



**HYKE**

**PACKAGING BOOK 2017**





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## PRODUCT

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HYKE IS AN ALCOHOL INFUSED SPORTS DRINK DESIGNED FOR ADULT ATHLETES AND SPORTS FANS WHO WANT TO STAY REPLENISHED AND REFRESHED, WHILE ALSO RECEIVING THE ENJOYMENT AND RELAXATION THAT COMES FROM CONSUMING AN ALCOHOLIC BEVERAGE. THE BEVERAGE REPLENISHES THE BODY WITH ELECTROLYTES AND CARBOHYDRATES BEFORE, DURING, OR AFTER AN EXERCISE, WORKOUT, OR ACTIVITY. THE COMBINATION OF THE SPORTS DRINK AND THE DISTILLED ALCOHOL ALLOWS HYKE TO REHYDRATE AND REFUEL ANY ATHLETE WHILE ALSO EASING THE BODY.

## PACKAGING CONTENTS

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HYKE PRODUCES VARIETY PACKS THAT ARE SOLD WITH EACH OF THE SIX FLAVORS. THE INTENT OF THE VARIETY PACK IS TO GIVE THE CONSUMER A TASTE OF EACH FLAVOR HYKE HAS TO OFFER. THE SIX-PACK OF HYKE INCLUDES SIX DRINKS, THE FLAVOR BOOKLET, AND A COASTER. THE DRINKS ALL REVOLVE AROUND IN A CIRCLE WITHIN THE BOX. IN THE CENTER OF THE SIX-PACK IS WHERE THE FLAVOR BOOKLET AND COASTER ARE LOCATED.







## COMPETITION

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BECAUSE HYKE IS A SPORTS DRINK AND AN ALCOHOLIC BEVERAGE, THE BRAND HAS COMPETITION WITH MUCH LARGER BRANDS IN TWO DIFFERENT MARKETS. FOR EXAMPLE, THE MOST POPULAR SPORTS DRINKS INCLUDE GATORADE AND POWERADE, WHILE BUD LIGHT AND COORS LIGHT ARE THE PREFERRED ALCOHOLIC BEVERAGES OF CHOICE IN THE UNITED STATES.

THE DEMOGRAPHIC FOR ALL THESE BRANDS ARE RELATIVELY THE SAME. ALTHOUGH GATORADE'S AND POWERADE'S TARGET AUDIENCE IS ADULT ATHLETES, THE BRANDS ARE SUCCESSFUL WITHIN THE YOUTH DEMOGRAPHICS AS WELL. HYKE IS AT A DISADVANTAGE WITH OTHER SPORTS DRINKS BECAUSE THE BEVERAGE CANNOT BE SOLD TO OR CONSUMED BY MINORS.

THE PACKAGING FOR THE VARIETY OF ALCOHOL BRANDS DIFFERS. SOME OF THE PACKAGES INCLUDED THE BOTTLES OR CANS ENCLOSED WITHIN THE BOX, WHILE OTHERS HAD THE BOTTLES EXPOSED.







## DEMOGRAPHICS

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THE ADDED ALCOHOL TO THE SPORTS DRINK RISES THE AGE OF THE CONSUMER FOR WHICH THE PRODUCT IS SOLD. HYKE IS CREATED FOR A YOUNGER, BUT MATURE DEMOGRAPHIC, MALE OR FEMALE, TARGETED AT THE AGES OF 21 TO 45.

ALTHOUGH THIS IS THE TARGET DEMOGRAPHIC, ANYONE ABOVE THE AGE OF 21 IS ABLE TO ENJOY THIS BEVERAGE.

## PSYCHOGRAPHICS

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HYKE CREATES A FUN AND ENJOYABLE ATMOSPHERE WITH FRIENDS NO MATTER THE OCCASION. THE HARD SPORTS DRINK IS GREAT FOR COMPETITIVE PICKUP GAMES OR HANGING OUT WITH FRIENDS AT A TAILGATE PARTY; THE DRINK IS LESS FORMAL IN COMPARISON TO THE NUMEROUS ALCOHOL BRANDS INTENDED FOR AN OLDER DEMOGRAPHIC. HYKE IS MEANT TO BE MORE CASUAL, BUT ENJOYABLE, SIMILAR TO SPORT DRINKS OR OTHER MIXED DRINKS. THE DESIGN WITHIN THE BRAND REFLECTS THIS FUN AND EXCITING ATTITUDE.





