



Liquid Lift
Elevate The Everyday

Brand Values and Essence

Trust



Practical



Enriching



Replenishing



Potential



Goals



Enhance



Empower



Brand Vision and Mission

Liquid Lift aims to be a **healthy, reliable, and transparent** choice of sports drink that people can **trust**. It offers a **convenient, tasty, and effective** way to **rehydrate and replenish electrolytes**. Liquid Lift is designed to be functional and uplifting, it helps **enhance** people's **performance** and **reach their goals** whatever their choice of physical activity is.

The drink is to help with **recovery** and effectively **elevate people's experience** during and after exertion.



The brand will use a **mix of traditional and modern marketing**, with both **print and digital ads** at bus stops, subways, and on vending machines **placed in high-traffic areas** like gyms, pilates studios, and cycling tracks. It will also **sponsor sporting events** and set up **pop up stalls** where people can **sample and buy the drinks/products**.

Online, the **brand will be playful and engaging** on TikTok and Instagram, using **interactive quizzes** to spark conversation.

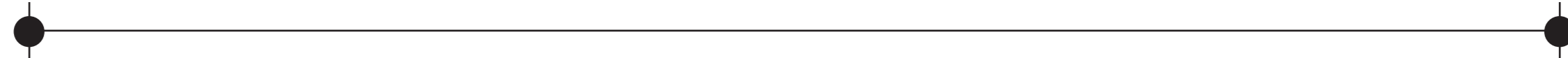


Target Audience

- People who do casual to moderate exercise
- People who want healthier and more enriching drink to elevate their day
- People will use it to help with recovery and rehydrating as well as replenishing essential electrolytes and containing important vitamins and antioxidants
- For people who want convenient and effective product
- Those who are more environmentally aware

15yr

40yr



Men

50%

50%

Women



Official Logo

Neutronic - medium

Condor - bold italic

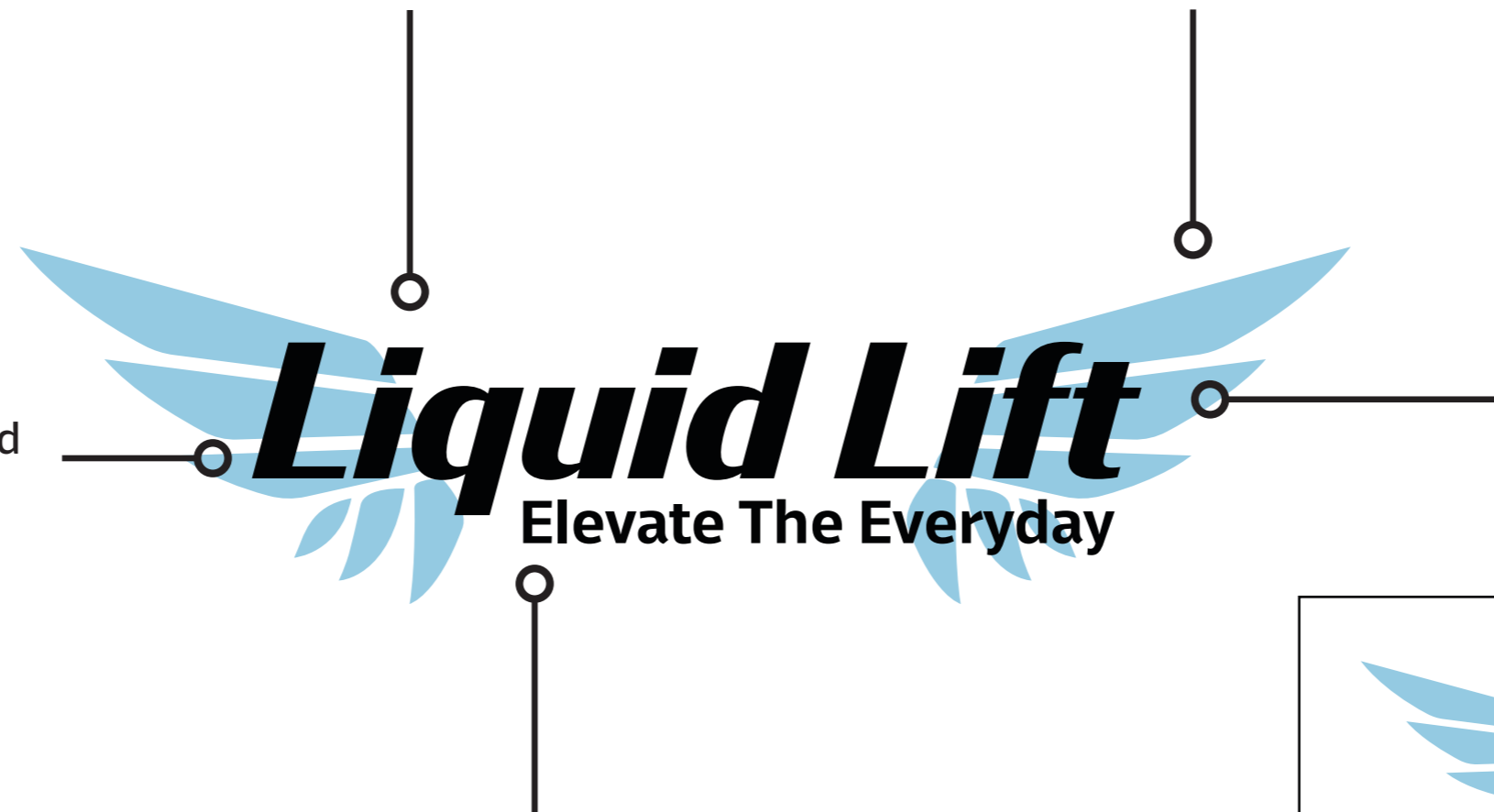


Square for the dot on the 'i' to give bold modern sleek aesthetic

Geometric design for the wings with pointed ends and straight sides to make it clean and sharp appearance

The light blue colour to relate to Water (hydration), the Sky (flying high/soaring = achievement and freedom)

The typeface is in italics to give a sense of being fast and gives off a sense of speed and subtle movement



The cross of the 'f' and the 't' on same level and aligns together

The tagline "elevate the everyday" evokes a sense of enriching and making every day special and improved

The tagline nestles between the stem of the 'q' and underneath the 't' to give closure and feel cohesive



