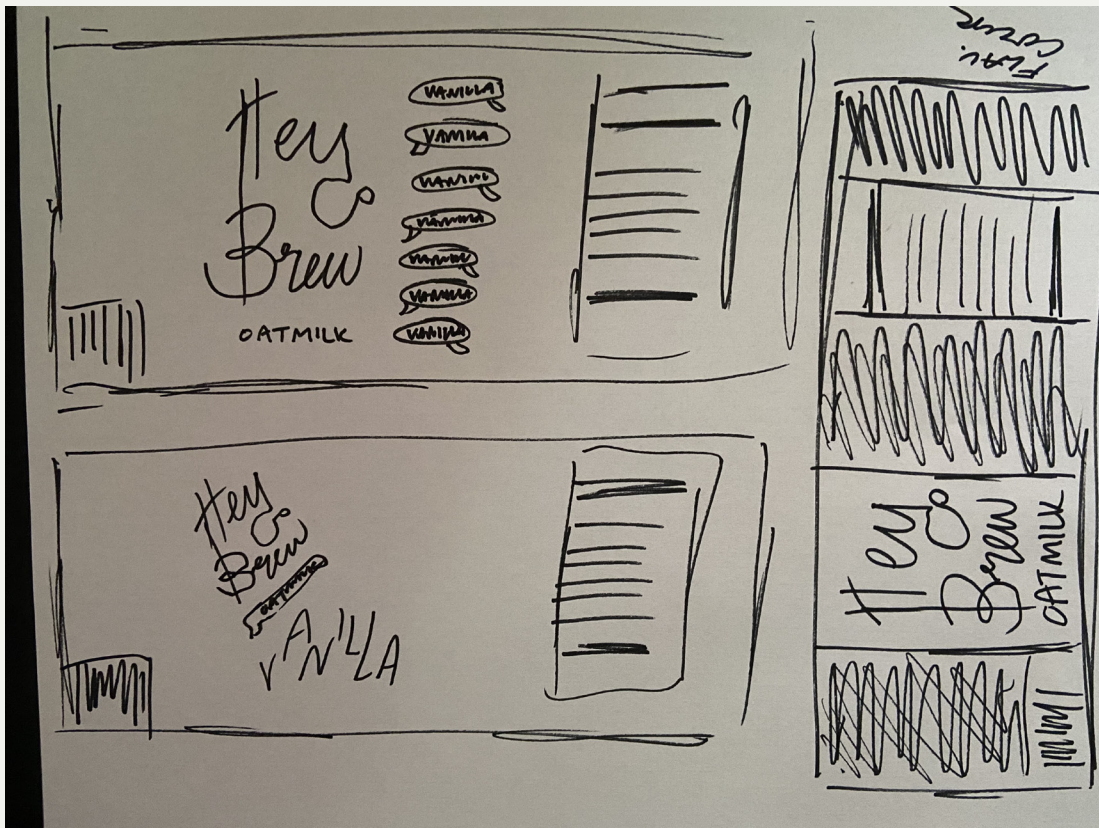
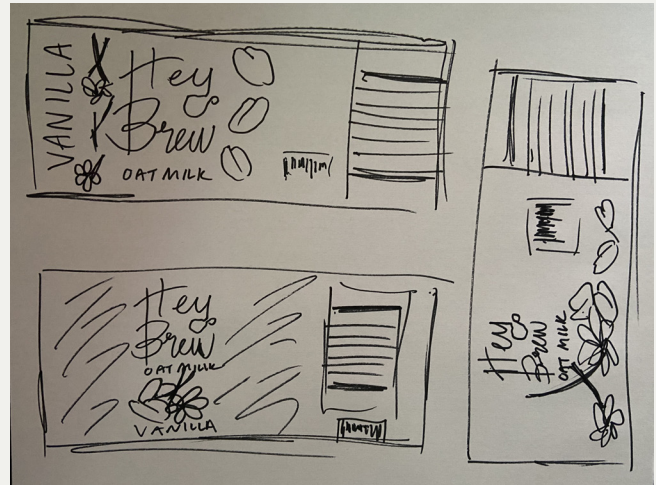
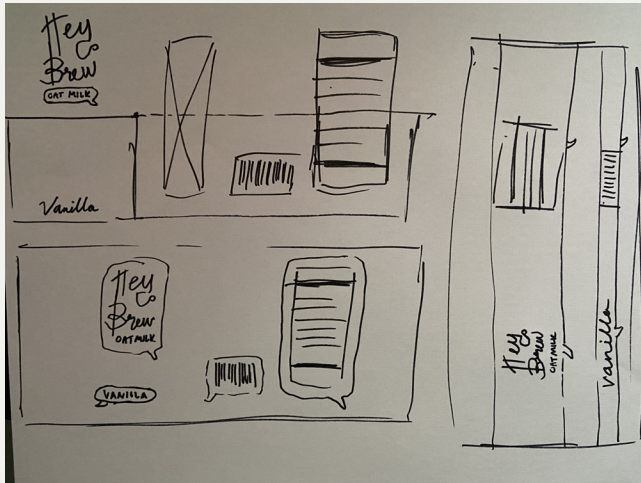


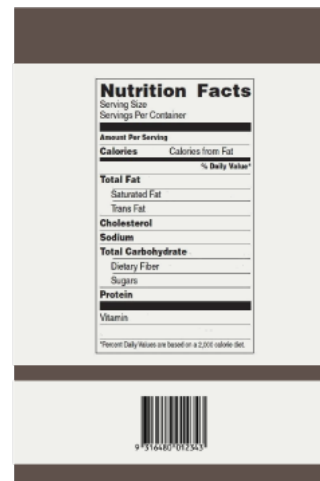
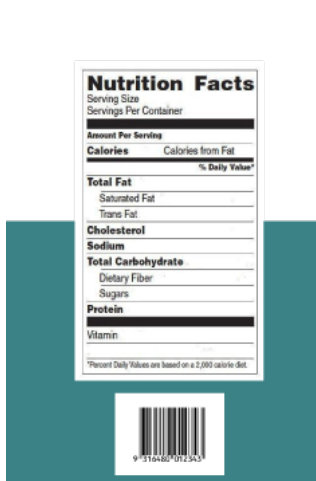
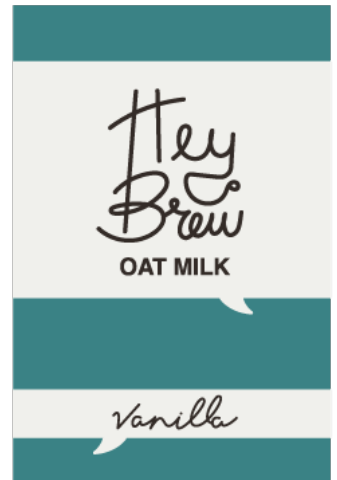
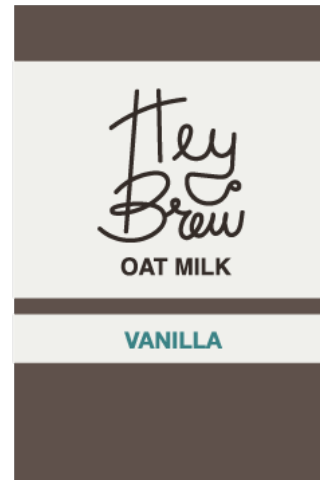
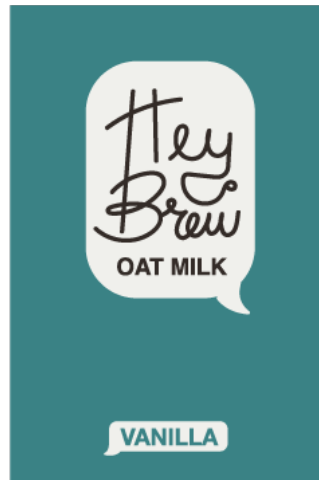
ORIGINAL



