

Liquid Lab

A stylized white line-art illustration of an Erlenmeyer flask, positioned between the words 'Liquid' and 'Lab'. Inside the flask, there are four small circular slices of citrus fruit, and a single slice is placed on top of the flask's neck. The entire graphic is set against a solid pink background.

Final Presentation
Ling Yen



Objective

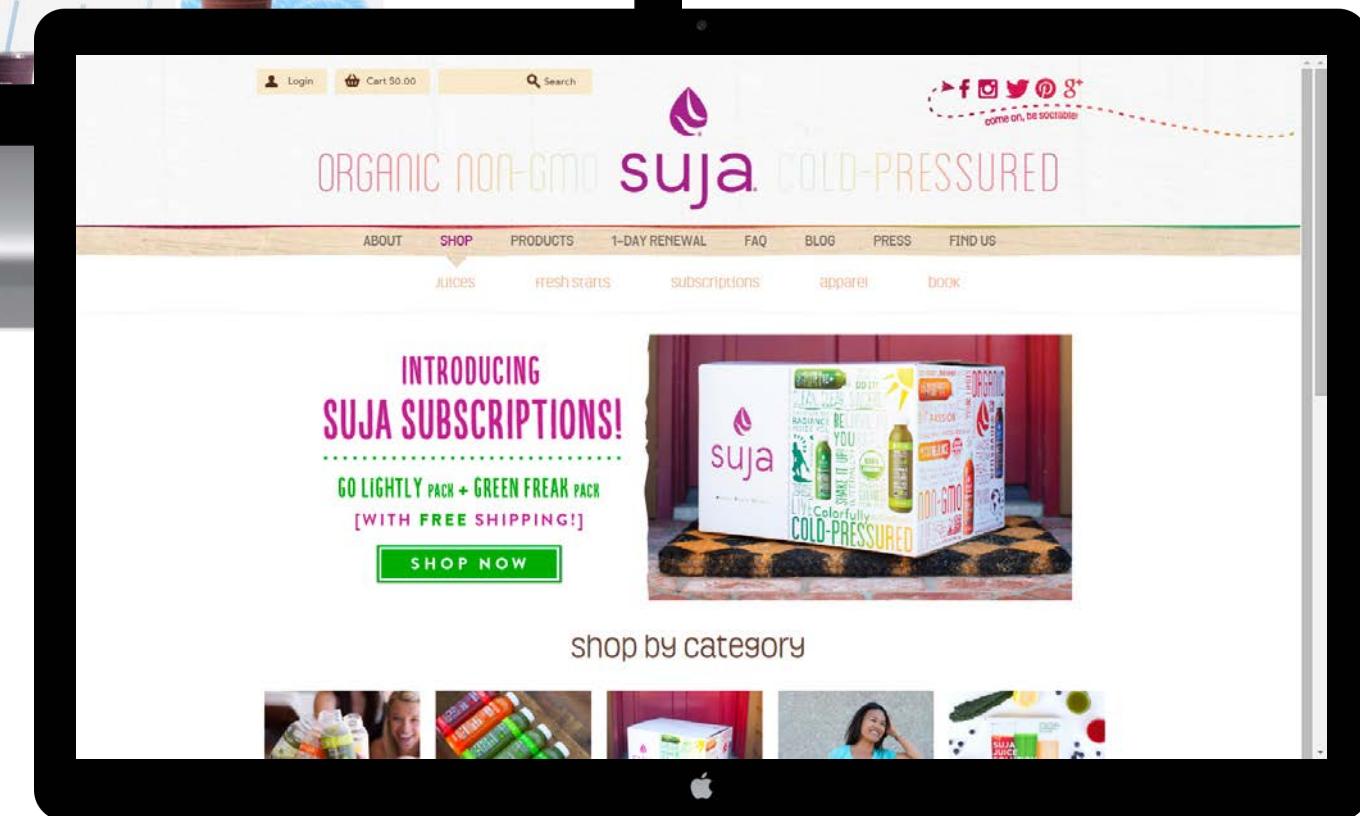
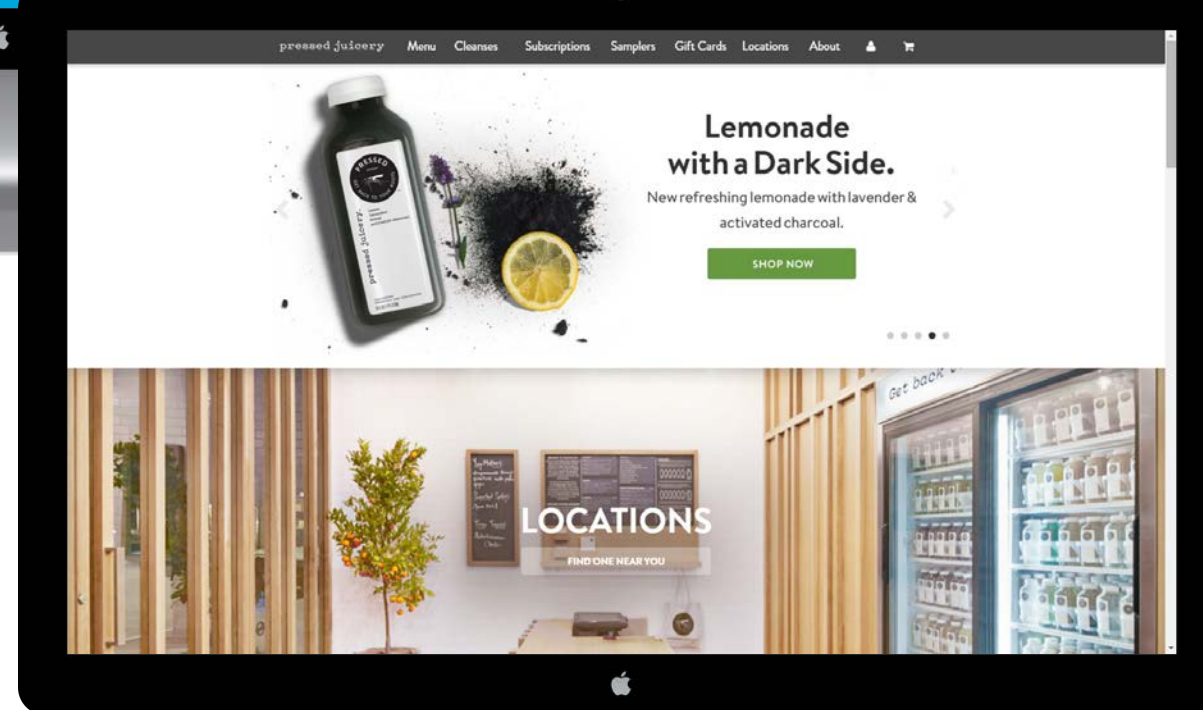
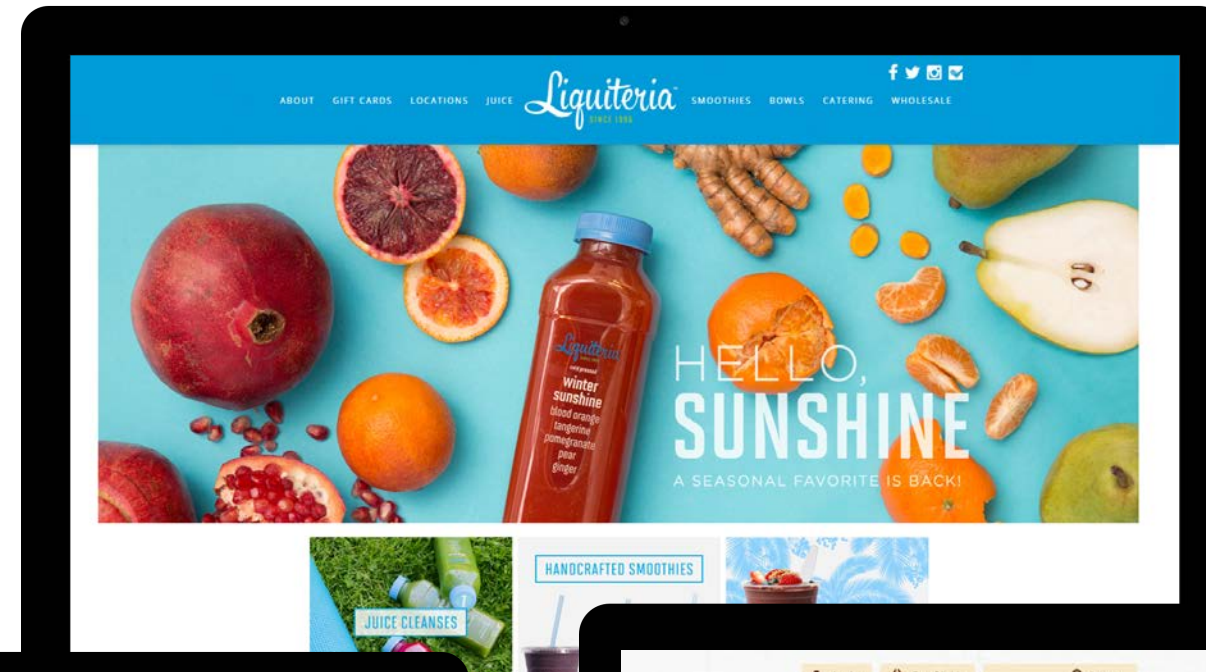
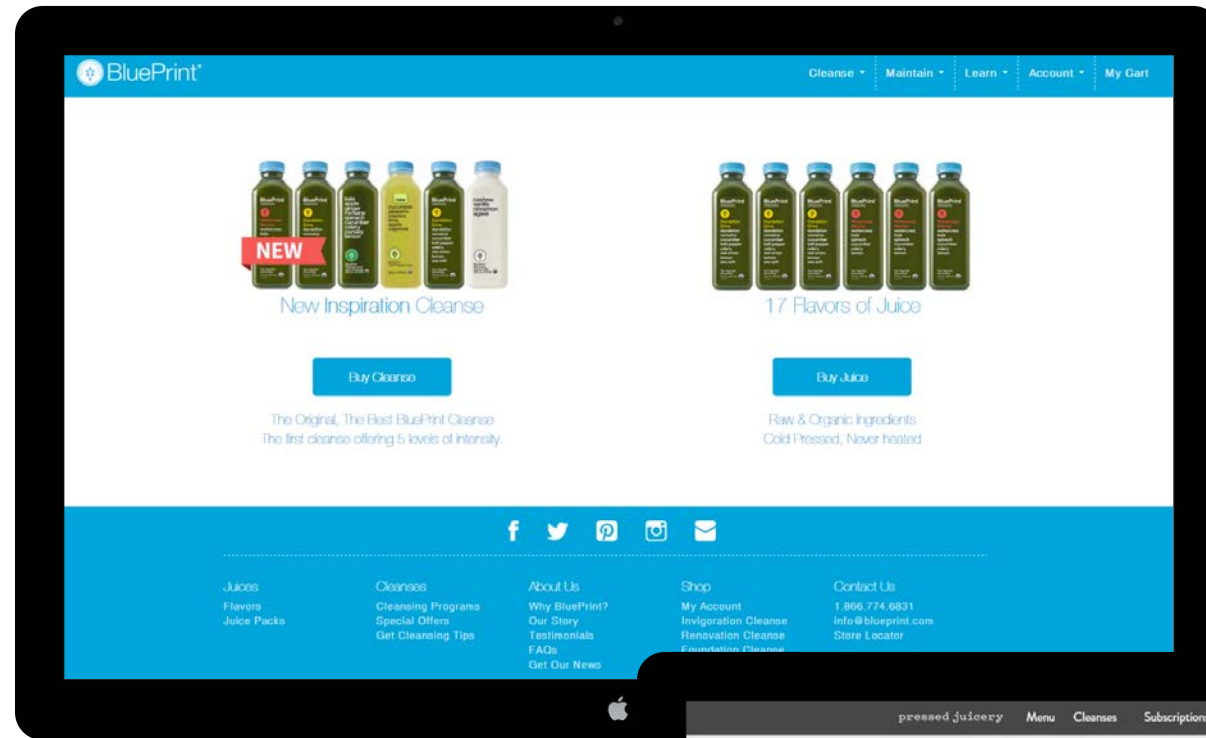
to **Promote** Liquid Lab as a **Healthier** juice alternative that will supplement **Improve** the **Health-conscious** consumer's lifestyle

