

# ELEVATE

PROCESS BOOK  
LIA HERGENROTHER

## BRAND DEVELOPMENT

### 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 Personality:

- strong
- healthy
- recovery

#### 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.

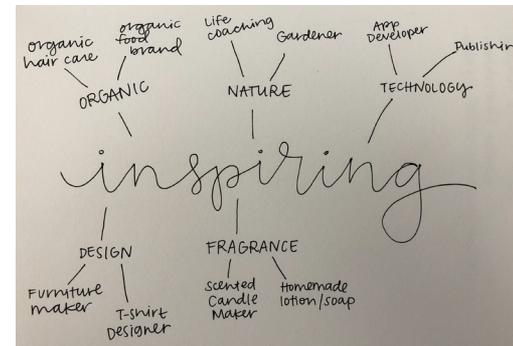
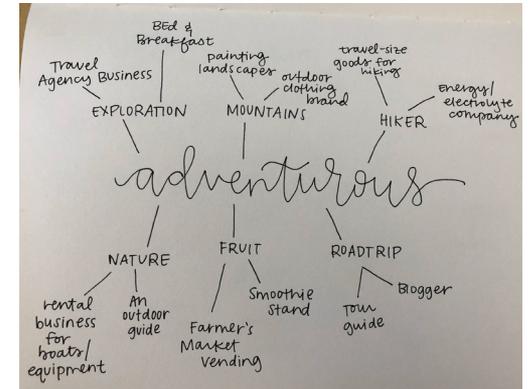
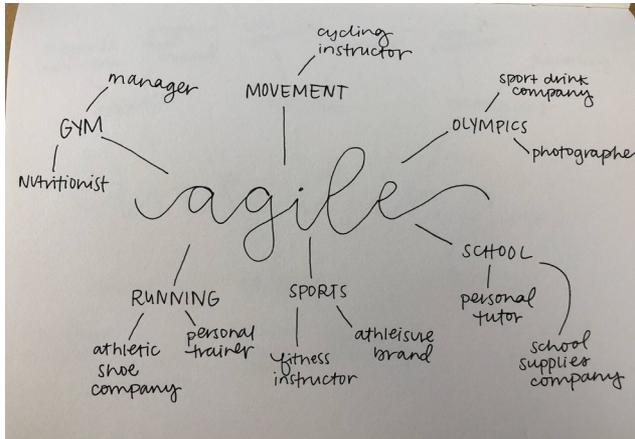
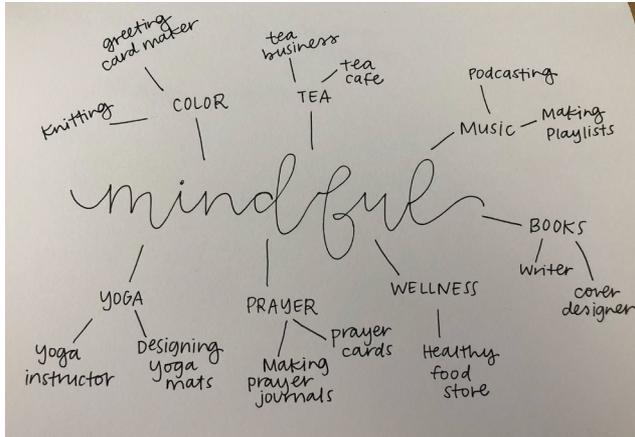
#### Brand Promise:

- natural
- pure ingredients
- energizing

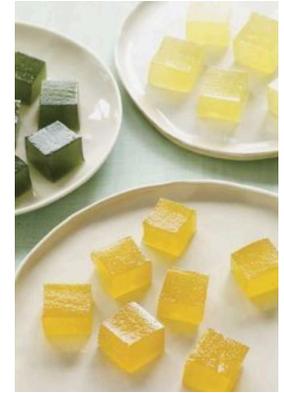
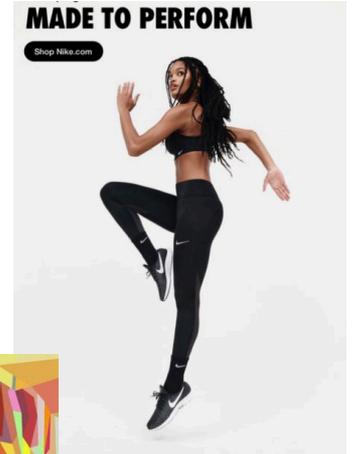
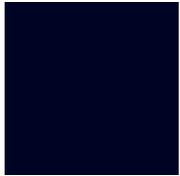
#### Top 5 ideas:

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.

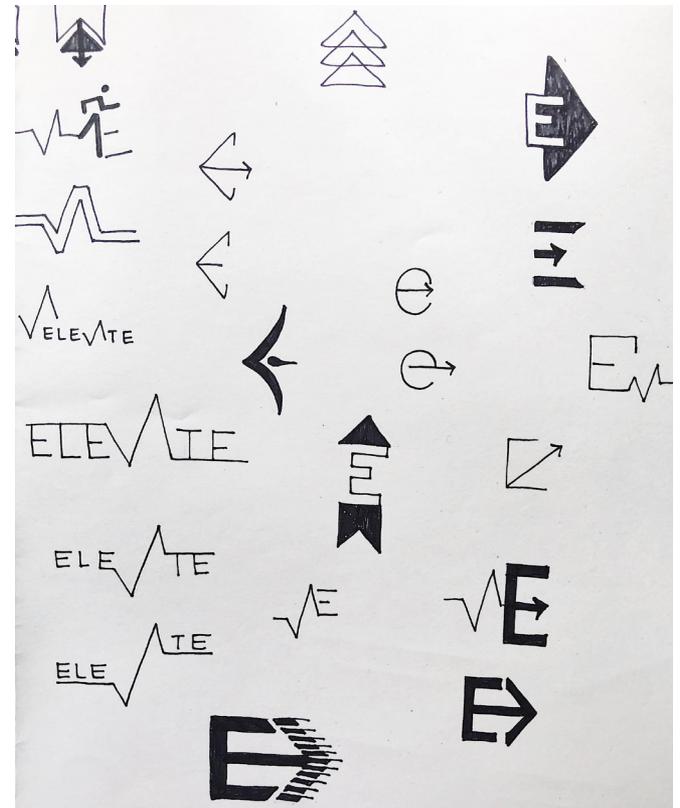
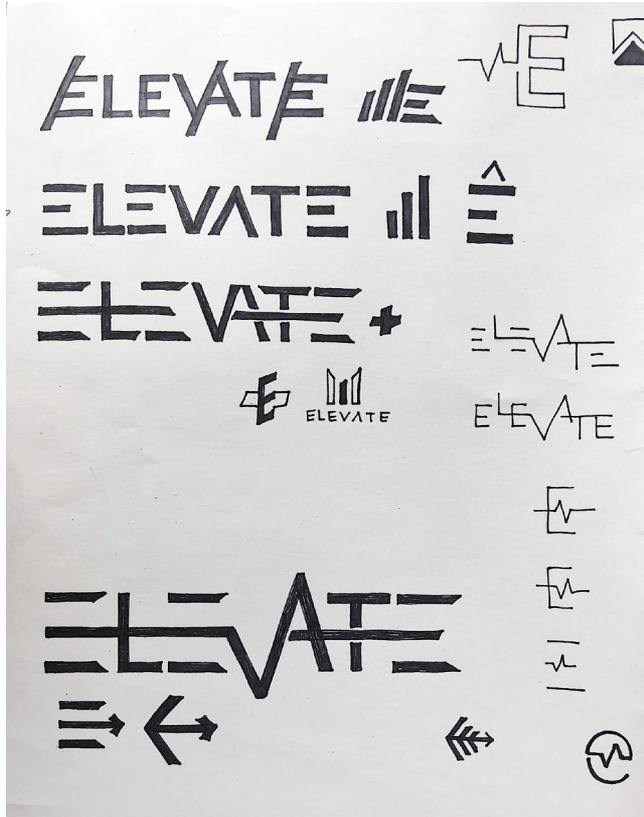
The primary target market for Elevate is health-conscious, young adults ages 20-50. Our products are perfect for those training for their first marathon or for a busy mom on the go. They are health conscious, active, busy people with their current well-being as one of their top priorities. In addition, 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





