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Bear Mountain Vodka Beverage Adaptive Branding

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BEAR MOUNTAIN VODKA

For this specific project, I was required to create and design a brand based on a beverage of my choosing. As part of the project requirements, I needed to create an example of visual coding for a minimum of three products. Additionally, I had to design a brand-standard secondary package, as well as develop adaptive graphics & packaging for a limited edition collection. My job for this project was to create a strong brand concept and graphics that demonstrate cohesive packaging, visual coding, and strong brand recognition. I decided to create a vodka brand called Bear Mountain Vodka. I wanted to create a brand that was both minimalist and higher-end. This project had a lot of handcrafted elements achieved through prototyping. I chose a very basic color palette to give this modern minimalist a vibrant, yet elegant feel. The Limited Edition Bottle was a Christmas themed vodka for the Holiday Season.

For the secondary-packaging design portion of this project, I wanted to go for a gift box type of packaging. I used the same concept for both the regular packaging and the limited edition packaging, but I used adaptive graphics to give each bottle its own style that was cohesive with infused flavor. The limited edition box has a candy cane swirl design on the box to match the peppermint flavor vodka. Each box comes with a bottle of vodka and two glasses with etched logos on them. Each bottle of vodka also comes with an etched pattern on the back of the glass that ties the branding together, providing it a more cohesive design to the overall brand assets of this process.



Bottle Design Packaging



Bottle Design Prototypes

Box Design Mockups