

# Creative Direction Brand Blueprint

# WELCOME

## CONTEXT

LOS ANGELES BASED CARD GAME, FILL YOUR TANK,  
HIRED SOFIA LUNA TO ENHANCE THEIR IMAGE AND SOLIDIFY THE WORLD  
OF THE BRAND BY CREATING A NEW, SLEEKER AND MORE COGENT  
DIGITAL IDENTITY.

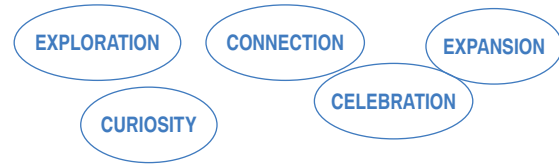
### FILL YOUR TANK

Is a card game that aims to provide an easy gateway / portal / roadmap to fostering authentic connections, to break down barriers with people we love and enter a deeper sense of meaning in our relationships. As Miranda, the founder, says: "We're only here for so long and people need to start connecting."

### COLLABORATION OBJECTIVES

- Shape things on a macro level
- Bring Fill Your Tank to life in the most creative, imaginative, professional way it can possibly be expressed
- Bring identity, uniqueness, clarity, and uniformity that is showcased through all channels.
- Find the right talent to execute the vision

### BRAND KEY WORDS



### WORLD BUILDING VEHICLES

- Instagram, Tiktok
- Website
- Packaging

# BRAND ANALYSIS

BELOW IS A COMPREHENSIVE SUMMARY OF THE FEEDBACK SESSIONS WE HAD ON THE CURRENT STATE OF BRAND'S IMAGE. I HAVE PUNCTUALLY OUTLINED THE POSSIBLE AREAS FOR IMPROVEMENT, AS IT'S CRUCIAL TO BE ABLE TO IMAGINE ITS FUTURE.

## NAME

Fill Your Tank hints at the possibility of caring for yourself and others. Regardless of the obvious correlation of the word -tank- to fuel, removing the car from the logo and finding a way to introduce a more human concept into the equation could create a very strong narrative that implies self-care through connection.

## IDEAL AUDIENCE

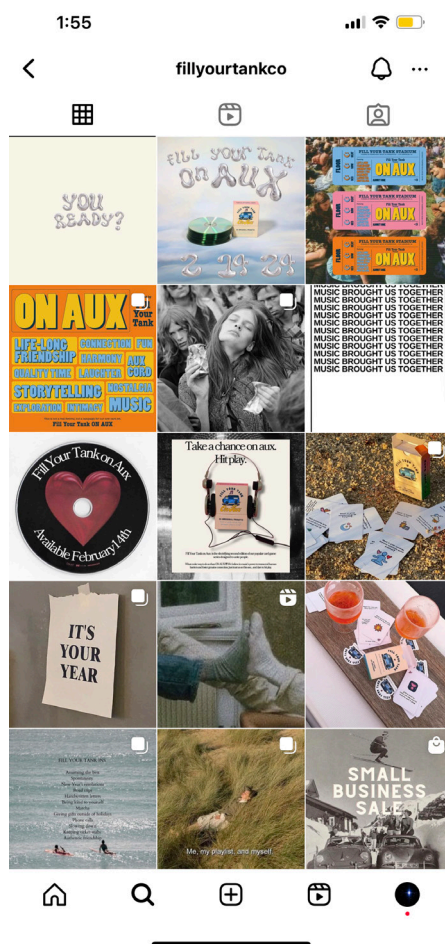
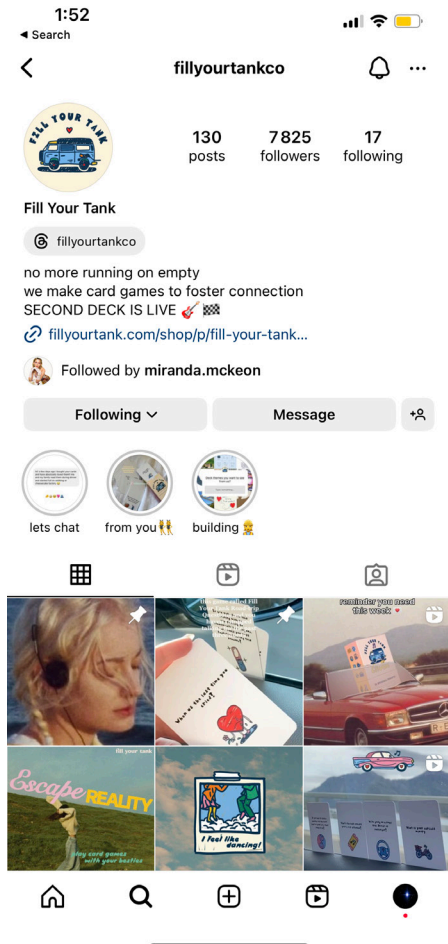
Teenagers and young adults  
 16-30 year olds  
 That friend who finds cool things online and shares them with friends  
 Androgynous