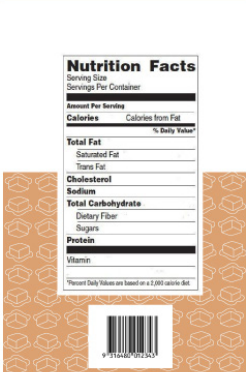
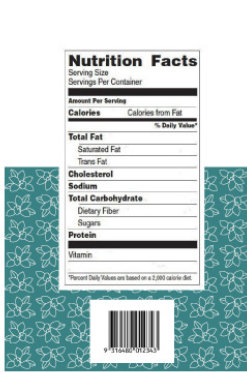
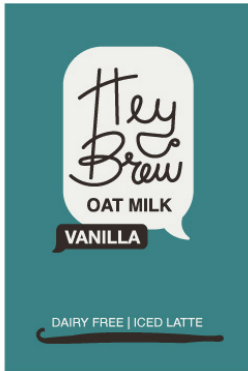
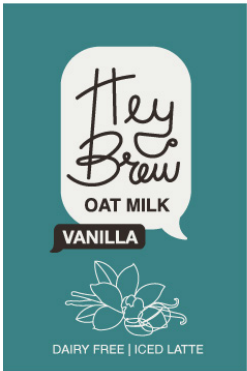
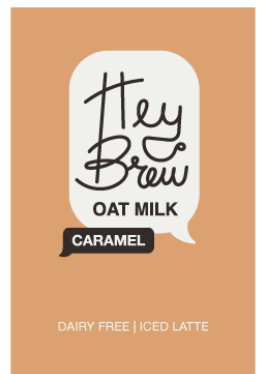
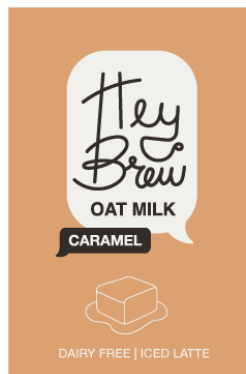
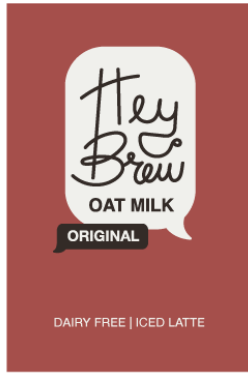
VANILLA











DAIRY FREE
ICED LATTE



OAT MILK



12 FL. OZ (355 mL)

CARAMEL

Dairy-free lattes to go have never been so good! Hey Brew is a delightfully bold iced latte for everyone. With no dairy or nuts, Hey Brew iced lattes are accessible and delectable, giving you a worry-free morning boost.

#heybrew

 Reuse or Recycle

Nutrition Facts

Serving Size
Servings Per Container

Amount Per Serving	
Calories	Calories from Fat
% Daily Value *	
Total Fat 0g	0%
Cholesterol 0g	0%
Sodium 0g	0%
Total Carbohydrate 0g	0%
Protein 0g	0%
Vitamin	0%

*Percent Daily Values are based on a 2,000 calorie diet

Oat Milk, Espresso, Flavoring, Sugar, Preservative, Caffeine



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Oat Milk, Espresso, Flavoring, Sugar,
Preservative, Caffeine

Distributed By
Hey Brew-ing Co.
1234 N. Main
City, State 12345

Customer Service
1-800-123-4567



9 543210 012345

Hey
Brew

ICED LATTE



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OAT MILK

CARAMEL

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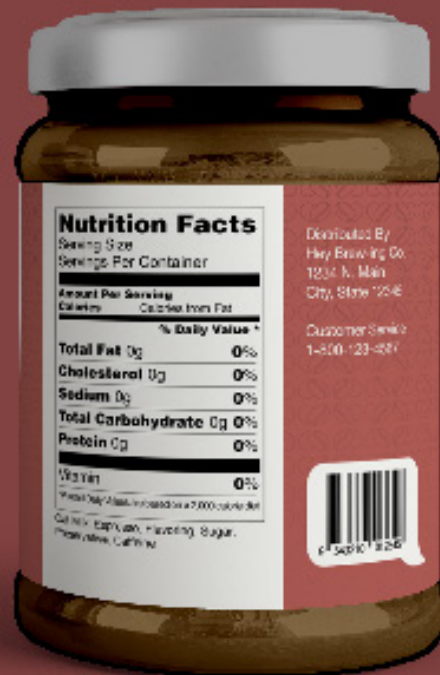
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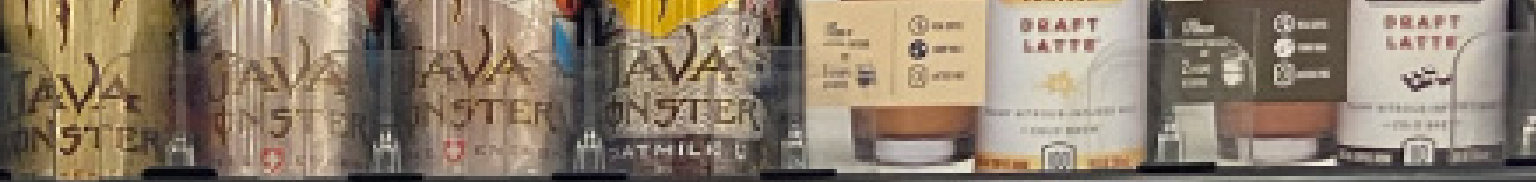
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FINAL LABELS









