



## SUNKIST

### CHALLENGE

Despite continuous growth in the market, Sunkist wanted to breathe new life into the brand in ways relevant to the ever-growing millennial target consumers. The visual language for the brand needed to represent a laid-back, authentic, "California Cool" attitude associated with the audience.

### SOLUTION

To accomplish this, the introduction of a new letter-to-be logo was created which represented the consumers' confidence and individuality. The use of hand-drawn background graphics expressed their diverse daily lifestyle experiences. Maintaining but shifting color equities enabled the design to be revolutionary yet familiar to their favor-caring consumer base.



BRAND TRUCK



LAUNCH VEHICLE



POSTER



MESSENGER BAG



WATER BOTTLE