## LOGO

- Comments
- Typography feels young, childish
  - Car symbol creates association with roadtrips, narrowing down the possible audience & location where the game can be played
  - People tend to think it's only a roadtrip game



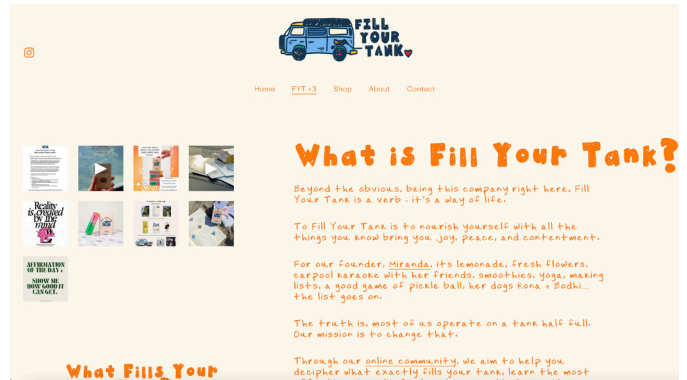
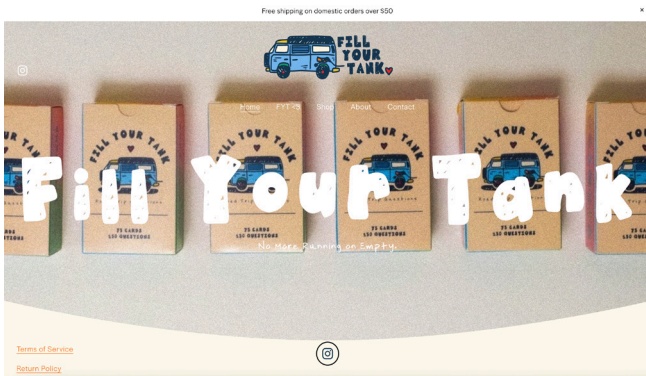
## INSTAGRAM



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## WEBSITE

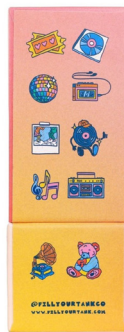


## PACKAGING

### On Aux



Front



Side

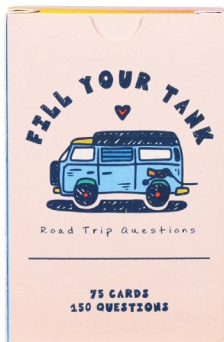


Back



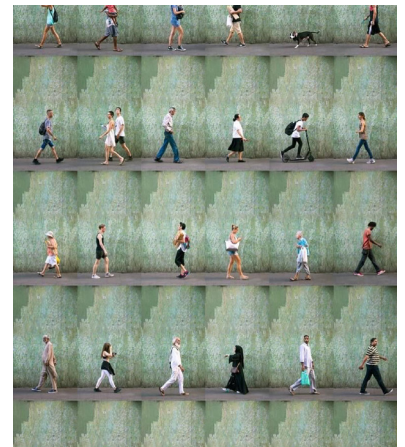
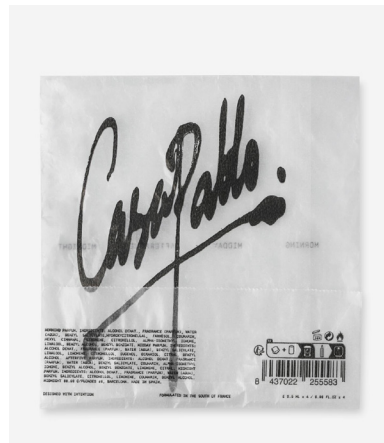
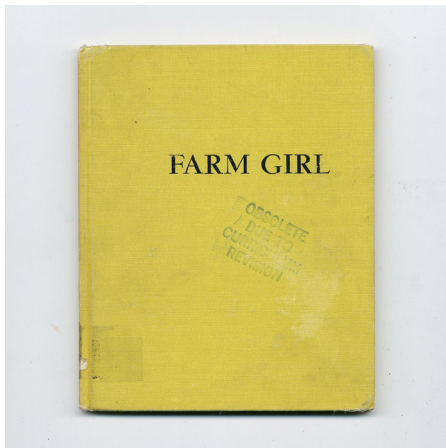
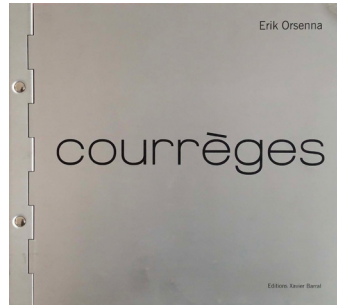
Interior

### Road Trip Questions



# TOMORROW

## MOODBOARD



INSTAGRAM

### FILL YOUR TANK

We have the opportunity to refine the image of Fill Your Tank as a card game fuelled by community and genuine connection. Through play, conversation, and sensitive prompts, FYT does a job of removing the masks we carry in our everyday life and meet our friends from a more human place. It is a safe space to share and celebrate life.

