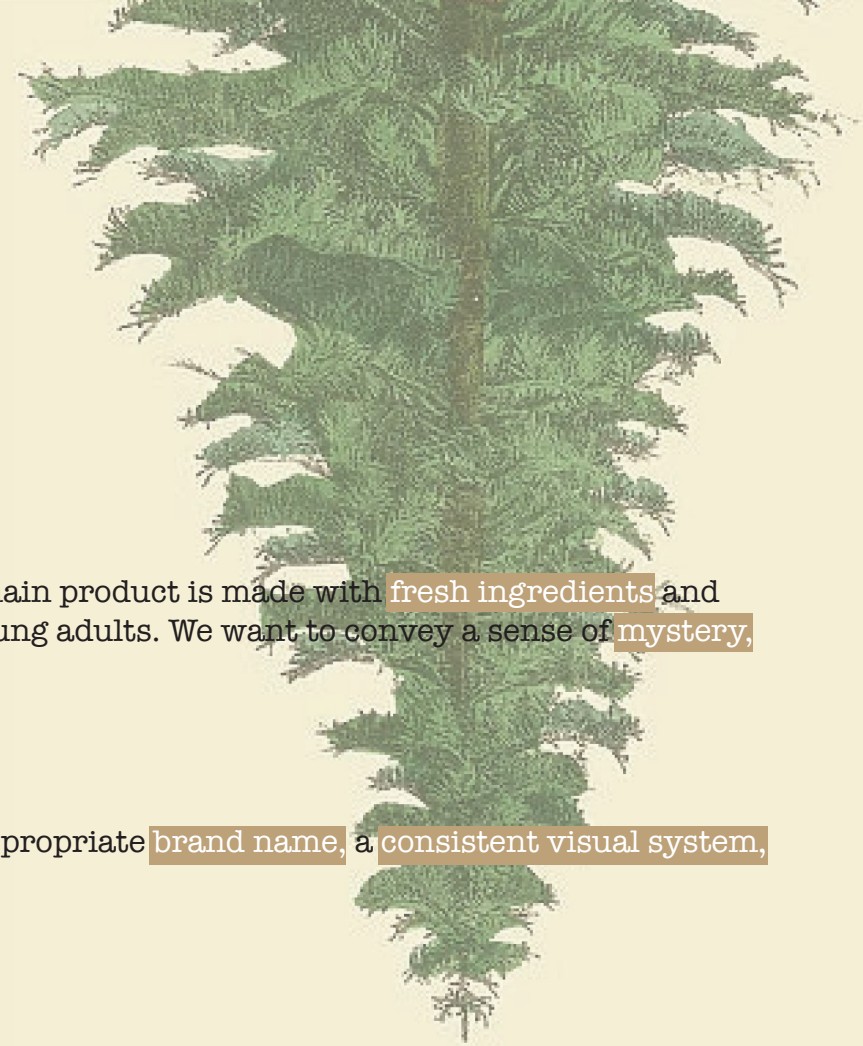


Hallo, das ist





Company Description:

We are a company that makes and distributes **German soft drinks**. Our main product is made with **fresh ingredients** and **served in 5-star restaurants** across the nation. Our target audience is young adults. We want to convey a sense of **mystery**, while at the same time being agreeable.

Job Description:

You must create the total branding package. This includes creating an appropriate **brand name**, a **consistent visual system**, and of course a great **logo**.

Deadline:

3 days

The Brief



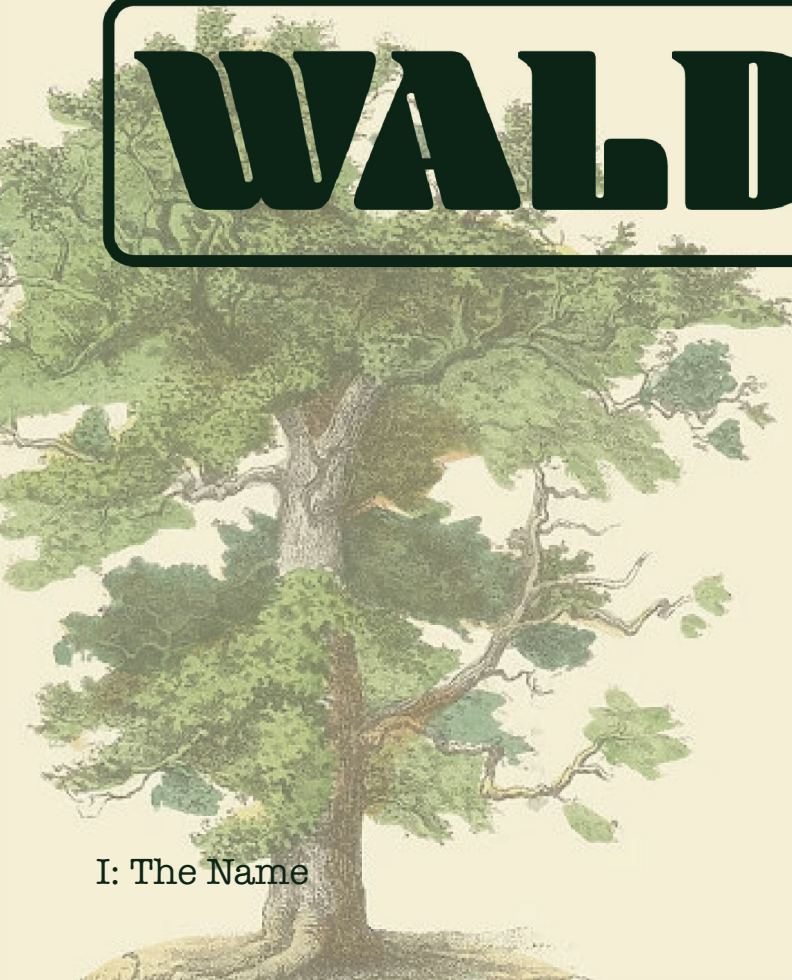
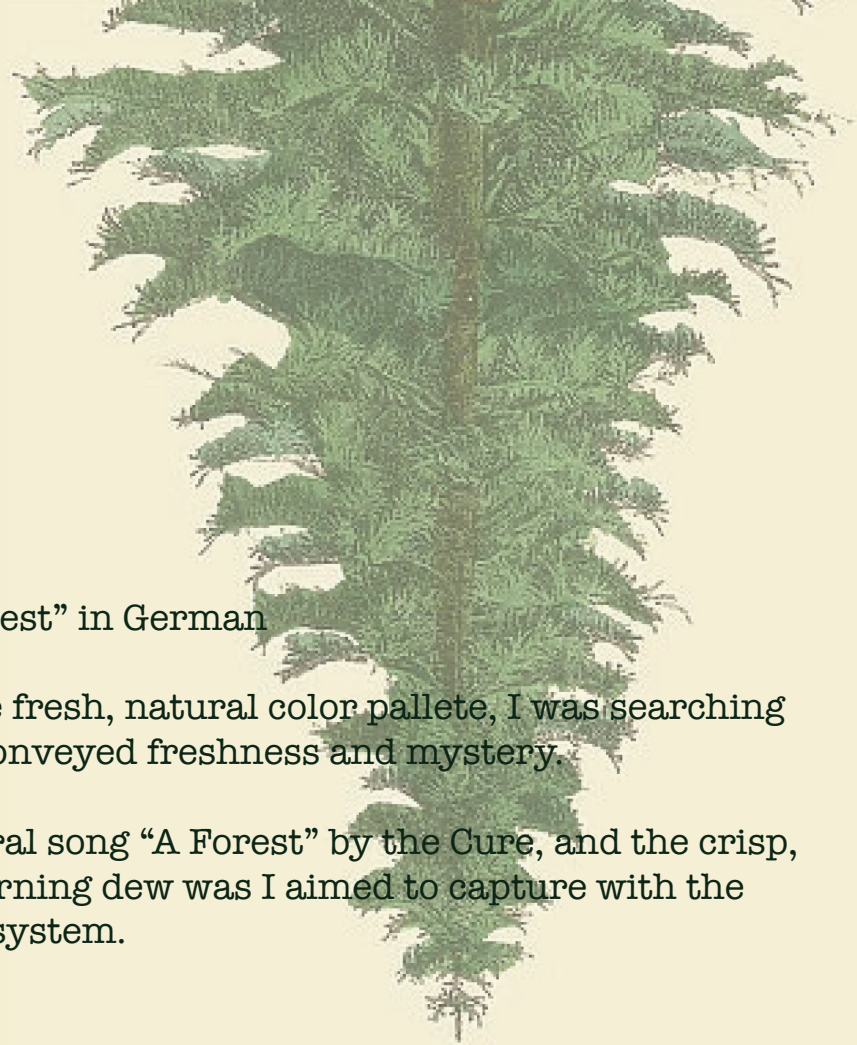