Strategy statement

to create a **Clean Sophisticated** website that is **Approachable** promotes healthy living using **Locally-sourced** produce.



Competitors



Blue Print Cleanse
Liquiteria
Pressed Juicery
Suja



Audience Survey 1

- Women and Men
- Ages 30–65
- Professionals
- Urban dwellers
- Single or Married with 0–1 children
- Income of \$90k+ per year





Audience Survey 2

- Women
- Ages 30–45
- Professionals
- Urban dwellers
- Single or Married with 0–1 children
- Income of \$120k+ per year





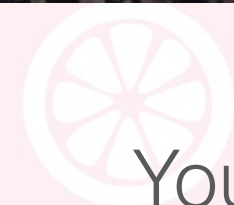
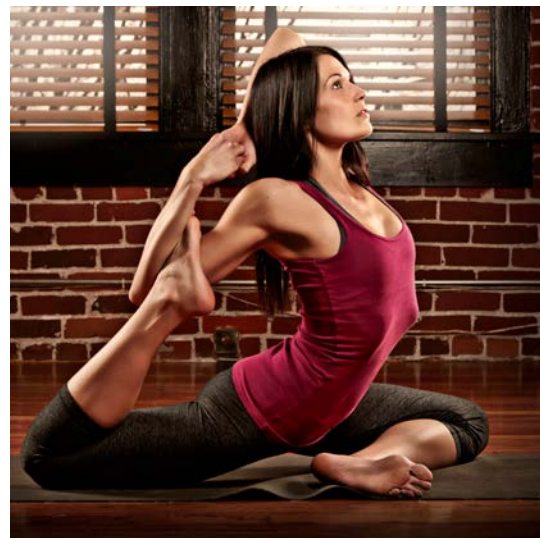
Key Words

