

getwellz
process

company profile

getwellz is a company dedicated to manufacturing vitamin c drops. The goal of the rebrand is to form a more aesthetically pleasing package design for these supplemental drops. Medicine drops have a stereotype for tasting bad. Some people also prefer certain flavors. Therefore, another goal of the rebrand is to form separate packages for different flavors and also create better visuals for these drops. In result of the rebrand, the item will feel more like “candies that cure coughs and colds” rather than medicine.

“from blue to
brand new”

drop natural **flavor**
interest
candy watermelon
lemon
taste assorted
fresh
fruit sweet blueberry
ingredients mouth

word list

healing medicine throat
treatment cure **sick** pain
home assist
nurture aid
lozenges remedy
protective cough cold

helpful
vitamin c nutrition **boost**
source
vitamins healthy essential
nutrients **supplements**
support
minerals food advancement
health
care condition
self happy flourish
energy strength feeling
optimism **wellness**
personal defense positive
wholeness well-being

client user

Primary Audience: The primary audience for these vitamin drops are parents or grandparents who want their kids to have a source of vitamins and can convince them to take them by the pleasant design and package that mimics candy.

Secondary: The secondary audience for these vitamin drops are the children who will consume the drops. They will be more willing to eat a drop because of the tasty flavors and appealing packages

“drops that
will make you
feel on top”



primary client profile

Age: 60

Marital status: married

Children: has 3 children

Location: grew up in North Carolina

Type of home: Modern

Occupation: Registered Nurse (Retired)

She's a Hip & Chic Grandma who loves to be prepared when her or her family gets sick or feels like they are starting to get sick.



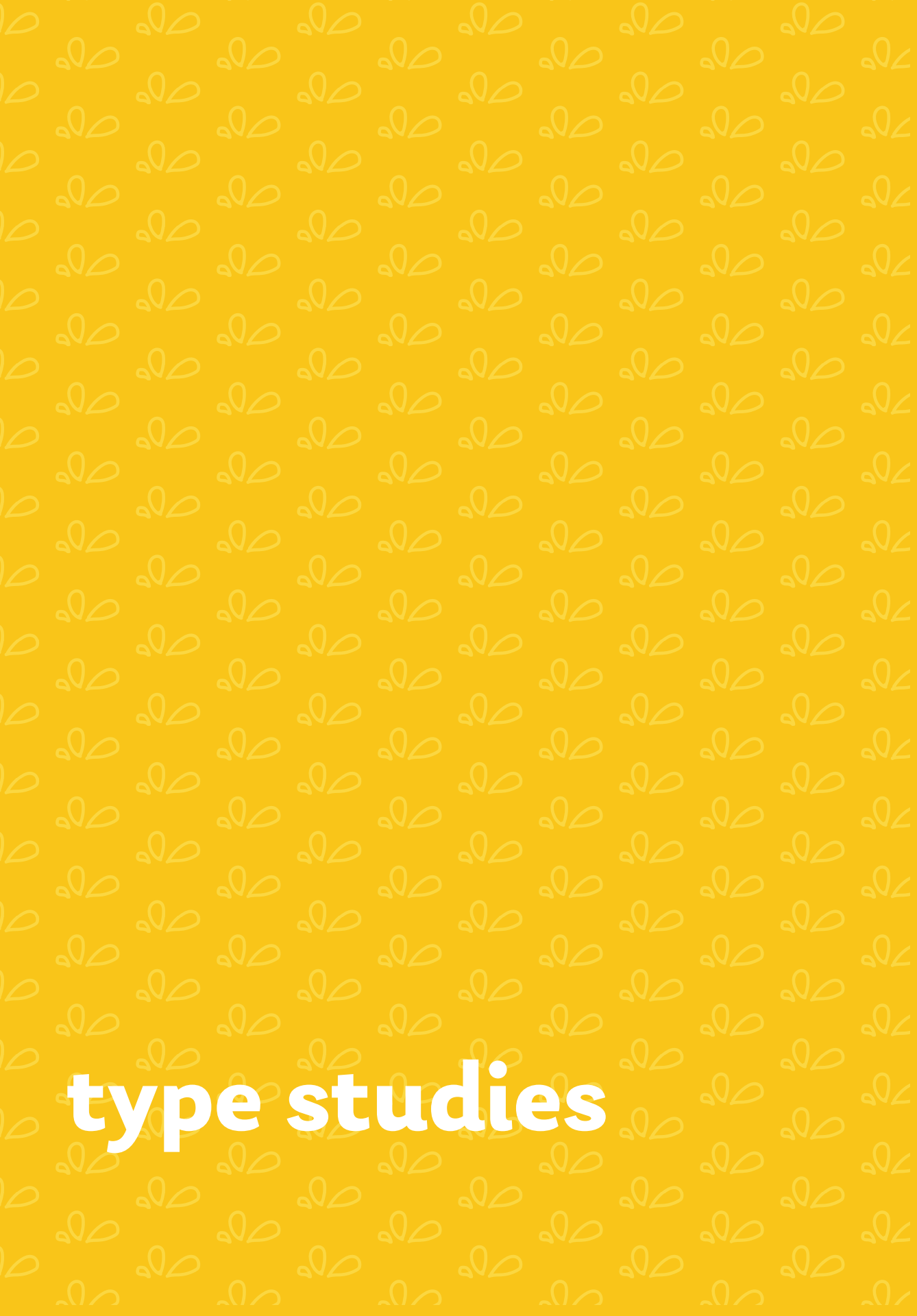
secondary client profile

Age: 9

Location: Raleigh, North Carolina

Type of home: Modern

Occupation: being spoiled by her grandma (primary client profile). She's a fashionable kid who loves to get little gifts from her grandma. She also loves sugar and candy but gets sick often. The getwellz drops are a perfect little pick me up for her.



