

ELT 301 BRANDING

BUG JUICE

BY: AHNKA PRUITT

WHO ARE THEY?

THE BACKSTORY

WHERE IT ALL BEGAN

Founded in **1990** with the mission to bring fun, flavor, and affordability to kids' beverages.

Bug Juice quickly became popular in convenience stores and vending machines nationwide during the **90s** and **early 2000s**.

Known for its **bug-themed packaging** and playful designs, appealing to kids' imaginations.

THE PRODUCT

The Product - A fruity, colorful, and sugary drink loved by kids, known for its fun taste and quirky branding.

Flavors: Includes fun, fruity varieties like **Berry Raspberry**, **Tropical Punch**, and **Lemonade**.

THE TARGET AUDIENCE

Primary: Young kids 6 - 11

Halo 1: Parents wanting enjoyable drinks for their kids as a treat

Halo 2: Retailers stocking popular and cost-effective products.



BRAND DNA

VALUES	MISSION	ARCHETYPE
Fun Affordable Kid-Friendly	Delight Energize Entertain	The Jester – playful, energetic, bringing joy and laughter to kids.

VISUAL IDENTITY

Logo: A playful bug character, vibrant colors, and bold fonts that convey a fun, energetic vibe.

Packaging: Clear plastic bottles with colorful labels and bug mascots—designed to stand out on shelves.



MARKET & LEGACY

VALUE PROPOSITION

Bug Juice is a delicious, sugary drink that's affordable and brings joy to kids.

COMPETITION

☀️Kool-Aid Jammers

☀️Hug Fruit Barrels

☀️Hi-C

WHY IT WAS POPULAR

Nostalgia Factor: Many parents remember Bug Juice from their own childhoods.

Affordability: One of the most inexpensive beverages on the market.

Fun Packaging: Kids were drawn to the bug-themed labels and bright colors.

LEGACY

Bug Juice remains a nostalgic brand for many, with its **bright, fun packaging** still recognizable on some store shelves, although its market presence has diminished over time.

WHY IT'S LESS POPULAR NOW...

The rise of **health-conscious parents** preferring beverages with less sugar.

Competition from healthier alternatives such as **organic juice boxes** and **flavored water**.

BRAND OBJECTIVES

REBRAND BUG JUICE AS A MODERN ENERGY DRINK FOR TEENS AND YOUNG ADULTS

Transform Bug Juice from a children's drink into an energy drink that appeals to its original audience, now grown up. Maintain the nostalgic elements while introducing features that align with the needs of young adults, such as caffeine content and sugar-free options for a healthier lifestyle.

