

Final Presentation

Packaging: Development + Branding

Package Exploration



Positioning

Do you enjoy:

Positioning

Do you enjoy: Celebrating?

Positioning

Do you enjoy: Quality?

Positioning

Do you enjoy: Award-Winning?

Positioning

Do you enjoy: Uniqueness?

Positioning

Do you enjoy: Affordability?

Positioning

Do you enjoy: Together^{ness}?

Positioning

Do you enjoy: Eco-Friendliness?

For the celebration seekers, Awwwsips offers award winning liqueur in unique, affordable, and eco-friendly shooter pouches that allows you to enjoy quality and convenience no matter the circumstance!

Name Development

Name Development

Sapphire Snap

AweSip

Enchante

Noble Nectar

Prospero

SipTopia

Mystic Mirage

Harmonious Hydrate

Quirkspirits

OroOpulence

Elysium

Superior

Nebulas Nectar

Splendid Sippers

Gleeful Gulp

Divinola

Karios

Siphistocated

Enchanted Elixir

Overpour

Tailgaters

Astral

AwwwSips

Sacred-Sips

Solar Surge

Finest Flavors

Revel Rum

Zepher

Sip-Together

Sip n' Go

Cosmic Crush

Eleganze

Sparksip

Infinitum

CellyChaser

Transipded

Eternal Essence

Opulence

Thrive Tequila

SeraphicSips

Re-Juicing

Toastful Trove

Midnight Mirage

Illustrious Infused

Thrive

OroOrigins

Free-Spirited

BlissBlast

Luminous Lotus

Splendid Sippers

Lively Liquor

Bellez

Toast-To

Happy-Hour
Heaven

Cosmic Quench

Stately Shots

Dynamo Drink

Pulchritudo

Cellysavor

Celestial Sip

Finery Flzz

Frat Fuel

Eirene

Sip n' Celebrate

SocialSippers

PrestigeSip

Vintique

Livewire Liquor

Laetitia

Sipful Celebration

Escapade

LuxeNectar

Elysian

Tempo

Kalliopi

Blissful Bullets

DaySips

LuxeLiquor

Empyrean

Nexus Reserve

Eclat

FestiShots

Sip n' Style

CulinarySpirits

Enthrall

Opo

Cielo

Fete

Sip n' Joy

Finery Fushions

Resplend

Luxora Spirits

Duranos

Shindig Shooters

Taste Makers

Echelon

Azura

Zenith

Wingding

Ornate Brews

Radiance

Verve-Vista

Lumiere

Selected Name

The name 'AwwwSips' embodies the essence of our project in a playful and inviting manner. When selecting a brand name, I wanted something that would stick in people's minds, leave a lasting impression, evoke positivity, while conveying the essence of our offerings. 'AwwwSips' achieve just that. The combination of "Awww" and "Sips" conjures a sense of delight and satisfaction with each sip, inviting individuals to indulge in moments of celebration. Its ease of pronunciation makes it accessible to all, while its uniqueness distinguishes it within the market.

