

NOT COKE - CLIENT PROCESS

Rosie Inman | Sept-Oct 2023 | madebyroz.com

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PASS 1 - PROPOSALS

9/10/2023

Design References and Inspiration



Very strong and striking branding. Has variety of detail, but still strong as b&w. Including to emphasize the use of iconography/imagery combined with type to make separate "logotype" and full logo when combined.

@darcSPORT + @shedarcSPORT

Cool graphic elements with simple b&w logo - makes it super easy to be versatile and use anywhere. Included to show use of combined logo with pattern or other elements. Addition of a pattern/elements from final logo across touch points will make visually interesting. May suggest adding a pop of color to the palette such as red, but could also remain B&W.

@ghostenergy



Primary Font Suggestion - logo



SCRAMBLE
STORM



W/ STROKE

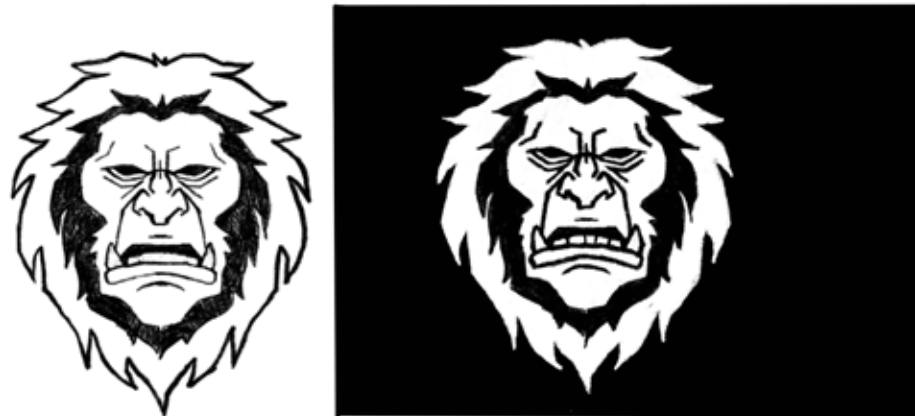
V2



Primary Font Suggestion with character - (element can all act as a standalone)