'LL' being the initials of Liquid Lift and they are touching and have wings



Logo Lockups and Brand Assets



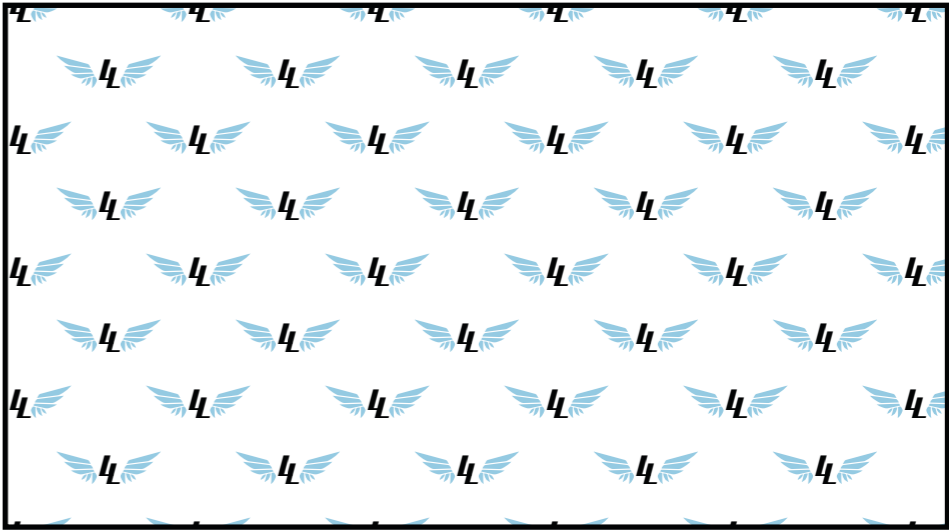
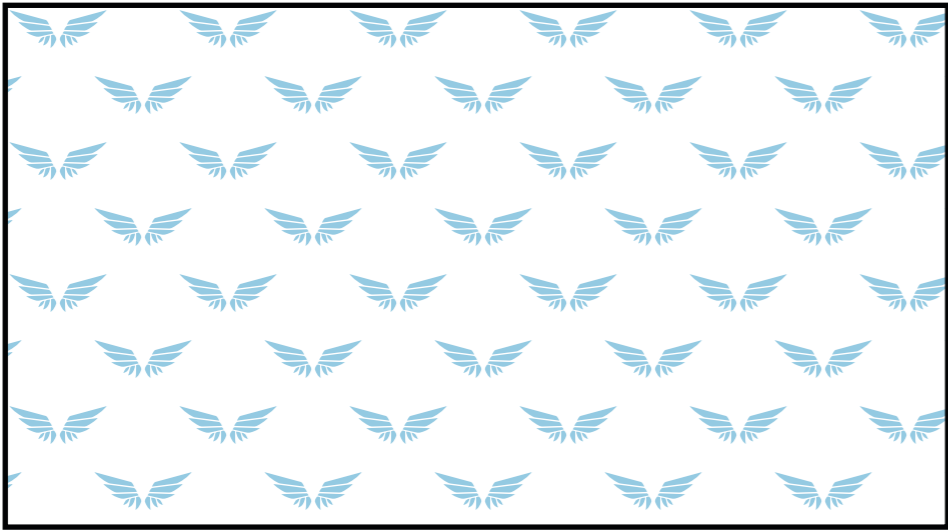
Regular



Without tagline



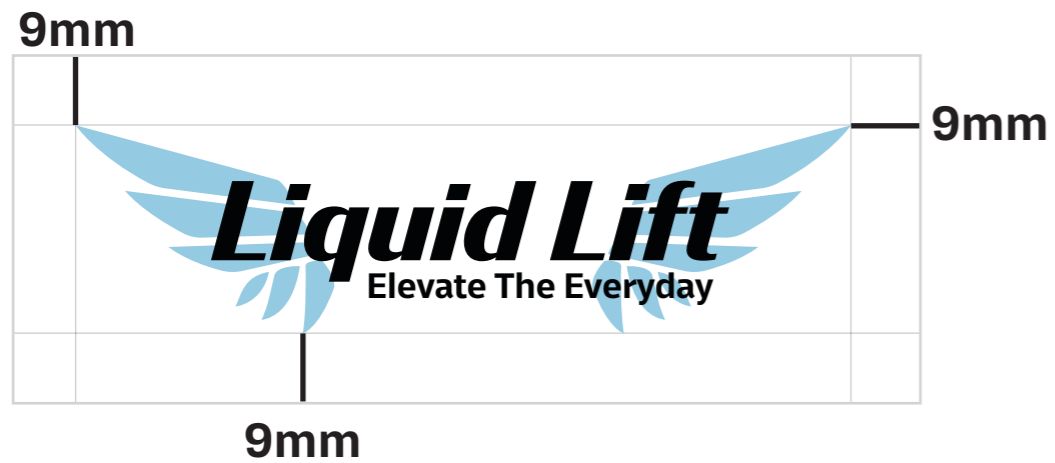
Logomark



Logo Variations



Logo clear space and minimum sizing



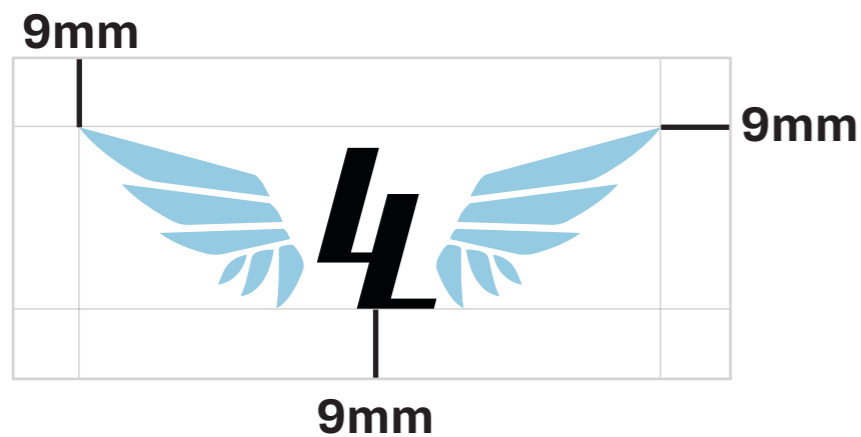
Minimum sizes



W 40.8mm
H 10.9mm



W 31.4mm
H 8.5mm



W 26.1mm
H 8.2mm

Clear space means no elements (text, other logos, icons or images) are allowed to be in the area surrounding the logo.

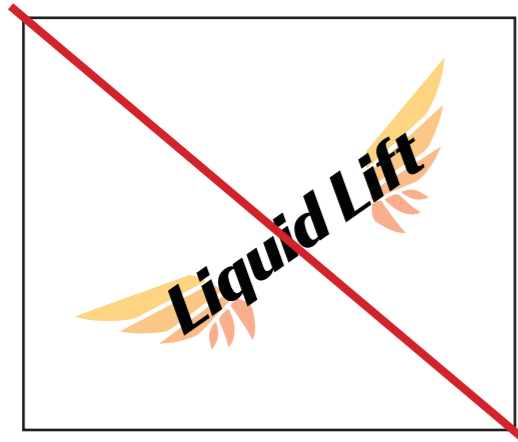
The logo clear space is supposed to keep the logo isolated from clutter and maximise visual impact and readability.

Minimum sizing for logos are important to know the guidelines of how small you can make the logo before losing clarity.

It helps give restrictions of minimum sizes the logo can be for both print and digital mediums.



