

ELEVATE

PROCESS BOOK
LIA HERGENROTHER

BRAINSTORMING

For the initial brainstorm, I chose five words and created a mind map from these words to produce some possible business ideas. The word that led to the development of my brand was “agile.” Being an athlete my whole life, I thought about what athletes like: products that will make them better, faster, stronger, and recover more quickly. I began to think about health and how certain vitamins and minerals enhance our performance, thus Elevate was born.

Brand Positioning:

- natural remedies
- for all ages
- pricer due to quality ingredients
- healthy lifestyle
- optimizing performance

Brand Story:

- using vitamins and minerals to support the bodies everyday functions whether you are an Olympic athlete or in a senior league tennis club.

Brand Personality:

- strong
- healthy
- recovery

Brand Promise:

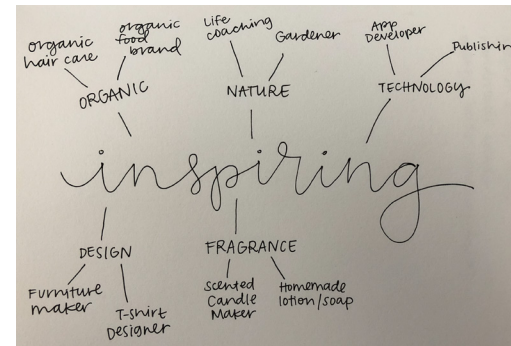
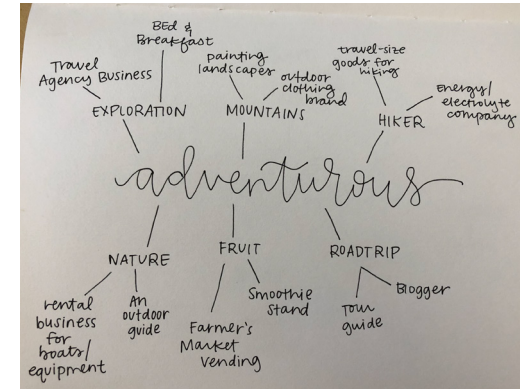
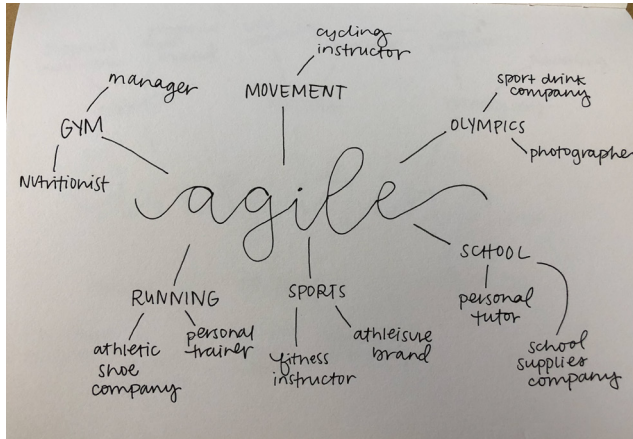
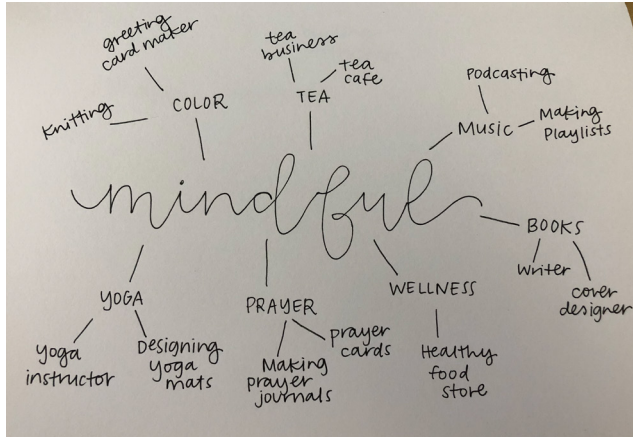
- natural
- pure ingredients
- energizing

BRAND DEVELOPMENT

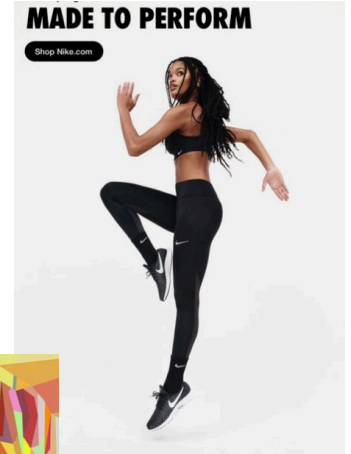
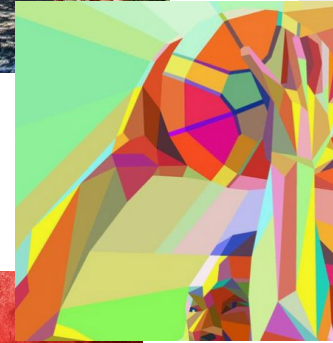
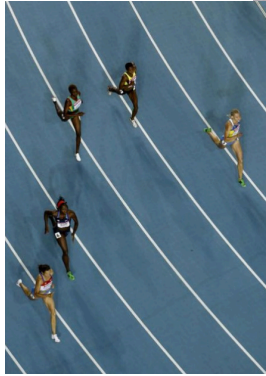
Top 5 ideas:

1. Electrolyte company
 - Empower
 - RunRaw (running on raw/real food)
 - Elevate
2. Health and Wellness Café
 - Creating Vanilla
 - Heartbeet
 - The Joy of Vanilla
3. Yoga Studio
 - Flow
 - Mind and Body
 - Om
4. Outdoor Clothing Brand
 - Out and About
 - Explore
 - Venture Co
5. Online Faith Shop
 - Mustard seed
 - Pearls of Faith
 - Believe

MIND-MAPPING



MOOD BOARD



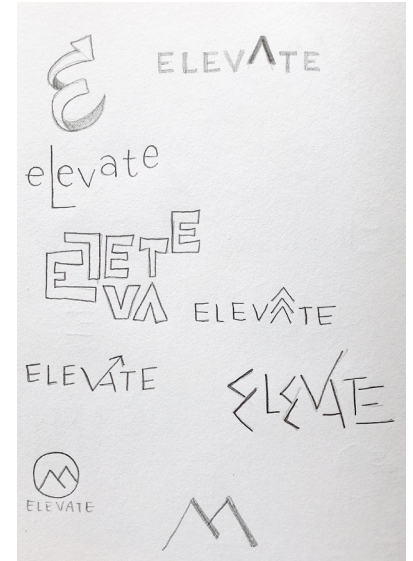
CLIENT BRIEF

Since 2002, Elevate has been perfecting their electrolyte formula to provide people of all ages with the optimal energy for their everyday lives. Elevate has a wide range of products from energy drinks, an electrolyte powder, and gels to fuel endurance events. All of our products are derived from the healthiest high-quality ingredients with respect to the Earth through sustainable packaging and sourcing. Elevate provides a healthy and fresh alternative to many packaged products and sport drinks on the market already. Our brand saves people time & money by providing quick and easy replenishment after a tough workout. Elevate's products are packaged in biodegradable plastic and recycled materials which is not only good for your health, but for the good of our planet. Our brand aims to "elevate" in our consumers lives through our perfect blend of essential electrolytes.

The primary target market for Elevate is health-conscious, young adults ages 20-50. Our products are perfect for those training for their first marathon or for a busy mom on the go. They are health conscious, active, busy people with their current well-being as one of their top priorities. In addition, our products are kid-friendly and will keep people of all ages fueled and satisfied throughout the day. Our brand competes against companies such as Gatorade and GU Energy. However, our point of difference is that we are selling the essential electrolytes without the added sugar and processed ingredients without sacrificing the taste.

SIMILAR BRANDS

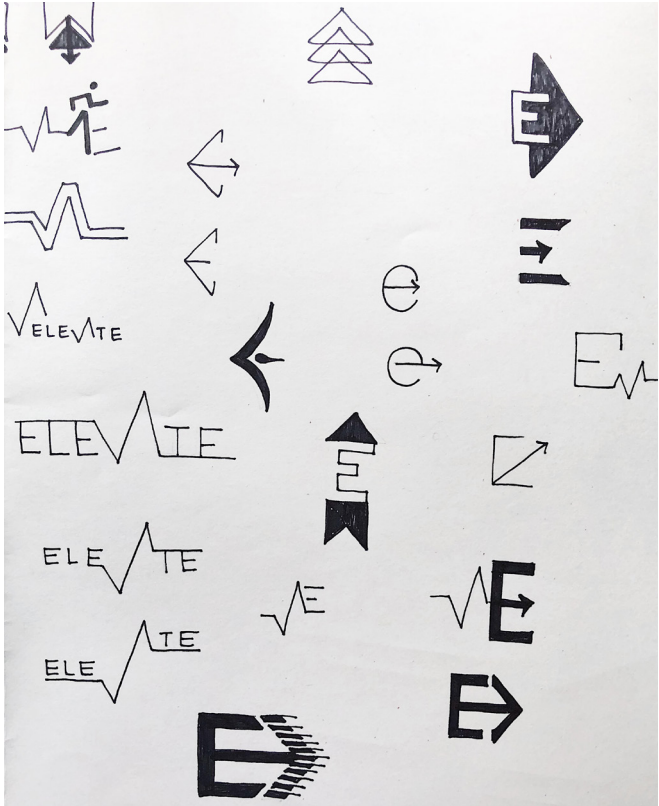


[illegible]

This block contains two sheets of paper with hand-drawn sketches of the word "ELEVATE".