AGAINST BLACK



* POWDER TEXTURE ON YETI — AND/OR TEXT

Alternate Font Choices/Experimentation

ANOTHER DANGER

NOT COKE
NOT COKE

STORM GWT

NOT COKE NOT COKE

NOT COKE NOT COKE

NOT COKE

NOT COKE
NOT COKE

PASS 2 - SKETCHES + DRAFTS

9/16/2023

CONDENSED

NOT
COKE

LOGO VECTORS

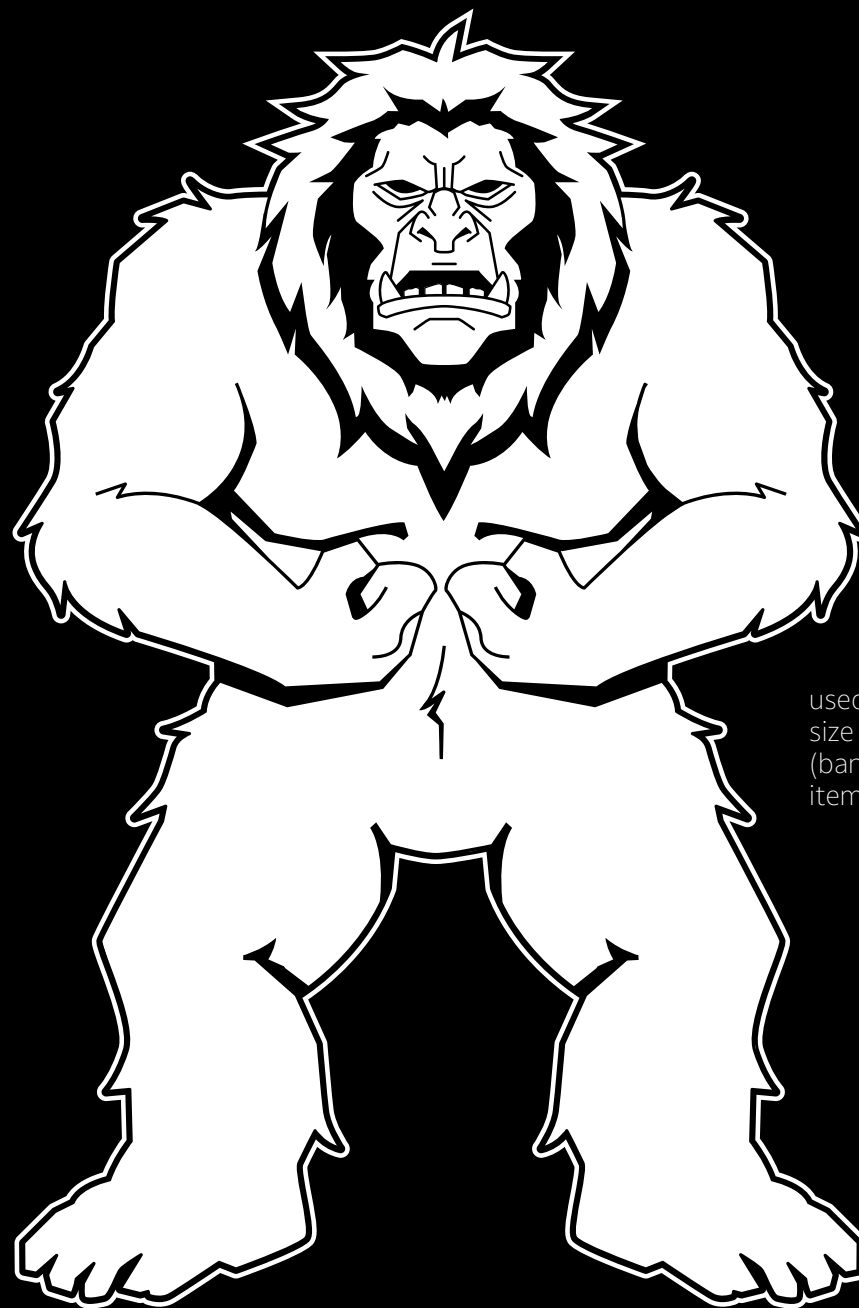
NOT COKE

LINEAR

YETI VECTORS



HEAD



used on larger
size branding
(banners, physical
items/products, etc.)

FULL BODY (V1)

HEAVY LIFTING DECISIONS

CHOOSE

SIZE

\$8 LARGE

Kcal as guided

\$7 MEDIUM

Kcal as guided

CHOOSE

FUEL

VANILLA

600 Kcal - 240 pushups - 5km run
50g protein 40g fats 40carbs

CHOCOLATE

600 Kcal - 240 pushups - 5km run
50g protein 40g fats 40carbs

STRAWBERRY

600 Kcal - 240 pushups - 5km run
50g protein 40g fats 40carbs

BANANA

600 Kcal - 240 pushups - 5km run
50g protein 40g fats 40carbs

CHURROS

600 Kcal - 240 pushups - 5km run
50g protein 40g fats 40carbs

MOCHA

600 Kcal - 240 pushups - 5km run
50g protein 40g fats 40carbs

CHOOSE

LUBRICANT

WATER

0 kcal - chill

COCONUT WATER

+ 60 Kcal

FULL CREAM

+ 60 Kcal

OAT MILK + \$2

+ 60 Kcal

ALMOND MILK + \$2

+ 60 Kcal

SKIM MILK + \$1

+ 60 Kcal

CHOOSE

EXTRA

Oat + \$1

+ 60 Kcal

Yogurt + \$1

+ 60 Kcal

Almond + \$2

+ 60 Kcal

Hazelnut + \$2

+ 60 Kcal

NOT COKE

MENU DESIGN IDEA
(to be finalized)

PRODUCT DESIGN IDEA
(to be finalized)



bottle packaging -
shown on protein shakers,
consistent across disposable
packaging