**Health
Customized
Local**





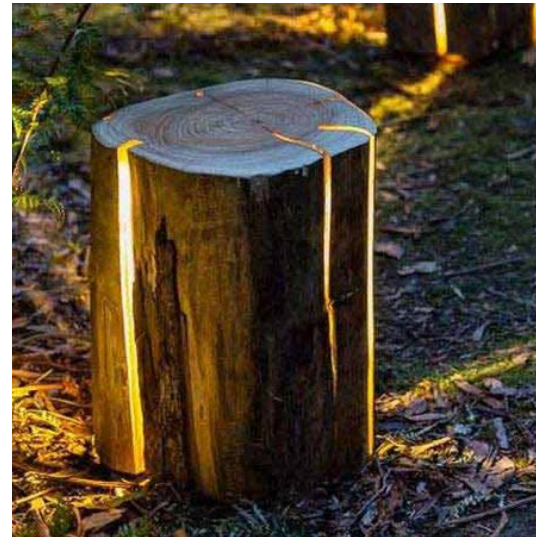
Mood Board 1



Youth, Red



Mood Board 2



Youth, Green



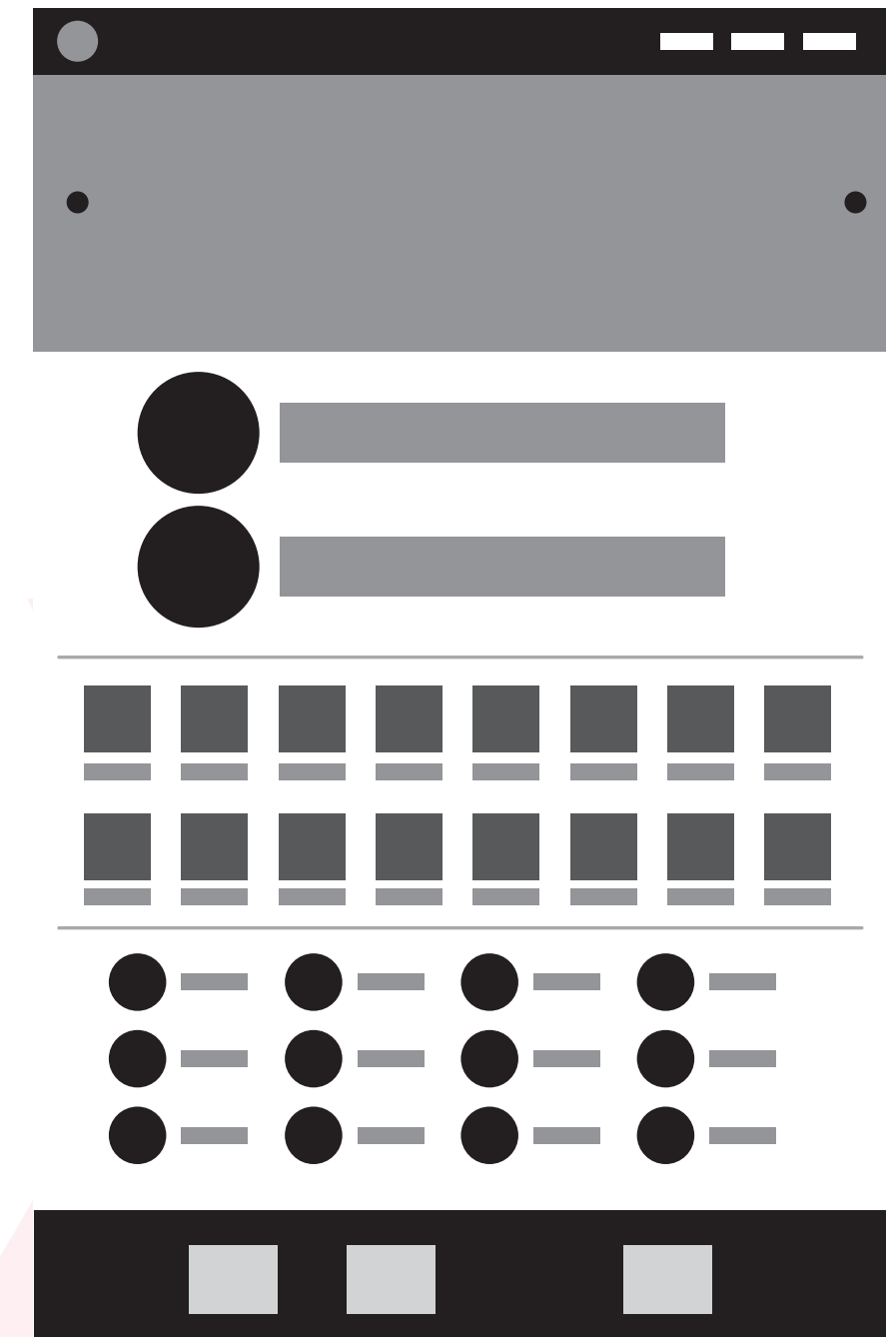
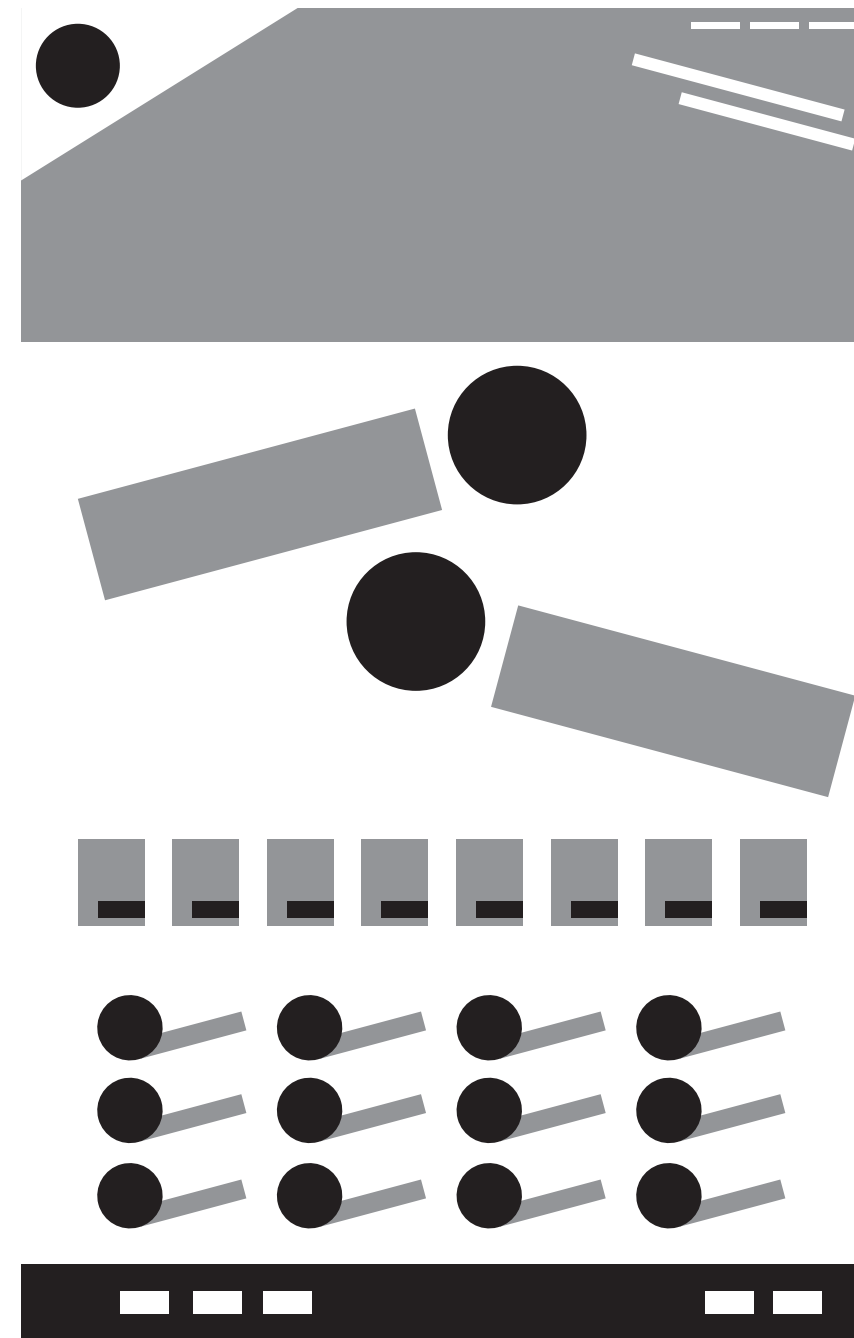
Mood Board 3



