# GLACÉAU SMARTWATER

## LOGO DESIGN

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CREATIVE ARTS PROCESS

# WHAT IS GLACEAU SMARTWATER?

Glacéau Smartwater is a brand of bottled water owned by The Coca-Cola Company.It was introduced in 1996 in the United States.By 2016, it was one of the top five brands of bottled water in that country with sales worth nearly $830 million in 2017.



# DESIGN BRIEF: CORPORATE IDENTITY

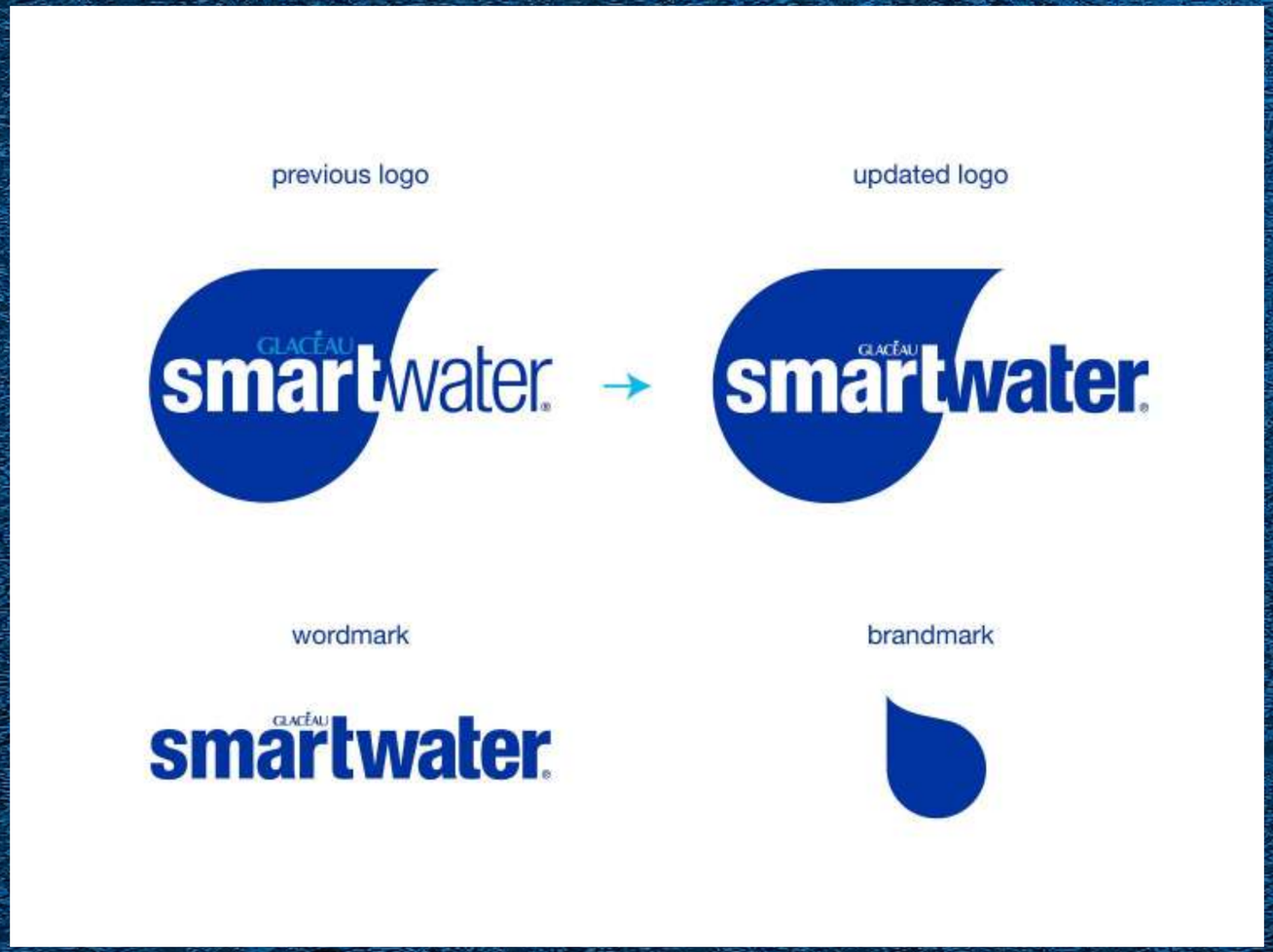
## DESIGN SCOPE: LOGO

**Target Audience: All ages and genders**

The Coca-Cola Company disrupted the sustainable packaging landscape in 2009 with the launch of PlantBottle, the world's first fully recyclable PET plastic bottle made partially from plants.

glacéau smartwater

# LOGO RESEARCH




Looking at the different logo designs, my thoughts were that I wanted to get out of the comfort zone and do something that's different, modern, and eye-catching.