AwwwSips



Logo Sketches



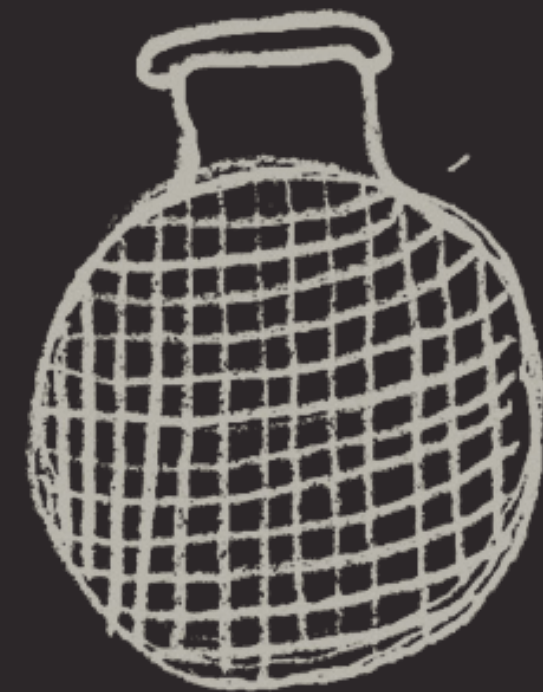


AWE
SIP



Logo Sketches

AWE
SIPS





Logo Sketches



*Strongest Logo
Sketch Concepts*

AWWEE
SIPS

AWWWW
SIPS

AW
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Logo Development



Logo Development

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— Liqueur Shooters —

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Liqueur Shooters
CHERRY

AwwwSIP

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LIQUEUR SHOOTERS

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Logo Development

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Liqueur Shooters
LIME

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LIQUEUR SHOOTERS



AwwwSips Logo

Crafting the logo for 'AwwwSips' was an exhilarating journey that mirrored the essence of our brand. With a focus on typographic design, our goal was to create a visual identity that seamlessly blended sophistication with a touch of whimsy. We envisioned a logo that would be instantly recognizable, inviting, and reflective of our commitment to quality and celebration. Embracing a handwritten-inked style, that ensures each stroke captured the spirit of our brand. The result is a logo that not only stands out but also evokes a sense of warmth and authenticity. Its fluid lines and playful yet refined typography convey the joy and conviviality that define 'AwwwSips,' while its simplicity ensures easy recognition across various platforms and packaging.

AwwwSips
Liqueur Shooters

Branding Development

Pms - Black 3 C
Hex - #2e282a


Midnight Celebration

Color Palette

Our choice of colors was deeply rooted in the flavors of our offerings, aiming to create a sensory experience that begins with visual appeal. Each color was meticulously selected to correspond directly with the unique taste sensations awaiting our customers. These color choices not only reflect the flavors of our products but also add a playful and dynamic dimension to our branding, inviting customers to embark on a flavorful journey with each sip.


Pms - 11-0105 TCX
Hex - #f3efde

Pure Celebration



Pms - 1795 C
Hex - #d32a39

Ruby Cherry Crush



Pms - 7731 C
Hex - #109955

Citrus Squeeze Green



Pms - 521 C
Hex - #99816c

Grape Gala Purple

Type Universe

Selecting the typeface for AwwwSips was a crucial step in defining our brand identity, and Redondo Ave Bold emerged as the perfect choice. With its handwritten feel and balanced strokes, Redondo Ave Bold encapsulates the essence of our brand—inviting, personal, and filled with character. The smooth curvature and equal strokes of this typeface evokes a sense of craftsmanship and authenticity, echoing the artisanal nature of our liqueurs. Its bold presence commands attention while maintaining a friendly and approachable vibe, aligning seamlessly with our brand.

Redondo Ave - Bold

AaBbCcDdEeFfGgHh
IiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890
!@#\$%&*()?/{}|

Awww

AwwwSips

here we go again

Illustrative Style

Our hand-drawn style to infuse a sense of warmth and authenticity, ensuring that each illustration exudes personality and charm. Our illustrations feature lively scenes of people celebrating and enjoying our liqueurs, capturing moments of joy and conviviality. Whether it's a group of friends raising a toast or a couple dancing the night away, our illustrations depict the vibrant energy and excitement that defines 'AwwwSips' experiences. The style is sleek and sexy, with bold lines and vibrant colors that command attention and exude confidence. At the same time, it's adaptable, allowing us to create a diverse range of illustrations that resonate with different audiences and occasions. By incorporating this illustrative style into our branding, we aim to create an immersive and memorable experience.