Youth, Purple



Low-Fidelity





Color Palettes





Tyopgraphy 1

LiquidLab

Better Nutrition. Better Life. Tailored for you.

Feeding your body with whole foods and natural produce is the best long-term strategy for maintaining good health. LiquidLab is part of that strategy. Our cold pressed juice is packed with easily digestible raw vitamins, minerals and enzymes from locally-sourced fresh fruits and vegetables. Reach your full potential through balance, not extremism. Whatever your lifestyle, we've got a juice to help get you there.

Helvetica Bold Oblique / Medium / Light



Tyopgraphy 2

LiquidLab

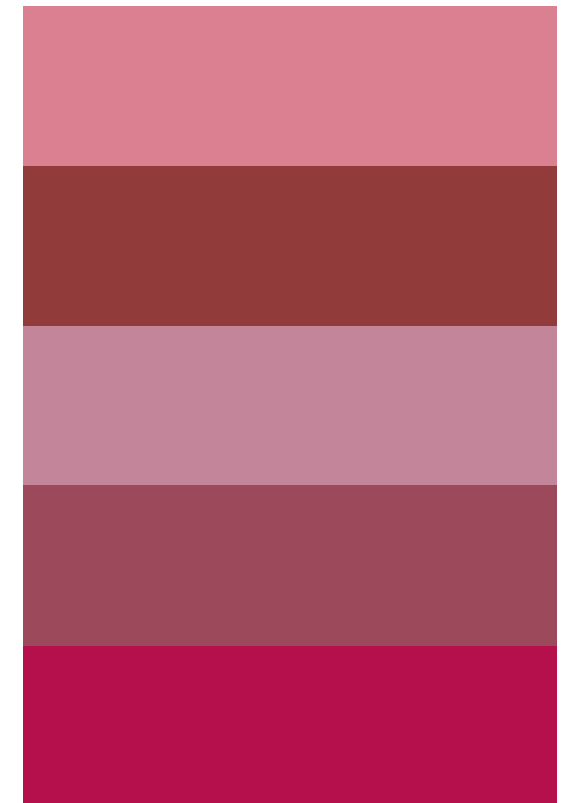
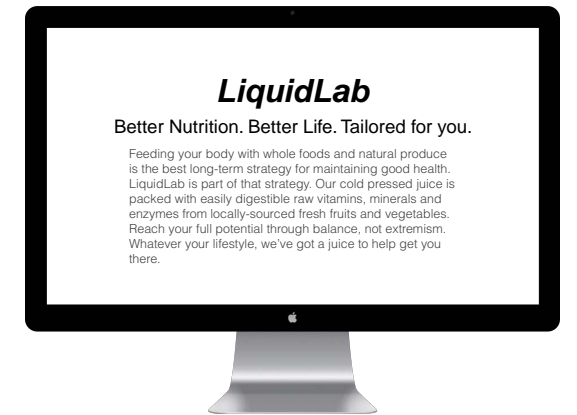
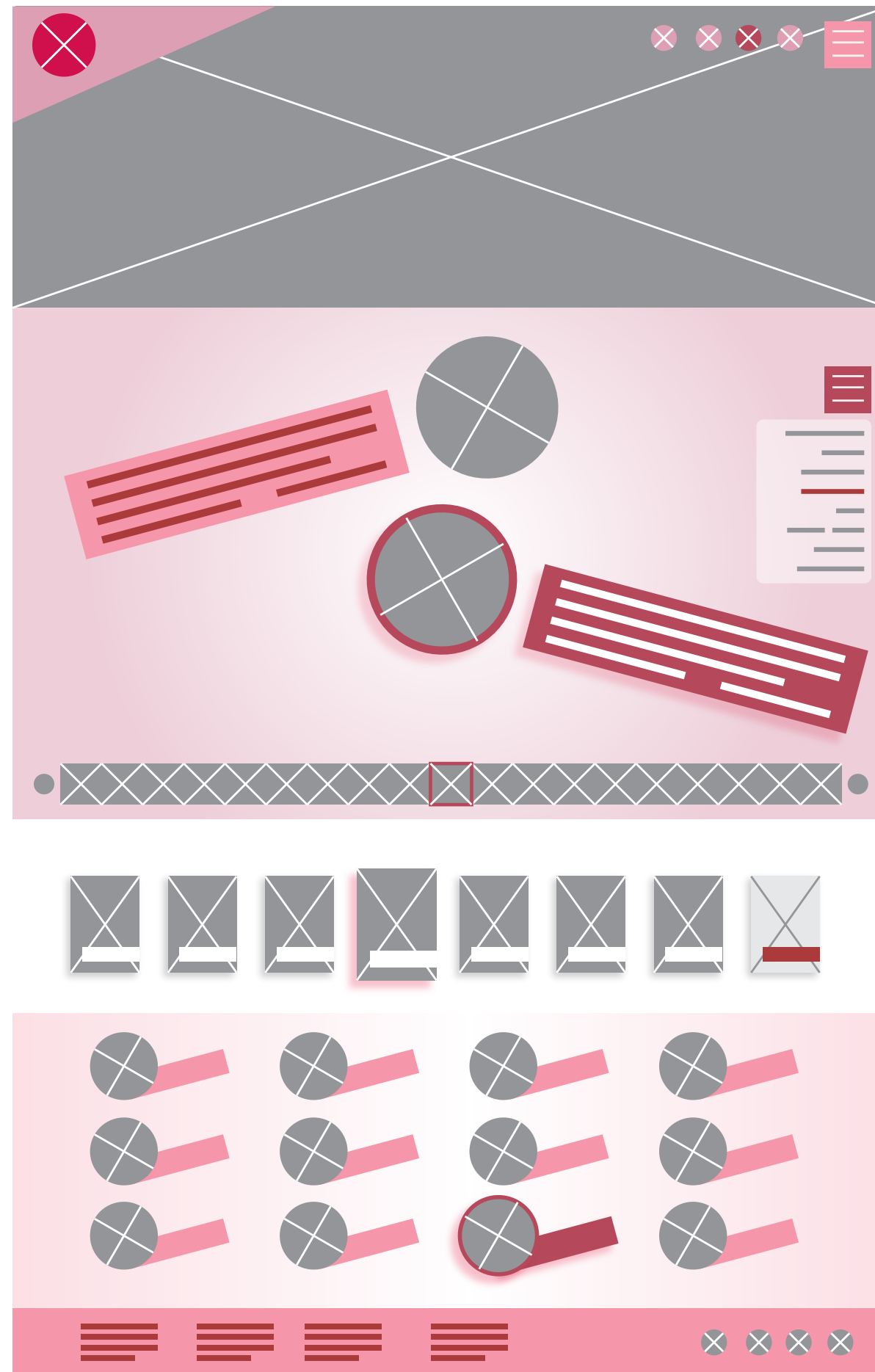
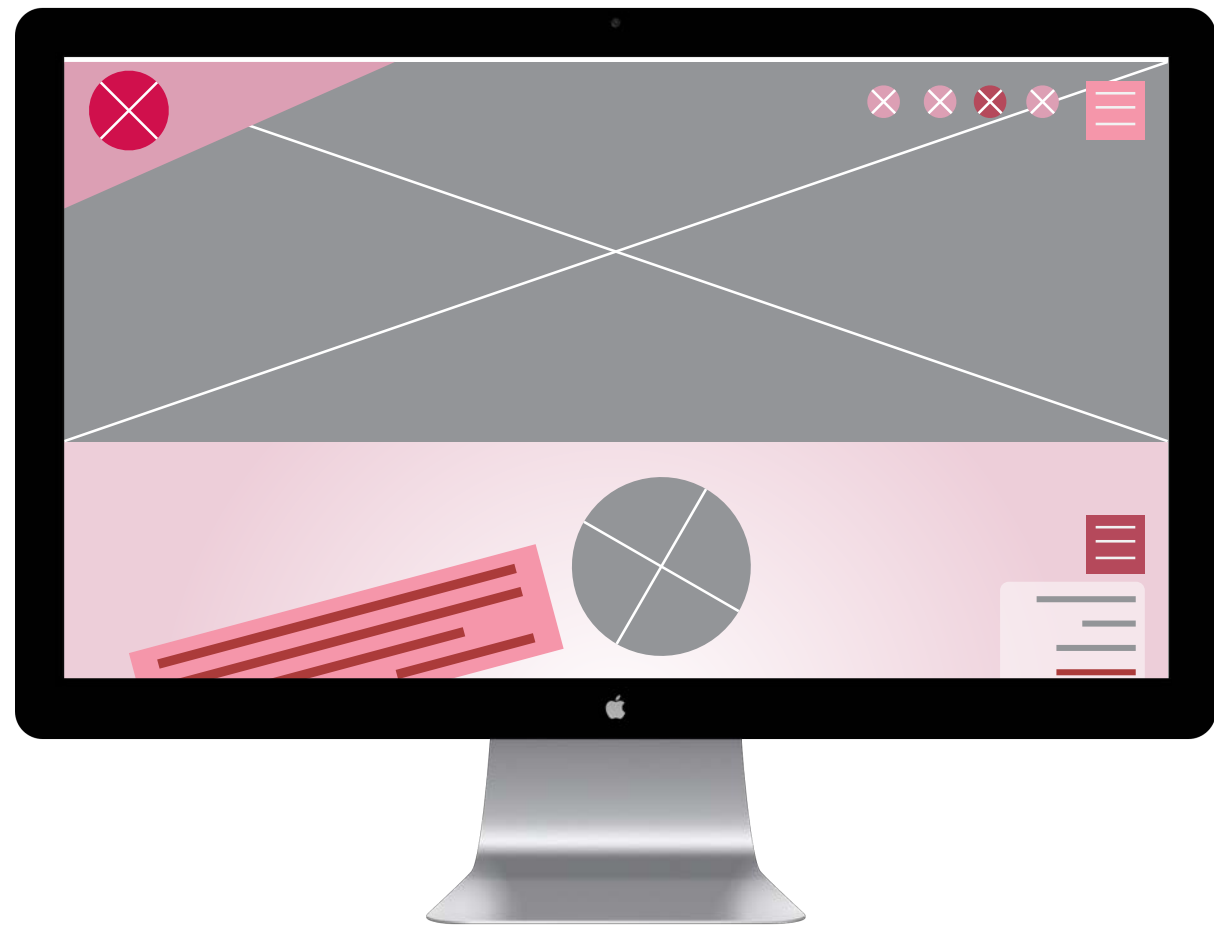
Better Nutrition. Better Life. Tailored for you.

Feeding your body with whole foods and natural produce is the best long-term strategy for maintaining good health. LiquidLab is part of that strategy. Our cold pressed juice is packed with easily digestible raw vitamins, minerals and enzymes from locally-sourced fresh fruits and vegetables. Reach your full potential through balance, not extremism. Whatever your lifestyle, we've got a juice to help get you there.

