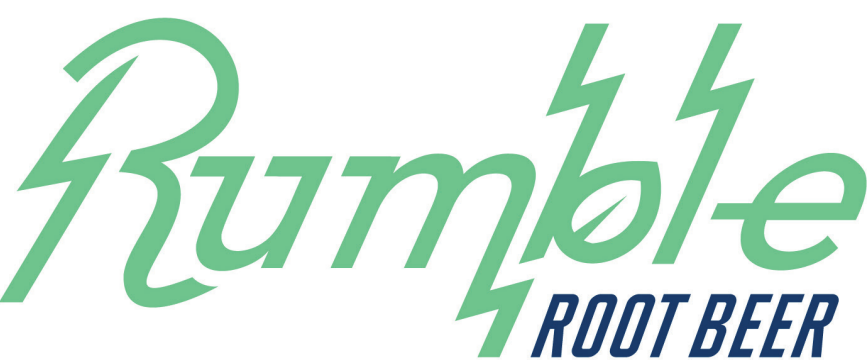


Thumbnails



Final Logo



Rumble Root Beer

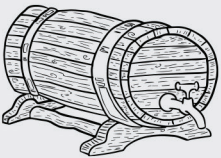
- IDENTITY DESIGN
- PACKAGING
- UI/UX
- ADVERTISING

Rumble Root Beer is a hypothetical, southwest-based soda company, established in 1899, that wants its customers to know they are a forward-thinking, eco-friendly brand. The final identity focuses on making the company name visually striking using the symbol of the lightning bolt. Following the release of new flavors, cherry and vanilla, the goal of the campaign was to create packaging for the bottles and to promote them to an audience of 18-35 year olds.

Roughs



Color Palette



REASONS TO RUMBLE



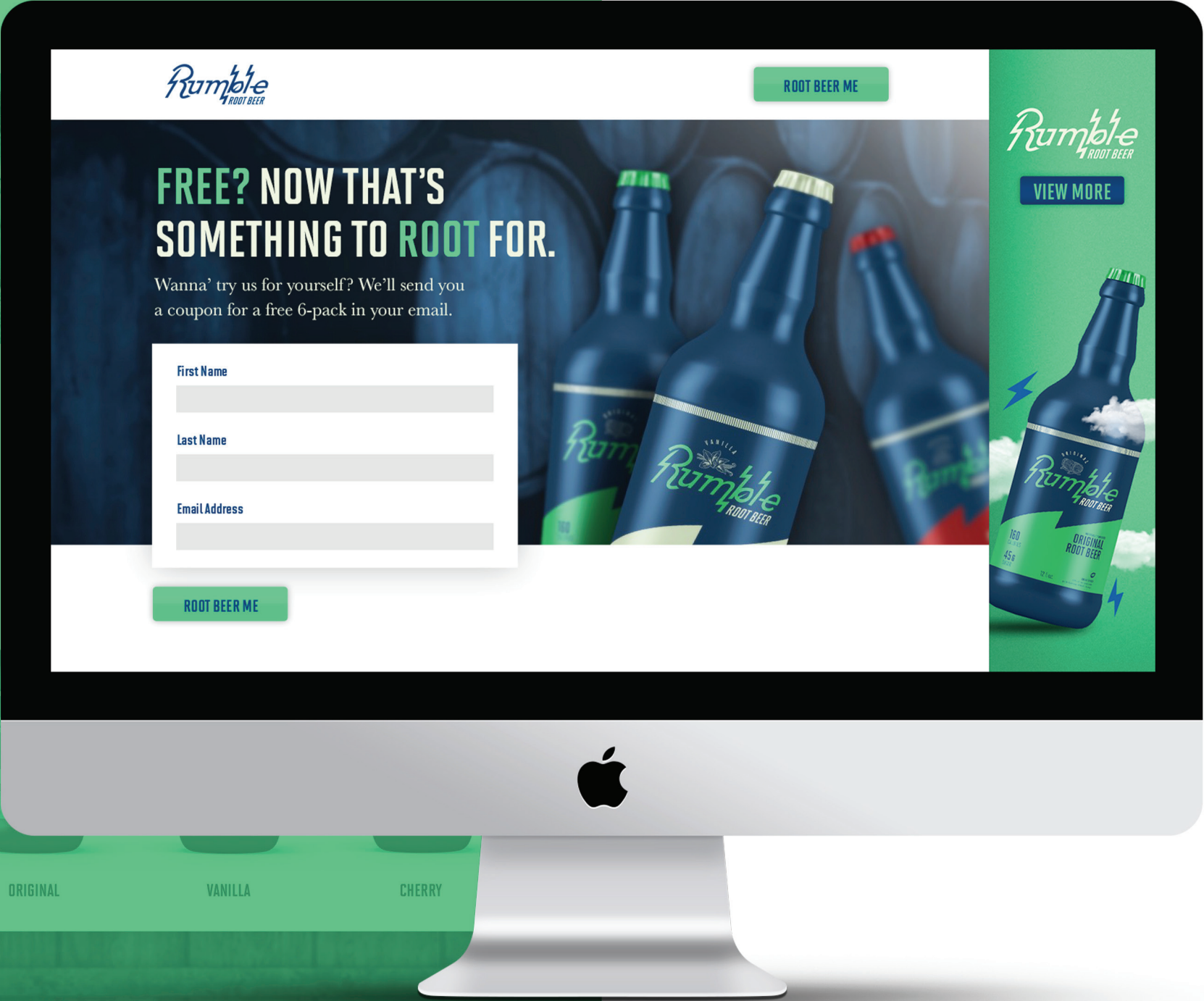
THUNDERING FLAVOR
No other root beer packs quite the same flavor and we're proud of it.



FRESH AIR
Because who doesn't need one more excuse to go outside?



SUPPORTING NATURE
We work with you to help keep your favorite outdoor spots naturally beautiful.



Trade Show

In the final booth design, the company's rich history is shown from elements such as a wooden barrel in place of a traditional podium and a wrap-around, saloon-esque bar for attendees to sample the different soda flavors.



WONDERING WHERE TO FIND US?

City, State (Ex: Phoenix, AZ)

Zip Code