REFRESH VISUAL IDENTITY TO BALANCE NOSTALGIA WITH MODERN APPEAL

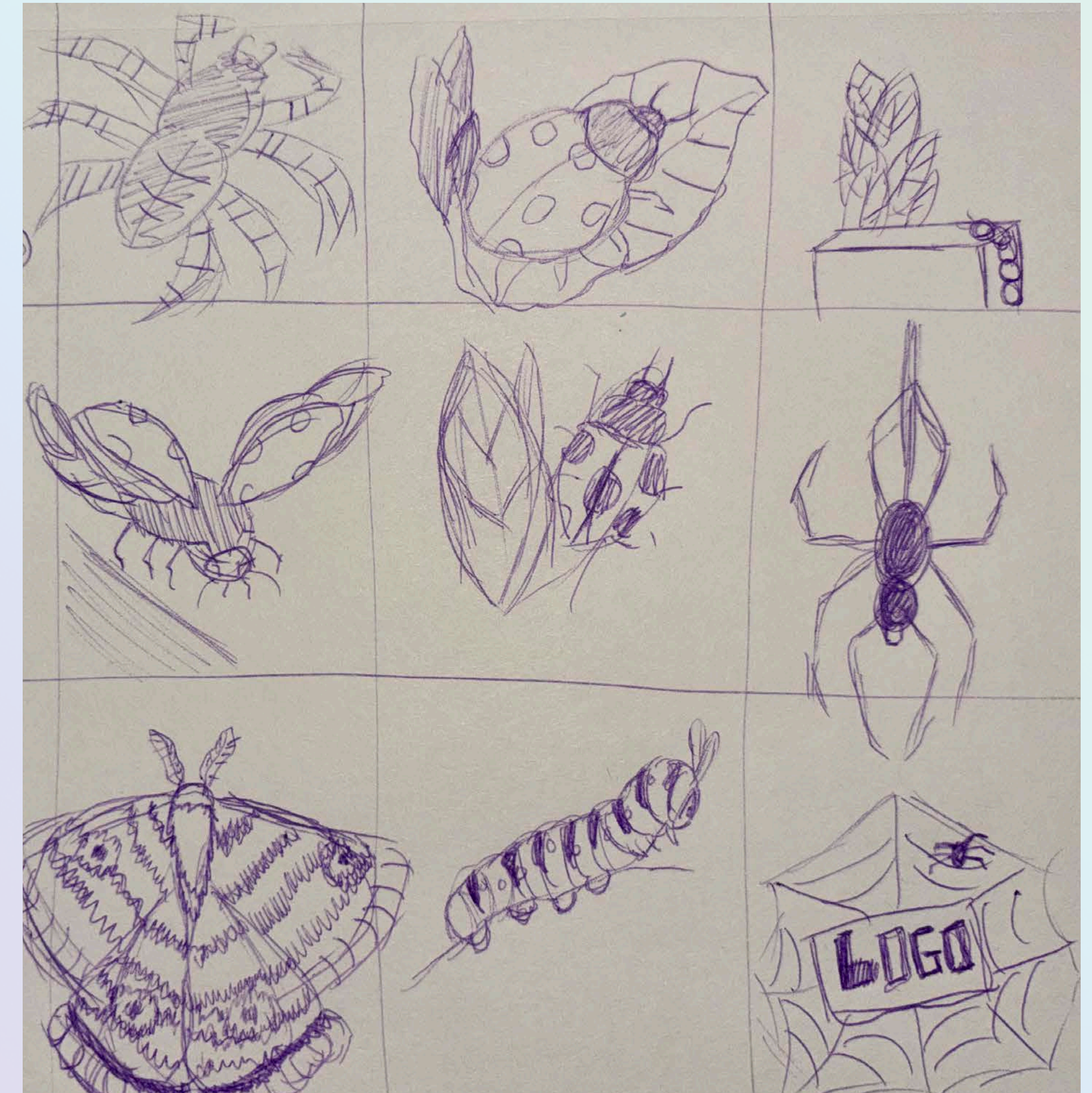
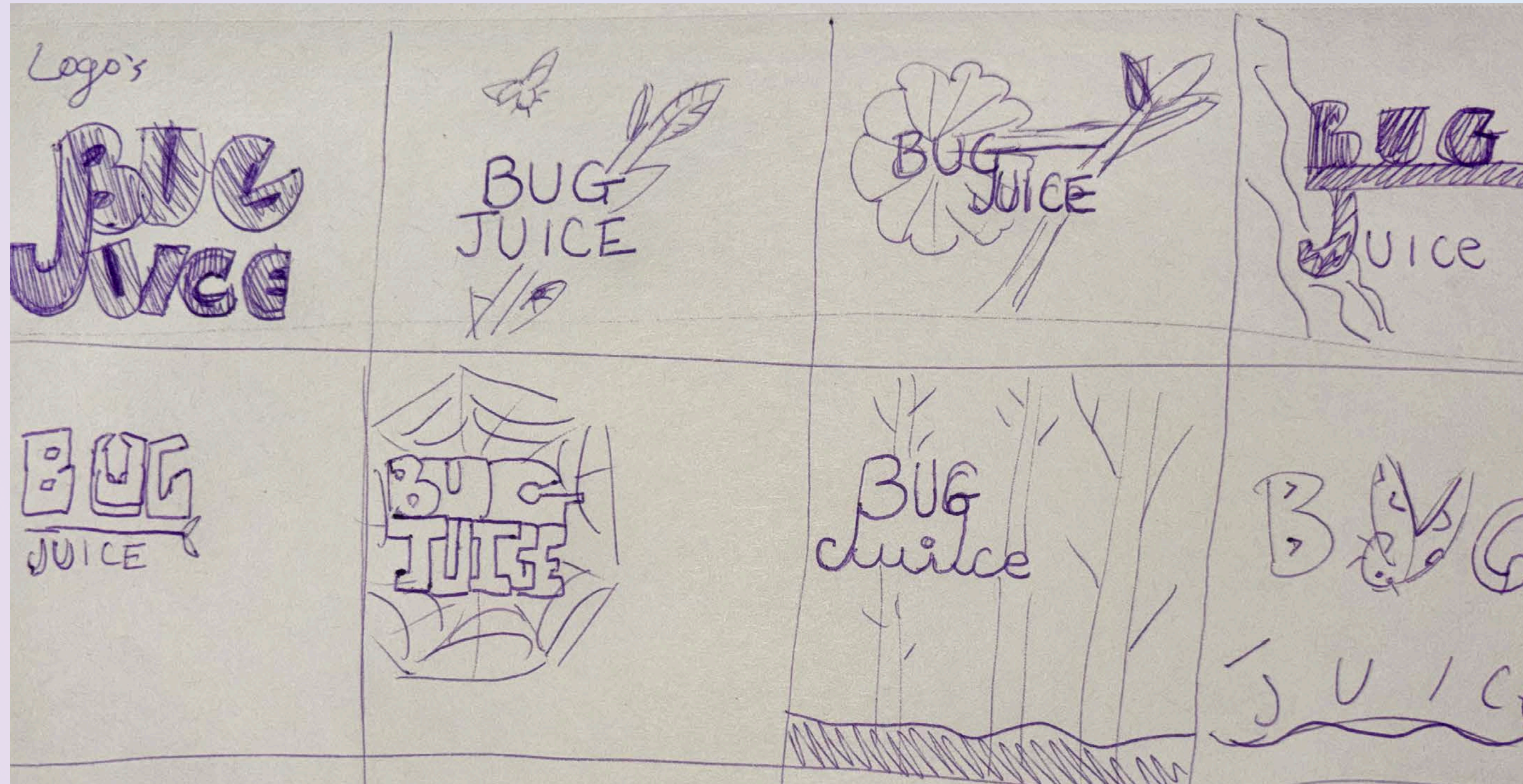
Update the visual elements—including the logo, colors, and illustrations—to reflect a more sophisticated and stylish aesthetic. Keep some recognizable features to evoke nostalgia, but incorporate a mature and edgy style that resonates with a new generation looking for fun, energy-driven products.

