

ThinkDrink

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F

- Karma

O

- Montserrat

- Open Sans Condensed

N

We wanted the design to be simple yet refined, so we chose two sans serif fonts, Montserrat and Open

T

Sans Condensed, because they are typically easy to read. However, to prevent our logo from looking too simple, we decided to incorporate a serif font, Karma, which helps the logo look more sophisticated.

S



LOGO

Our goal while making the logo was to convey our company's vision and products in a simple but also meaningful way.

Water represents life, purification, transformation, and represents the "drink" in our signature product. Green leaves represent energy and our company's commitment to using all-natural ingredients. The circle takes these elements and consolidate them.

COLOR PALETTE

hex #: 1c450a

hex #: 5c875d

hex #: fffffff

Instead of just using black as most companies do, we decided to use **dark green** as our contrast color. This green conveys elegance and allows us to bring more depth into our designs.

We chose **fern green** as our mid-tone color. Green represents life, renewal, energy, and nature and is associated with growth and freshness. Since our goal is to help our consumers not only improve their health, but also their lifestyle, green is a very fitting color to represent ThinkDrink.

By choosing **white**, we were able to keep a minimalistic look. White promotes feelings of renewal and new beginnings and symbolizes purity. It affects the mind and body in aiding in mental clarity and encourages the purification of thoughts and actions.

THINKDRINK
THINK IT, DRINK IT, LIVE IT



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Dear VEI,

Think Drink offers customizable protein shakes tailored to a person's wants and needs with a multitude of options for flavors and add-ins from superfoods to carbs. Think about it, every other protein shake on the market covers a broad spectrum and caters to a one size fits all method. But in actuality not everyone's the same and we all have different goals in mind when taking protein shakes. Whether it is achieving a slimmer fit, losing weight, or bulking up, Think Drink blends the perfect combination of what people's personal wants are with a fantastic taste. With a multitude of flavors, additional add-ins, and a sleek eco-friendly design, Think Drink champions the new age of environmentalism. Through the use of biodegradable materials to hold the customizable protein powders, we can benefit both our consumer's lifestyles and the environment. We use our online database to tailor each shake to a customer's body type, goals, and add-in choices. By logging onto our website, customers are able to specifically customize each protein shakes to their specific goal. Our mission is not only to help customers achieve their goals, but also to help improve their lifestyle and help the environment.

Sincerely,
Sophia Chen
Chief Marketing Officer of ThinkDrink

During the design process of the letterhead, our goal was to create a simple but also a unique design, that wouldn't take away the focus from the message of the letter.

Letterhead & Company Description

Front ----->

Very simple and straightforward with the employee and company's information. White background to contrast the back of the business card. Dark green and open sans condensed font for easy reading.

BUSINESS



CARD

Dark image of leaves and water droplets with contrasting white logo.

<----- Back

Sophia Chen

ThinkDrink

Chief Marketing Officer

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instagram: [@thinkdrinkve](https://www.instagram.com/thinkdrinkve)

twitter: [@ThinkDrinkVE](https://twitter.com/ThinkDrinkVE)

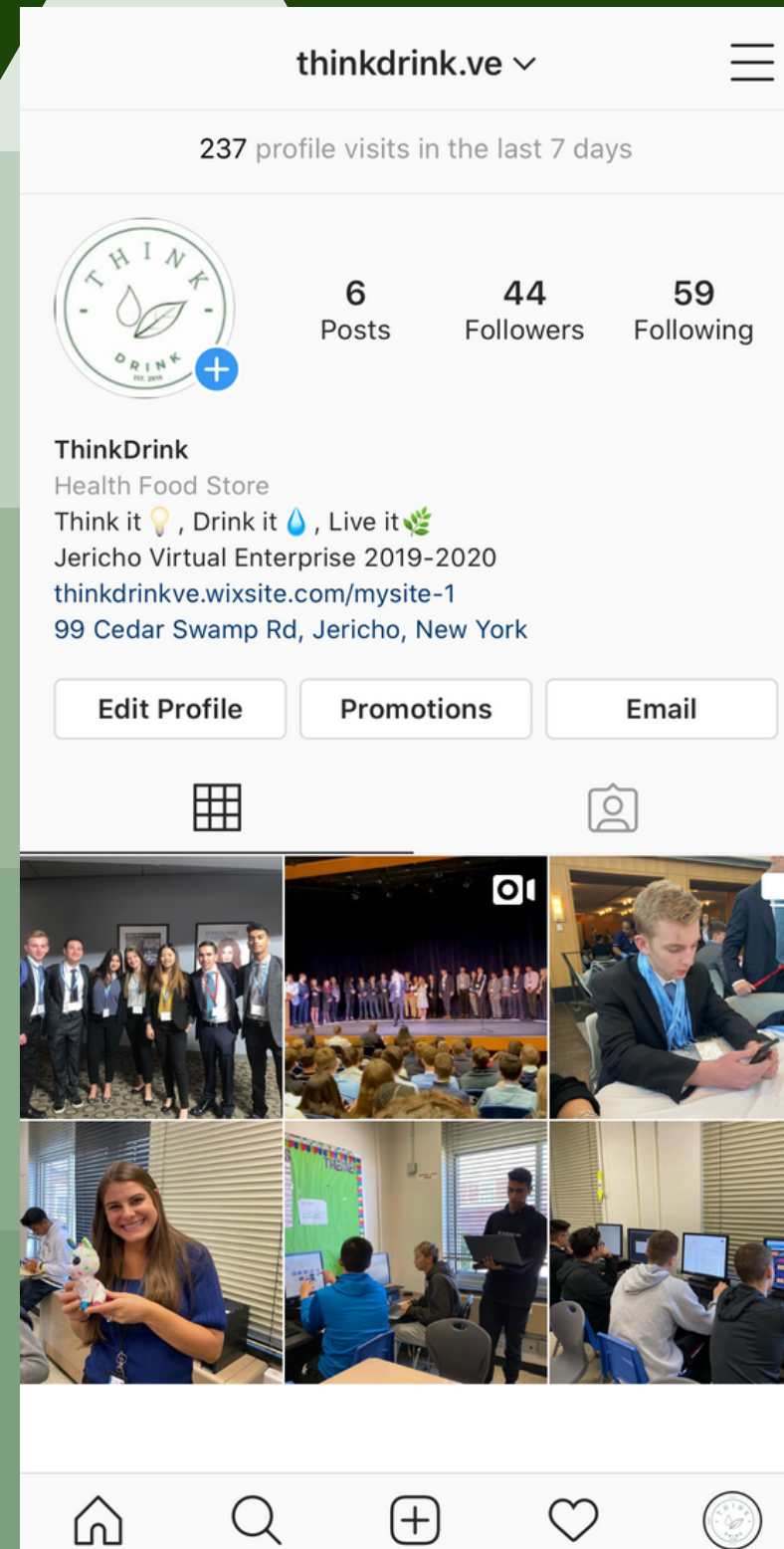
Facebook: [ThinkDrink](https://www.facebook.com/ThinkDrink)