PASS 3 - REFINED YETI

9/18/2023

FACE VARIATIONS

VERS. 1

(designer's favorite)



- SQUARE NOSE
- WHITE EYES
- SMILE
- NATURAL LINEWORK

VERS. 2



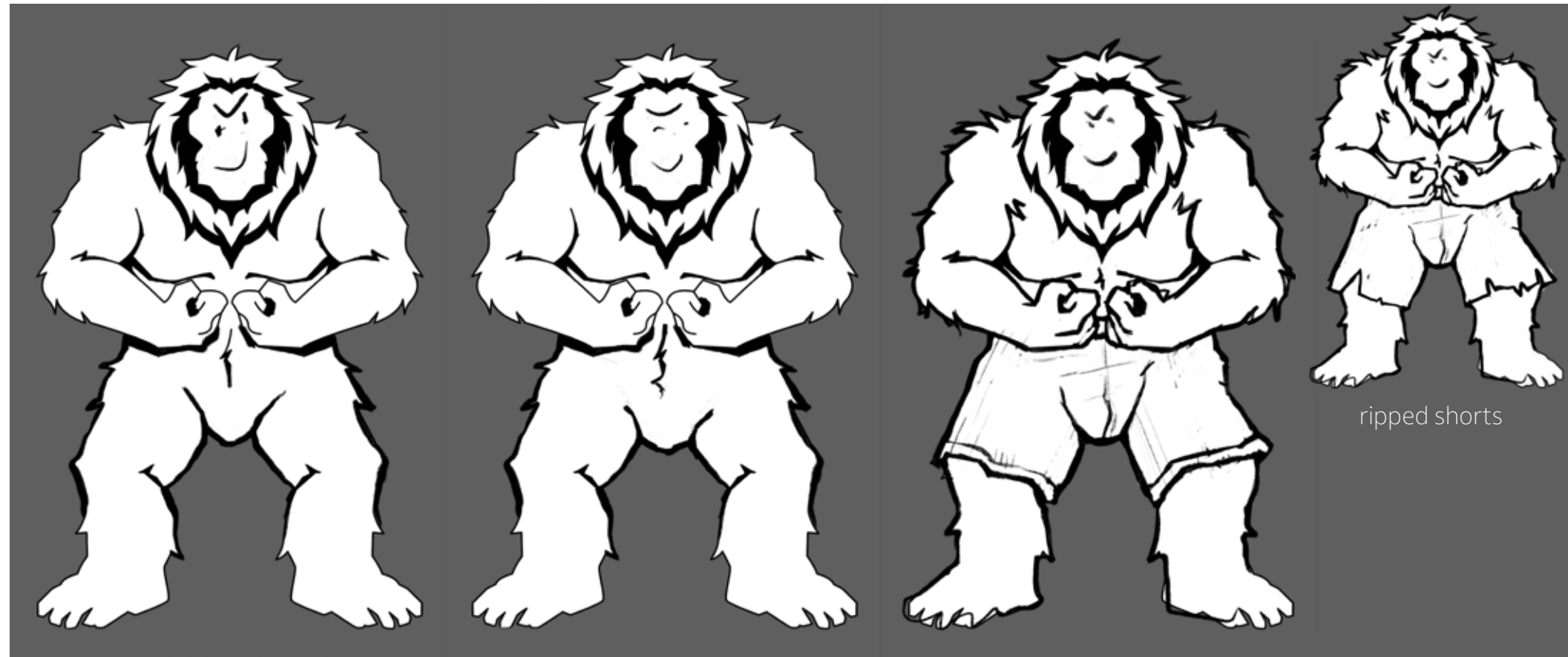