MONSTER
2.29

MONSTER
2.29

DRAFT LATTE
9.99

DRAFT LATTE
9.99



DOUBLESHOT
6.29

DOUBLESHOT
2.19



89

STARBUCKS
2.89

STARBUCKS
2.99

STARBUCKS
2.99

STARBUCKS
3.49

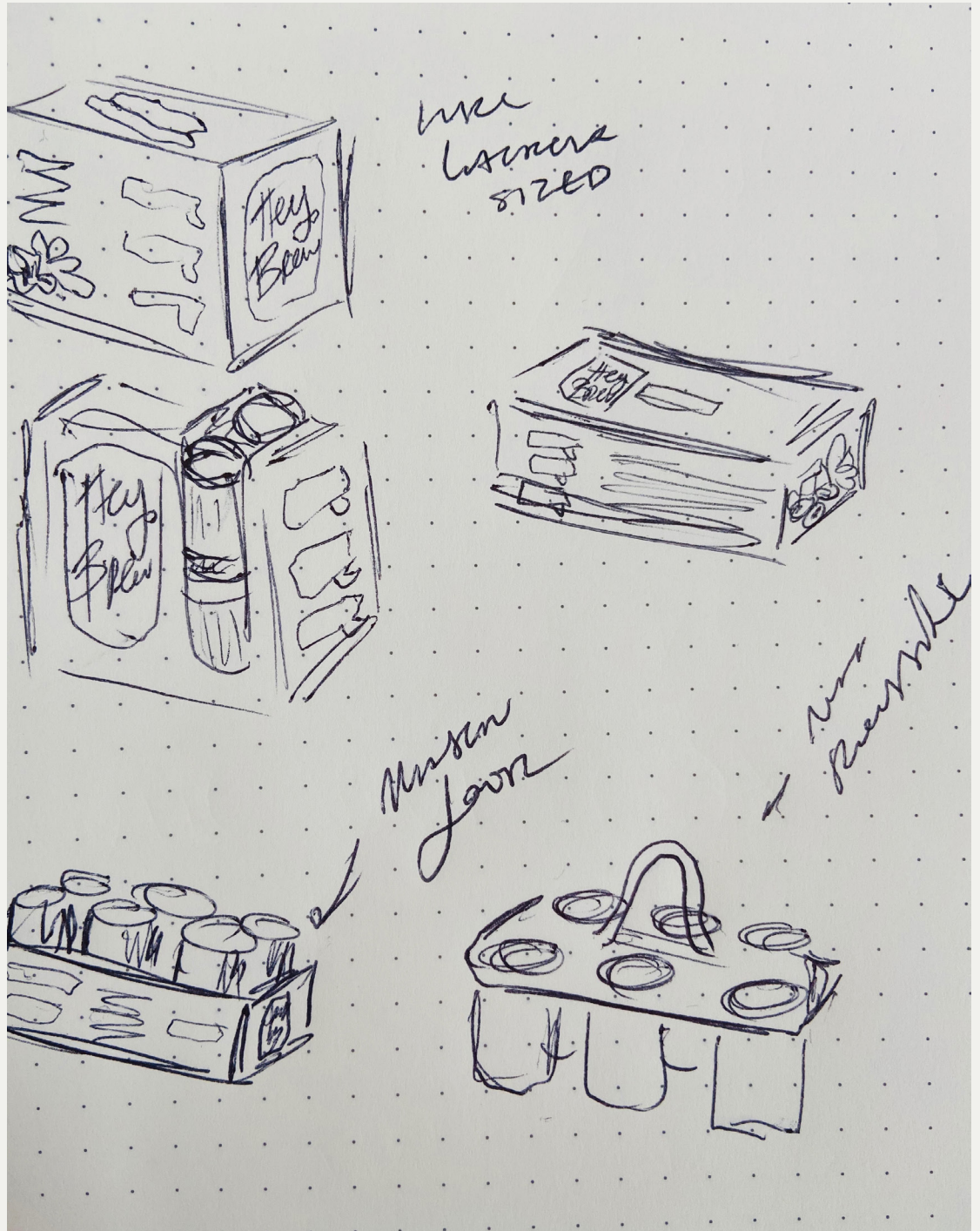
STARBUCKS
3.49

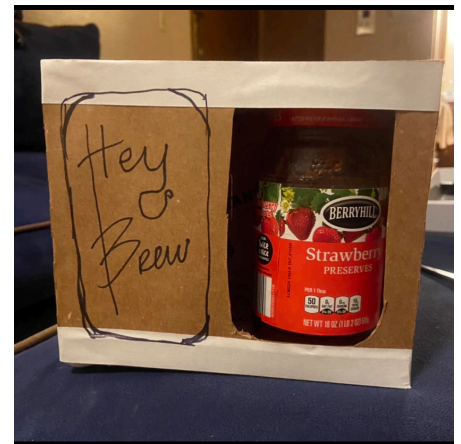
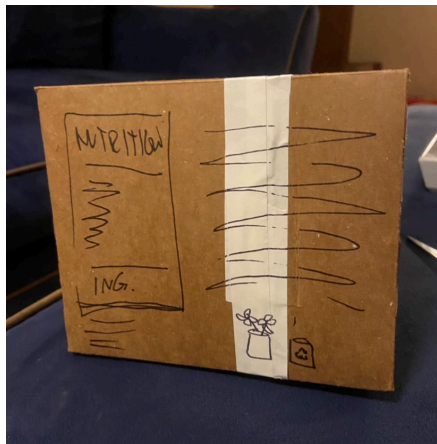
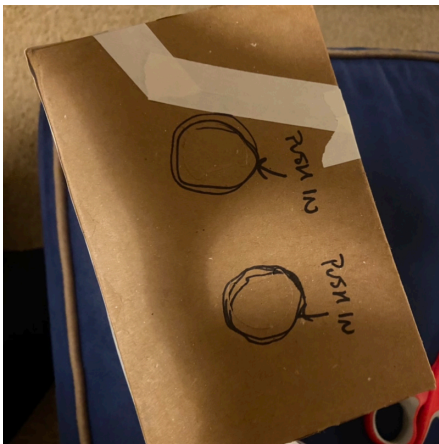
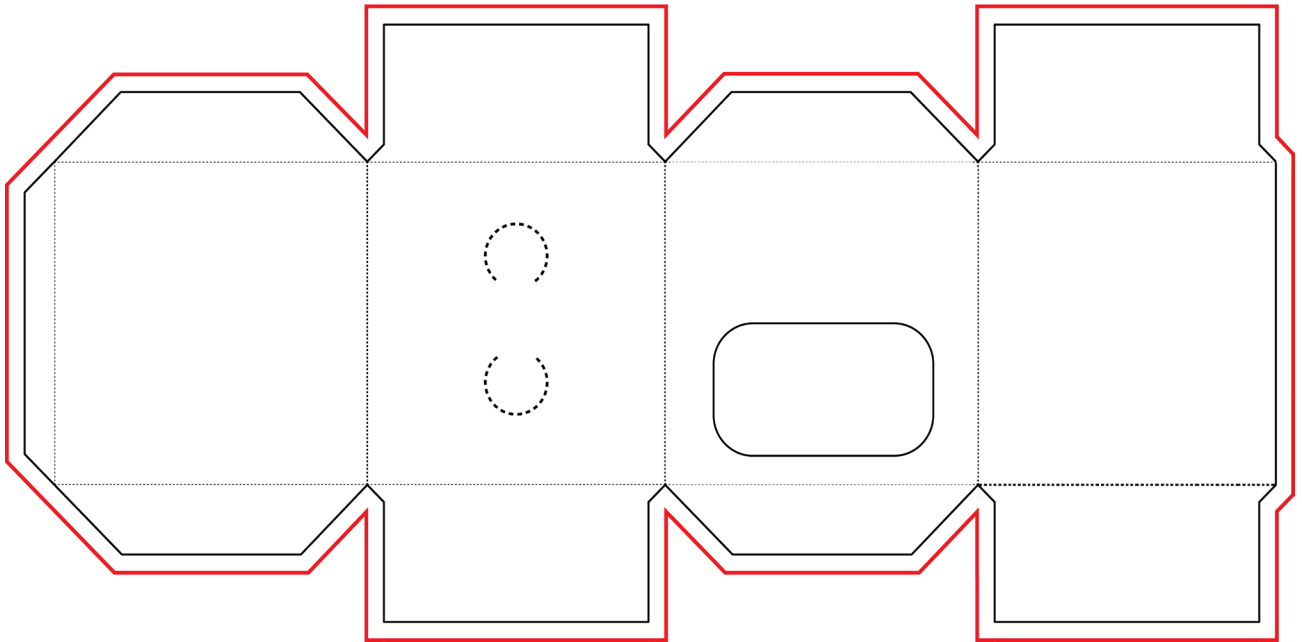