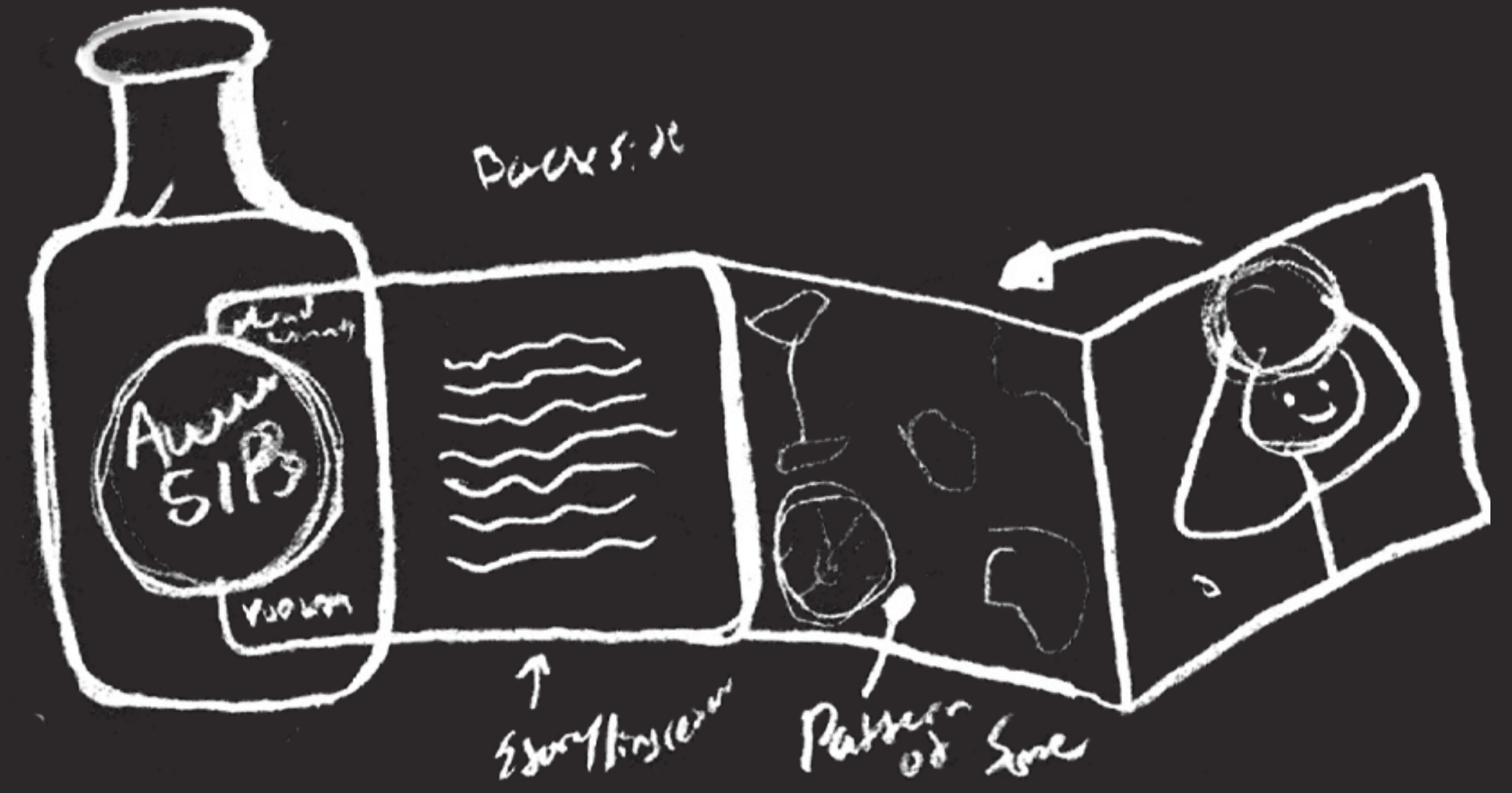


Icons & Patterns