Serifa BT Bold / Roman

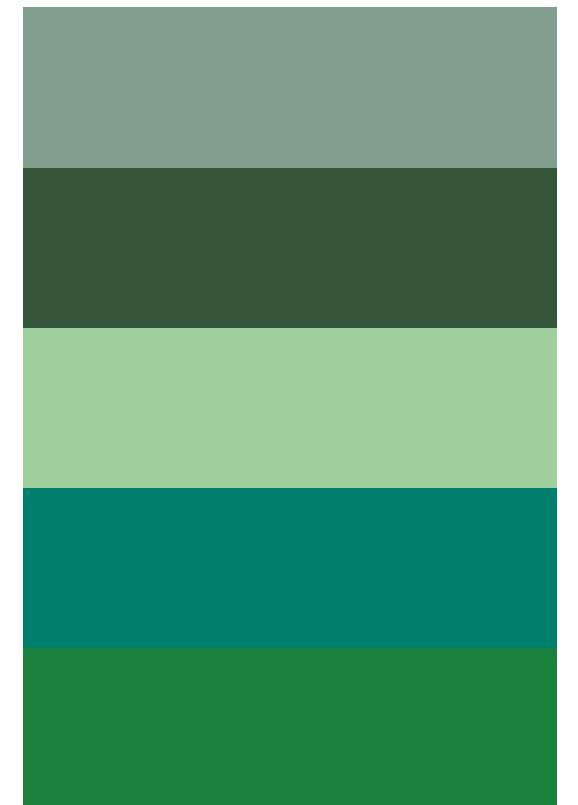
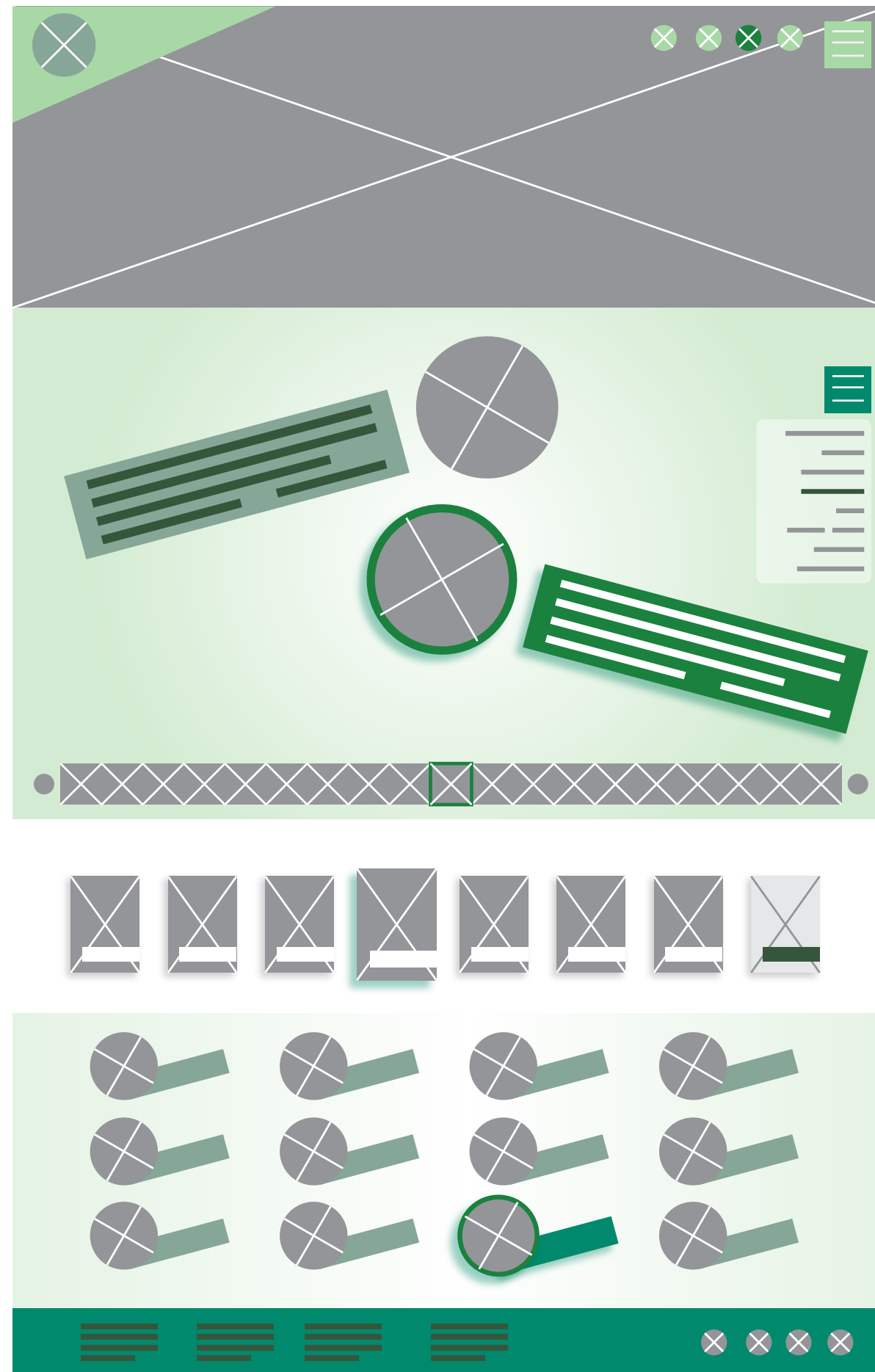
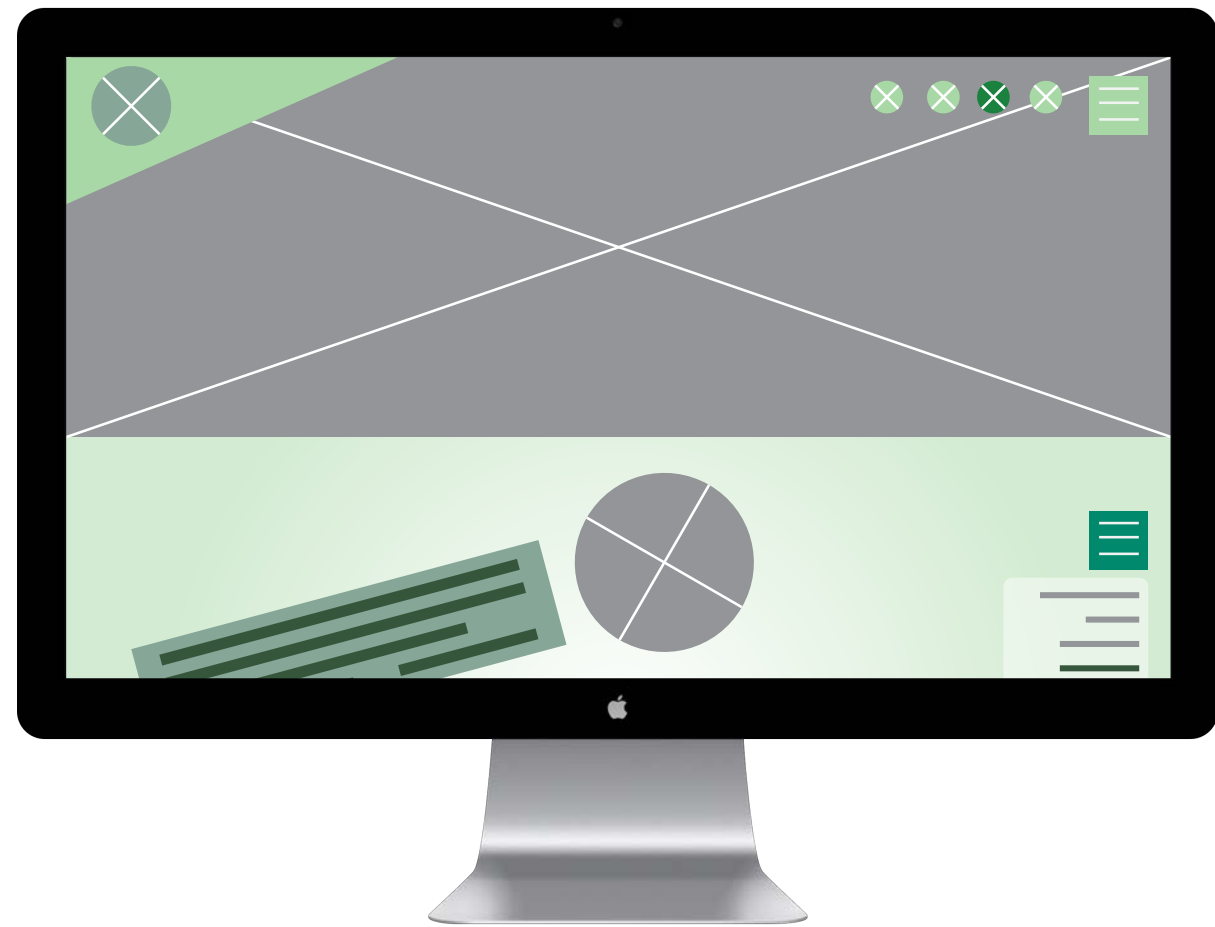


