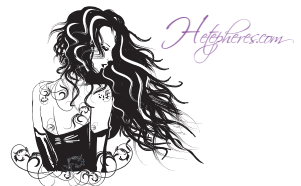


# Griffitz

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

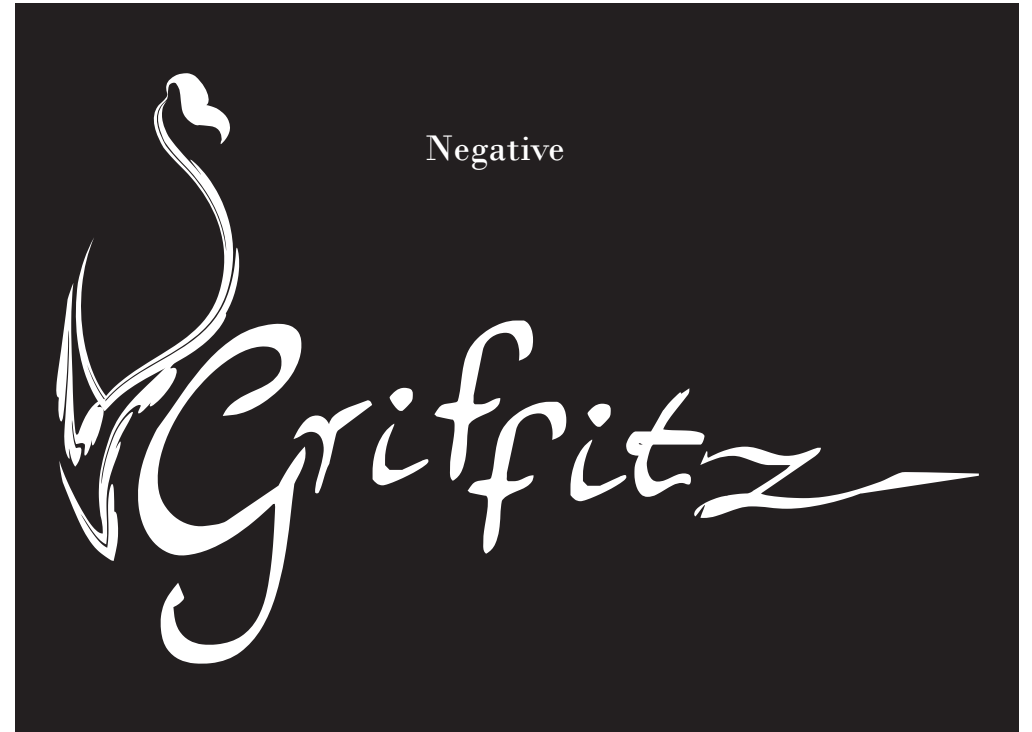
filler.com

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 font, starting from the flourish and extending to the right with a long, thin tail on the final 'z'.

Negative



This version of the logo is presented as a negative space design. The white swan-like flourish and the word "Grifnitz" are set against a solid black background, creating a high-contrast, graphic effect.

Pantone verde acqua metallizzato

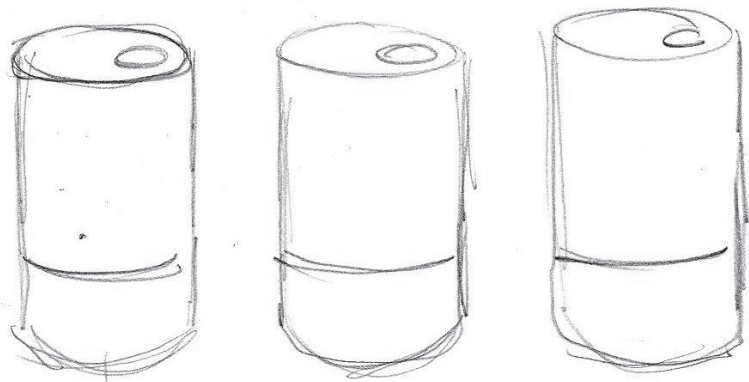


The logo is rendered in a metallic green color. The swan-like flourish and the cursive text "Grifnitz" are shown with a slight gradient and a reflective quality, giving it a three-dimensional appearance.

versione Pantone Blu



The logo is rendered in a deep blue color. The swan-like flourish and the cursive text "Grifnitz" are shown with a slight gradient and a reflective quality, giving it a three-dimensional appearance.



COLORE DEL MULTISOCCHETTO



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