type studies

typeface:gotham

Logo Studies:

get**wellz**

get•wellz

getwellz

getwellz

Flavor Studies:

orange **lemon**
drops **drops**

lemond**rops.**

blueberry**drops.**

watermelon**drops.**

typeface:open sans

Logo Studies:

get**wellz**

get•**wellz**

getwellz

getwellz

Flavor Studies:

orange lemon
drops drops

lemond**rops**

blueberrydrops

watermelon**DROPS**

Ananda

getwellz

getwellz

getwellz

getwellz

Colosseum

getwellz

getwellz

getwellz

getwellz

Museo

getwellz

getwellz

getwellz

getwellz

Antique Olive

getwellz

getwellz

getwellz

getwellz

typeface:laca

Logo Studies:

getwellz

getwellz

getwellz

getwellz

Flavor Studies:

orange drop.

lemon drop.

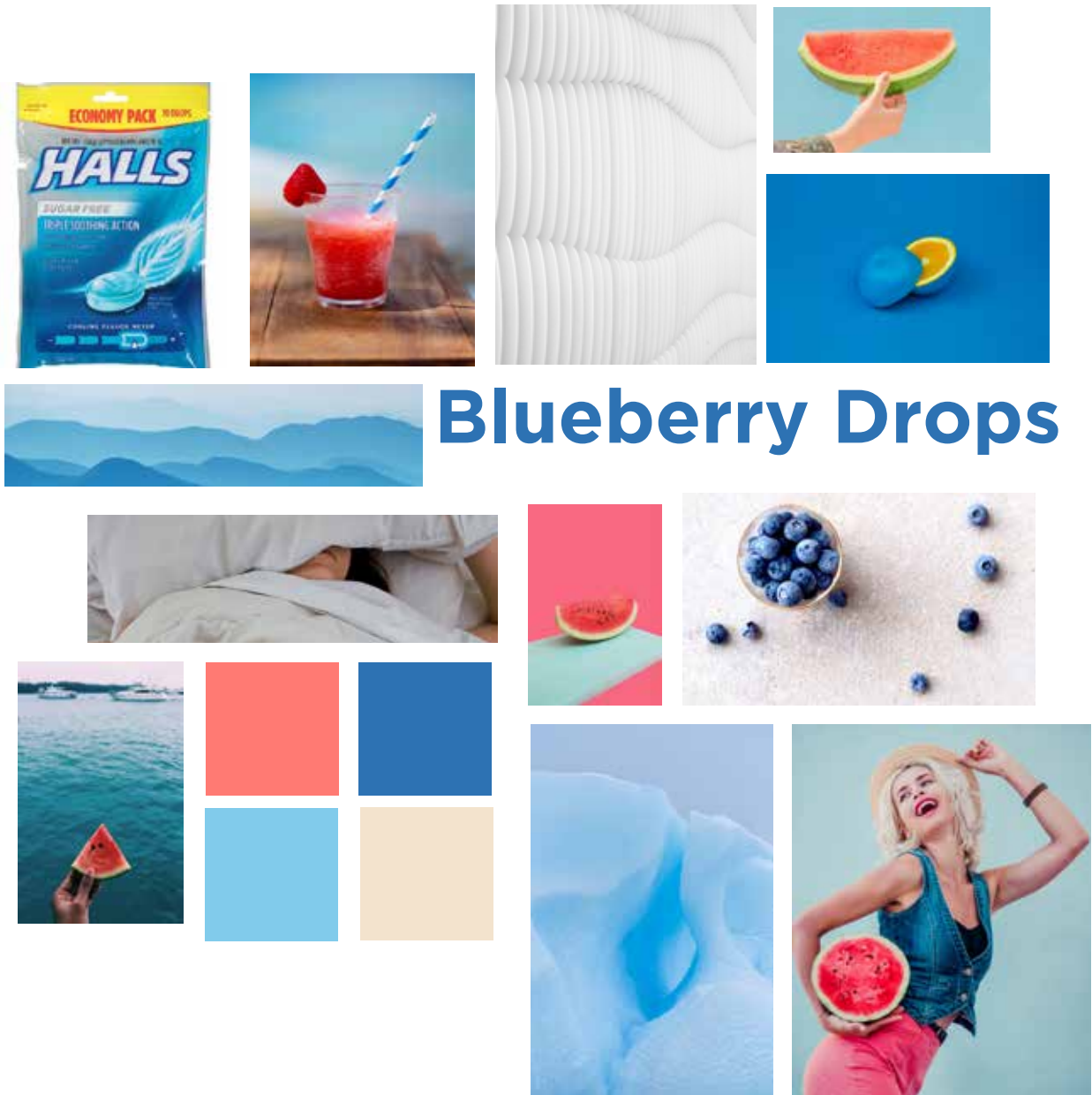
lemondrop.

blueberrydrop.

watermelonDROP.

*The lockup within the pink circle is the typeface and weights I used for my final logo.

image studies



Blueberry Drops



Lemon Drops



Melon Drops



competitor logos



final logos

getwellz

getwellz
lemondrops

getwellz
watermelondrops

getwellz
blueberrydrops





“soon you’ll be
feeling like a
melon bucks”