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Hyke Hard Sports Drinks

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 with consuming an alcoholic beverage. The brand is unique in comparison to other thirst-quenchers because of the alcohol that is instilled within the drink. 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.

The added alcohol rises the age of the demographic in which the product is sold. Hyke is created for a 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. Hyke is intended to create 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.

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.¹ 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 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.

The name of the brand, Hyke, is an adaptation of the term in football: Hike. It represents the energy and the passion that the brand indulges and creates. The brand name is very important, and can be found throughout the brand, usually bounded within the logo.

The final lockup design of the logo includes the name of the brand within a hexagon. The hexagon is constructed based off of the Germanic shield.² The shield represents the strong and competitive nature within sports. Underneath the brand name is the tagline, "Hard Sports Drinks." The tagline has a smaller

¹ Malin, Joshua. "The 20 Most Popular Beers in America." February 20, 2015. Accessed December 14, 2016.

² Powell, Lindsay. Roman Soldier Versus Germanic Warrior: 1st Century AD. London, United Kingdom: Osprey Publishing, 2014.

font and is condensed to fit underneath the brand name in the same amount of space. All the copy within the logo is centered.

This final lockup is used in two different ways. Firstly, this logo is designed to incorporate an image or photograph within it. The image is integrated strictly within the hexagon, while the brand name and tagline are placed above the image and centered inside the hexagon. This design is used on the cover of the various printing materials.

In the second design of the final lockup, the brand name and the tagline are “punched-out” of the hexagon; the content behind the logo shows through the copy, instead of the hexagon. This variation of the logo makes it useful on posters when the entire logo must be placed on top of an image.

Hyke has a variety of logos for different locations and situations. The final lockup is the primary logo used throughout the brand. In some instances, the tagline in the logo can be changed based on where it is placed. For example, the tagline, “Hard Sports Drinks,” is to be replaced with “Brand Book 2017,” on the Brand Book.

For smaller applications, the logo is reduced to only the brand name within the hexagon, excluding the tagline. Because the Hyke logo must be scaled down to accommodate the smaller designs, the logo and the copy within it must be legible. An example in which this logo is utilized is on the cap of the bottle; the cap is too small for the design to incorporate a tagline.

The third logo is similar to the first design of the final lockup, but the inner hexagon is removed. This logo is comprised of the brand name and the tagline within a bold outline of the hexagon's contour. This is an alternative logo that is used on items such as the coaster, which does not incorporate an image behind the logo.

The final adaptation of the logo removes the brand name and tagline altogether. The purpose of this design is to place copy and information above it. It effectively creates contrast from the background to make the information more visible and legible. The design is included in the letterheads, business cards, as well as Hyke's Brand Book. The hexagon is always white to give the most juxtaposition from the background, but it must always be set to a 90% opacity to slightly show the background image behind it. The slight adjustment in opacity makes the photograph visible to the viewer, while keeping the typography comprehensible.

Hyke's typography uses the Exo typeface throughout the brand. In contrast to the hexagonal shield, Exo is a sans serif font that represents the more fun and friendly aspect of the brand. Hyke uses three different fonts within the Exo typeface. The three fonts include Exo Extra Bold Italic, Exo Bold, and Exo Medium. All the fonts within this typeface are used to create hierarchy.

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.

It represents the exertion of energy that Hyke will replenish. Exo Extra Bold Italic is also used for headings and titles. For instance, the Brand Book includes different sections of Hyke's design. Each section's title or header uses the Exo Bold Italic font.

The secondary font within the Exo typeface is Exo Bold. This font is always used underneath the name of the brand. This is the main font for any taglines that are placed with the name of the brand, whether it is "Hard Sports Drinks," or "Brand Book 2017." The font size of Exo Bold must always be smaller than the Exo Extra Bold Italic font so the tagline fits underneath the brand name in the design.

The last font within the Exo typeface is the Exo Medium font. Exo Medium is used for large amounts of copy; this includes paragraphs and descriptions. Because Exo Medium is used for paragraphs, the font size is always smaller than Exo Extra Bold Italic and Exo Bold. Exo Medium is placed on top of the white hexagon to enforce contrast from the background image.

Aller is the second typeface for Hyke and is used primarily within the Brand Book and the posters. In the Brand Book, it is utilized for descriptions of the designs in the brand. For the posters, Aller Bold is used for the catchphrase, "Play Hard. Drink Hard."

The primary color within Hyke's color palette is blue; the secondary color is white. Because this is an adult beverage, the colors in the design needed to be mature to fit with the brand. This is why a dark midnight blue is the primary

color that Hyke uses throughout the design. Unlike the light blue that is used in many sports drinks, the midnight blue is similar to the color palette of alcoholic beverages. The midnight blue is also a reference to the late night hours in which the consumption of alcohol typically begins.