# LOGO ITERATIONS II



# LOGOTYPE DEVELOPMENT

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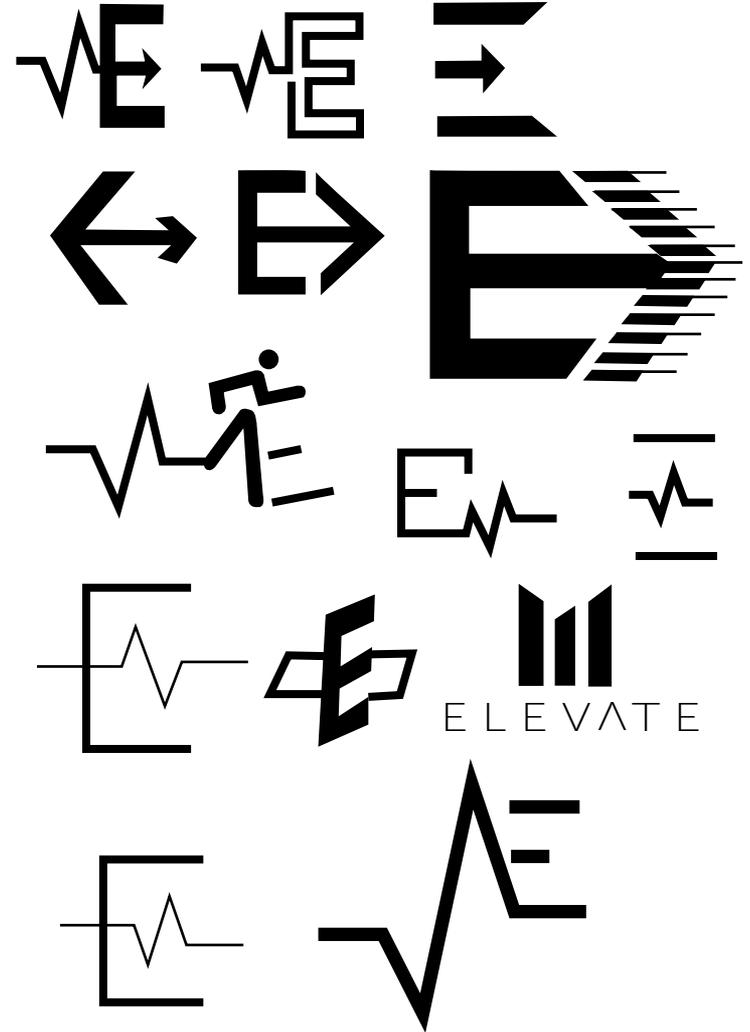
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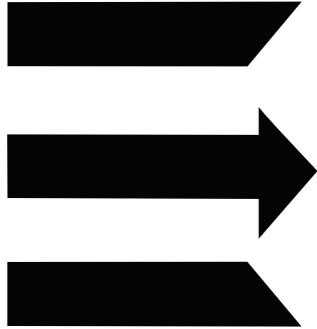
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# IMAGEMARK DEVELOPMENT



## FINAL IMAGE MARK

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## FINAL LOGOTYPE

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# FINAL APPLICATIONS

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## SPORTS DRINK



## ELECTROLYTE POWDER



## ENERGY CHEWS