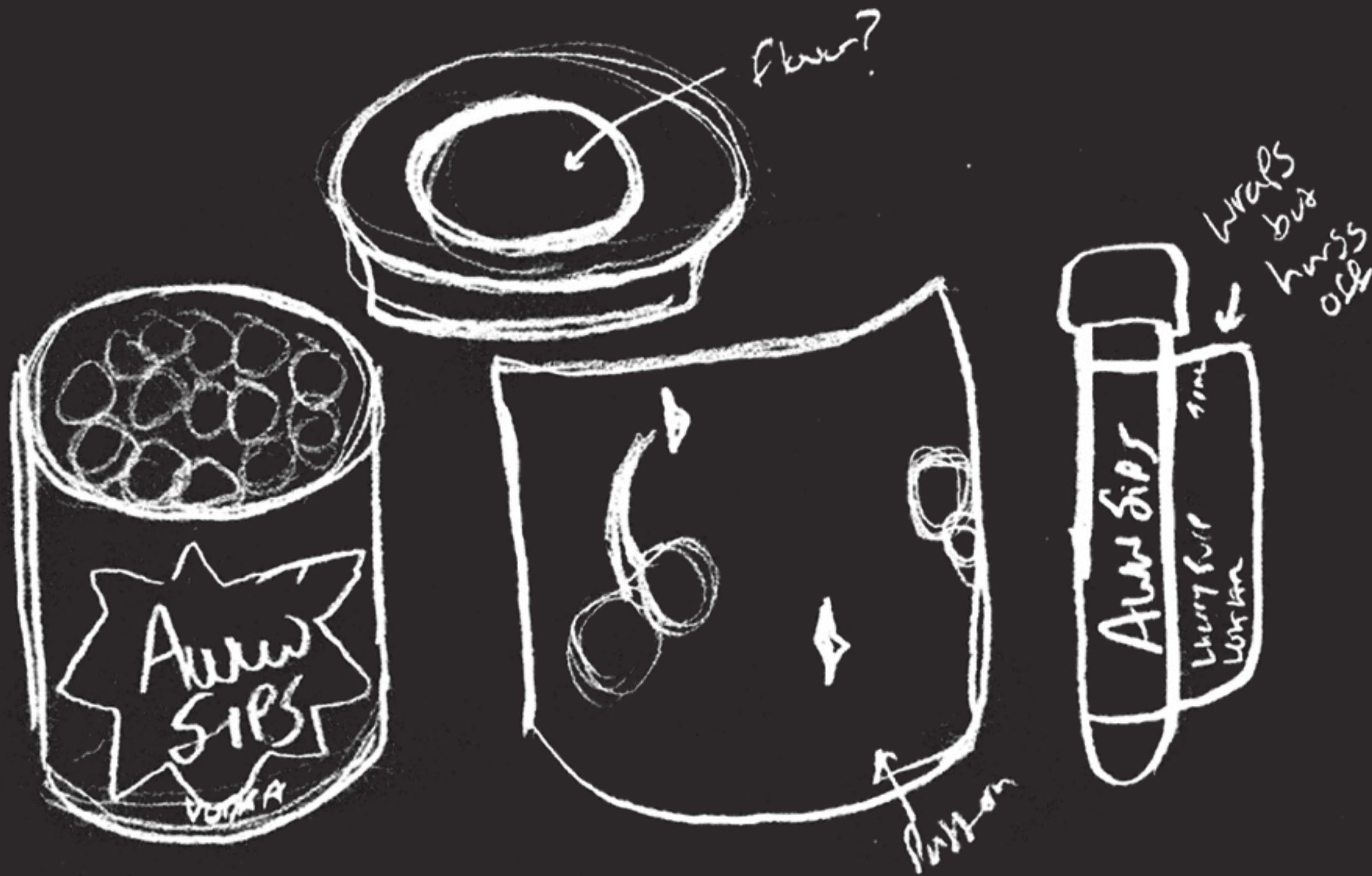


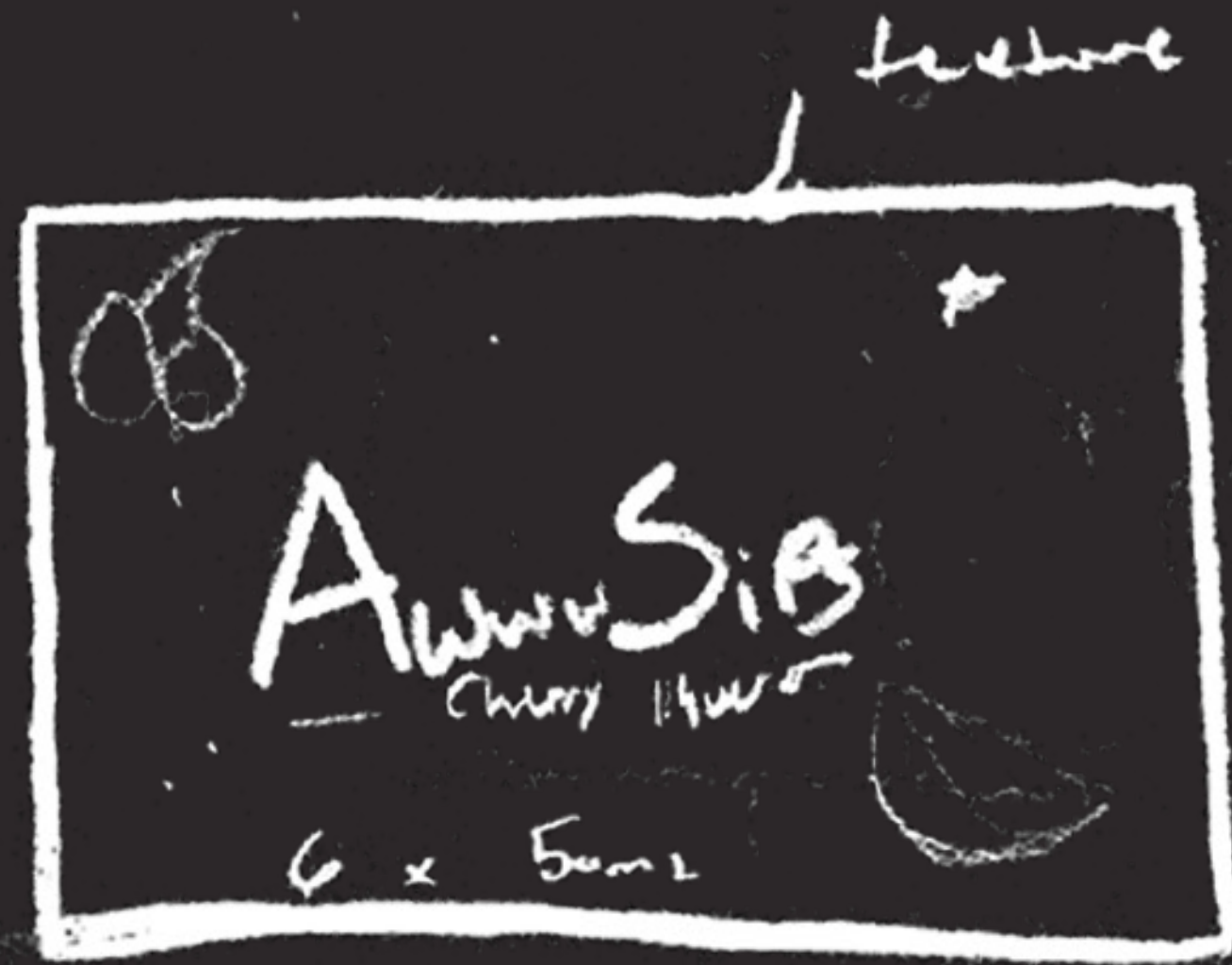