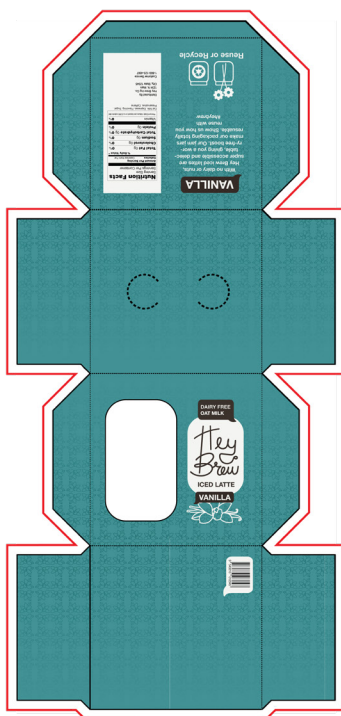
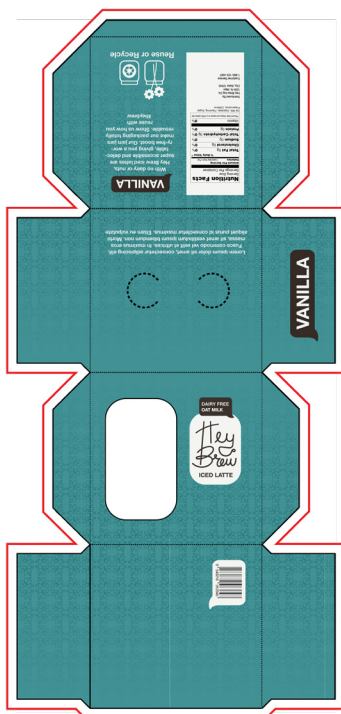
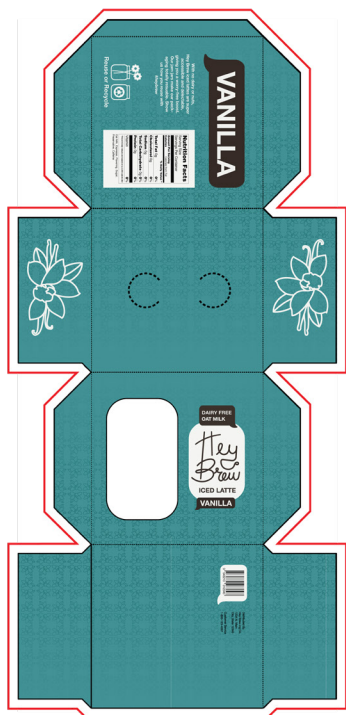
PHASE THREE: MULTI-PACK

Upon completing single package design, we moved into multi-pack design. From the start, I knew I wanted Hey Brew's multi-pack to be just as low-waste and no-nonsense as its single package, so I immediately leaped at the idea of keeping it simple. Going classic in construction meant that I was reducing the risk that the multi-pack wouldn't be sufficiently strong for class bottles. This brought me to move in the direction of a square box. As a frequent reuser, I knew that I was more inclined to keep a more square rectangular box and put it to use than I would anything longer or more complicated. I still wanted there to be something more to the box, so I decided a cut out to feature the bottle was the best route. As it moved along its versions, there was some crash course learning in how to construct a correct die-line, learning what lines meant what and where to leave space for glue.