social media



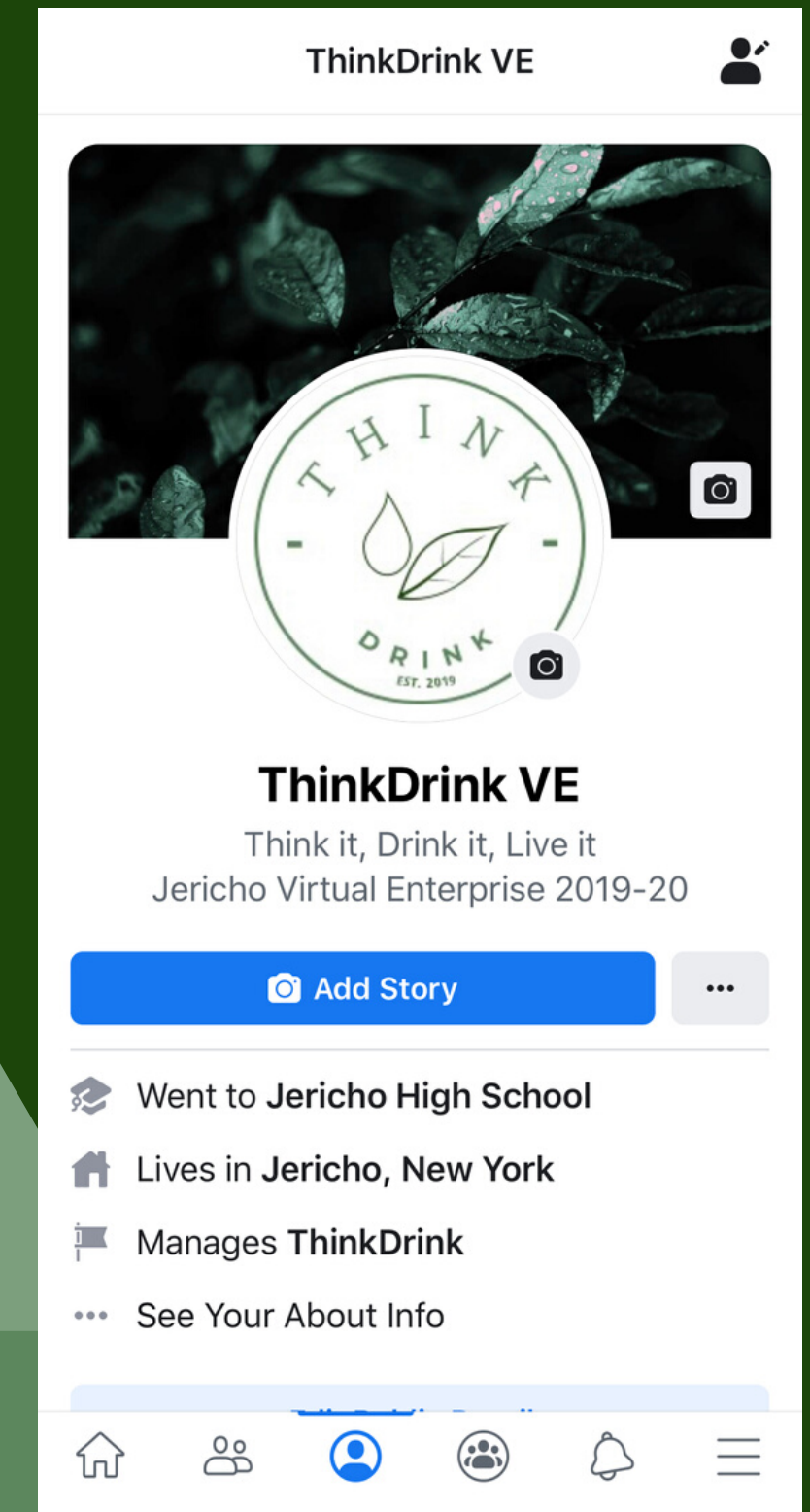
@ThinkDrinkVE



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ThinkDrink



Company



Apparel

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