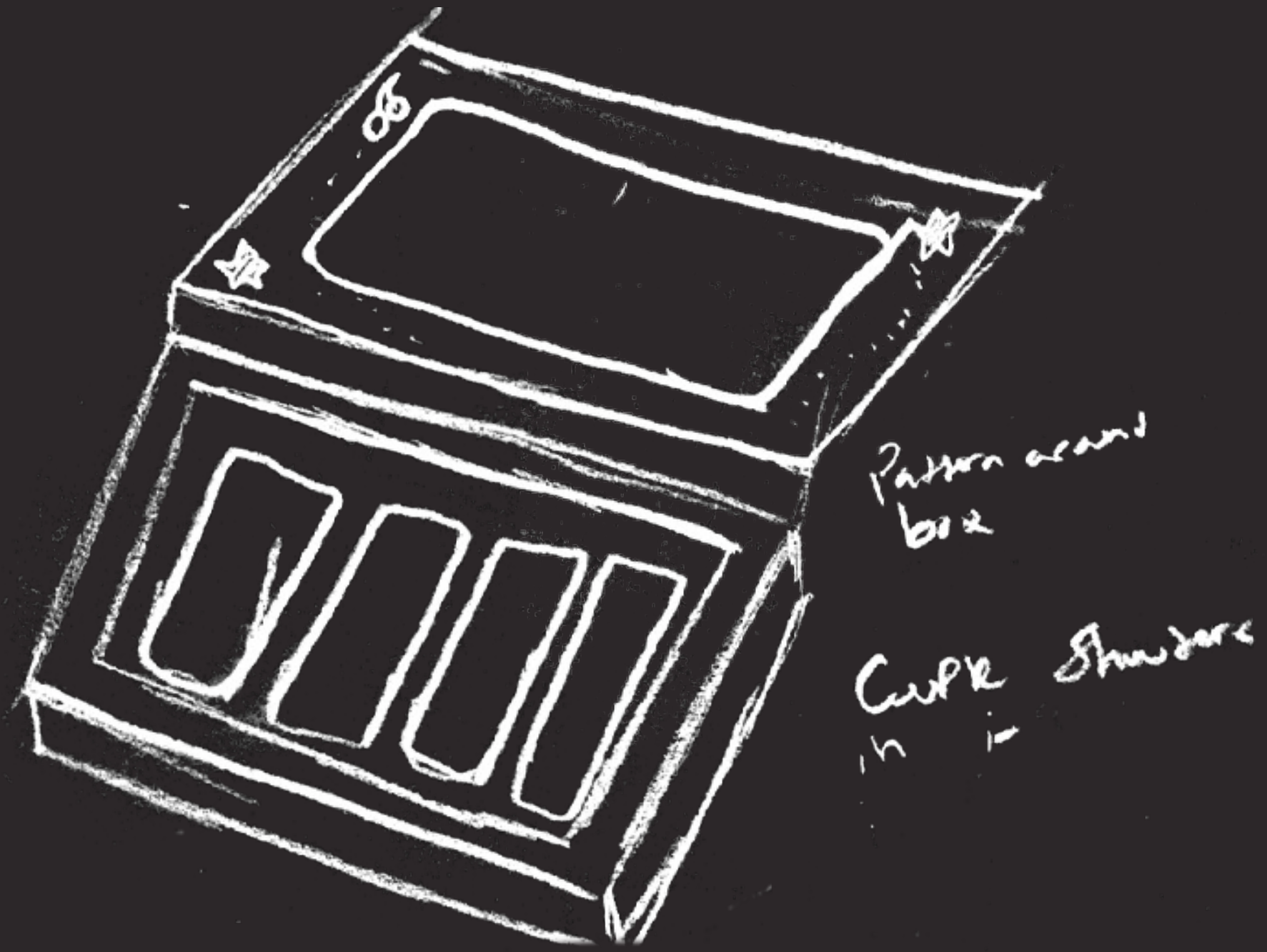
Packaging Moodboard