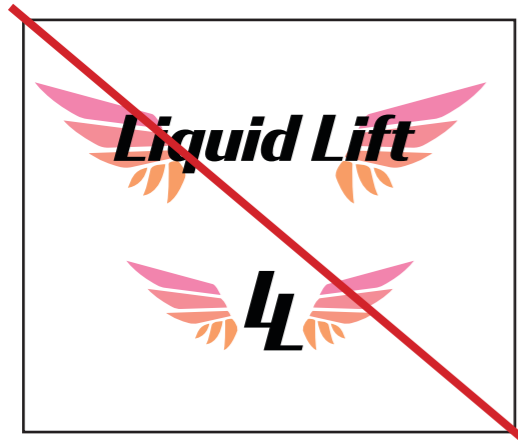
Logo guidelines



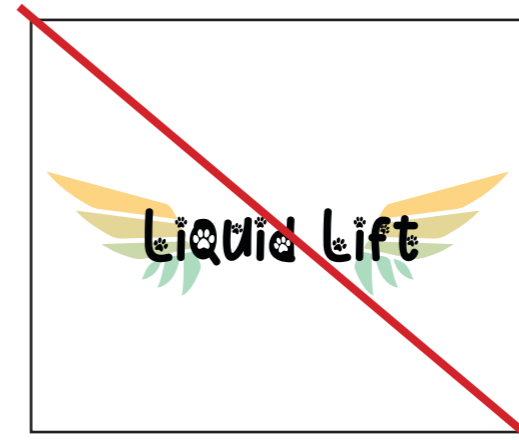
DO NOT tilt the logo or have horizontally



DO NOT distort logo or logomark



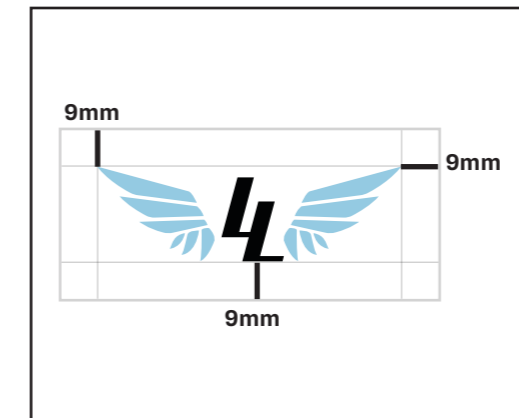
DO NOT not use the logo and logomark next to each other at one time



DO NOT change any typefaces



DO use the blue and white version on black backgrounds



DO obey the clear space

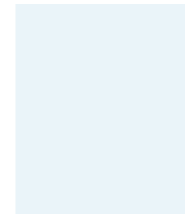


Complete Colour Palette

Liquid Lift



Sky Blue
#94cae2
C 40 M 7 Y 6 K 0
R 148 G 202 B 226



Opacity 20%



Lemon Lime



Lemon (Sunshine)
#fbd381
C 1, M 17, Y 58, K 0
R 251, G 211, B 129



Lime
#addabf
C 33, M 0 Y 30, K 0
R 173, G 218, B 191



Mango Passionfruit



Mango (Sunshine)
#fbd381
C 1, M 17, Y 58, K 0
R 251, G 211, B 129



Passionfruit
#f9ad8c
C 0 M 38 Y 43 K 0
R 249 G 173 B 140



Peach Raspberry



Peach
#f89d65
C 0 M 7 Y 65, K 0
R 248, G 157, B 101



Raspberry
#f284ac
C 0 M 61, Y 5 K 0
R 242, G 132, B 172



Strawberry Mint



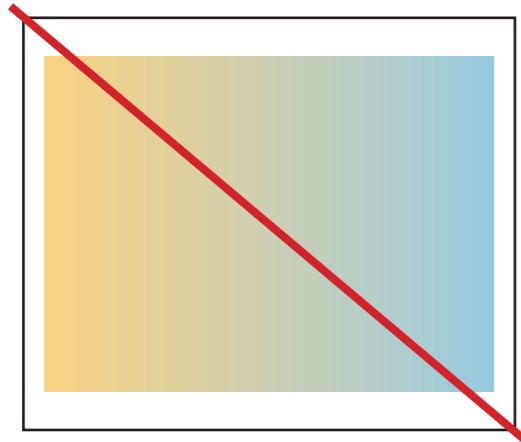
Strawberry
#f48b9b
C 0 M 46, Y 22 K 0
R 244, G 139, B 155



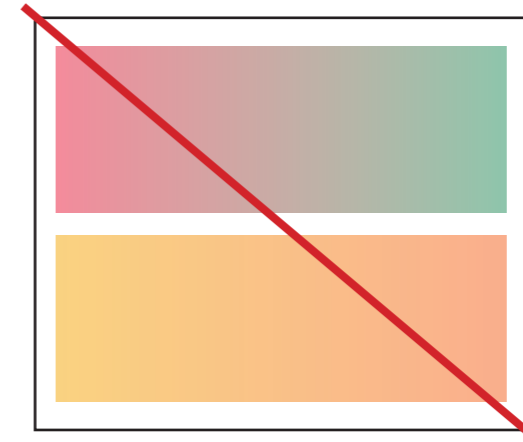
Mint
#8dc5ab
C 41, M 0 Y 35, K 7
R 141, G 192, B 171



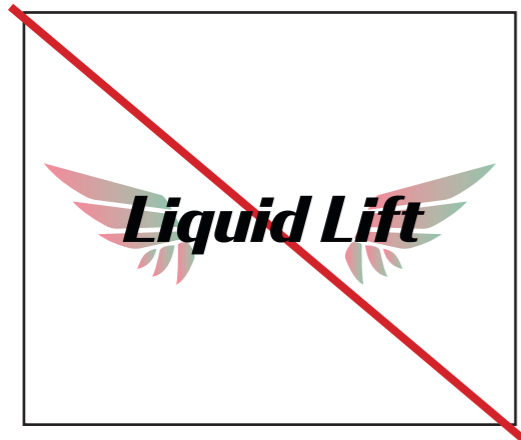
Colour Guidelines



DO NOT make new gradient combinations



DO NOT use different gradients together



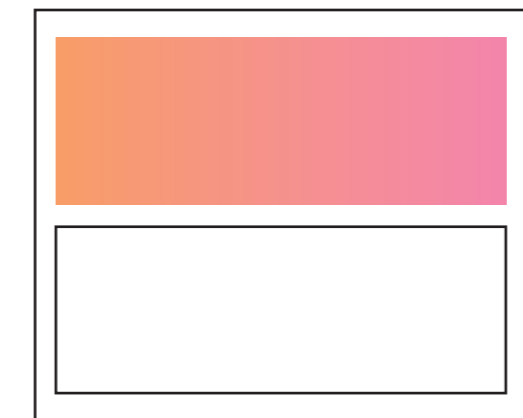
DO NOT change the gradients in the logo



DO USE proper gradients with corresponding flavour



DO use the provided gradients appropriately



DO use gradients paired with white

Condor

Regular *italic*
Medium *italic*
Bold *italic*

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890
!@#\$%^&*()_+{|:~>?</.,';\|

Neutronic

Regular
Medium
Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890
!@#\$%^&*()_+{|:~>?</.,';\|

Close Competition

Gatorade

- **Target audience** : Primarily athletes (professional, collegiate, and amateur), fitness enthusiasts, and teens interested in sports culture.
- **Core identity** : positions itself as a performance-enhancing sports drink, not just a beverage. Its tagline “Is it in you?” and later “Sweat it to get it” emphasize athletic effort and recovery.
- **Exposure and promotional campaigns** : Gatorade has long relied on high-profile athlete endorsements to establish credibility



Powerade

- **Target audience** : Younger athletes, casual gym-goers, and price-conscious consumers.
- **Core identity** : Powerade presents itself as a performance-focused, value-driven sports drink. Emphasizes hydration + electrolytes as essential tools for achieving personal power and performance.
- **Exposure and promotional campaigns** : Athlete Endorsements & Sponsorships
Less high-profile than Gatorade, but still uses strategic athlete endorsements



Body Armor

- **Target audience** : Gen Z, millennials, young athletes, and health-focused consumers
- **Core identity** : BodyArmor is positioned as a “better-for-you” premium sports drink made with natural ingredients. Such as being made out of coconut water for electrolytes and they include vitamins into their formula/
- **Exposure and promotional campaigns** : Strong endorsement portfolio. • Also partners with youth athletes, social media fitness creators, and sports camps.



