

EnerTEA - Green Tea Energy Drink Client Summary

What is the Product

Carbonated green tea energy drink

Audience

This drink would cater to health-conscious individuals looking for a healthier alternative to energy drinks. College students and young professionals would be the target demographic. Between the ages 18 – 30.

Product Summary

EnerTEA is an organic green tea-based energy drink made to offer a natural alternative to other energy drinks that consist mainly of sugar and higher levels of caffeine. EnerTEA prides itself in a short easy to read ingredients list that offer bold flavors and energy boost without all the additives.

Currently EnerTEA offers three flavors, Original Green Tea, Berry Blast, and Tropical Splash.

Sketches





Type Study

Main Font- Cocon Pro

LightCond

RegularCond

BoldCond

Secondary Font - VAG Rundschrift D

Light

Regular

Nutrition Label Font - Open Sans

Extra Bold

Semi Bold



Color Study

EnerTEA Logo



Hex #91CD92

Pantone - 14-0127

C- 45

M - 0

Y - 56

K - 0

Green Tea Flavor



Hex #f3ec57

Pantone - 12-0642

C- 7

M- 0

Y - 79

K - 0



Hex #e0e560

Pantone - 13-0645

C- 15

M- 0

Y - 77

K - 0



Hex # 8ab34b

Pantone - 15-0343

C- 52

M- 12

Y - 92

K - 0



Hex # 23402e

Pantone - 19-5918

C- 79

M- 49

Y - 77

K - 55

Berry Blast Flavor



Hex #fdebf4

Pantone - 11-2511

C- 0

M- 8

Y - 0

K - 0



Hex # f282a8

Pantone - 15-2217

C- 0

M- 62

Y - 8

K - 0



Hex #e12146

Pantone - 18-1762

C- 6

M- 99

Y - 72

K - 0



Hex #472e6d

Pantone - 19-3737

C- 86

M- 96

Y - 26

K - 14

Tropical Splash Flavor



Hex #ffd24f

Pantone - 13-0849

C- 0

M- 17

Y - 80

K - 0



Hex #f9a127

Pantone - 15-1058

C- 0

M- 43

Y - 95

K - 0



Hex #ef3e24

Pantone - 17-1563

C- 0

M- 91

Y - 99

K - 0



Hex #dc4829

Pantone - 17-1463

C- 8

M- 87

Y - 97

K - 1

General Research

