

Griffitz

Scheda di presentazione

Design and Concept by



Griffitz - Ice Mint

Aree Competitive

- Relazing drink
- Soft drink
- Analcolici
- Succhi di frutta
- Acque minerali

Concorrenza orizzontale

- Segmento dei relaxing drink (Acqua Floral...)

Concorrenza verticale

- in antitesi agli energy drink
- analcolici
- “equilibria”

Posizionamento

- Stile din vita naturale
- prodotto italiano

Ingredienti

Bevanda al gusto di menta bianca, 100% naturale, a base di camomilla, melissa e NONI, sernza coloranti

Distribuzione

- Horeca
- supermercati
- distributori automatici

Prodotto: Griffitz Ice mint

Targhet: giovani 25-45 anni

Promise: Rigenerante, naturale 100 100%

Reason Why: contiene NONI

Support in evidence: senza coloranti, prodotto italiano, antiossidante

Tono: Relaxing drink brioso

Must: colore bianco, mantenere grifone

Customer response: Lancio e restayling identity

Ulteriori info:

Multisoggetto gusti (vd. Fanta)

Togliere rigidità dal logo

Grifone, animale simbolo dell'azienda, elegante, forza, fierezza



SEMPLIFICARE



Grifone

filler.com



Black



The logo features a stylized swan-like flourish on the left, with its neck and head curving upwards and to the right. The word "Grifnitz" is written in a cursive, calligraphic script that flows from the flourish. The letter 'G' is large and prominent, with a long, sweeping tail that extends to the right. The overall style is elegant and artistic.

Negative



This version of the logo is presented as a negative space design. The swan-like flourish and the cursive text "Grifnitz" are rendered in white against a solid black background. The overall composition is clean and high-contrast, emphasizing the intricate details of the calligraphic script.

Pantone verde acqua metallizzato

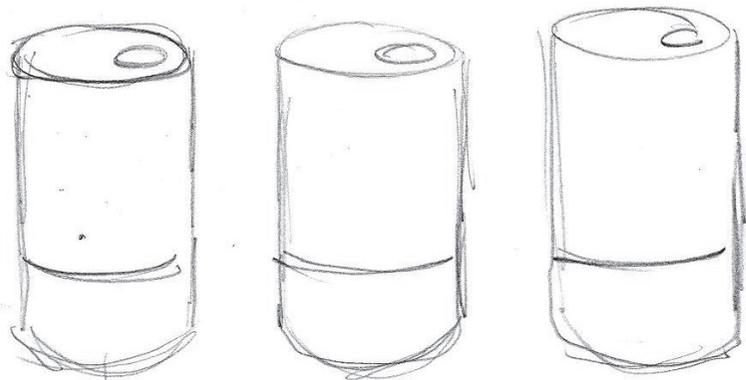


The logo is shown in a metallic green color. The swan-like flourish and the cursive text "Grifnitz" are rendered in this vibrant, shimmering hue. The overall style remains consistent with the other versions, featuring a flowing, calligraphic script.

versione Pantone Blu



The logo is shown in a deep blue color. The swan-like flourish and the cursive text "Grifnitz" are rendered in this rich, saturated hue. The overall style remains consistent with the other versions, featuring a flowing, calligraphic script.



✓ COLORE DEL MULTISOCCHETTO



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