- SNARL CHANGE
- WHITE EYES
- LESS - SHARP LINEWORKING

VERS. 3



- WHITE EYES
- MORE AGGRESSIVE
- NATURAL LINEWORK

FULL BODY VARIATIONS



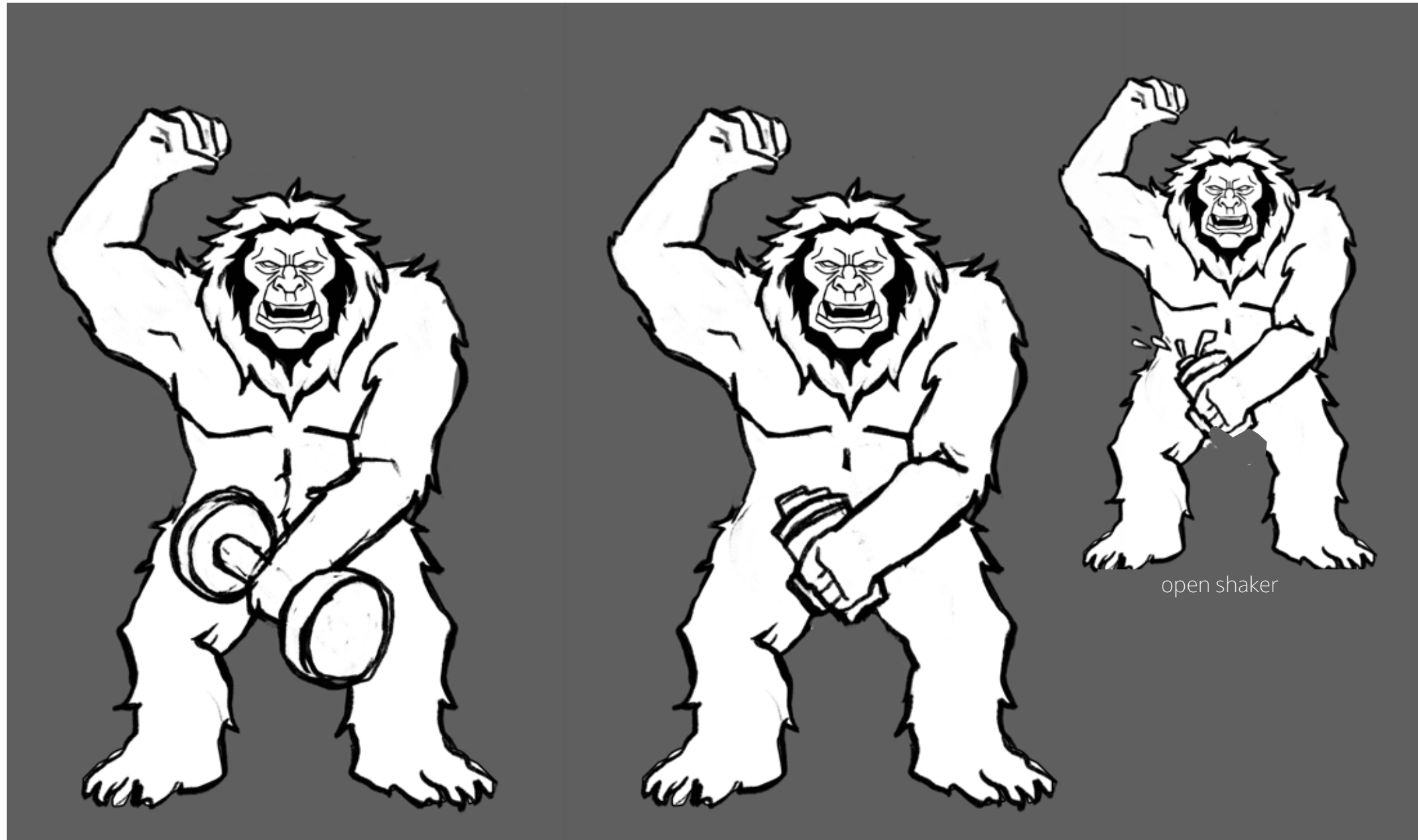
“AVERAGE”

“LARGE”