Aim: New Design out of the comfort zone.

# COLLAGES






















THESE IMAGES ISNPIRED MY DESIGNS

# Design 1

Culinary Script Bold



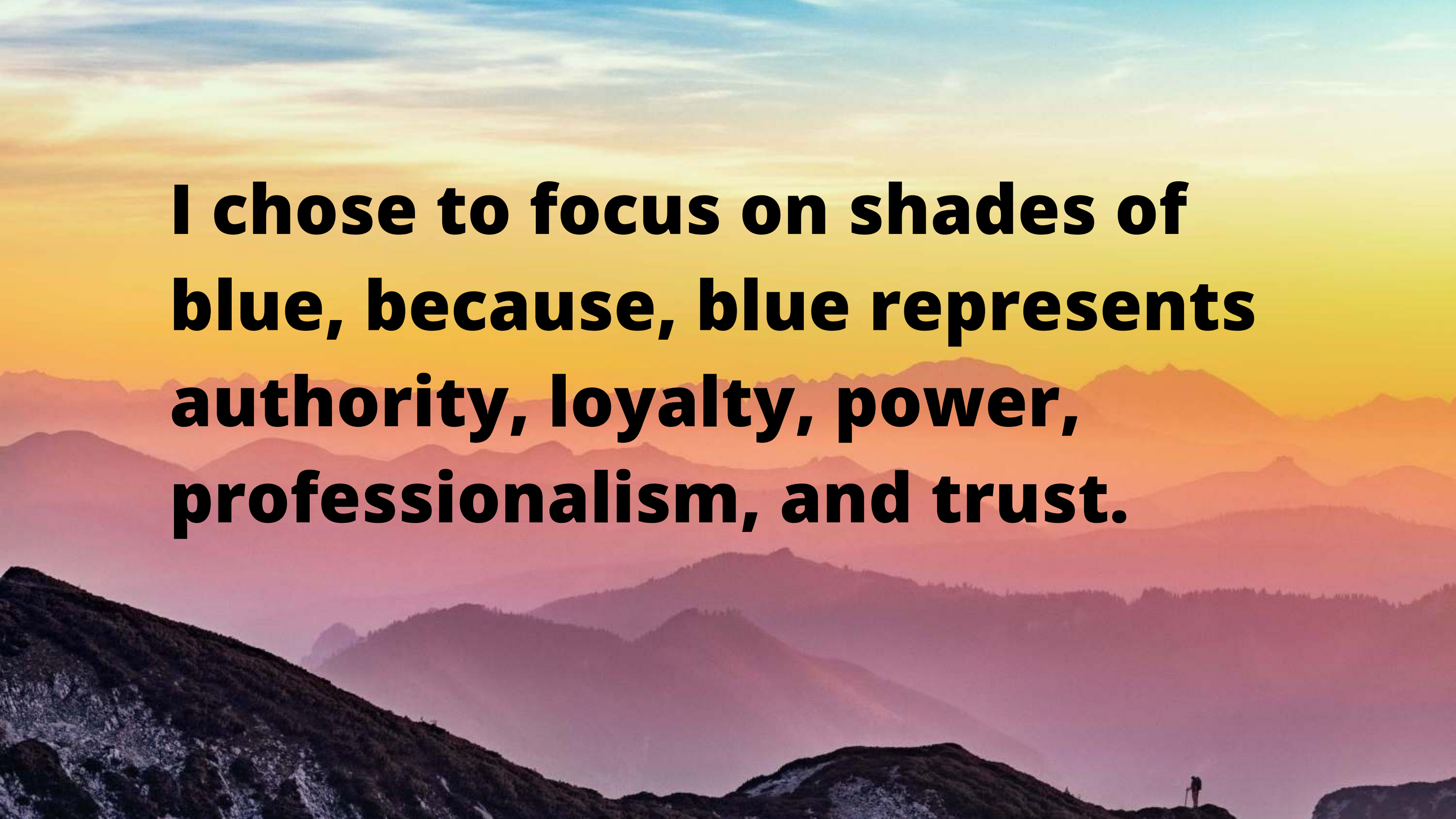

Nokio Medium

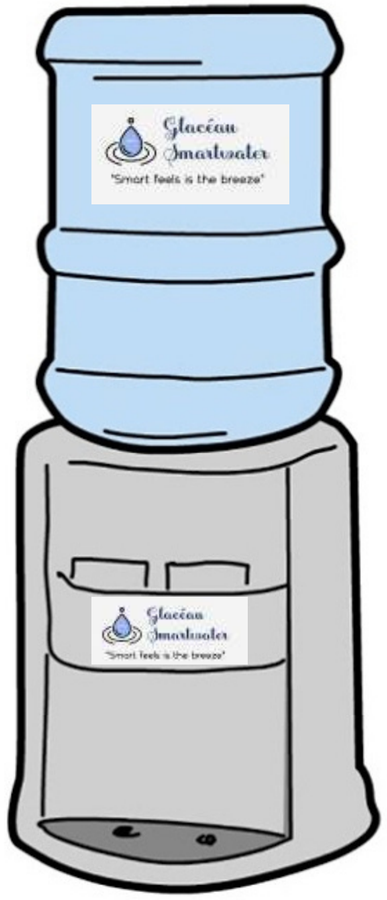
# MOOD BOARD

# COLOUR SCHEME




**The different shades of blue to chose from were a lot, however, I felt like the ones I chose, represent the brand better because I have looked at other competitors, and I did the analysis, however, they do not share the same shades that I have picked, some might look similar, but they are not the same.**


I chose to focus on shades of blue, because, blue represents authority, loyalty, power, professionalism, and trust.


Glacéau
Smartwater
"Smart feels is the breeze"


Glacéau
Smartwater
"Smart feels is the breeze"


FRESH WATER
Glacéau
Smartwater
"Smart feels is the breeze"

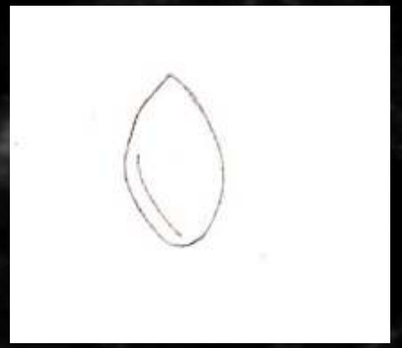

Glacéau
Smartwater
"Smart feels is the breeze"