## **BRAND DIFFERENTIATION**

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HYKE IS UNIQUE IN COMPARISON TO OTHER SPORT DRINKS BECAUSE OF THE ALCOHOL THAT IS INSTILLED WITHIN THE DRINK. THE CONSUMER BENEFITS FROM HYKE BECAUSE OF THE FLEXIBILITY IT PROVIDES IN TERMS OF WHEN AND WHERE IT CAN BE CONSUMED. THE PLEASANT FLAVOR OF HYKE MAKES IT IDEAL FOR PHYSICAL ACTIVITIES; BEER AND OTHER ALCOHOLIC BEVERAGES ARE NOT REFRESHING IN THESE SITUATIONS. HYKE CAN ALSO BE CONSUMED AT ANY EVENT OR VENUE BECAUSE IT IS A GREAT SUBSTITUTION FOR OTHER ALCOHOLIC BEVERAGES.

## **BRAND EFFECTIVENESS**

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THE DESIGN OF THE PACKAGE RESEMBLES THE CONTOUR OF HYKE'S LOGO. THE BOX IS IN THE SHAPE OF A HEXAGON, WHICH CONTAINS SIX SIDES, MAKING THE PACKAGING UNIQUE BECAUSE OF THIS SHAPE. ALCOHOL AND SPORT DRINK BRANDS TEND TO PACKAGE THE DRINKS IN A SQUARE OR RECTANGULAR BOX. THE HEXAGONAL SHAPE REINFORCES THE BOX, AS WELL AS MAKING MULTIPLE BOXES EASY TO STORE.

## WHITE

C=0, M=0, Y=0, K=0

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## BLUE

C=93, M=71, Y=52, K=52

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## FLAVOR COLORS

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## TYPOGRAPHY

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### EXO MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

### EXO BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

### EXO BLACK

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz**

### EXO MEDIUM ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz*

### EXO BOLD ITALIC

***AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz***

### EXO BLACK ITALIC

***AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz***

HYKE'S TYPOGRAPHY USES THE EXO TYPEFACE THROUGHOUT THE BRAND. IN CONTRAST TO THE HEXAGONAL SHIELD, EXO IS A SAN SERIF FONT THAT REPRESENTS THE MORE FUN AND FRIENDLY ASPECT OF THE BRAND. EXO EXTRA BOLD ITALIC IS THE PRIMARY FONT OF HYKE. WHEN THE NAME OF THE BRAND IS SHOWN, THIS IS THE FONT THAT IS UTILIZED. IT IS IMPORTANT BECAUSE THE FONT IS BOLD, BUT THE ITALIC FONT CREATES MOVEMENT AND MOTION WITHIN THE LOGO.





## BRAND PHOTOGRAPHY

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THE PHOTOGRAPHS AND IMAGES USED THROUGHOUT THE BRAND INCORPORATE VARIOUS SPORTS AND ATHLETES INCLUDING THE DRINK ITSELF. THESE PHOTOGRAPHS ARE USED TO MAKE THE BRAND MORE FUN AND RELATABLE FOR THE VIEWER AND THE CONSUMER. THE PHOTOGRAPHS CONTAIN ADULT ATHLETES PLAYING IN A SPORTS OR ACTIVITY, AS WELL AS AN ATHLETE HOLDING OR CONSUMING THE BEVERAGE.

## PACKAGE DESIGN / MATERIAL

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THE PACKAGE DESIGN USES A VARIETY OF PHOTOGRAPHS TO EXPRESS HYKE'S BRAND, WHICH CATCHES THE VIEWER'S EYE BECAUSE OF THE COLORS USED. THE SIX SIDES OF THE BOX EACH HAVE THEIR OWN IMAGE WITH DIFFERENT CONTENT ON THE SIDES. TWO SIDES CONVEY WHAT THE PRODUCT IS, WHICH IS A VARIETY SIX PACK. THE NEXT TWO SIDES CONTAIN HYKE'S SLOGAN, "DRINK HARD. PLAY HARD." THE LAST TWO SIDES SHOW THE FLAVORS WITHIN THE VARIETY PACK AND A DESCRIPTION OF WHAT A HARD SPORTS DRINK IS AND WHY HYKE IS APPEALING TO THE CONSUMER.

HYKE'S BOX IS CREATED USING CARDBOARD BECAUSE IT IS CHEAPER AND THE BOX ONLY HAS A ONE USE, WHICH IS TO TRANSPORT AND CONTAIN THE DRINKS WITHIN IT. ONCE THE DRINKS HAVE BEEN CONSUMED, THE BOX WILL BE THROWN OUT BECAUSE THE PACKAGING IS NOT MEANT TO HAVE A LONG SHELF LIFE.