GYM SHORTS

ripped shorts

FULL BODY VARIATIONS 2

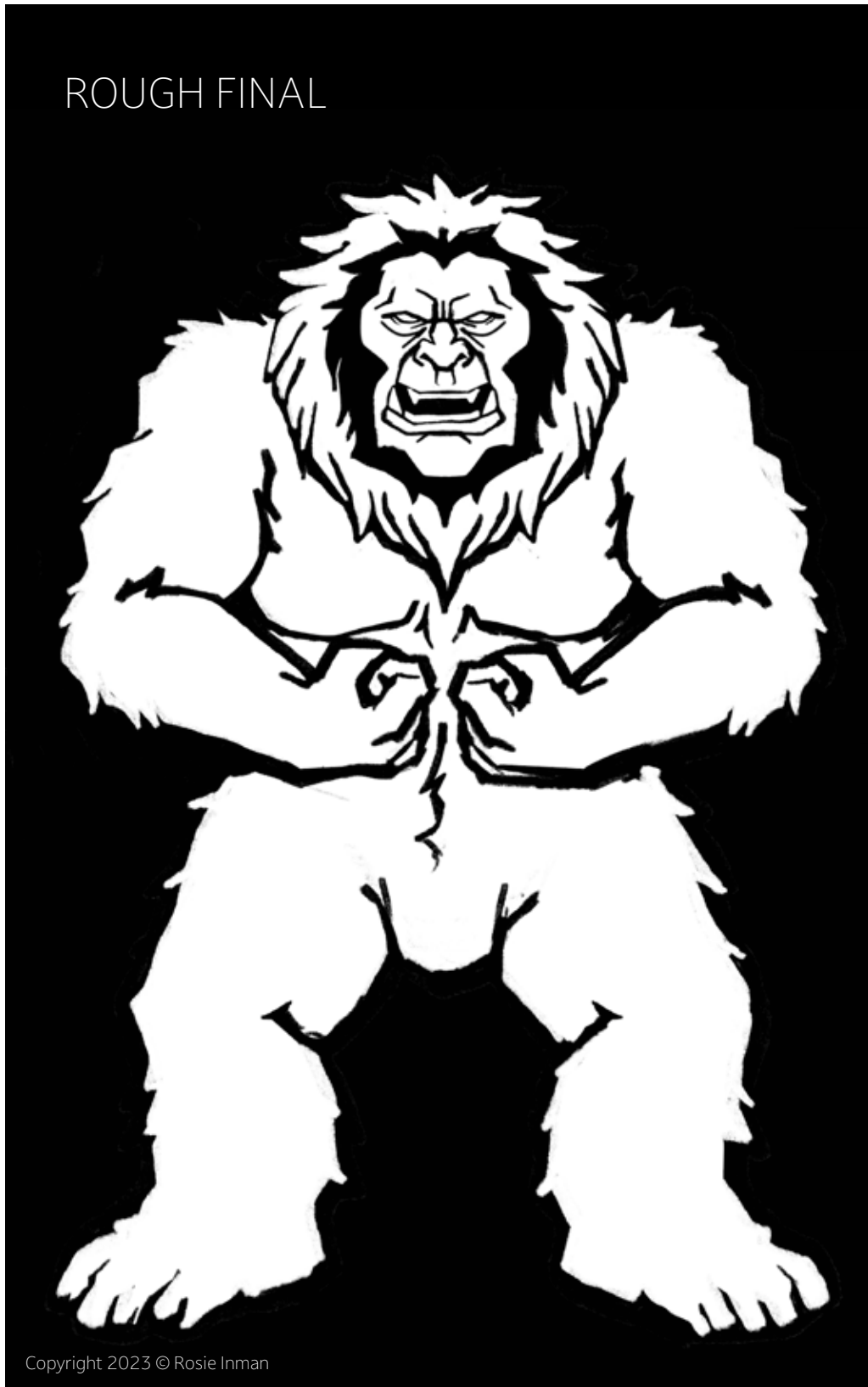


DUMBBELL

SHAKER BOTTLE

open shaker

ROUGH FINAL



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DESIGNER'S NOTES

White eyes, opens up the face and expression

Thicker lines, heavier contrast to match the style of logo/logotype



(Vector white finish, as well, no powder texture)