Unique Selling Point (USP)

- Less plastic in bottle design and recyclable
- Reusable stainless steel bottles available
- Effervescent tablets available
- Powder sachets available
- More approachable designs as others are often very heavy looking like lots of black and masculine aesthetic
- More fun youthful not intimidating marketing that feels unwelcoming if you don't feel you identify as sport athlete etc
- More interactive kinds of advertising that are fun and engaging
- Flavours that aren't artificial and no bright colouring

- Transparent brand to build trust with consumers
- Unique formula that is enriching and covers all bases

Hydrates

Electrolytes (sodium, magnesium, potassium)

Vitamins (A and B)

Antioxidants (E and C)

- Although many have electrolytes not many incorporate vitamins into their formula.

Vitamins and Antioxidants aid the body in muscle repair and helps healing and recovery after physical exertion

- Strong connection between colours and flavours making it easy to navigate products and flavours as they are consistent throughout the brand



Label Design



Mango Passionfruit

Sodium
Potassium
Magnesium
Vitamin C, A, and B

600mL

Hydration
& Endurance
No artificial dyes
Supports recovery

INGREDIENTS

water, Sucrose, Glucose, Electrolytes (Magnesium sulfate, Calcium chloride, Potassium citrate, Sodium citrate, Sodium chloride, Potassium phosphate), Vitamins (Vitamin B5, Vitamin B6, Vitamin B12, Vitamin C, Vitamin A, Vitamin E), Acidity regulator, Natural flavour

To support hydration and sustain endurance and performance, drink before or after 60 minutes or more of strenuous physical activity



STORAGE : store in a cool dry place. After opening keep refrigerated and consume within 4 days



VISIT: Liquidlift.com.au for more information

10c REFUND AT DEPOTS/POINTS IN PARTICIPATING STATE/TERRITORY OF PURCHASE

Follow us on

NUTRITIONAL INFORMATION

Servings per package: 1 Serving size: 600mL

Average Quantity	Per Serving	Per 100mL
Energy	618KJ	103KJ
Protein	0g	0g
Fat total	0g	0g
-Saturated	0g	0g
Carbohydrates	36.0g	6.0g
-Sugars	36.0g	6.0g
Sucrose	33.0g	5.5g
Glucose	3.0g	5.5g
Dietary Fibre	0g	0g
Electrolytes		
Sodium	306mg	51mg
Potassium	138mg	23mg
Magnesium	47mg	7.8mg
Vitamins		
Vitamin B5	1.75µg	0.29µg
Vitamin B6	1.6µg	0.27µg
Vitamin B12	2.0µg	0.33µg
Vitamin C	16.0mg	2.7mg
Vitamin A	470µg	78µg
Vitamin E	10.5mg	1.75mg

Best Before Date : 04/07/2027



Product Weight : 600g

LiquidLift is formulated to support your body's natural recovery process. By replenishing key electrolytes and essential vitamins lost through activity, it helps restore hydration and balance — whether after a workout, a busy day, or everyday movement. LiquidLift is designed to be a quiet partner in your wellness routine, offering effective support when your body needs it most.

Warning: this sports cap is unsuitable for children under 3 years old

Level 1, 37 Bourke Road
Alexandria NSW 2015
Australia



Peach Raspberry

Sodium
Potassium
Magnesium
Vitamin C, A, and B

600mL

Hydration
& Endurance
No artificial dyes
Supports recovery

INGREDIENTS

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Label Design



Strawberry Mint

Sodium
Potassium
Magnesium
Vitamin C, A, and B

600mL

Hydration
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No artificial dyes
Supports recovery

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Level 1, 37 Bourke Road
Alexandria NSW 2015
Australia



Lemon Lime

Sodium
Potassium
Magnesium
Vitamin C, A, and B

600mL

Hydration
& Endurance
No artificial dyes
Supports recovery

INGREDIENTS

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Alexandria NSW 2015
Australia



Bottles



Advertising



NEW!



Reusable water bottles

Which Liquid Lift flavour are you?
Share with a friend!



Visit Liquidlift.com.au to view all our products

reppersperro que dolere

fugit optat exed nisi, ed quasquam

Quo quanto maxime dolibere...

Uperatio core et, teta et...

Dne receptio delapto...

Quo sum ad ut pe deloni...

Uf fmod quom abovate, ex et...