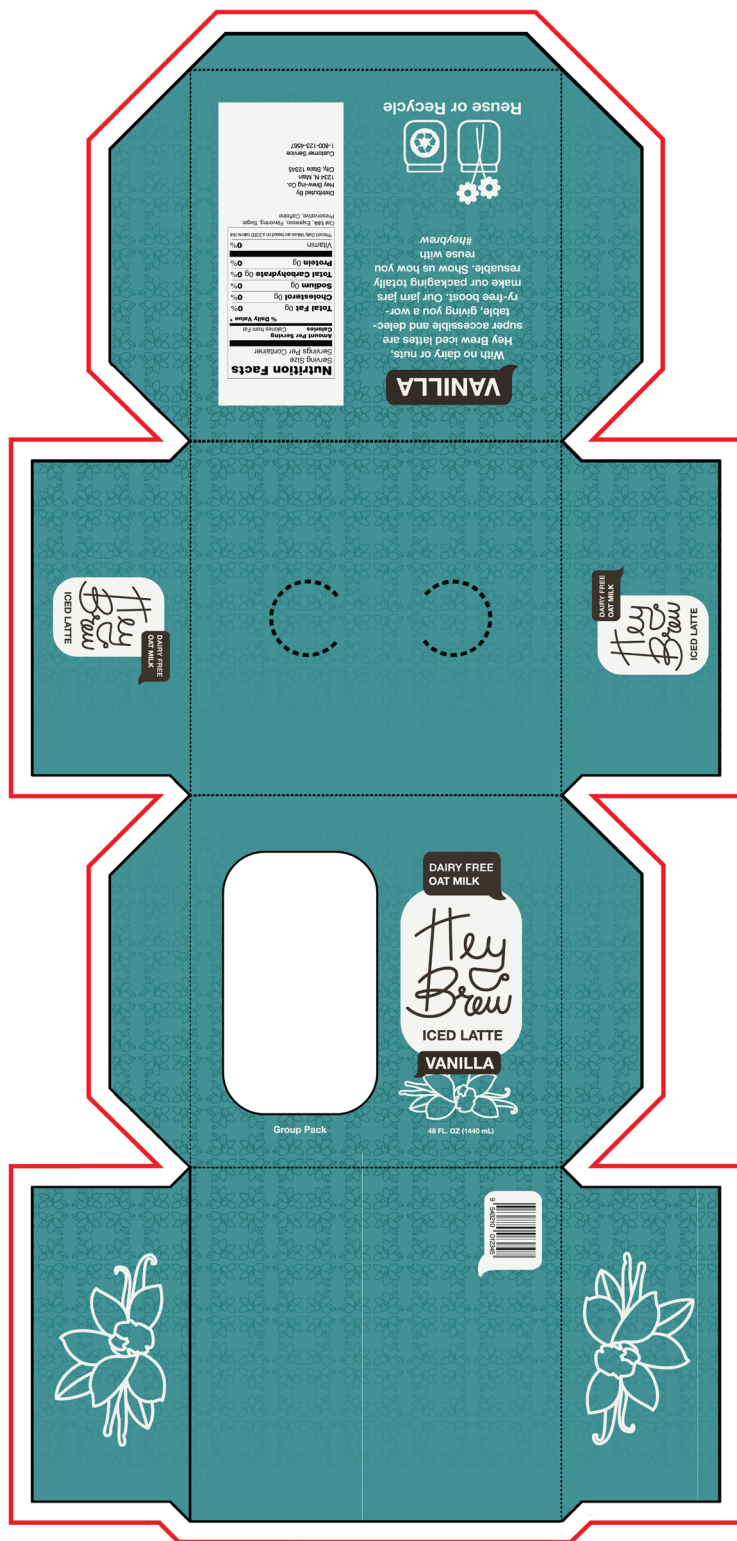
From the start, I wanted to keep a lot of the jar design elements in the multi-pack. I ultimately went in the direction of three multi-pack designs, knowing from experience as a barista that people tend to choose a favorite flavor and stick to it than look for a combination of flavors in their coffee. Knowing there would be three iterations and a cutout, I elected to create my own mock-up in Rhino. This was good practice in basic Rhino construction, but it also allowed me to work with the Rhino rendering tools for the first time, which was much different than the program I'd learned on. While I never quite resolved the lighting, I was able to apply the design to the constructed box and place jar mockups inside to best illustrate how the package would look shelved.

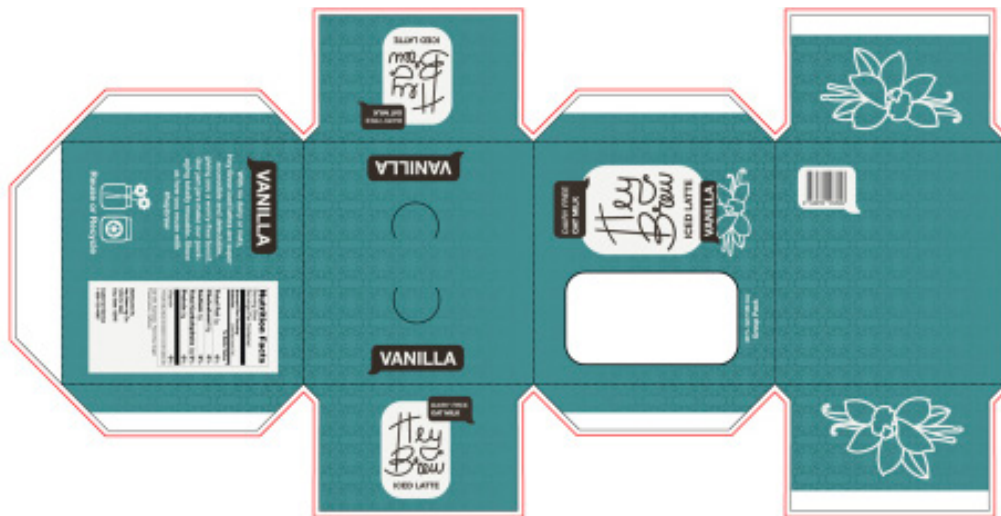
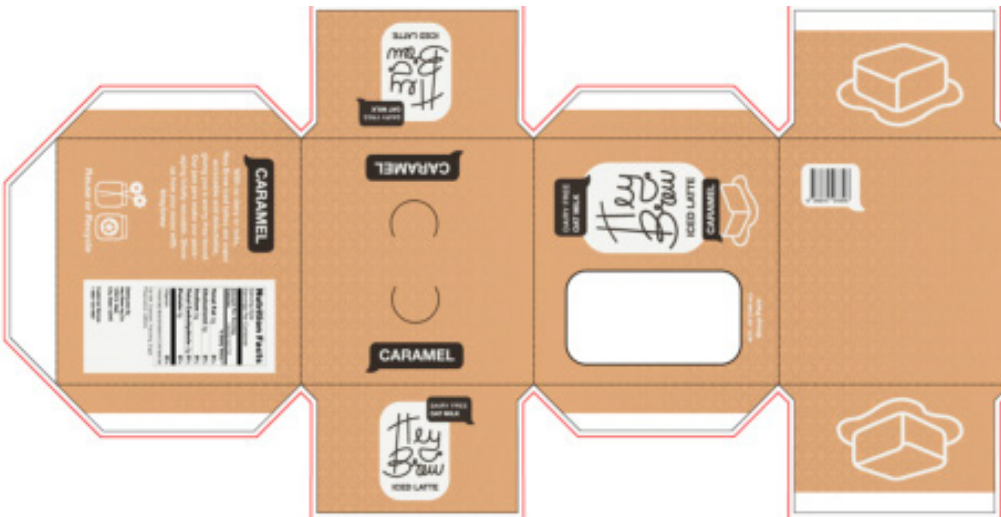
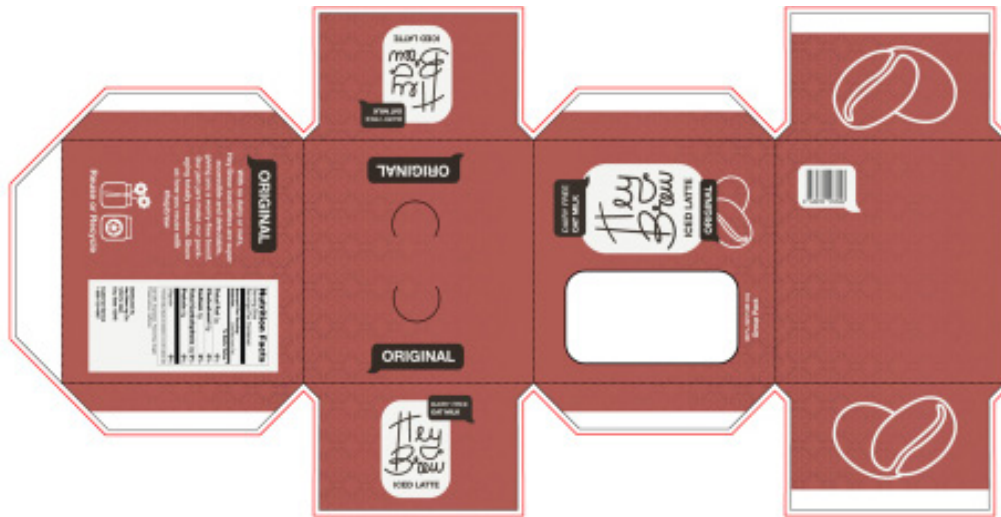