High-Fidelity 1



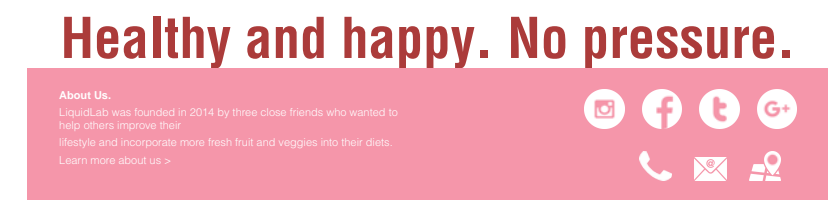
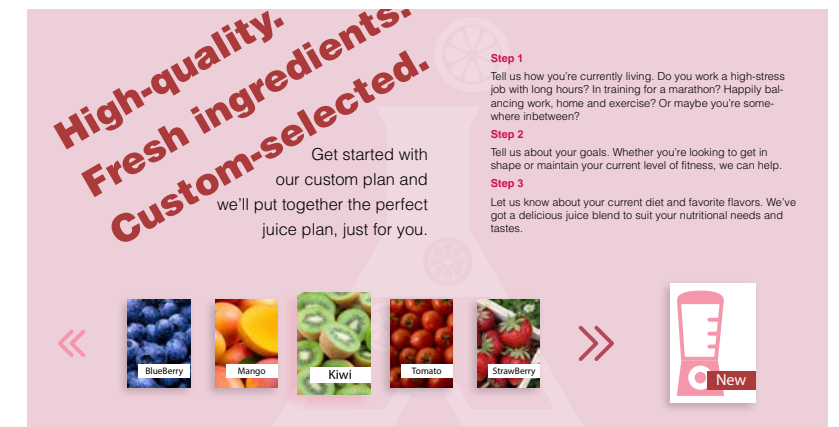


High-Fidelity 2





Final Landing Page



Better Nutrition.
Better Life.
Tailored for you.



Well, the germs seem to like us over here. Both boys are sick now, so I am doing my best to boost our immunity. Lots of water, tea, garlic, broth, rest, and smoothies of course!

Short on time? Not sure where to start?
Try one of our Juice Sampler Packages.



Well, the germs seem to like us over here. Both boys are sick now, so I am doing my best to boost our immunity. Lots of water, tea, garlic, broth, rest, and smoothies of course!



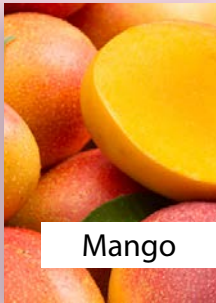
Well, the germs seem to like us over here. Both boys are sick now, so I am doing my best to boost our immunity. Lots of water, tea, garlic, broth, rest, and smoothies of course!

Jump-start a healthy you with LiquidLab.

High-quality.
Fresh ingredients.
Custom-selected.

Get started with our custom plan and we'll put together the perfect juice plan, just for you.

- Step 1**
Tell us how you're currently living. Do you work a high-stress job with long hours? In training for a marathon? Happily balancing work, home and exercise? Or maybe you're somewhere inbetween?
- Step 2**
Tell us about your goals. Whether you're looking to get in shape or maintain your current level of fitness, we can help.
- Step 3**
Let us know about your current diet and favorite flavors. We've got a delicious juice blend to suit your nutritional needs and tastes.



We don't tell you what healthy means. Instead, we celebrate choosing whatever healthy means to you.



Drink mor..



10 Best Fr..



Healthy Bu..



40 must re..



JAXX FitP..



Back Pain?



Do the thing..



14 ways to..

Healthy and happy. No pressure.