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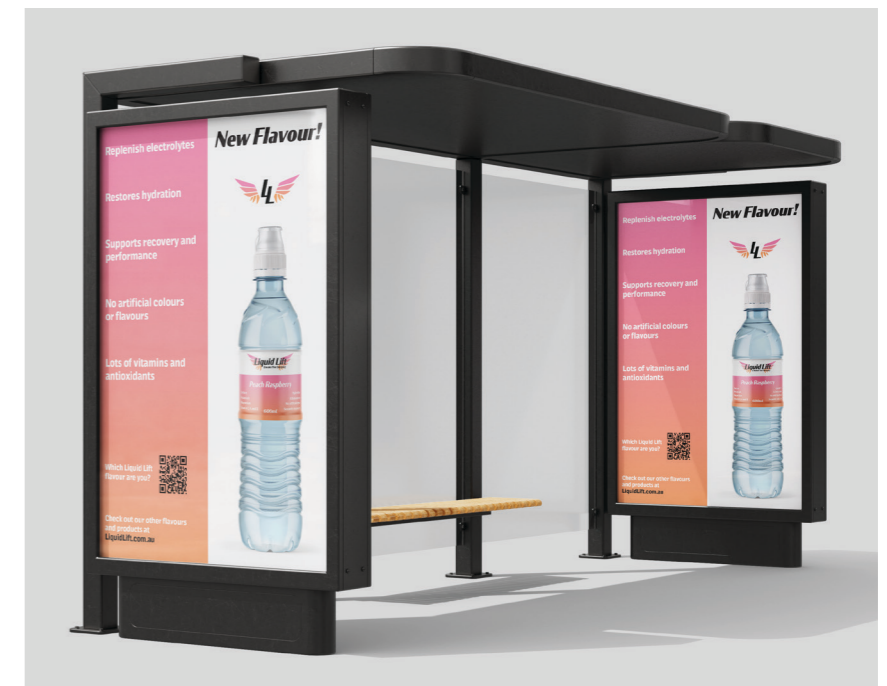
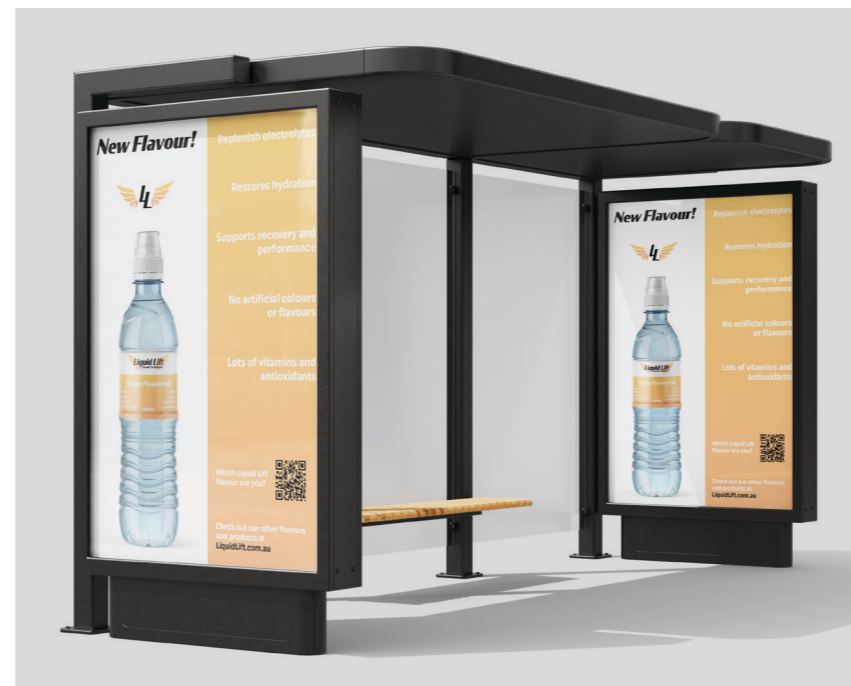
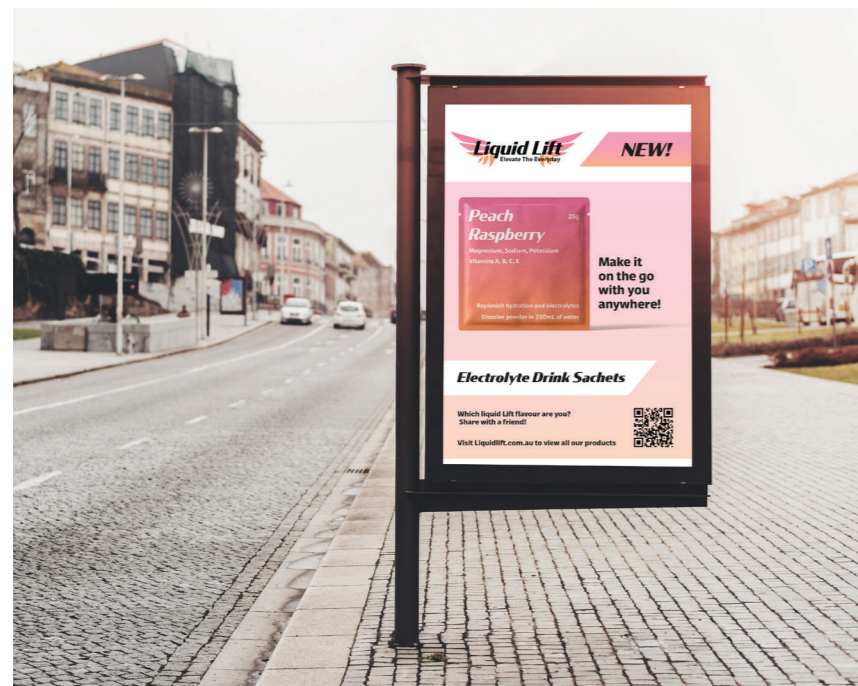
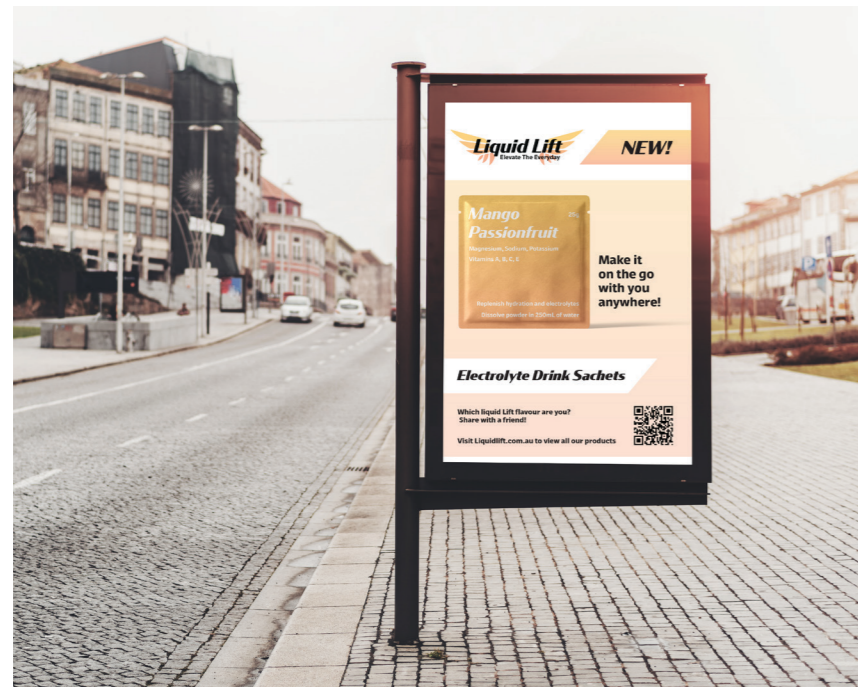
Dne receptio delapto...

Quo sum ad ut pe deloni...

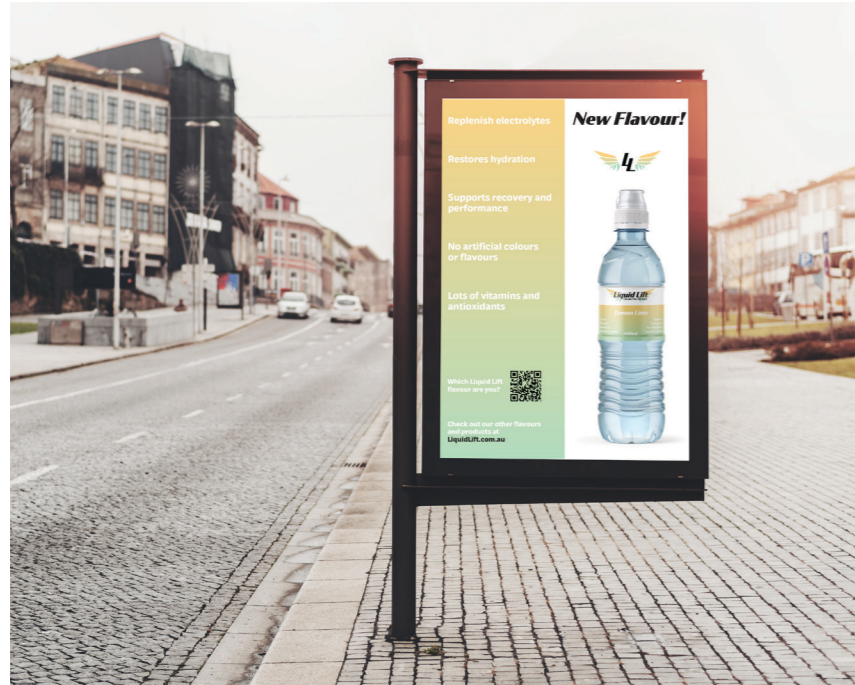
Uf fmod quom abovate, ex et...



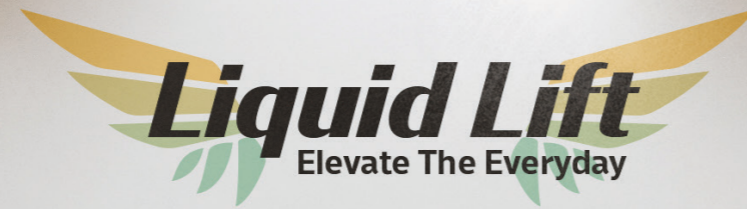
Advertising [continued]



Advertising [continued]



Advertising [continued]



Lemon Lime Electrolyte Drink

\$6.40

Which Liquid Lift flavour are you?
Share the quiz with your friends!