More "natural" detail, rather than angular & sharp



FULL AGAINST GRAY (visible outer linework)

REFINED YETI 4

PASS 4 - COMPLETE BRANDING

10/10/2023

LOGO

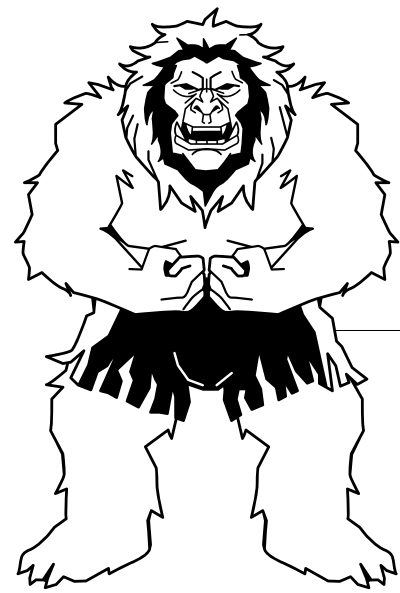
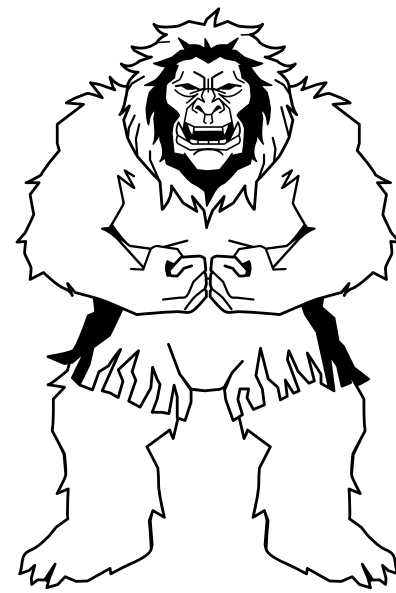
NOT COKE



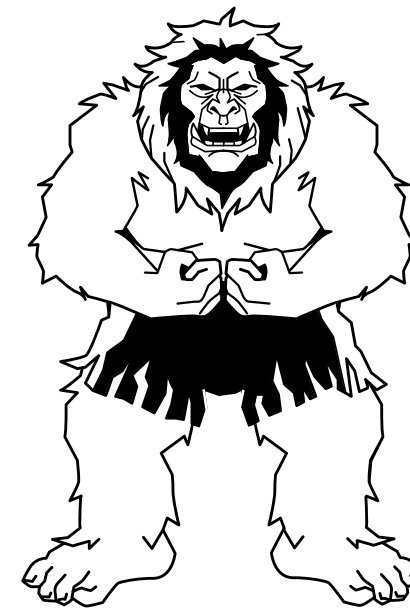
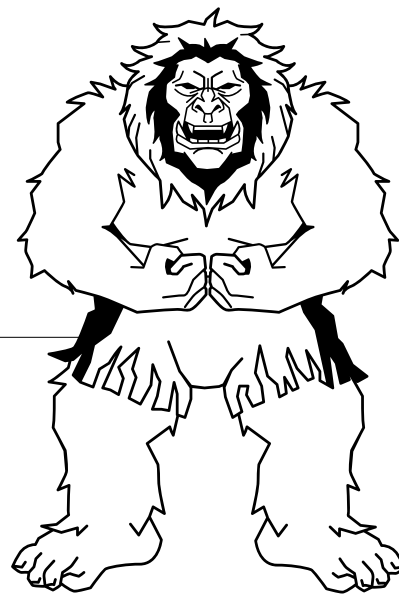
NOT
COKE