The left sheet features several variations of the word in a bold, blocky font. At the top, "ELEVATE" is written in a slightly slanted, hand-drawn style. Below it, the word is shown in a more uniform, blocky font. Further down, the word is written in a very bold, almost stencil-like font. To the right of these, there are smaller variations, including "ELEVATE" with a small triangle above the 'E' and "ELEVATE" with a small triangle above the 'V'. At the bottom left, the word is written in a very bold, almost stencil-like font, with a small triangle above the 'E'. To the right of this, there are smaller variations, including "ELEVATE" with a small triangle above the 'E' and "ELEVATE" with a small triangle above the 'V'. At the bottom right, there is a small logo consisting of a stylized 'E' and the word "ELEVATE".

The right sheet features a collection of smaller, more varied sketches. At the top left, "ELEVATE" is written in a blocky font. Below it, the word is written in a more uniform, blocky font. Further down, the word is written in a very bold, almost stencil-like font. To the right of these, there are smaller variations, including "ELEVATE" with a small triangle above the 'E' and "ELEVATE" with a small triangle above the 'V'. At the bottom left, the word is written in a very bold, almost stencil-like font, with a small triangle above the 'E'. To the right of this, there are smaller variations, including "ELEVATE" with a small triangle above the 'E' and "ELEVATE" with a small triangle above the 'V'. At the bottom right, there is a small logo consisting of a stylized 'E' and the word "ELEVATE".



LOGOTYPE DEVELOPMENT

ELEVATE

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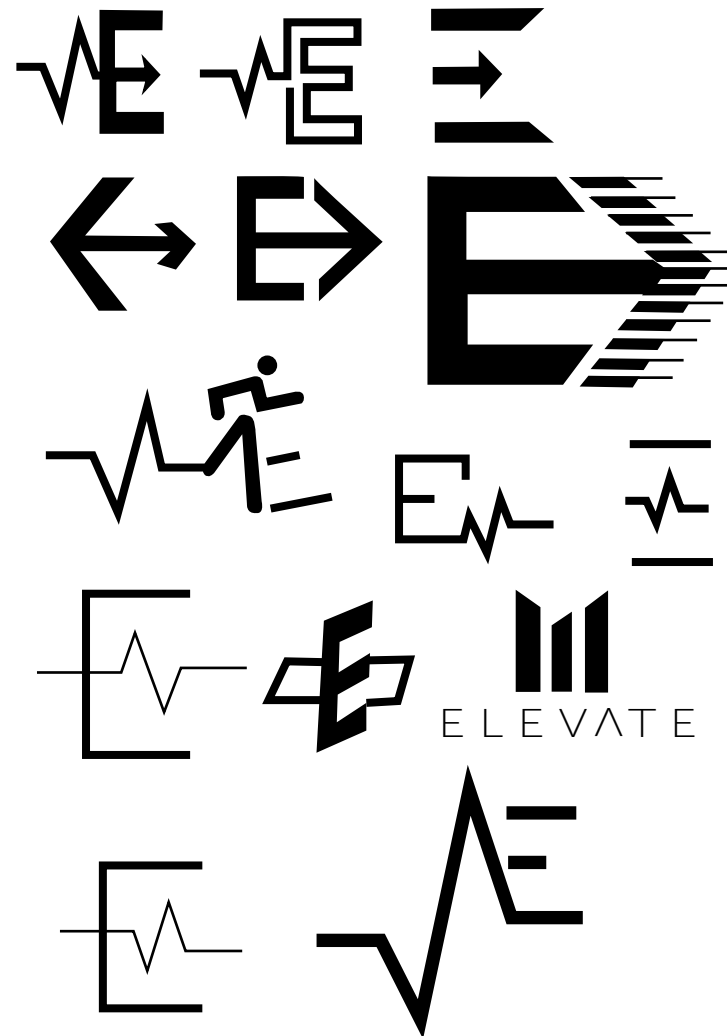
ELEVATE

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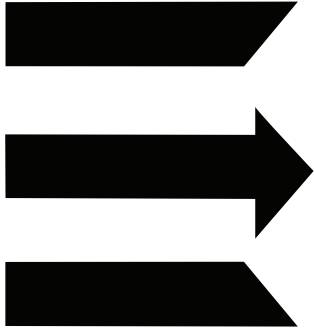
ELEVATE

ELEVATE

IMAGEMARK DEVELOPMENT



FINAL IMAGE MARK



FINAL LOGOTYPE



FINAL APPLICATIONS

SPORTS DRINK



ELECTROLYTE POWDER



ENERGY CHEWS