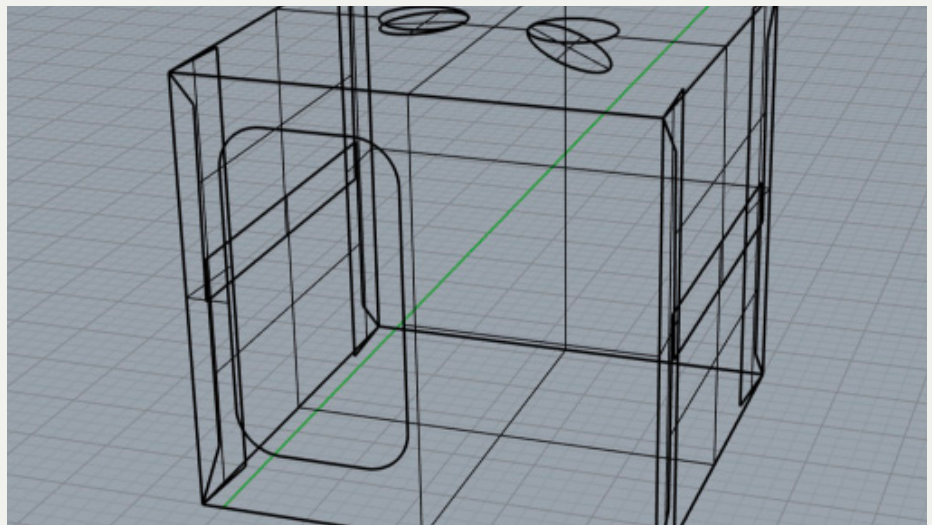
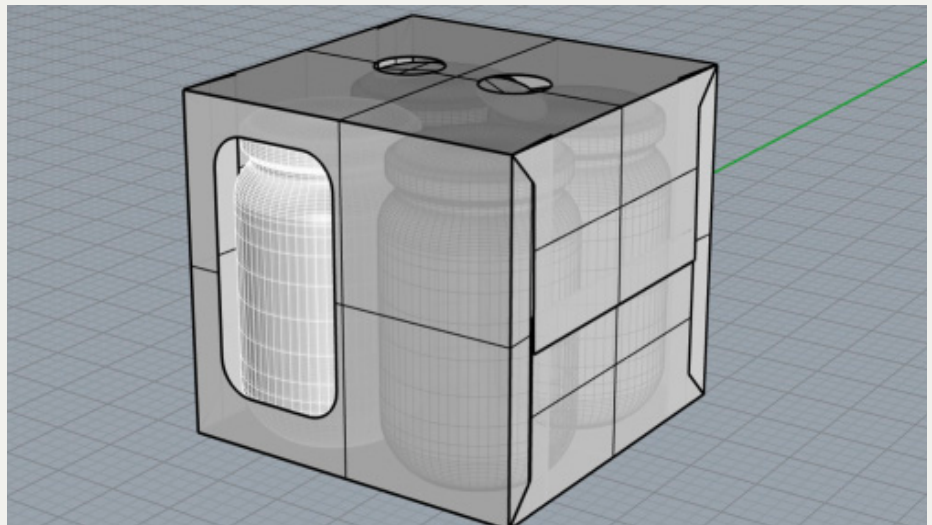
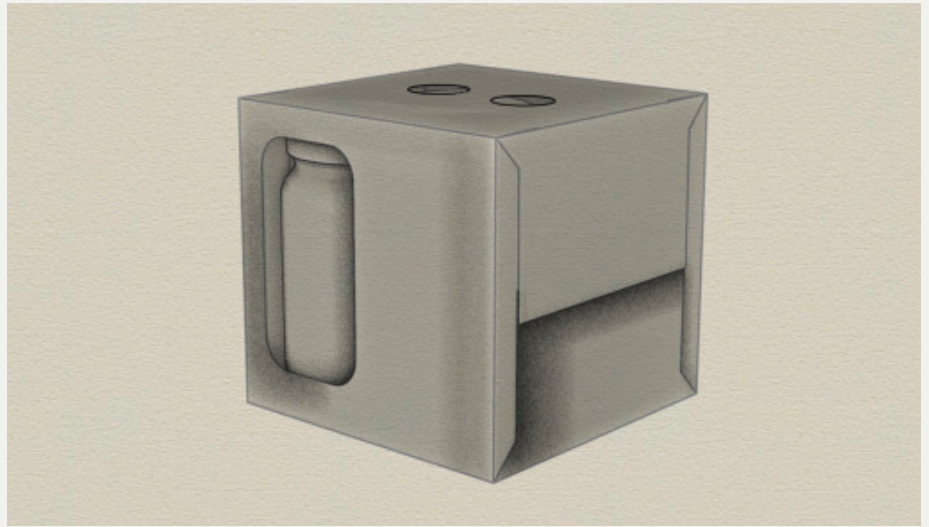