WALD

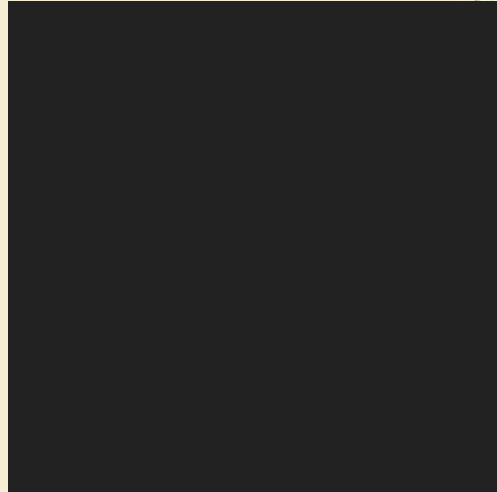
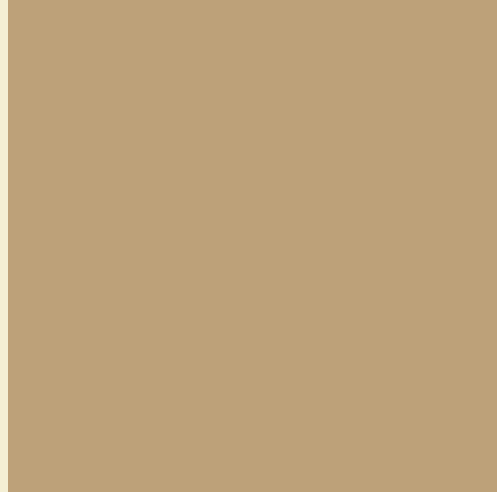
WALD means “forest” in German

After ideating the fresh, natural color palette, I was searching for a name that conveyed freshness and mystery.

The gloomy, ethereal song “A Forest” by the Cure, and the crisp, cold feeling of morning dew was I aimed to capture with the name and visual system.