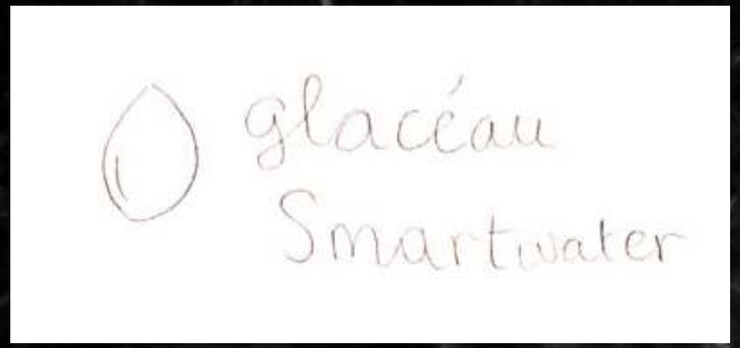
Nokio Medium

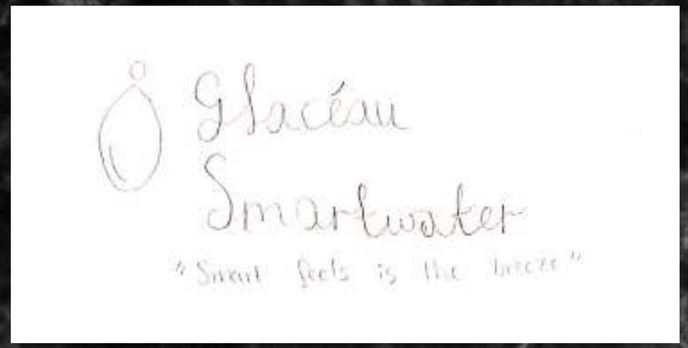
Culinary Script Bold

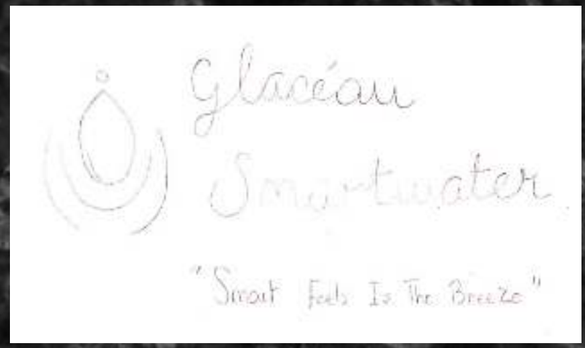
# Journey

#f4f4f4 #9faac3 #2b3345 #69799a #cfd1d3 #000000





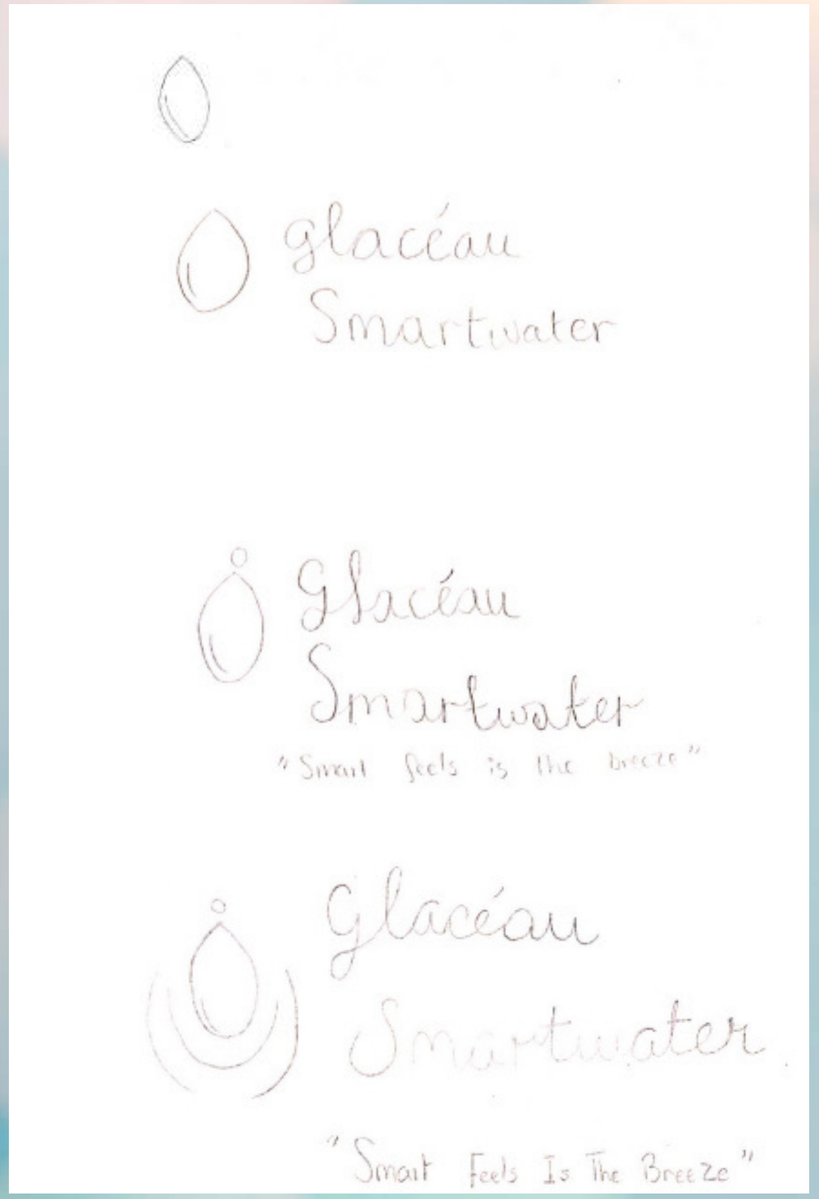



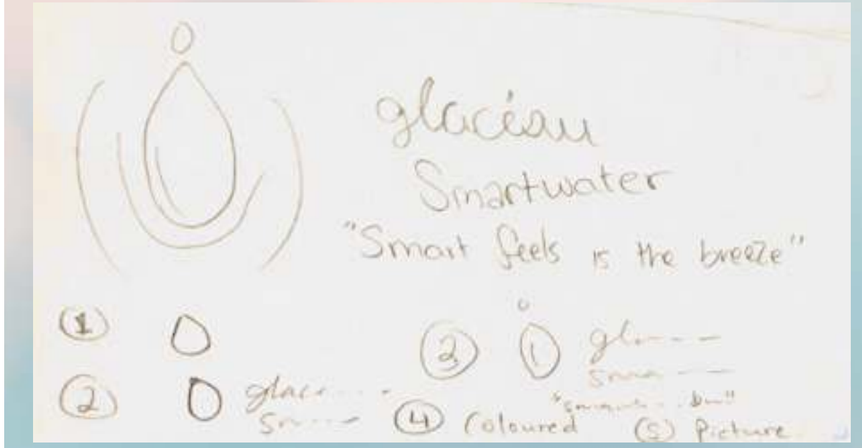






# LOGO EVOLUTION AND PLANNING









# FONTS

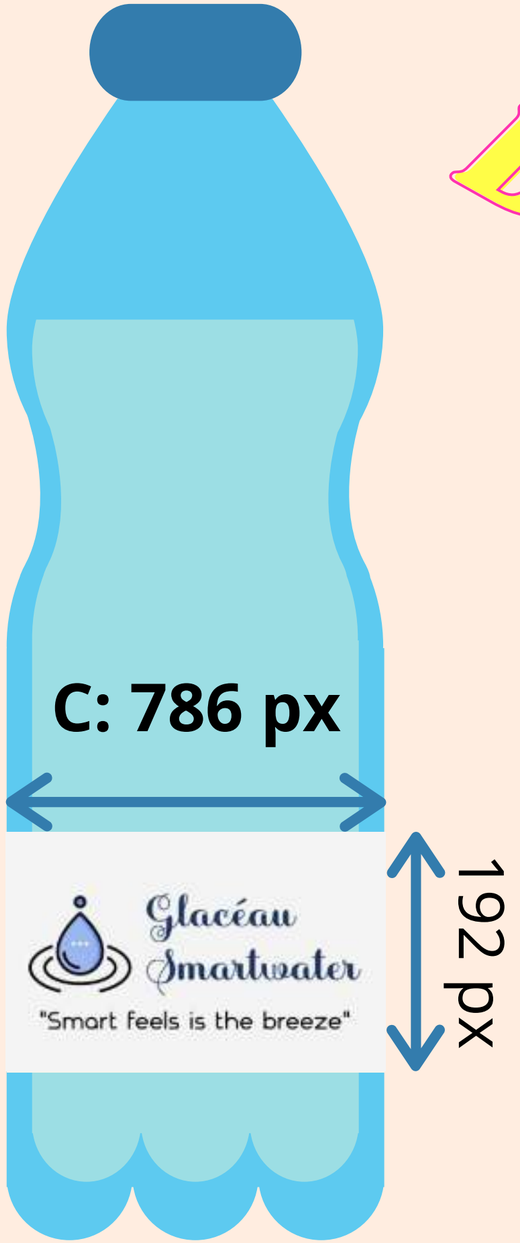
Nokio Medium

Culinary Script Bold

These two fonts stood out to me the most and were visually appealing to look at since other competitors use a basic bold font.

# 2X3 INCHES




# Dimensions








# These are the 4 different logos ideas.









The reasoning behind why I chose this logo compared to the other draft designs:

I made was the simplicity and the clarity of the text within the design. one of the main factors I considered when picking a final design was how clear the name and the slogan were to read since the brand reputation will be based upon the logo as customers tend to first judge a brand based on its name and design.