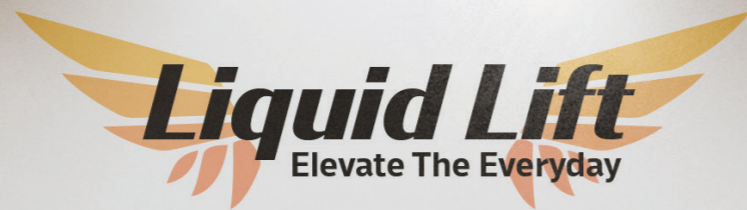


3 different electrolytes

4 important vitamins

Restores hydration

No artificial dyes or flavouring



Mango Passionfruit Electrolyte Drink

\$6.40

Which Liquid Lift flavour are you?
Share the quiz with your friends!



3 different electrolytes

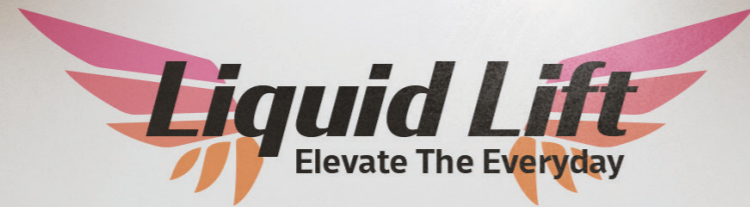
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Advertising [continued]



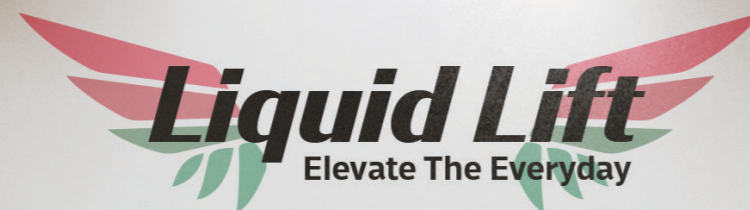
Peach Raspberry Electrolyte Drink

\$6.40

Which Liquid Lift flavour are you?
Share the quiz with your friends!



- 3 different electrolytes
- 4 important vitamins
- Restores hydration
- No artificial dyes or flavouring