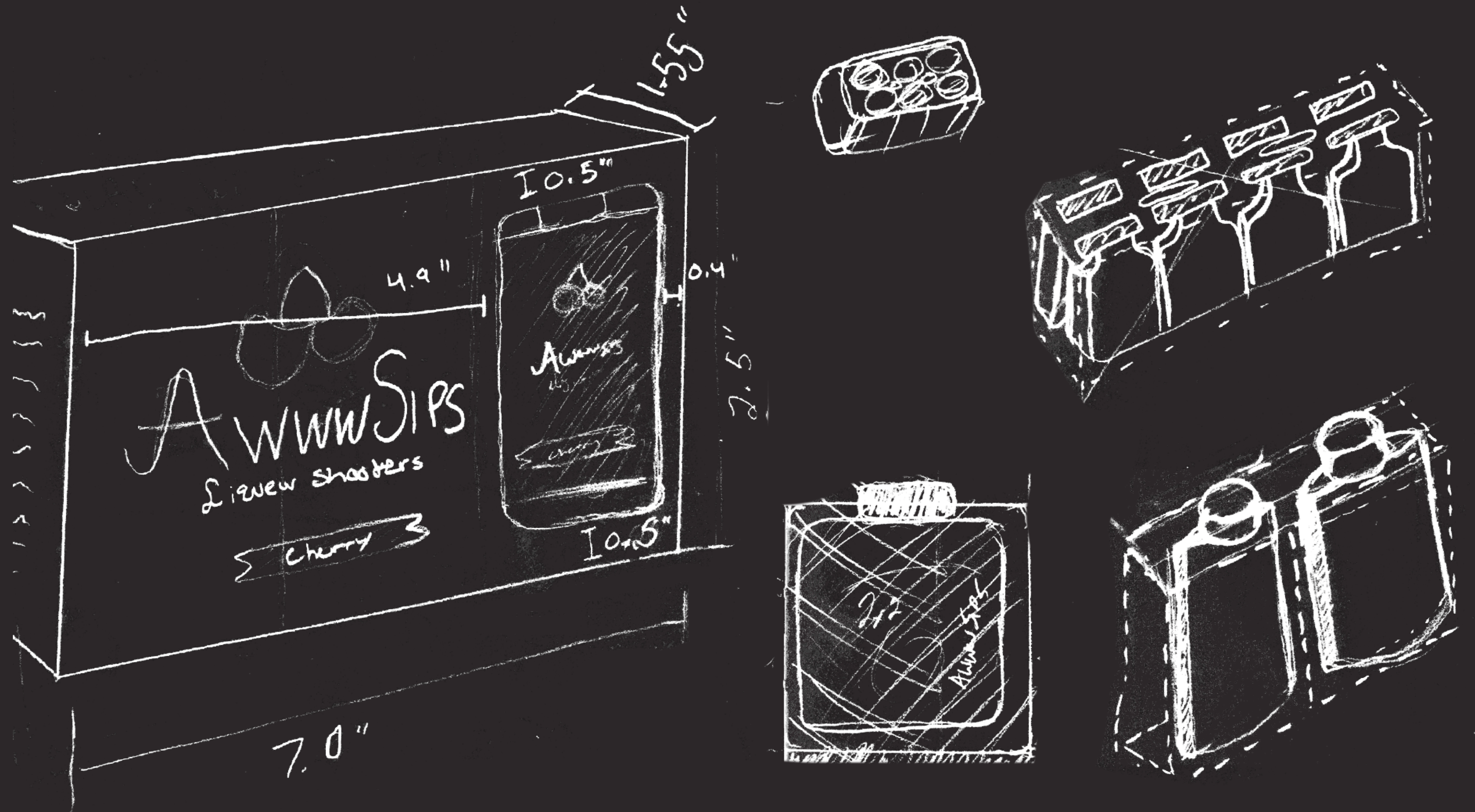
Packaging Sketches





Strongest Packaging Concept

We aimed to revolutionize the shooter experience by prioritizing convenience, sustainability, and standout design. Our packaging solution is compact and lightweight, ensuring easy portability for consumers on the go. Unlike traditional plastic shooters that are bulky and cumbersome, our packaging is sleek and streamlined, making it effortless to slip into a bag, boot or pocket for any occasion. Its user-friendly design ensures quick and hassle-free access, allowing consumers to enjoy their favorite liqueurs without any fuss. Additionally, our unique design stands out in the marketplace, with eye-catching visuals and branding that draw attention on shelves and online platforms.