Interactive States



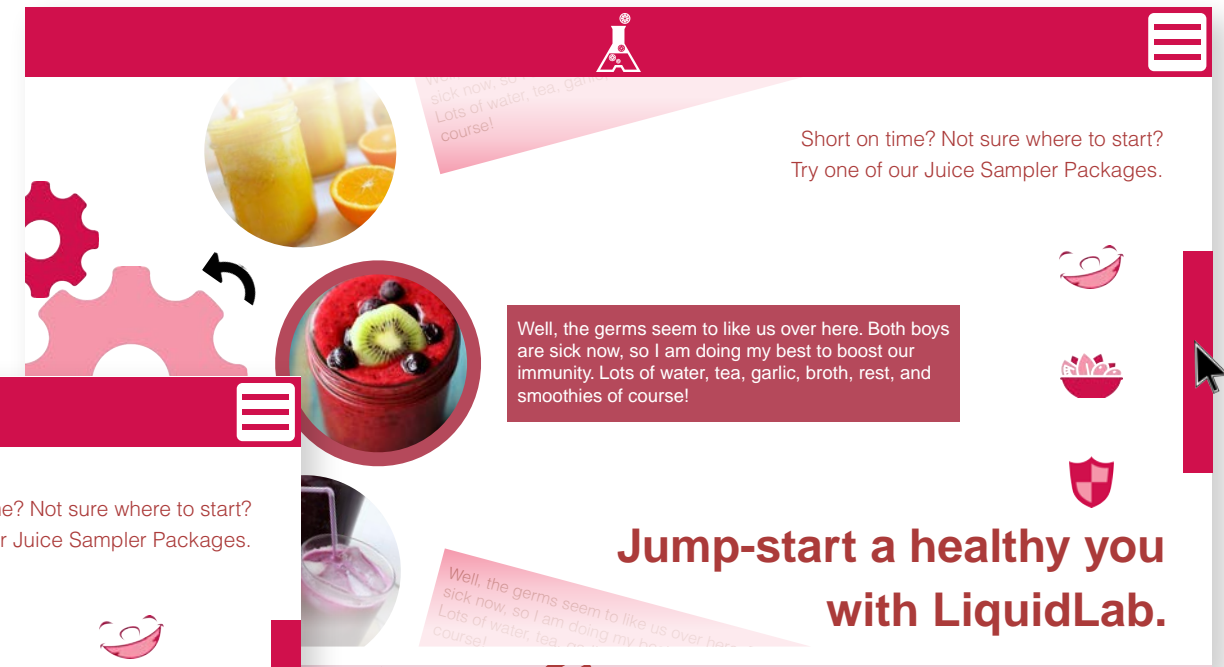


Interactive States



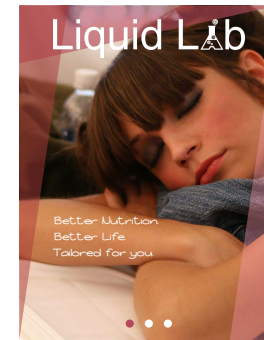


Interactive States

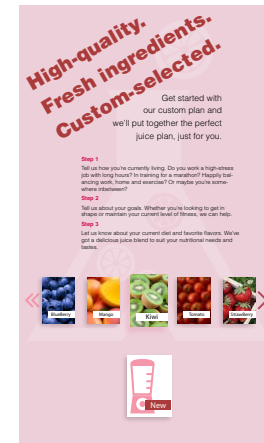




Mobile Devices



Short on time? Not sure where to start?
Try one of our Juice Sampler Packages.
**Jump-start a healthy you
with LiquidLab.**



We don't tell you what healthy means.
Instead,
we celebrate choosing whatever
healthy means to you.



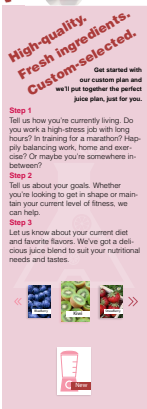
**Healthy and happy.
No pressure.**



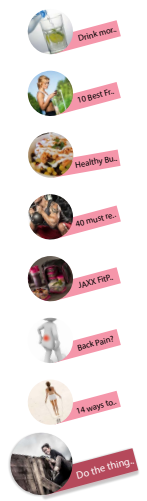
About Us.
LiquidLab was founded in 2014 by three close friends who wanted to
help others live better.
Please and you can
learn more about us.



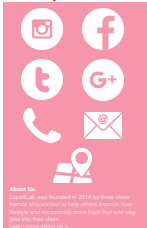
Short on time? Not sure where to start?
Try one of our Juice Sampler Packages.
**Jump-start a healthy you
with LiquidLab.**



We don't tell you what healthy means.
Instead,
we celebrate choosing whatever
healthy means to you.



**Healthy and happy.
No pressure.**



About Us.
LiquidLab was founded in 2014 by three close friends who wanted to
help others live better.
Please and you can
learn more about us.

Liquid Lab

Better Nutrition.
Better Life.

Tailored for you.



Short on time? Not sure where to start?

Try one of our Juice Sampler Packages.

Jump-start a healthy you with LiquidLab.



The Sweet Teeth



High-quality. Fresh ingredients. Custom-selected.

Get started with our custom plan and we'll put together the perfect juice plan, just for you.

Step 1

Tell us how you're currently living. Do you work a high-stress job with long hours? In training for a marathon? Happily balancing work, home and exercise? Or maybe you're somewhere inbetween?

Step 2

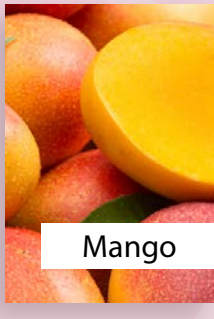
Tell us about your goals. Whether you're looking to get in shape or maintain your current level of fitness, we can help.

Step 3

Let us know about your current diet and favorite flavors. We've got a delicious juice blend to suit your nutritional needs and tastes.



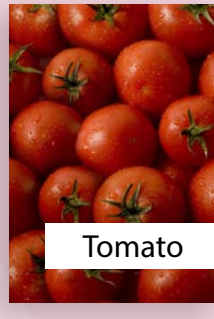
BlueBerry



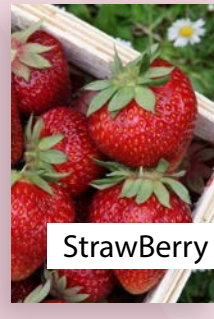
Mango



Kiwi



Tomato



StrawBerry



We don't tell you what healthy means. Instead, we celebrate choosing whatever healthy means to you.



Drink mor..



10 Best Fr..



Healthy Bu..



40 must re..



JAXX FitP..



Back Pain?

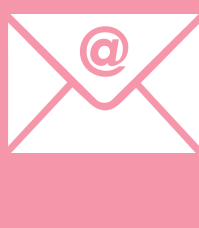


Do the thing..



14 ways to..

Healthy and happy. No pressure.



About Us.

LiquidLab was founded in 2014 by three close friends who wanted to help others improve their lifestyle and incorporate more fresh fruit and veggies into their diets.

Learn more about us >

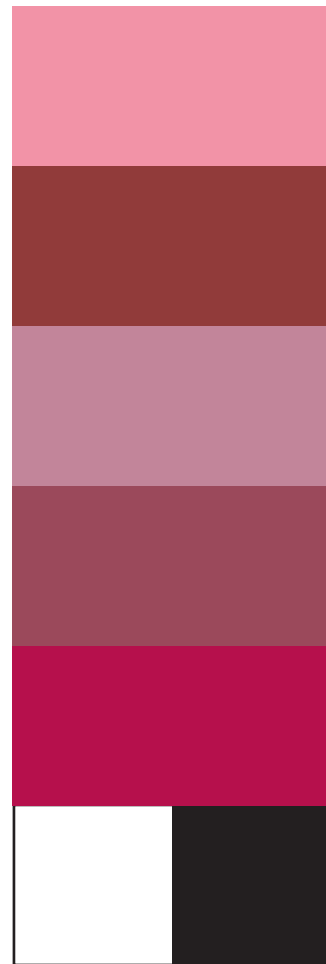


Mobile Devices

Official Typefaces

Helvetica Bold
Helvetica Medium
Helvetica Light

Color Palette



RGB:245, 150, 170

RGB:148, 059, 058

RGB:197, 136, 157

RGB:158, 073, 091

RGB:185, 016, 076

LOGO Treatment

Liquid Lab

Liquid Lab

Clear Space