Strawberry Mint Electrolyte Drink

\$6.40

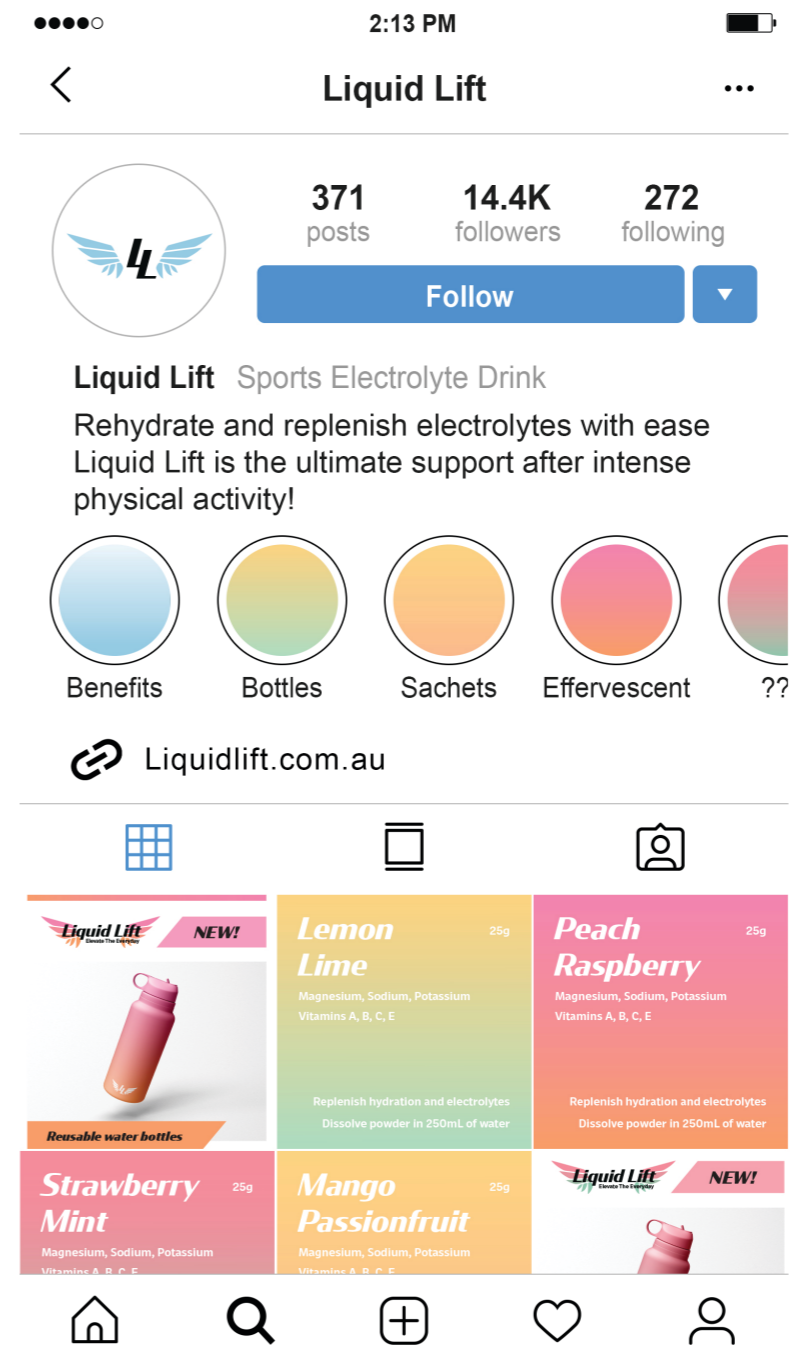
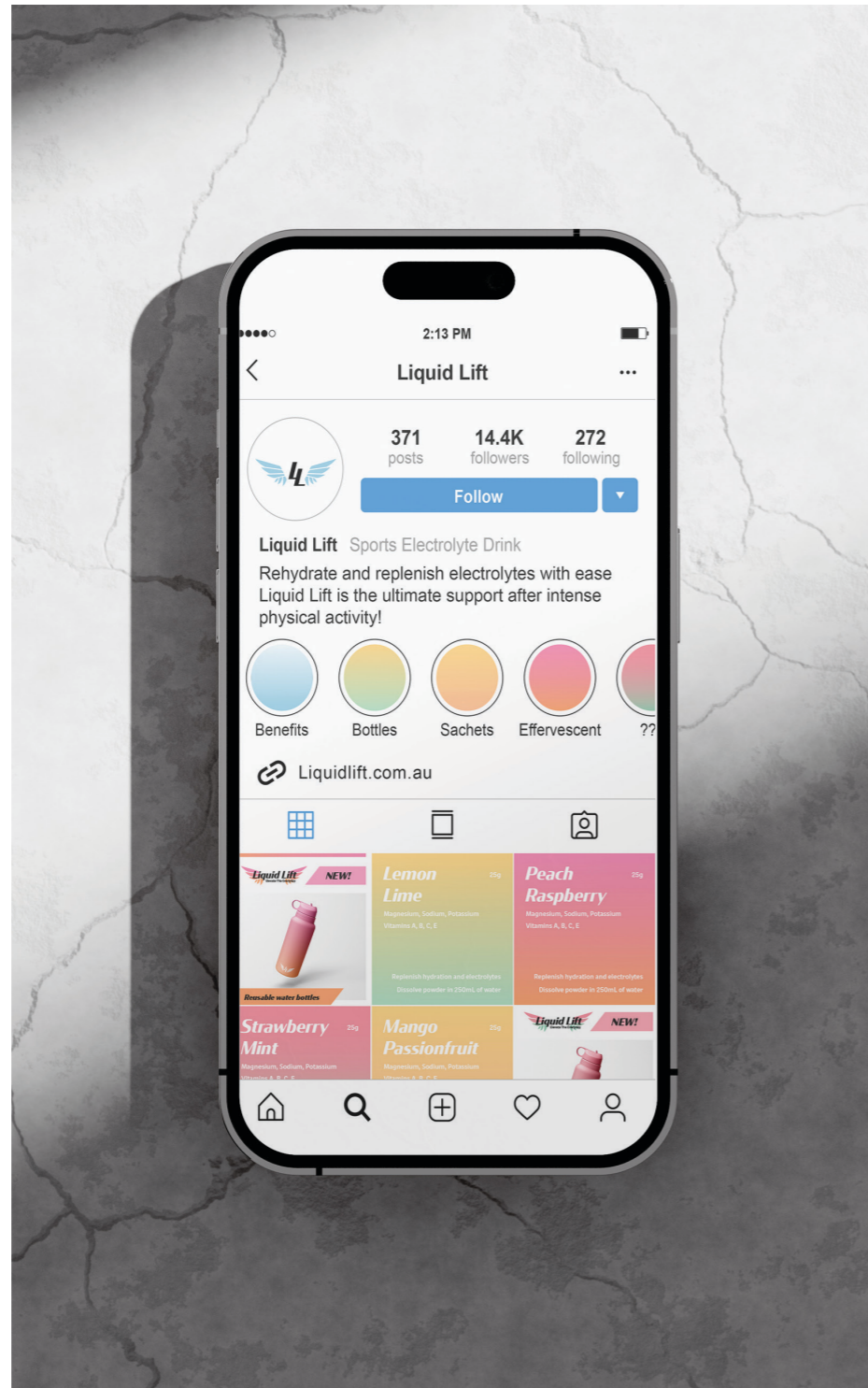
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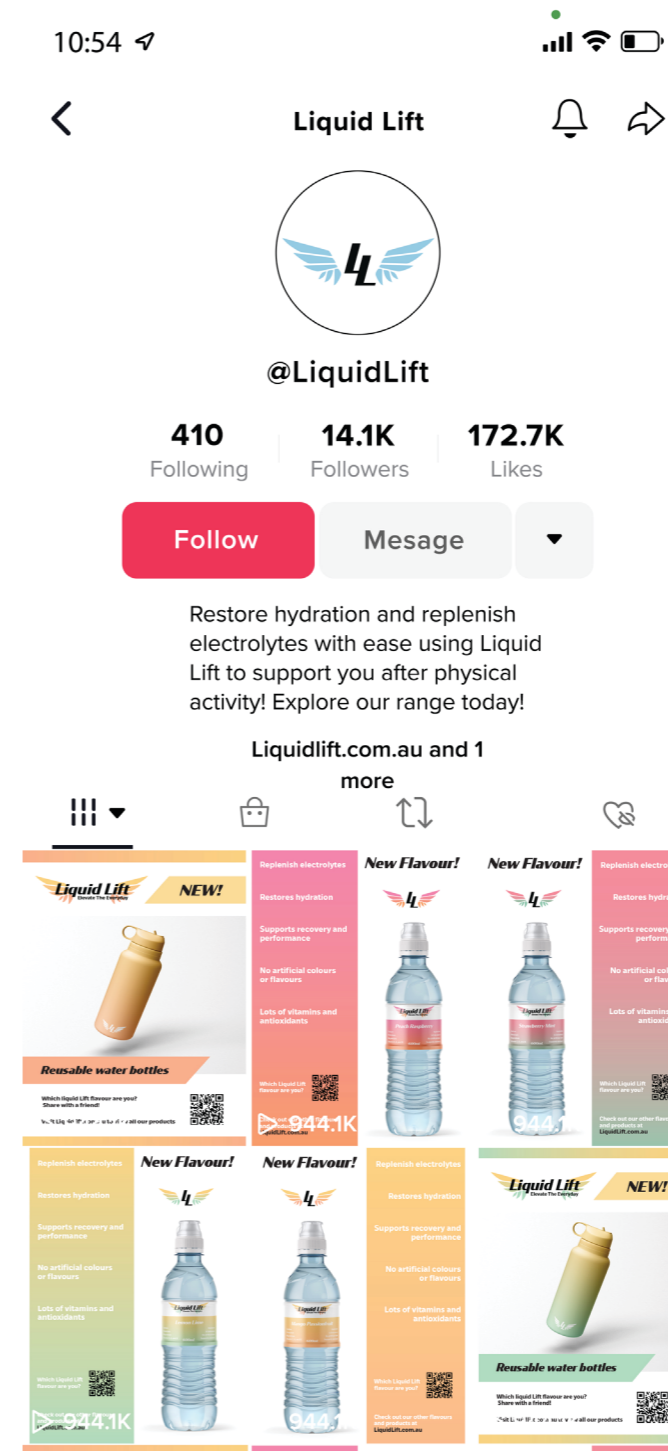
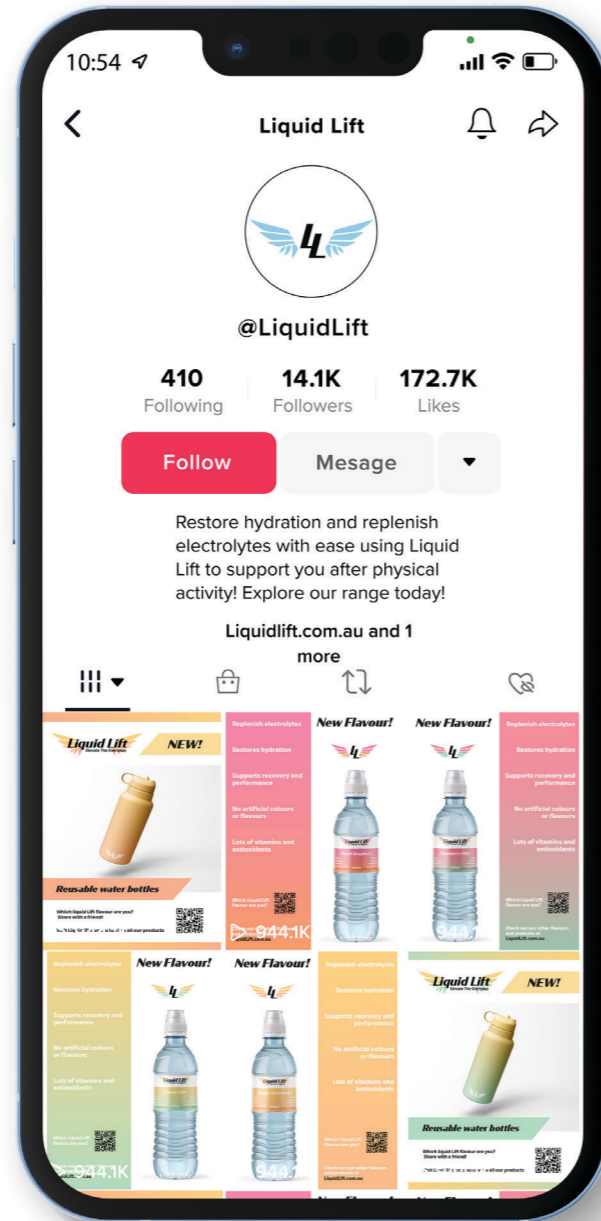
- 3 different electrolytes
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Social Media