YETI



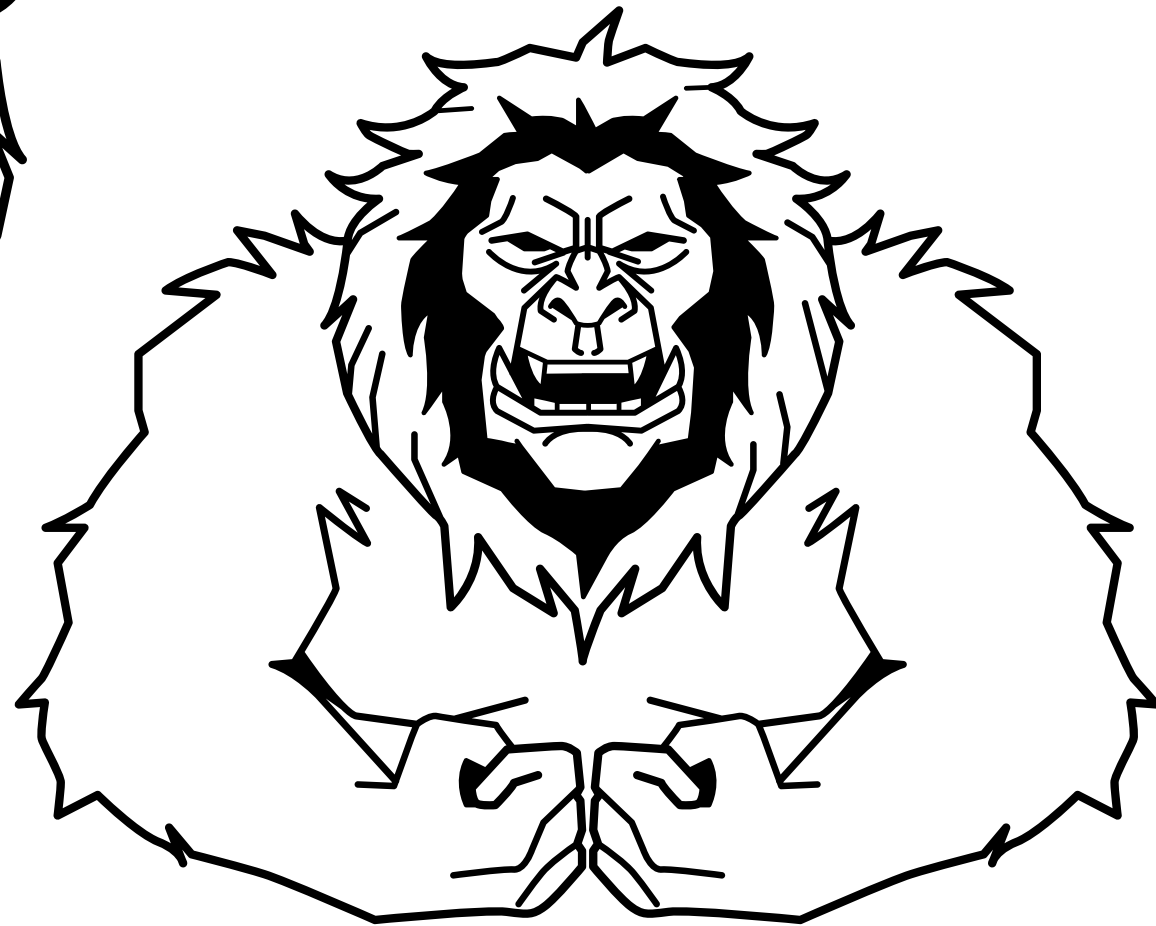
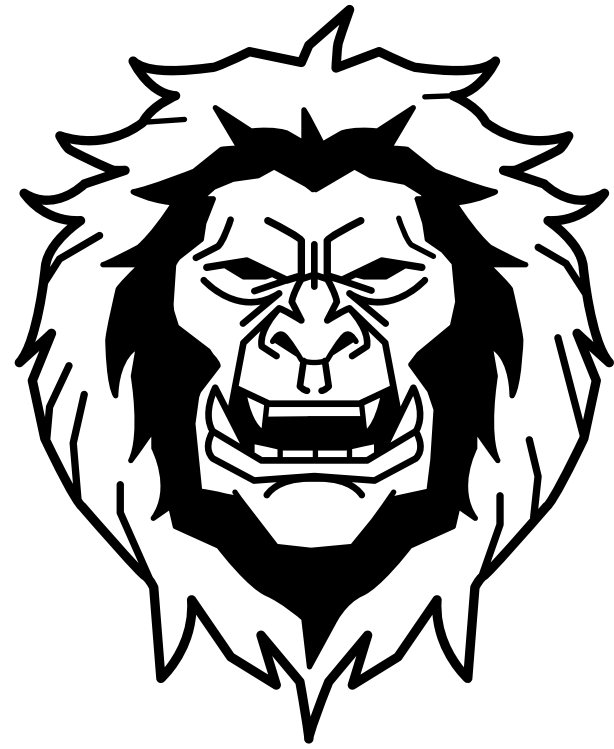
furry feet