For this, the new visual projection for the brand becomes much more neutral, showcasing a rather balanced, androgynous, stance towards its public. This has several purposes, the first being to attract a much wider audience both across age and range of interests. The second, is to leave space for the user to see himself in the branding thanks to its simplicity.

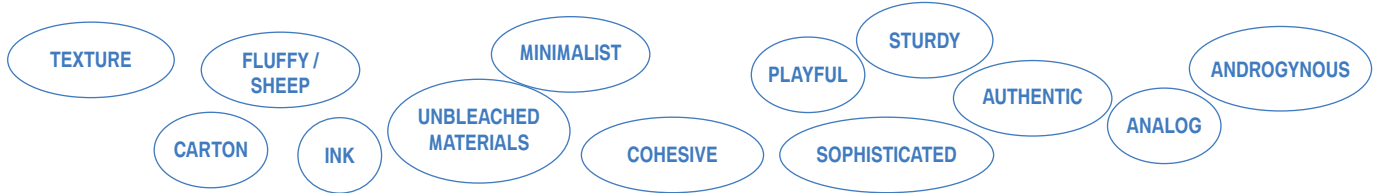
The new visual of FYT is designed for a public that has a certain level of connection to themselves—and others. By displaying a minimalist image, the packaging suggests that the substance is inside, rather than out, which fits perfectly with the name Fill Your Tank. It incorporates analog

elements and colors, with digital tones. The logo will blend hand writing with printed font, 90 degree angles and toned print colors.

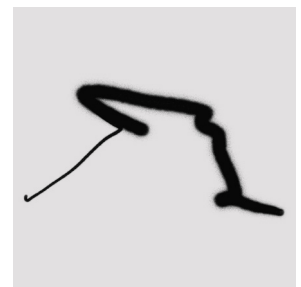
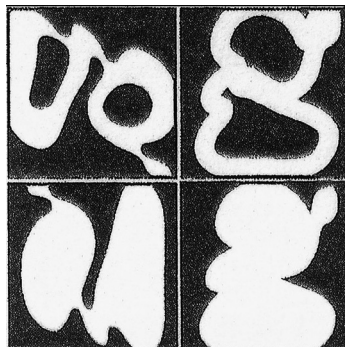
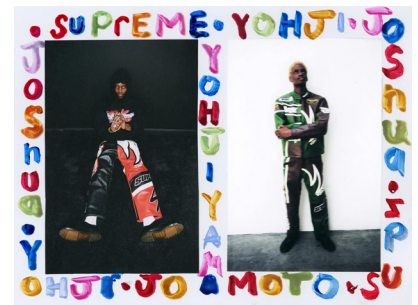
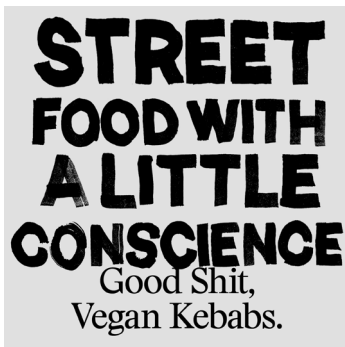
Nature's colors have been scientifically proven to have calming and positive effects on the mind—more so than neon or artificial bright colors. That's why we strongly recommend to do the packaging using unbleached materials. The nature-resembling colors and materials of the box will also evoke a sense of consideration for the planet, which is a great brand attribute to be known for.

The delicate packaging alongside the new logo lettering will create a beautiful coherent ecosystem for the brand—in the physical world. As for the digital realm, it is crucial to cultivate these same values for the strategies and content created. The product will exist in people's tables, but the brand has to live in people's minds.

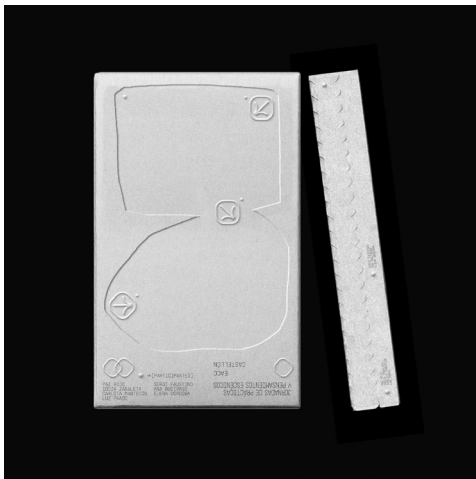
### KEY WORDS



### LOGO REFS



### PACKAGING



### ELEMENTS FOR COHESION

- Using always the same fonts for all branded content and communications
- Creating seasonal merch items -with an intension, make it matter- and sticking to style/line of design ex, stickers, hoodie, etc

### BRAND VALUES

- Intentional
- Connection
- A brand for humanity
- Timeless
- Sleek
- Tactile
- Aesthetic
- Cohesive

**TOMORROW**

**NEXT STEPS?**

**BRANDING IDENTITY**

- Brand guide
- Stickers
- Social media grid, posts

**PACKAGING**

**WEBSITE**





ALWAYS

THANK YOU <3