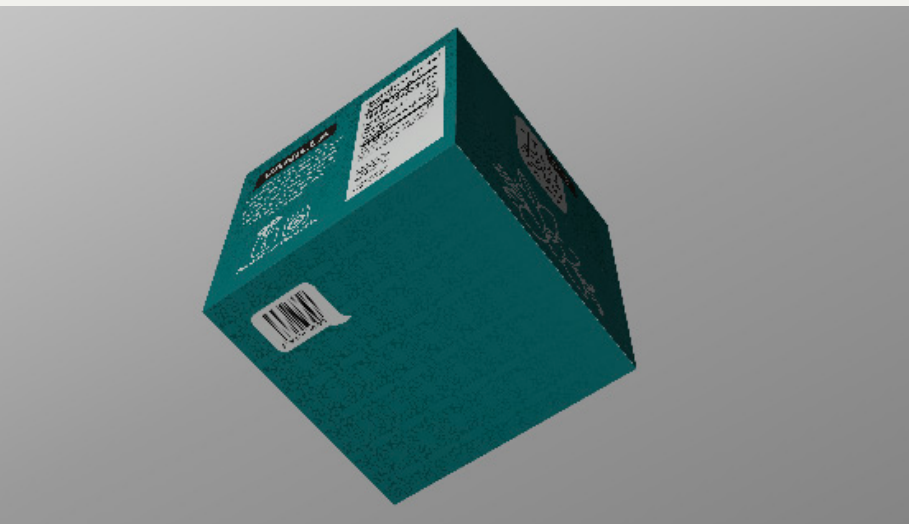








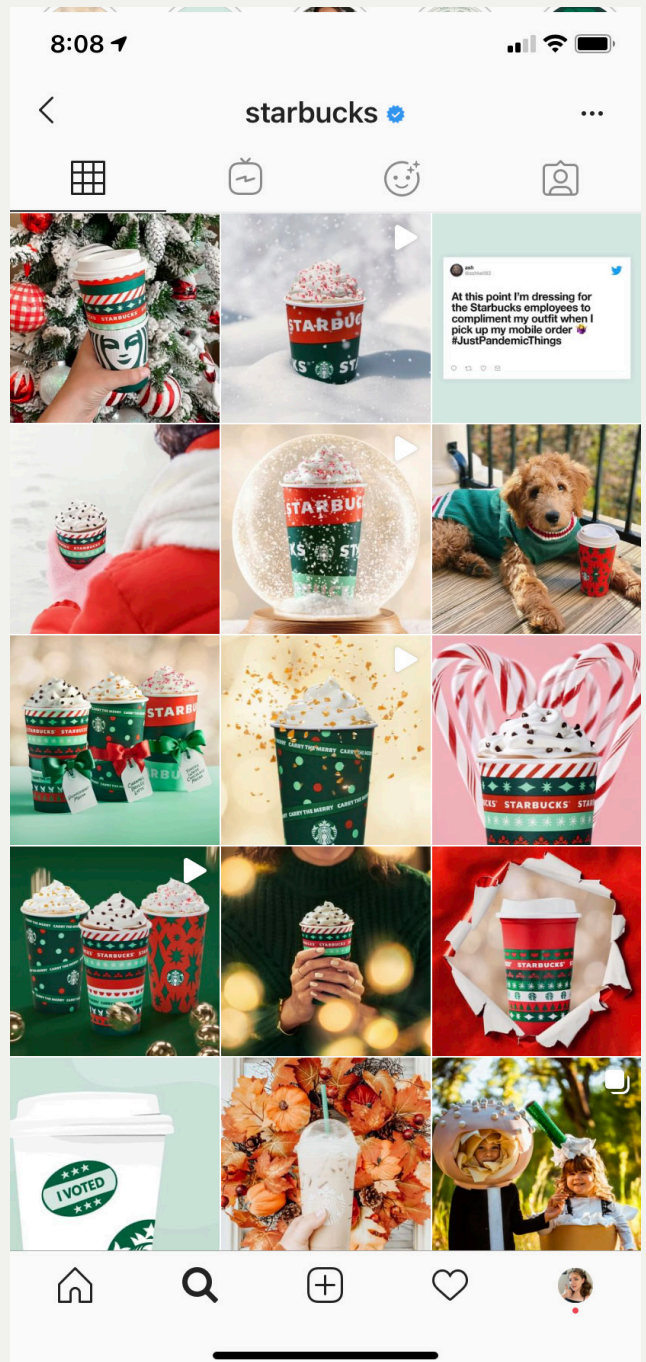
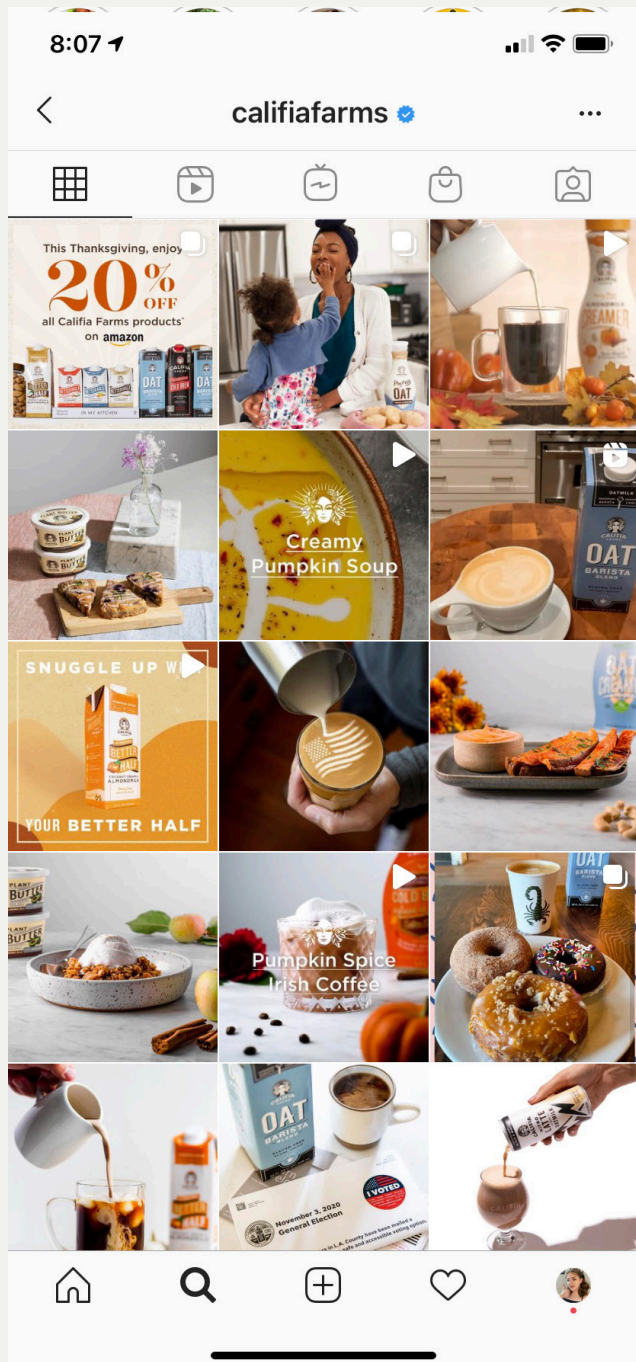