POSITION BUG JUICE AS A LIFESTYLE ENERGY DRINK

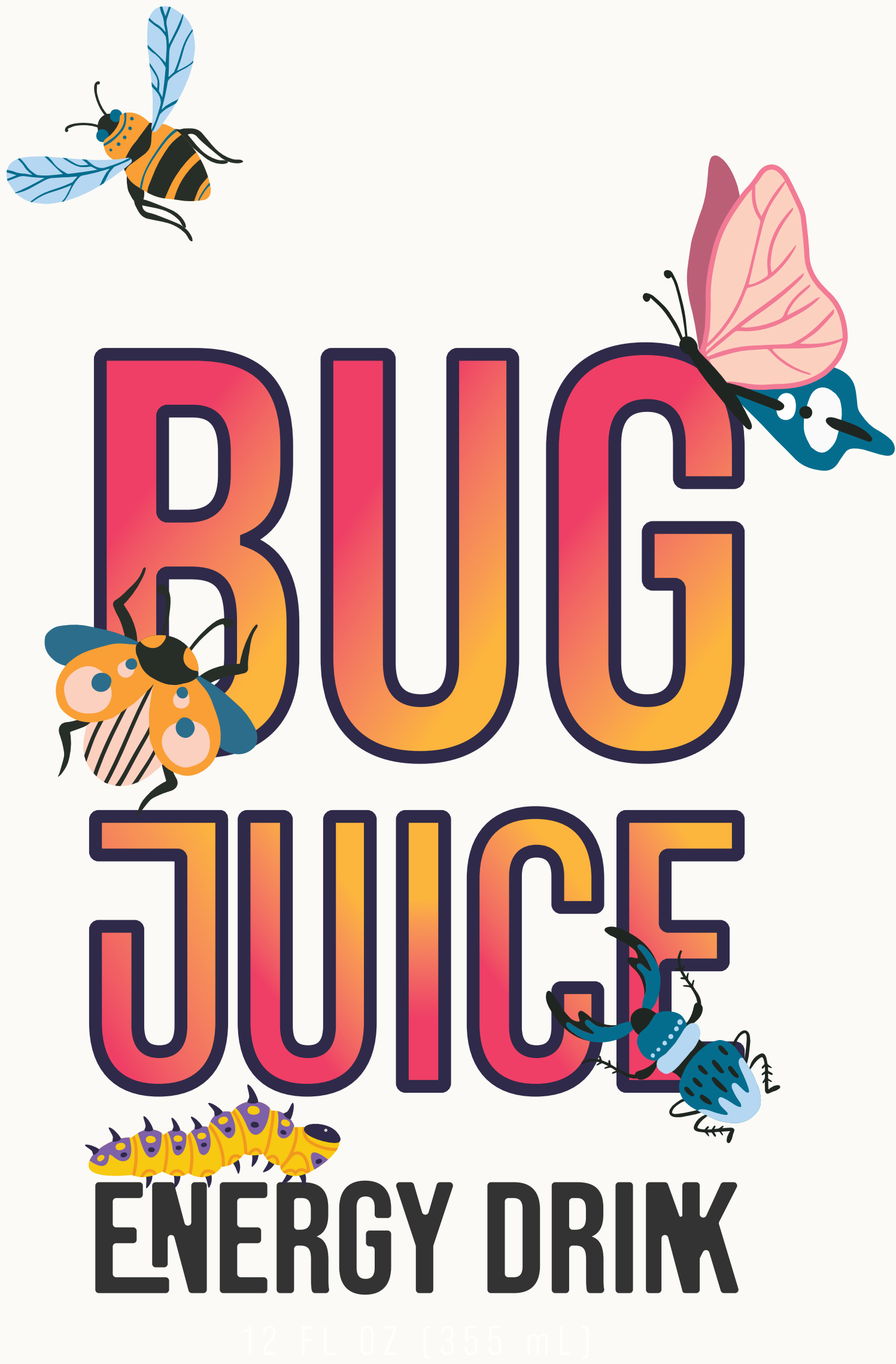
Market Bug Juice as more than just a drink—make it a companion for gaming, studying, and on-the-go activities. Emphasize its energizing effects, great taste, and convenience, targeting teens and young adults who grew up with the brand and now need an energy boost for their busy daily lives.

