

A stylized palm tree with a brown trunk and green fronds, positioned on the left side of the page.

# Corporate Identity Development



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# RESEARCH

There have been studies about the diets of teenage boys and girls which point out that there has been an alarming increase in soft drink intake over the last three decades. As of the mid 1990s, girls and boys age 12 to 19 drank twice as many soft drinks as milk. On the other hand, their intake of juices and ades doubled between 1977 and 1996. (Enns, Mickle, Goldman 2003).

Companies such as Arizona Beverage and Snapple have introduced healthier, non-carbonated drinks into the market. Arizona Beverage Company uses various logos and colors, depending on the product, which ranges from flavored water to iced coffee. Hence, the colors used in packaging and advertising are all over the spectrum, however, the graphics seem to always be simple with strong contrasts. The same goes for Snapple, which also changes the label slightly to fit the product. The difference is that the Snapple logo is always prominent, unlike the Arizona logo which is not always the first thing you see on the label.

Arizona Beverage does not appear to have much of an advertising or marketing campaign. Instead, they depend on product placement in specialty and health food stores, word of mouth, and co-branding. Snapple does occasionally use print and television advertising although I have not seen any recently.

One of the interesting things I discovered during my research is that the U.S. 2000 census shows that minority teens are a growing segment of the population, and marketing companies are very interested in this. About 25% of Americans are younger than 18, and more than one-third are Hispanic or black. Soft drinks tend to be more popular among minorities than Caucasians and among youth more than their parents. This is good news for the \$60 billion soft drink industry.

Research has shown that minority teens frequently take the lead in trendsetting in all areas, including soft drinks. Therefore, the expectation is that if marketers can make an impact on the minority teens, the white youth will follow soon thereafter. Hispanics make up 13% of the U.S. population and it is predicted that by 2050 this will increase to 23 to 35%. Hispanics like sweeter, fruit-flavored beverages with less carbonation and more body. Fruit-flavored beverages have grown almost 30% from 1990 to 2000 compared with a 15% drop for colas which is a much larger category. Focus groups with teens have found that they like variety and a choice of flavors.

One Hispanic food company, Goya, has a line of soft drinks which include ginger beer, cola champagne, tamarind and coconut. Their sales have been growing at double digit rates since 1999.

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# RATIONALE

Topaz is a lightly carbonated soft drink beverage containing black tea, lemon and pineapple juice, and other herbs and spices. Companies such as Arizona Beverages and Snapple have successfully marketed similar products, however, none of them have focused on tropical fruits and herbs which are shown to be appealing to minorities, which demographic is about 25% of the population and increasing.

The name topaz is widely known to be the name of a semi-precious gem which comes in many colors, of which yellow is the most common. Yellow is also the color of ripe pineapple. Research shows that yellow is an appealing color to youth, and minority youths in particular. Topaz is also the name of a type of hummingbird, and hummingbirds are the natural pollinators of pineapples.

Pineapples are grown in tropical regions around the world, including South America, where the topaz gem and hummingbird are also found.

Taking all of this into account, I tried different approaches –

- the idea of gems in the shapes of diamonds or polished stones
- graphic images of pineapples, pineapple tops, and hummingbirds
- graphic images which resemble designs created by South American indigenous peoples.

## REFERENCES:

The Columbia Encyclopedia, (2001). Retrieved on November 19, 2004 from <http://www.bartleby.com/65/to/topaz.html>

The Free Dictionary by Farlex, (2004). Retrieved on November 19,2004 from <http://encyclopedia.thefreedictionary.com/pineapple>

# Brainstorming Logos

## Image 1

In this image I tried to imitate a natural, handmade, hand brushed look which is popular among youth but also reminds me of the art of South American indigenous people.



## Image 2

The shapes behind the letters are intended to give the impression of polished gemstones. The letters are not as polished as the gemstone shapes, giving a little contrast.



## Image 3

I used a font which is a little rough around the edges and put a pineapple top on the "O" in Topaz.



## Image 4

The oval shape surrounding the letters is another familiar shape of a polished gemstone. I used a sans serif font and manipulated it to fit in the center.



# Brainstorming Logos

## Image 5

Maybe too complex, this image utilizes both the pineapple and the hummingbird in the design. As I mentioned, the hummingbird is a natural pollinator of pineapples.



## Image 6

A diamond shaped background represents not just the topaz gemstone, but is also a common motif in South American indigenous art and design.



## Image 7

This is a simple design which incorporates the diamond motif between the letters of the product name



# Brainstorming Logos

## Image 8

Simple sans-serif font underneath the image of a pineapple layered over yet another shape of a gemstone.



## Image 9

The font is stencil - like, which makes me think of imported / exported crates of fruits and vegetables. The diamond shape graphic is a replica of an actual South American motif.



## Image 10

Two pineapple silhouettes side by side with a stencil font across them.



# Brainstorming Logos

## Image 11

This is a “distressed” look. I chose a fun, tropical font bordered on top and bottom by a handpainted looking border and topped off by a pineapple top.



FINAL Logo



ANIMATED Web BANNER



TeaSer poster

# Tea-Ki Party

You Are Invited!



March  
2005

# TEA-Ki party iNvitation

**WHEN?** Right NOW!

**WHERE?** Your Nearest grocery Store

**WHAT?** A Festive blend of tropical Fruit juices and exotic teas, lightly carbonated, NON-ALCOHOLIC

**Don't Forget to  
bring a Friend!**