12 FLUID  
OUNCES



7 PERCENT  
ALC/VOL

**HYKE**

ORANGE CHARGE





## **BOTTLE DESIGN / MATERIAL**

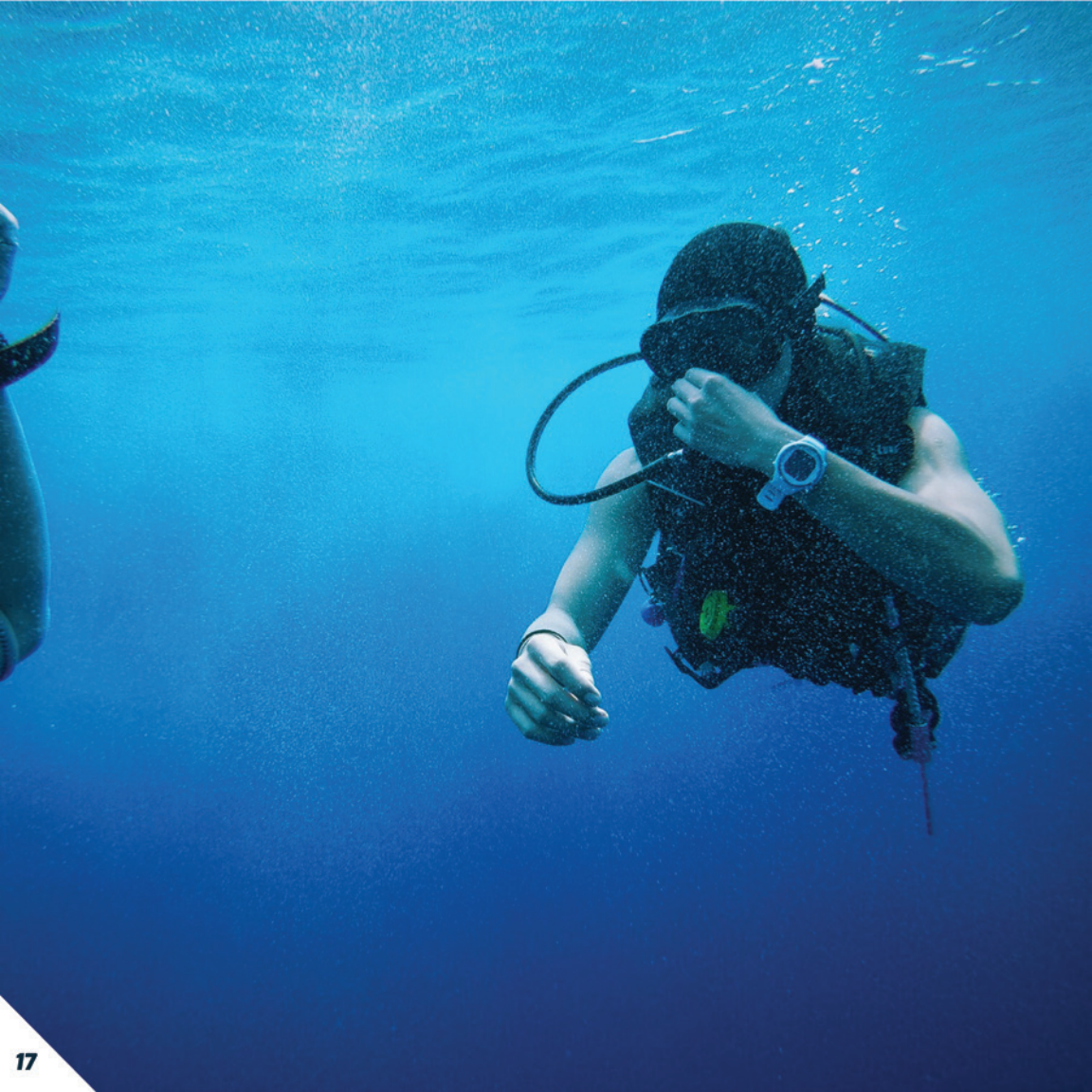
**MOST SPORTS DRINK BRANDS USE PLASTIC FOR THEIR BOTTLES, WHILE ALCOHOL BRANDS TEND TO USE GLASS. HYKE'S BOTTLES ARE UTILIZE ALUMINUM TO MAKE THE BOTTLES MORE APPEALING THAN PLASTIC, AS WELL AS BEING MORE DURABLE THAN GLASS WHEN DROPPED OR THROWN DURING AN ACTIVITY.**

