

BRAND NAME

A key component to my drink bottle design, was to create a company with a unique branding image.

The initial step to this process was to determine a brand name. I wanted the name to be short and catchy but also give a rough idea about what my company actually does. After brainstorming over a dozen ideas, I managed to devise a short list of the about the top 6 brand / company names.

- Bottle Fizz
- Fizzle pop
- FizzSip
- Soda bottle
- Myfizz
- Ultra fizz

CORE VALUES

Core Values are the essence of the company’s identity and help companies in the decision-making processes. Essentially Core values educate clients and potential customers about what the company is about and clarify the identity of the company. Especially in this competitive world, having a set of specific core values that speak to the public is definitely a competitive advantage.

I studied the core values of three random companies; Officeworks, Chevron and SodaStream. In doing this, I was able to get an idea about what core values actually were through three clear sets of examples.



- Excellence
- Innovation
- Communication
- Recognition
- Collaboration
- Integrity



- Integrity
- Trust
- Diversity
- Ingenuity
- Partnership
- Protecting people & the environment
- High performance



- **Smart.** Better for you, your family & the environment.
- **Simple.** Turns water into sparkling drinks in seconds.
- **Bubbles.** SodaStream flavours have less sugar, no fructose syrup or aspartame (unlike soft drink). But they have the bubble-fun!

After further brainstorming I was able to devise a short set of core values that would help define my branding and marketing strategy. These core values shouldn’t just be futile extras to the brand but instead should be at the center of branding strategy / image. The four values that underpin what FizzSip are about are displayed below.



- **Efficient.** Fast & compact bottle design.
- **Sustainable.** All products are manufactured with recyclable materials.
- **Innovation.** Creating inspiring ideas & solutions.
- **Leadership.** Hold a committed and responsible position in the marketplace.

LOGO

Obviously a company’s logo is a pivotal part to their branding and sits on the forefront of the company itself. An effective logo will be:

- Simple
- Memorable
- Timeless
- Versatile
- Appropriate

The graphical logo that will be associated with FizzSip © needs to reflect the company’s simplistic essence. This will be done with a logo constructed with basic shapes and a clear and basic colour scheme. A good logo is distinctive, appropriate, practical, graphic, simple in form and conveys the intended message.

Before I started sketching possible logos I wanted to get a rough idea of the colours I’d use. Since soda water originates from mineral water in natural springs, I felt a nature inspired colour scheme was appropriate for the FizzSip © logo. Below I have explored such colour schemes.



After determining a general colour scheme, I produced a variety of logos, some sketched and some digitally created. These concepts help to speed up the visual problem solving that came with this logo development.