CREATING THE NEW BRAND

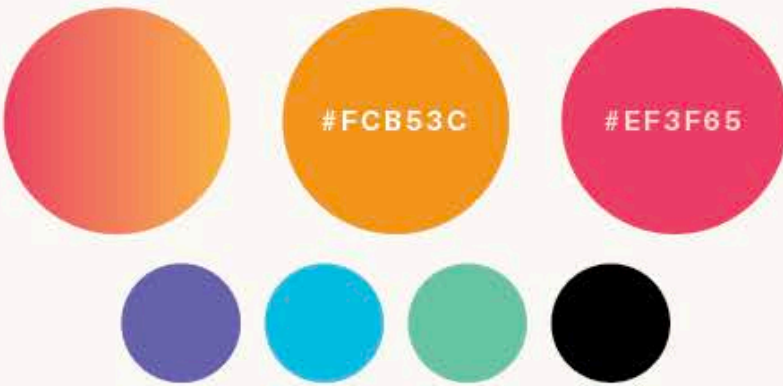
SKETCHING



LOGO AND BRAND GUIDE



COLORS



LOGOS



TYPOGRAPHY

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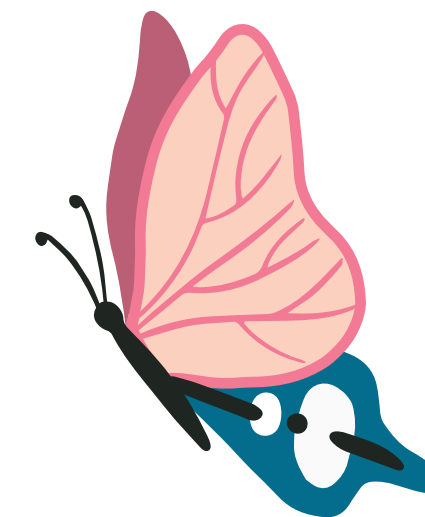
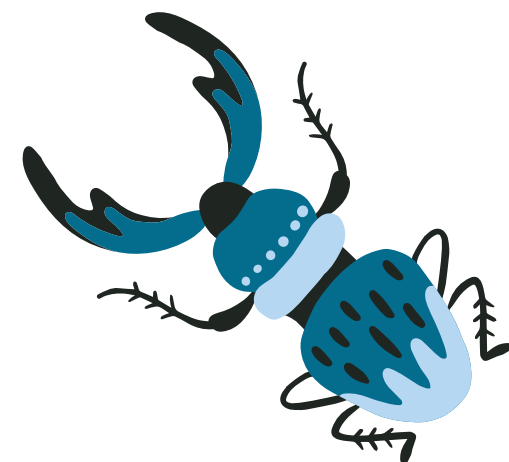
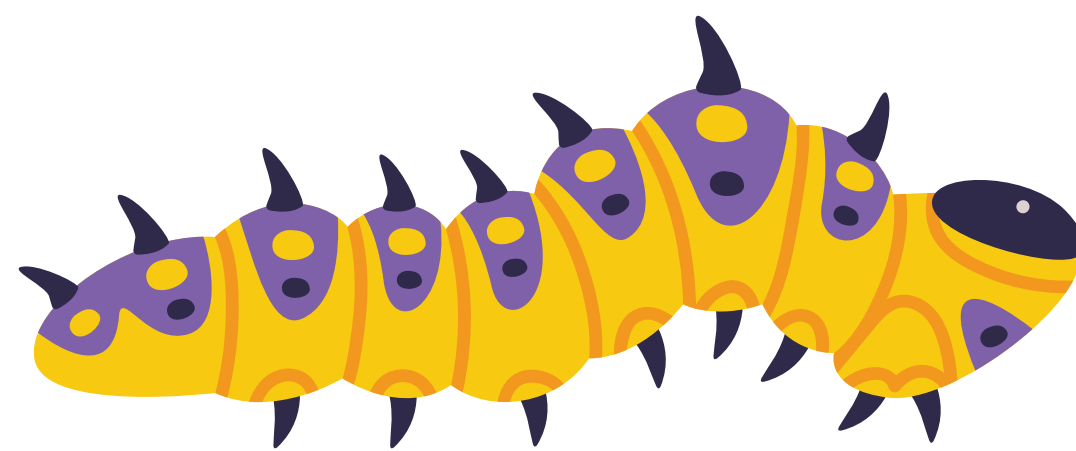
BOLD - BEBAS NEUE PRO