The color palette is primarily used for logos and copy within the paragraphs. The logo uses a solid color when used for small application. The poster is an example in which the logo is filled with white or blue. To make the logo visible, the midnight blue is used on light surfaces within the photograph, while the white logo is used in the dark areas. This is based on the image used for the poster. The midnight blue is important throughout the design of the brand. In the letterhead, a large, white-opaque hexagon covers a majority of the page to appropriately suit the large amount of copy. Because the copy is placed onto this white hexagon, the paragraphs must use a dark font. This is where the midnight blue becomes prominent because it creates the contrast needed to be legible.

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 layout of the posters contains photographs of adult athletes playing in a sports or pickup games, an athlete holding or consuming the beverage, as well as sports fans and friends drinking at a tailgate or party.

All the posters are created using a vertical format in association to the shape of Hyke's bottle.

The bottom of the poster includes the logo and the slogan, "Play Hard. Drink Hard." The slogan on the poster may also change based on the sport or activity that is presented through the photograph. For example, if the image depicts a golfer, it will say "Swing Hard. Drink Hard," or for an image of basketball players, it will say "Dunk Hard. Drink Hard." The slogan is flexible enough to change based on the activity. The poster includes a call to action as well. Hyke's website is located below the slogan and the logo to give the viewer direction to where they can find more information about the brand.

The design of the letterheads and business cards are the same, although the dimensions of the paper in which they are printed are different. For the letterhead, it is the standard 8.5 inches by 11 inches. The business card is a 3-inch by 3-inch square; similarly, the Brand Book is also a square measuring 6 inches by 6 inches. The hexagonal design of the logo fits well within the square, whereas a rectangle does not appropriately fit around the contour of the hexagon. Proportionally, the square is more appealing.

Each piece within the Hyke brand has its own unique images. For example, the front and back of the business card include different images, but they are the same sport or activity to keep the theme of the business card consistent. The theme and photographs on the business card differ than the

letterhead, envelope, and even the posters. This is to emphasize the variety of activities and atmospheres in which this beverage can be consumed.

Hyke currently produces six different flavors: Fairway Green Apple, Grape Striker, Orange Charge, Spiked Watermelon, Strawberry Snipe, and Blueberry Blitz. The name of each flavor is derived from the fruit as well as a term from the corresponding sport. The Fairway Green Apple refers to golf, while Spiked Watermelon is a reference to volleyball. Flavor icons are used to distinguish the different flavors.

Flavor icons all use the same design, but change based on the flavor and the sport that is depicted. The icons include the silhouette of an athlete, the flavor's name, and an illustration of the fruit, which are all incased within a hexagon to match with Hyke's design. Although the icons depict different sports, it does not mean the different flavors are strictly intended for that specific sport. The flavor icons can be seen within the Hyke's Flavor Booklet and on Hyke's bottles as well.

The flavor booklet is a foldable piece that displays all the flavors that Hyke manufactures. The booklet includes the flavor icons; however, a description of each flavor is also incorporated within the design of the icons. The Flavor Booklet is included in Hyke's six-packs to provide information about all the flavors of the brand.

The six-pack of Hyke includes six drinks, the Flavor Booklet, and a coaster. The design of the six-pack contains six hexagonal pockets for the drinks, all revolving in a circle. In the center of the six-pack is where the Flavor Booklet and coaster are located. The coaster is made of pulp board and includes the logo on the front with Hyke's contact information on the back, similar to the business card.

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 to find the one they may want the most, or to enjoy each of the flavors that Hyke offers. The six different flavors and the variety packs are sold in stores throughout the United States.

The design of Hyke's bottles is unique in comparison to the various alcohol and sports drink bottles. Because the bottles are in the shape of a hexagon, they are more durable. The shape also prevents the bottle from rolling away during any activity. The bottle includes a hexagonal label with the drinks necessary information including the logo, flavor icon, and the alcohol content.

The material of the bottle is important as well. Alcohol bottles are typically made out of glass, while sports drinks are primarily contained within a plastic bottle. Because Hyke is a hard sports drink, the bottle must present itself to be more appealing and attractive than sports drinks, which use the plastic bottle. A glass bottle is not ideal with the brand because glass can be easily broken when thrown. Instead, an aluminum bottle is a great alternative because

not only is it used by many beer and alcohol brands, but it is very durable for any activity. Hyke's bottles also have caps that can be twisted on or off allowing the bottles to be closed during an activity or to be reused.

Hyke's ultimate goal is to create an atmosphere that is fun and enjoyable, but also exciting and competitive with friends. All of the design within Hyke is intended to reflect this attitude, whether it is the letterhead, business card, brand book, posters, or bottles. So grab some friends, and grab some Hyke.

Works Cited:

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