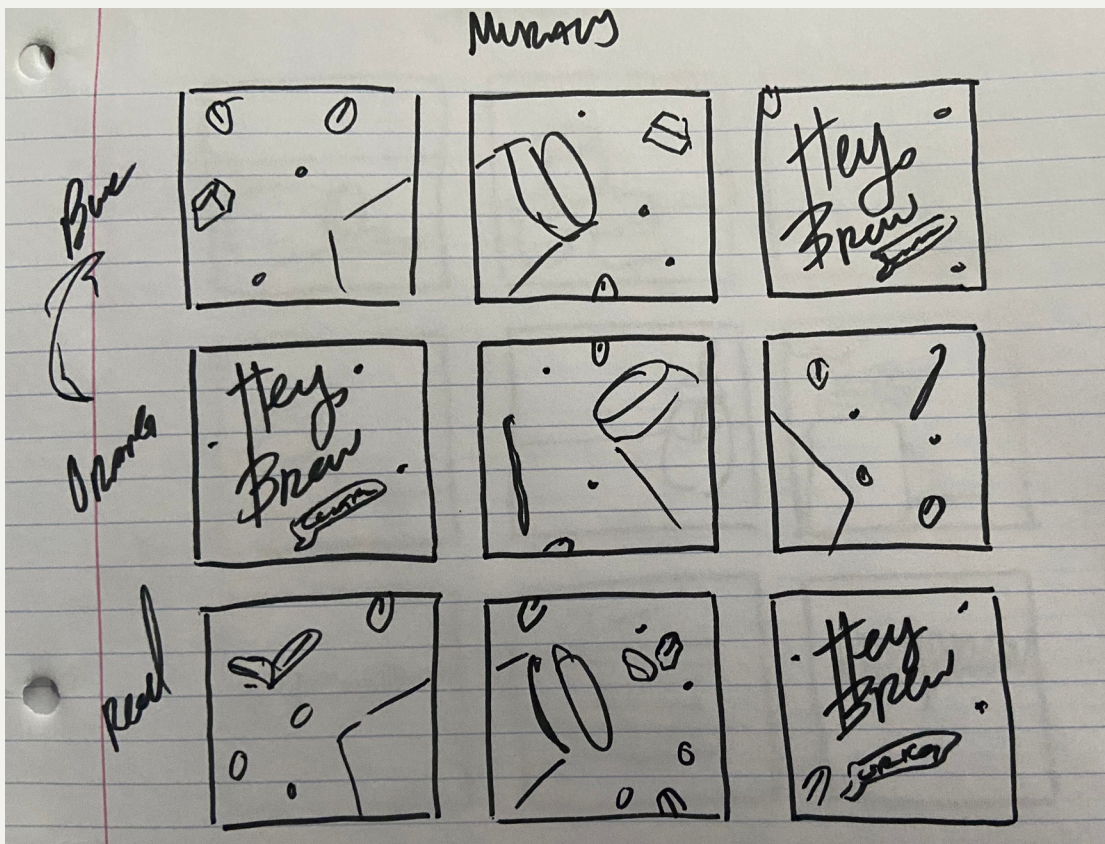
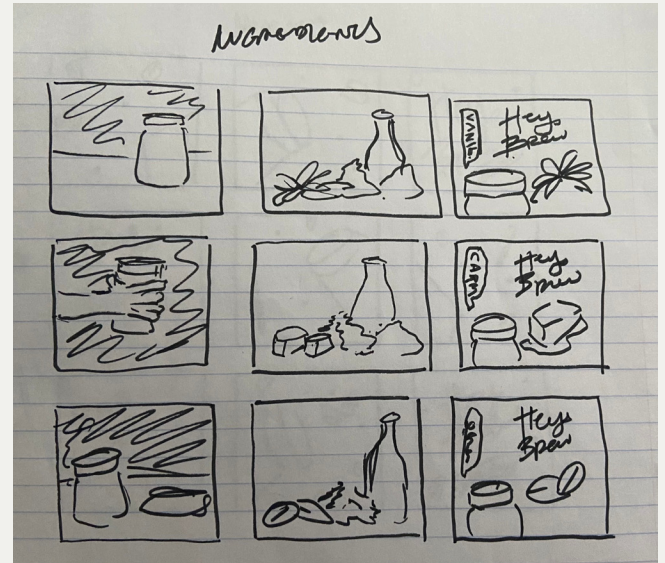
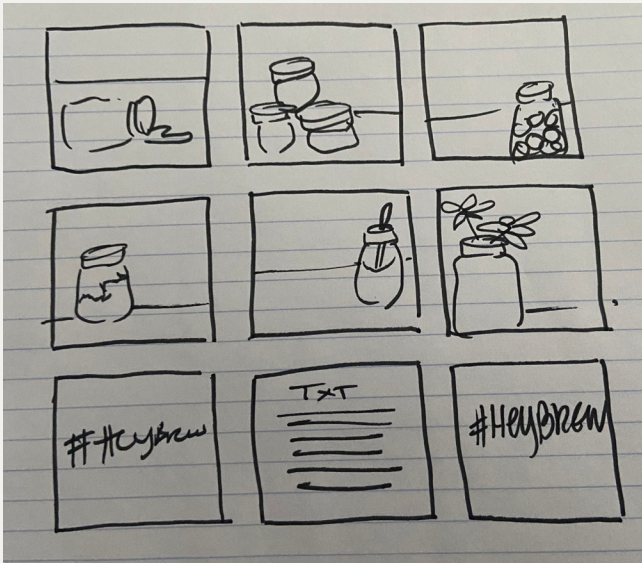


PHASE FOUR: INSTAGRAM

The instagram launch was the shortest piece of this process. This required us to mock up how we would be introducing products to the market over social media. I started off fairly uncertain in what direction I wanted to go in, and ended up making a mashup of several ideas to get to the final version. This included working with a mosaic, figuring out how 6 tiles could interact with one another, but still be enticing stills. This also required me to consider interaction with other tiles, figuring out how a transition from mosaic to photography could be as seamless as possible.

The iterations always started off trying to figure out how to best conceal the fact that the product images were all mockups. In the absence of a physical object, I needed the product to appear exciting and enticing in it's digital form. I thought the best way to achieve that was in creating something completely dramatic and visual, that would focus on what the drink was more so than looking at the 'reality' factor of the mockup. While the iterations started off quite bold, they became more toned down through the process. I exchanged the bright bold patterns for a flat neutral one to make the mosaic more cohesive. I then fidgeted with where to place the photographs, testing out top, bottom, and sides before resolving that a side bar was most effective. This way the big visual mosaic is kept together without creating a distinct divide when photography is introduced now or in the future.





#heybrew



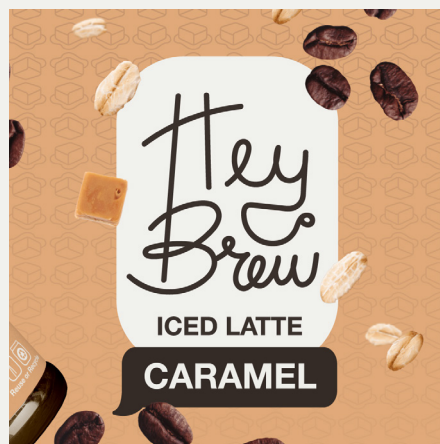
#heybrew



Hey Brew Iced Lattes are great inside and out. Our jam jars make our packaging totally reusable. Show us how you reuse with #heybrew



Reuse or Recycle











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Logos in competitors section are sourced directly from CalifaFarms.com and Silk.com

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Photos in Phase Four may include imagery from Instagram Accounts or Instagram mobile layout.