toes

BRANDING 2

ISOLATED



PASS 5 - PACKAGING

10/11/2023

MENU

YETI RECIPES

YETI ATTACK

1/2 Frozen Banana 60g / 100g
Honey
Ice
Skim Milk 250ml / 375ml
Vanilla Protein Powder 30g / 40g

M	L
267 Cals	381 Cals
P 35	P 48
C 31	C 46
F 1	F 1

BANANA-RAMA

1/2 Frozen Banana 60g / 100g
Dried Banana Chips 10g
Ice
Skim Milk 250ml / 375ml
Banana Protein Powder 30g / 40g

M	L
302 Cals	416 Cals
P 35	P 48
C 31	C 46
F 1	F 1

CHURROS 4 DIAS

1/2 Frozen Banana 60g / 100g
Cinnamon Crunch (1 tbsp)
Ice
Skim Milk 250ml / 375ml
Churros Protein Powder 30g / 40g

M	L
311 Cals	425 Cals
P 38	P 49
C 36	C 52
F 2	F 2

CHOC & HOLIC

1/2 Frozen Banana 60g / 100g
Dark Choco pieces (2 squares)
Ice
Skim Milk 250ml / 375ml
Chocolate Protein Powder 30g / 40g

M	L
312 Cals	426 Cals
P 36	P 49
C 32	C 47
F 4	F 5

MOCHA Y2U

1/2 Frozen Banana 60g / 100g
Dark Choco pieces (2 squares)
Ice
Skim Milk 250ml / 375ml
Mocha Protein Powder 30g / 40g

M	L
312 Cals	426 Cals
P 36	P 49
C 32	C 47
F 4	F 5

CHOC & PEANUT

1/2 Frozen Banana 60g / 100g
Peanut Butter scoop
Ice
Skim Milk 250ml / 375ml
Chocolate Protein Powder 30g / 40g

M	L
382 Cals	545 Cals
P 40	P 55
C 28	C 44
F 12	F 16

COOKIES 'N CREAM

1/2 Frozen Banana 60g / 100g
1 Oreo
Ice
Skim Milk 250ml / 375ml
C&C Protein Powder 30g / 40g

M	L
297 Cals	411 Cals
P 33	P 49
C 36	C 48
F 3	F 3

Extras:

Oat \$1
Yogurt \$1
Almond Milk \$2
Hazelnut \$2

SHAKERS



PACKAGE MOCKUP



SHIRTS

SHIRTS

Mockup (Black)



Mockup (White)



NOT
COKE

Not Coke was an extremely explorative project that allowed for a great deal of illustrative elements. Ultimately the goal was to create a strong and unique branding that appealed to the target demographic of gym-goers looking for a better source of protein that both felt better and offered the best benefits.

The project timeline was short, but we were able to create a lot of elements for the brand in this time period. I strived to provide the best quality graphics for this startup, and its creators were very gracious in giving me quick responses and we worked closely together despite our time differences.

Not Coke is now available for purchase in Sydney, Australia. It has received exceptional consumer feedback and gained supporting for its continued success.

**NOT
COKE**

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