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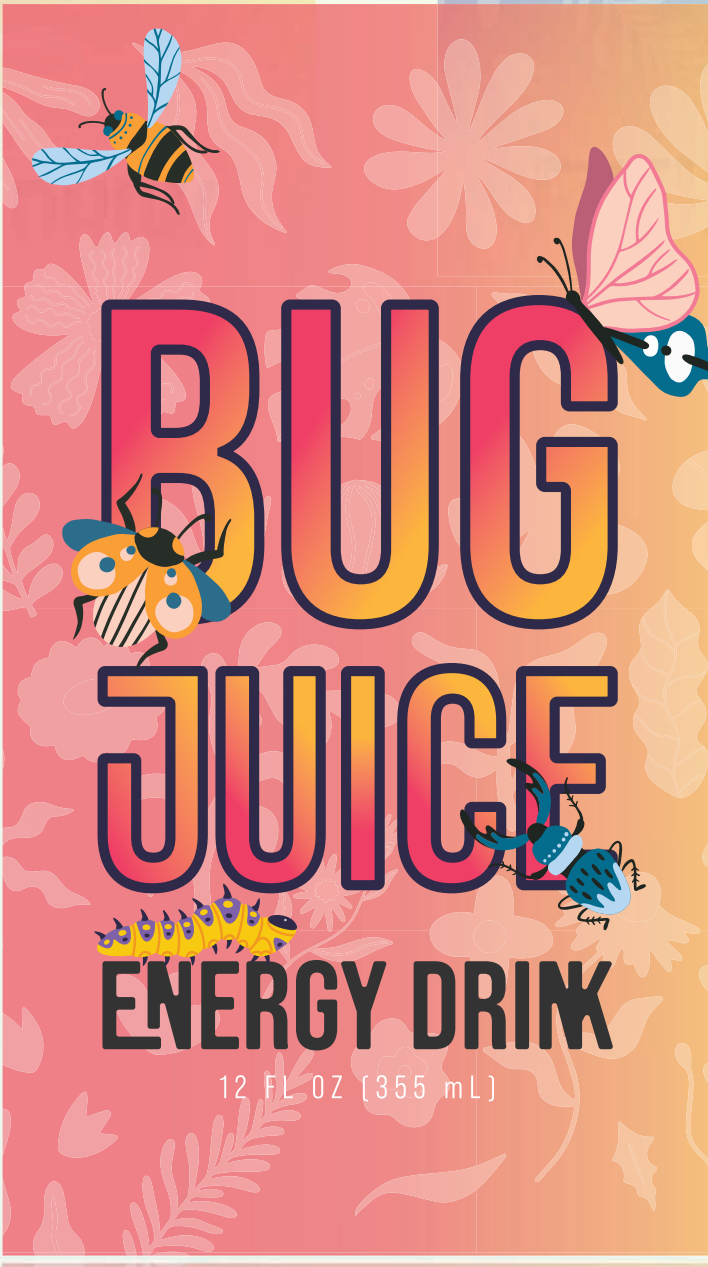
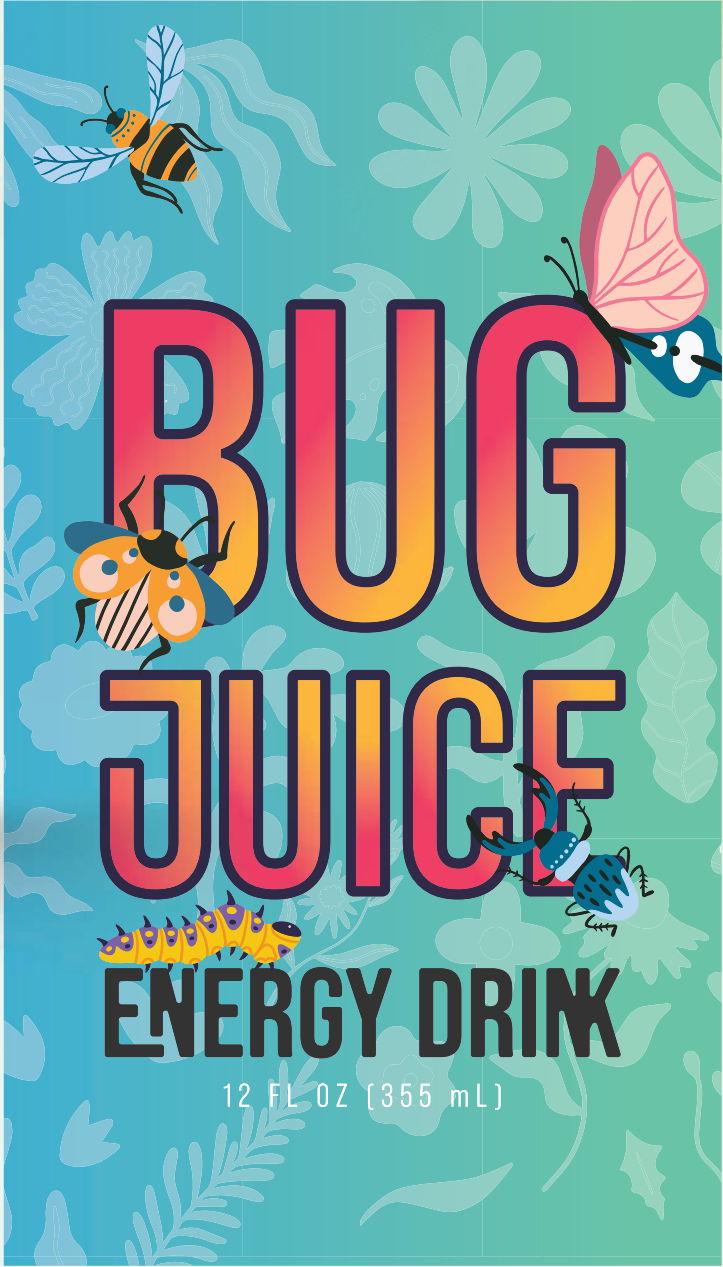
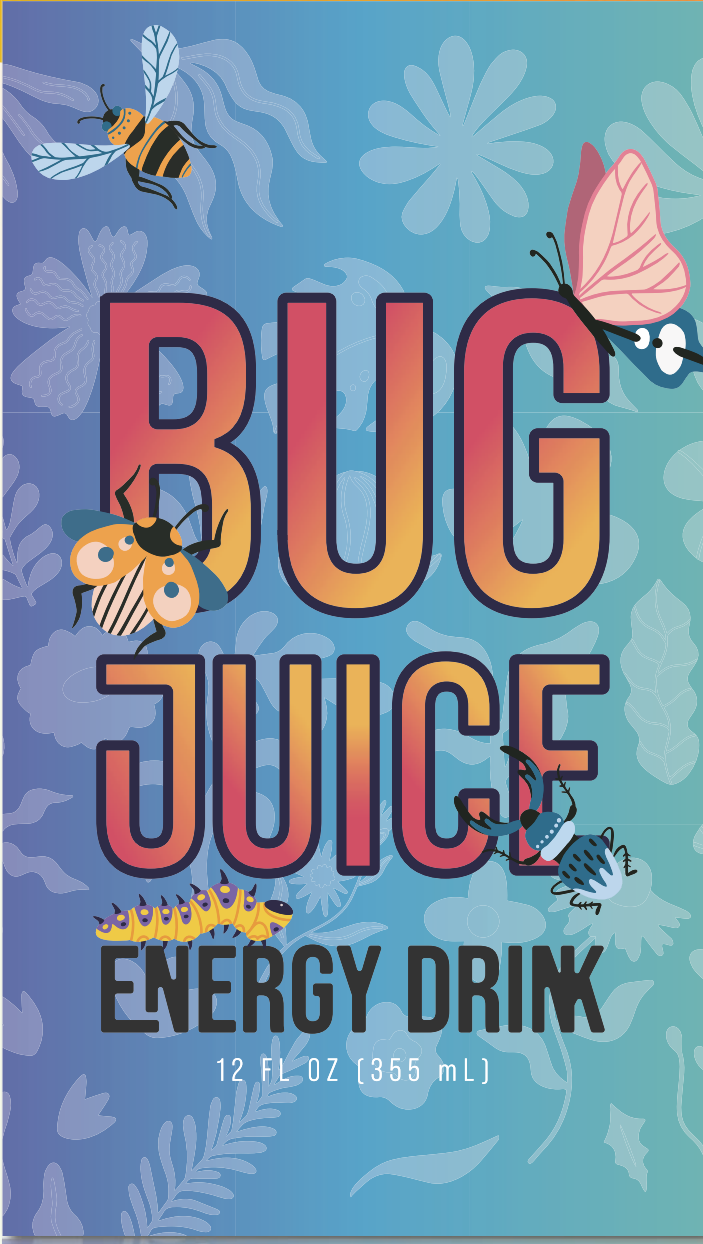
REGULAR - BEBAS NEUE PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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BRAND ASSETS AND PATTERNS



LABEL, DRINK & WEBSITE MOCKUP



PRODUCT PAGE - WEB PROTOTYPE



BUG JUICE



BUG JUICE

NOSTALGIC FLAVOR, NEXT-LEVEL ENERGY

Bug Juice is back and better than ever—reimagined as the ultimate energy drink for today's fast-paced life. Packed with caffeine and zero sugar, Bug Juice delivers the same bold, fruity flavors you loved as a kid with the boost you need to power through work, gaming, or whatever your day throws at you. It's time to fuel your nostalgia and energize your future.

SELECT A FLAVOR



\$6.50

Add To Cart



161 REVIEWS