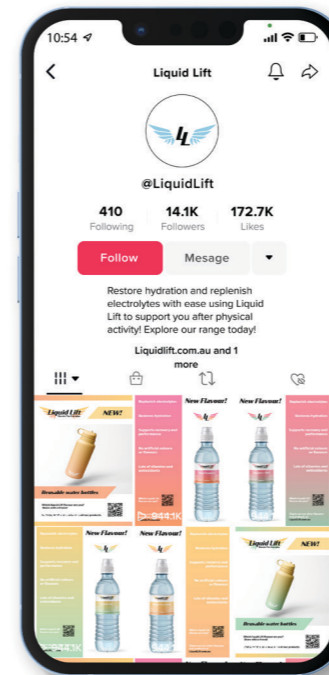


Social Media



Marketing Strategy

- Quiz = engagement and subtle way to advertise and expand brand in fun interactive way
- Using QR codes = modern and easy to use (website, quiz, etc)
- Effervescent tablets = ease, convenience, efficient and more environmentally friendly
- Powder sachets = ease, convenience, efficient and more environmentally friendly
- More environmentally aware = resonate with younger target market and expressed through products (recyclable packagings and products like effervescent tablets and sachets of dissolvable powder versions to reduce waste)
- Reusable stainless steel bottles available on website = better for the environment, trendy, convenient
- Pop up stalls at sport related events (cycling, soccer, crossfit things etc give samples) = this will give more exposure by being proactive and showcase products
- Advertising = digital and print, posters, social media and other media material



Question 1 :

What's your ideal weekend plan?

- A. Baking something cute and writing in your journal
- B. Decluttering your room and going on a morning jog
- C. Road trip with zero planning, just vibes
- D. Chilling with music and sketching random thoughts

Question 2 :

How would you describe your texting style?

- A. Lots of emojis and sweet messages
- B. Straight to the point but polite
- C. Unhinged voice notes at 1 AM
- D. Mostly memes and soft lowercase typing

Question 3 :

Which scent would you wear?

- A. Warm vanilla with fruity undertones
- B. Crisp citrus with a clean finish
- C. Tropical and rich like nectar
- D. A hint of something floral

Question 4 :

Which animal do you relate to most?

- A. Cat curled up in a sunny window
- B. Hummingbird always on the move
- C. Dolphin — energetic and social
- D. Fox — observant and clever

Interactive digital quiz [continued]

Question 5 :

What would you say your role is in the friend group?

- A. The sweetheart who remembers everyone's birthday
- B. The one who makes the plan and sticks to it
- C. The chaotic one who everyone follows into fun
- D. The quiet observer but knows what's going on

Question 6 :

What's your study/work style?

- A. Gentle music, snacks, and soft lighting
- B. Color-coded notes and productivity apps
- C. Cramming last minute with your fingers crossed
- D. Working in a quiet corner with music

Question 7 :

What's your secret talent?

- A. Remembering small details about people
- B. Staying calm in chaos
- C. Hying people up like a pro
- D. Seeing beauty in everyday things

Question 8 :

How do you show love?

- A. Thoughtful messages and tiny gifts
- B. Acts of service and solid advice
- C. Big energy and bold affection
- D. Listening deeply and staying close in subtle ways



Interactive digital quiz [continued]

Lemon Lime Flavour

You are bright, sharp, and refreshingly grounded. You're full of energy, honesty, and unstoppable drive.

Lemon Lime's personality is a perfect mix of zest and clarity. They're lively and energetic, with a quick mind that's always alert and ready to engage. There's a crispness to their presence, a sharpness that cuts through confusion and brings focus, making things feel fresh and exciting. At the same time, they carry a cool calmness, balancing their boldness with a sense of control and ease.


They are focused and clear-headed, always ready to bring clarity to any situation. With a naturally bold and lively spirit, they balance intensity with a cool composure. They're confident without arrogance, sharp without harshness. Lemon Lime doesn't just bring energy, they bring direction, sparking motivation while keeping things grounded. Their vibe is invigorating and clear, like a breath of fresh air that both awakens and steadies.

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Mango Passionfruit

you are bold, and impossible to ignore. You live life like a story worth telling, and people are drawn to you.

Mango Passionfruit is an adventurous spirit. You are warm-hearted, spontaneous, and endlessly curious. Radiating natural charisma, they effortlessly attract others with their vibrant storytelling and infectious passion. While their energy is bold and lively, there's also a sincere kindness beneath the surface that makes them deeply genuine and unforgettable.

Mango Passionfruit is a bold adventurer with a warm heart. They radiate joy and curiosity, jumping headfirst into new experiences with infectious enthusiasm. Their energy is magnetic—bright, optimistic, and full of life, making others want to join in on the fun. Beneath the high-spirited exterior is a genuine kindness and depth that grounds their excitement in real connection.

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Interactive digital quiz [continued]

Peach Raspberry Flavour

You are soft, romantic, and full of quiet warmth. You love love, you care deeply, and you glow from the inside out.

Peach Raspberry's personality is a natural balance of gentle warmth and lively energy. They're easygoing and inviting, with a sweetness that feels comforting and familiar, like an old friend who always knows how to make you smile.

They're thoughtful and steady, the kind of presence that feels like a calm anchor in busy moments. They balance softness with energy, making them both comforting and delightfully vibrant at the same time. Peach Raspberry moves through life with a relaxed confidence, blending tenderness and boldness in a way that feels effortless and genuine. They're both soothing and exciting, a presence that's hard to forget.

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Strawberry Mint Flavour

You are chill, introspective, and a little mysterious. You are sweet and refreshing.


Strawberry Mint is the effortless connector—friendly, approachable, and always tuned in to the vibes around them. They have a laid-back charm, never forcing the spotlight but naturally drawing people in with a fresh, breezy energy. Cool-headed and playful, they know how to balance fun with sincerity, offering support with a light touch and a quick smile. Their personality is easygoing but never bland, like a breath of fresh air that brightens any room.


Strawberry Mint is the perfect mix of warmth and cool composure. Offering a gentle sweetness—like someone who's effortlessly kind and easy to be around. Strawberry Mint doesn't demand attention but earns it naturally, with a balance of comfort and a hint of playful freshness that sticks with you.

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Effervescent Tablets



Sachets of Powder



Reusable Waterbottles



Event Pop-Up Stalls and Banners



Rationale

- The **colours** are eye-catching and the flavour combinations feel healthier and less ambiguous than competitors and our product contains no artificial flavouring or colours
- The **main brand blue colour** is calming and supposed to represent or evoke a sense of hydration
- **Font choices** are bold and strong with a lot of presence to stand out
- **Wings** = freedom, flying high, success, angel, guardian, healing, uplifting. Successfully created a strong brand identity for new electrolyte sports drink
- All design choices, packaging, products, and values all **appeal to target market**
- Although it's a hard market to break into, I think because of Liquid Lift's very **different and unique attitude** compared to existing brands, I think Liquid Lift products will still gain significant interest with a new audience
- The **product range** is versatile and brand identity is established and applied consistently across all mediums





Liquid Lift
Elevate The Everyday