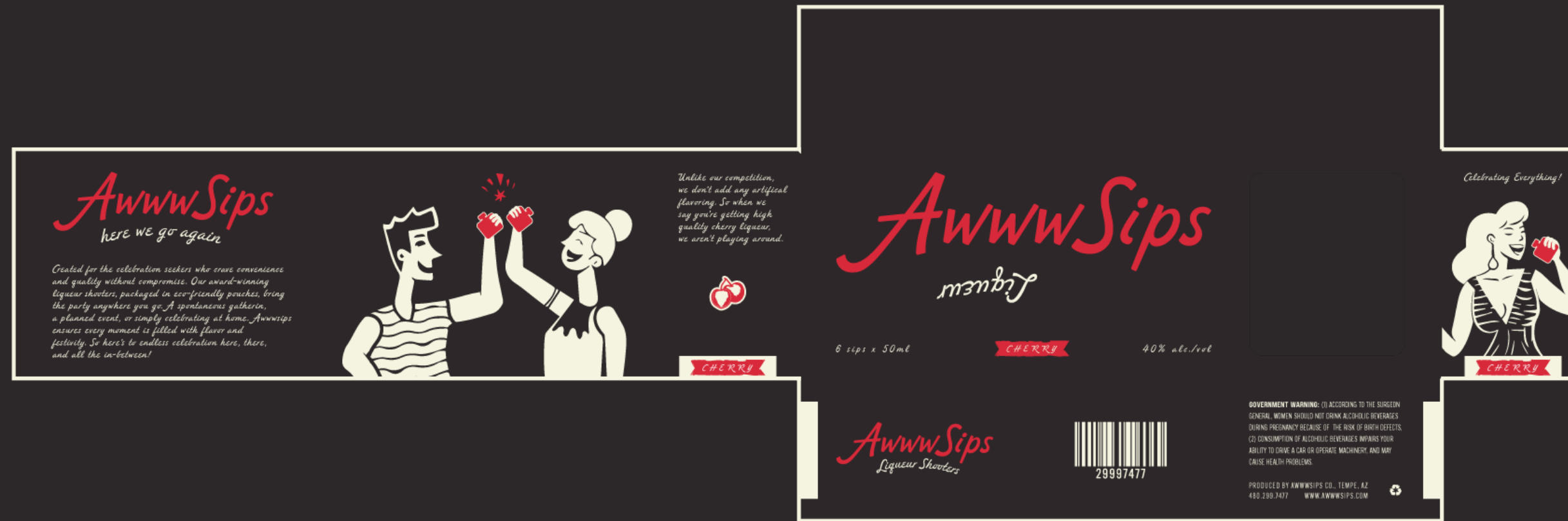
Packaging Development



Packaging Development



Packaging Development



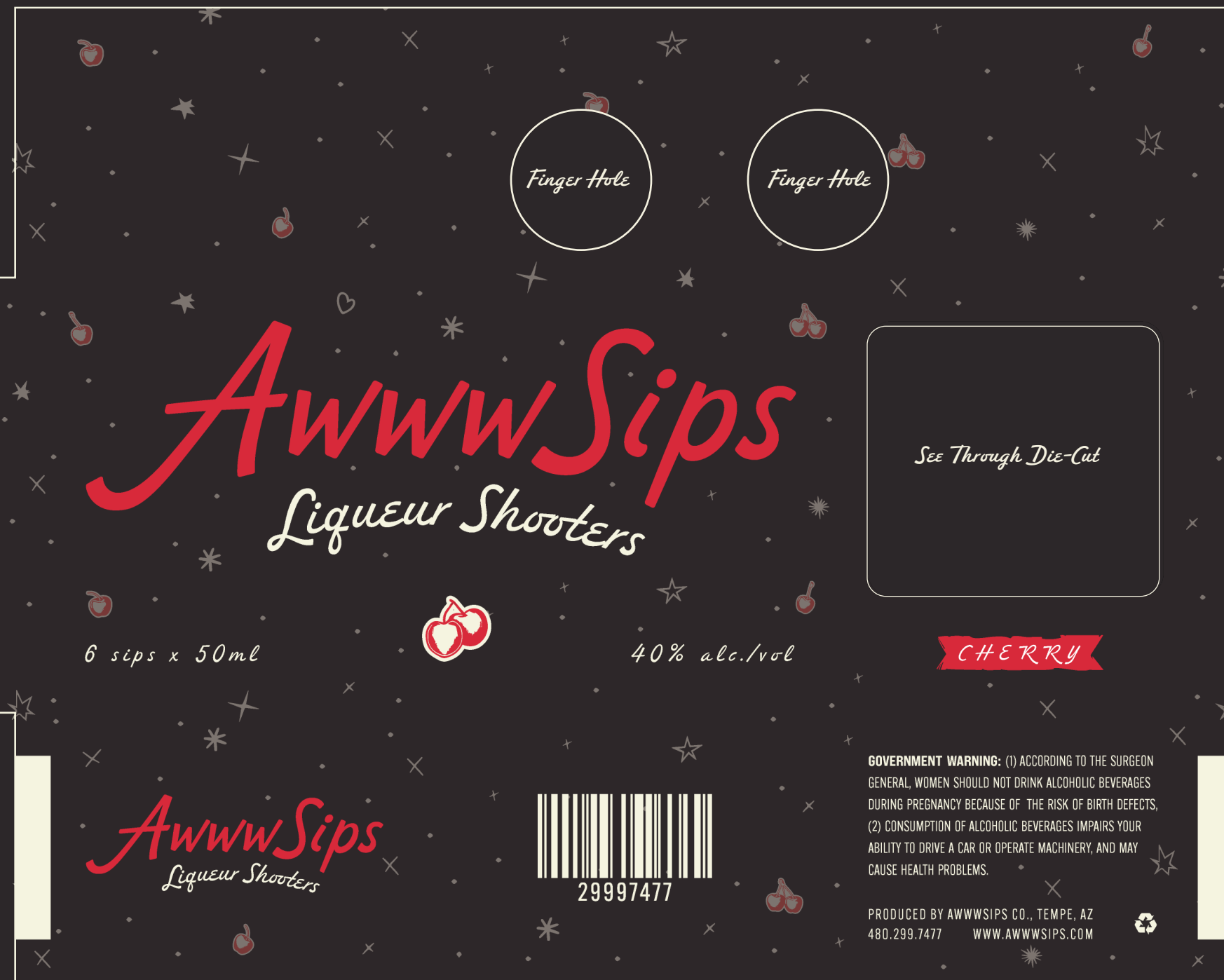
Cherry Packaging
Die-Cut

Back Back



Box Left Side

Box Top



Box Right Side

Pouch Back



Pouch Front



Box Bottom

Grape Packaging
Die-Cut

Back Back



Box Left Side

Box Top



Box Right Side



Pouch Back



Pouch Front



Box Bottom



Sippers - Front



Sippers - Back



Sippers - Comparison



Cherry



AwwwSips
here we go again

Created for the celebration seekers who crave convenience and quality without compromise. Our award-winning liqueur shooters, packaged in eco-friendly pouches, bring the celebration anywhere you go. A spontaneous gathering, a planned event, or simply celebrating at home. AwwwSips ensures every moment is filled with flavor and festivity. So here's to endless celebration together here, there, and everywhere in-between!

Celebrating Everything!

CHERRY

Unlike our competition, we don't add any artificial flavoring. So when we say you're getting high quality cherry liqueur, we aren't playing around.

CHERRY

AwwwSips
Liqueur Shooters

6 sips x 50ml

40% alc./vol

AwwwSips
Liqueur Shooters

40% alc./vol

1 sip x 50 ml

Cherry - Open Box



Cherry - Sipper



Lime



Lime - Open Box



Lime - Sipper



Grape



Grape - Open Box



Grape - Sipper