I: The Name



II: The Visual System

Color Pallette



Blenney

Sackers English Script

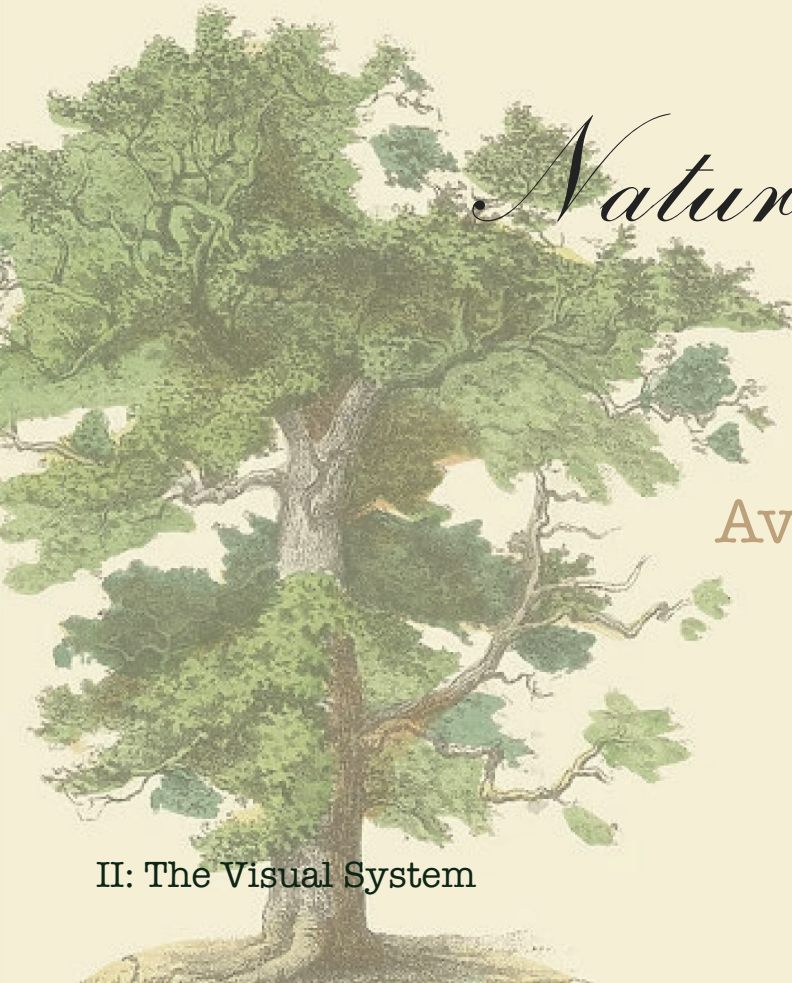
American Typewriter Regular



WALD

Nature's Favorite Soda

Available only in Nobu





I chose to use botanical illustrations as part of the branding to signify **freshness, nature, and sophistication.**



II: The Visual System

Botanical Illustrations



III: The Logo

Full Logo



WALD



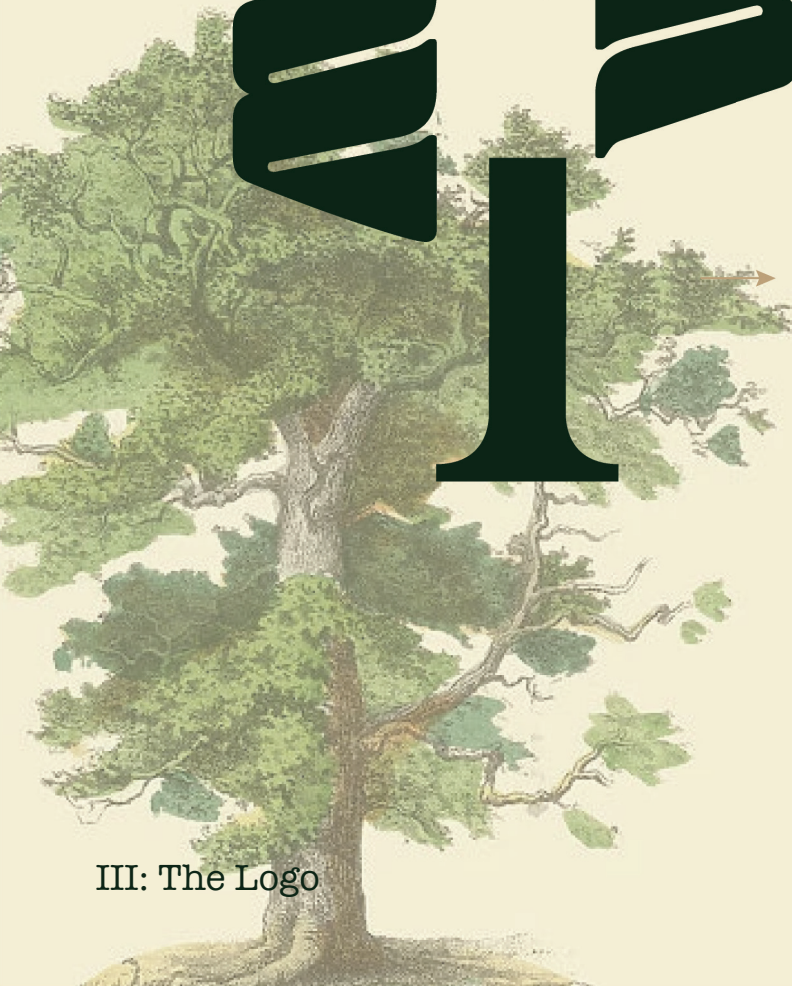
III: The Logo

Logo Text



III: The Logo

Tree Logo



III: The Logo

Tree Logo Anatomy





Branding in Action



Branding in Action



Branding in Action