



## CLIENT:

Bequia is an all natural tropical juice brand made in the Caribbean made for people of all ages

## DESIGN PROBLEM:

Create a visual identity for the brand. It is important for them to have an identity for the brand so that they can stand out from other brands, and people can notice them with a blink of an eye.

## MY ROLE:

My role was quite simple, to make the brand recognizable without seeing the logo. In the space of three weeks I had the design role to create an identity in order for the brand to launch.

## PROCESS:

My client was very clear from the start. They wanted to make the brand focused on the Island Bequia, making it the main idea/point, in result, all my design choices were inspired fom this island.

## STEP BY STEP:

I first started to sketch out a series of possible logos for the brand.



**FINAL LOGO:**

TROPICAL JUICE  
**Bequia**

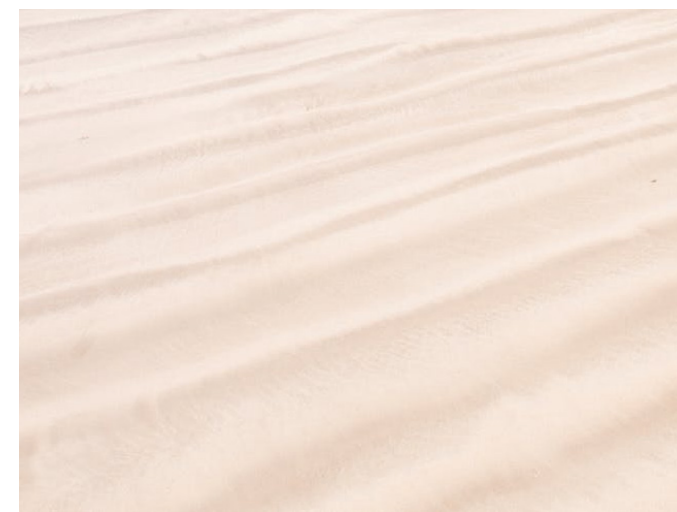
**LOGO BREAKDOWN:**

I made a wordmark logo which the color and the curves in the letters are inspired from the whale in the flag which represents Bequia.



**COLORS:**

The color palette resonates from the lively colors of the beautiful beaches,shops/buildings located in the harbour of Bequia, one of the main attractions of the island.



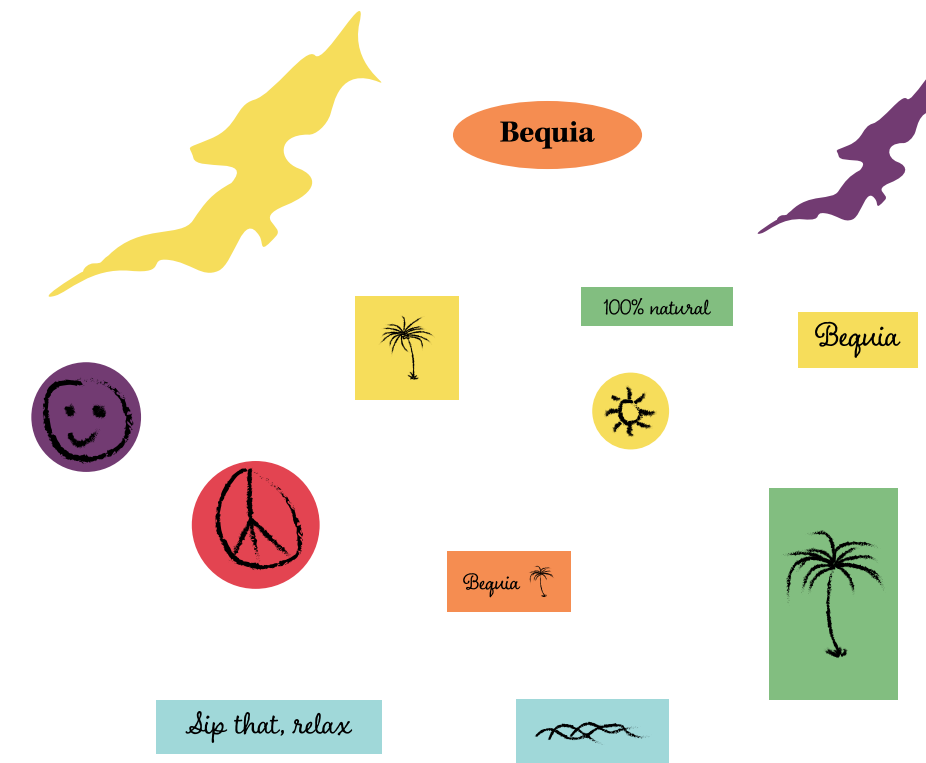
**PACKAGING:**

The packaging also resonates from the beautiful streets of the Bequia harbour, and the map of Bequia



**GRAPHIC ELEMENTS:**

As the client wanted, I focused on what are the things that come to mind when people think of Bequia, I decided to transform those ideas into graphic elements; palm trees, peace, beaches etc.



FINAL PRODUCT:



**RESULTS:**

The results for this branding project was quite spectacular, not only did I get to develop my design skills, I learned how to create a successful brand through consistency. I also learned something very important from the client, which is, in other for a brand to be successful, the audience most recognize the brand even if the logo is not present.