**THE BOTTLES ARE WHITE TO HELP REFLECT LIGHT, WHICH KEEPS THE DRINK COOLER FOR LONGER. THE HEXAGONAL SHAPE IS USED WITH THE BOTTLE PRIMARILY TO PREVENT IT FROM ROLLING AWAY IF THROWN DURING A SPORT. THE CAP OF THE BOTTLE CAN BE TWISTED ON AND OFF; THIS MAKES THE DRINK ADEQUATE FOR A LONGER PERIOD OF TIME.**



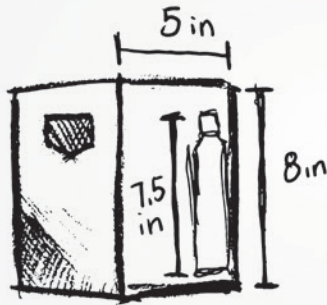








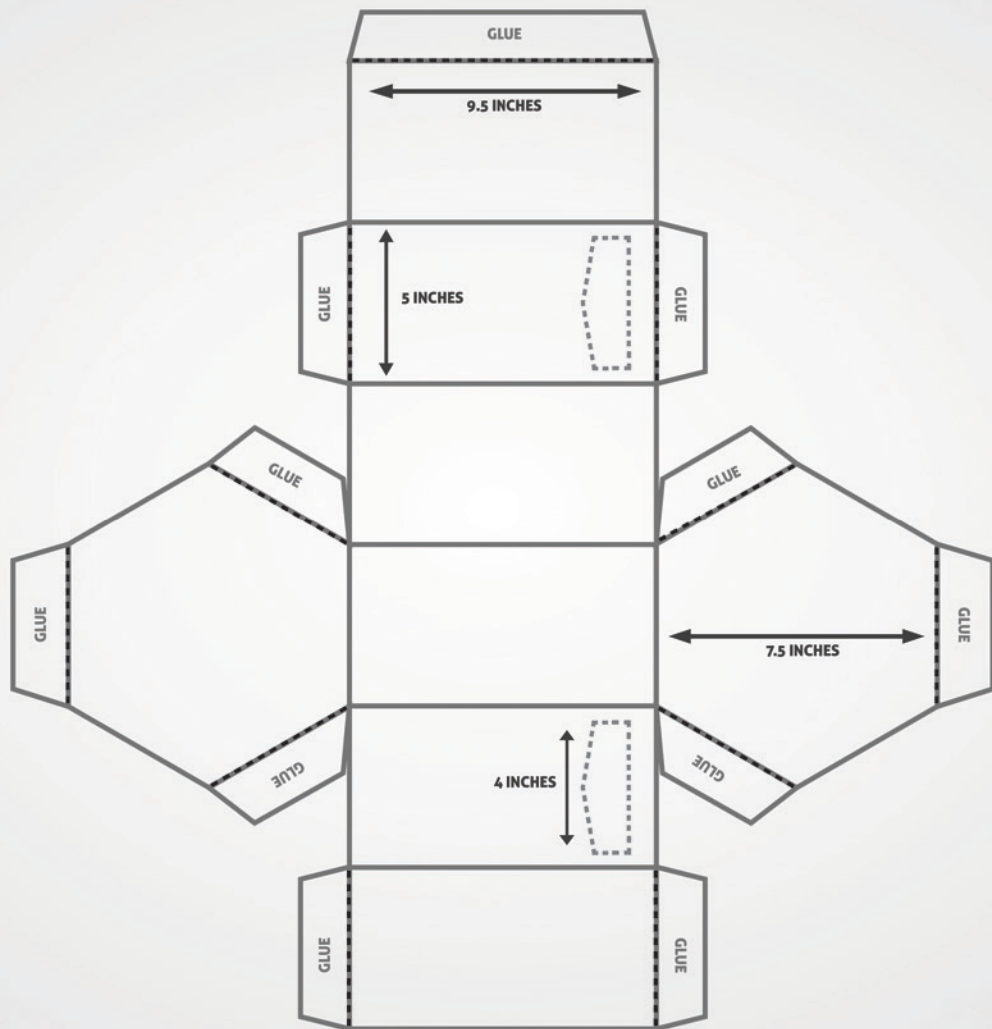
## PACKAGING SKETCHES



Bottles : 8 in x 2.5 in

Box : 5" x 9" x 7.5"





## PACKAGE DIELINE / SIDES





HARD SPORTS DRINKS

**HYKE**  
VARIETY SIX PACK



## PACKAGE MOCK-UP

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[HYKEHARD.COM](https://HYKEHARD.COM)