

Jenna Abdinoor – Final Project

Type of Website:

- Branding Project Website

Topic of Brand Website:

- June Vodka Soda Brand

Project proposal paragraph:

- The audience for this brand website would be anyone over the age of 21 who likes to drink alcohol and try new alcoholic beverages. I am showcasing my own package design project called June Vodka Soda, where I designed a 4-pack of 12 fluid ounce cans all being 5% alcohol having 4 different flavors for this bubbly, summery, vibrant and colorful beverage design.
- The color scheme is a gradient pink, orange, green and yellow to match the different flavors with a navy blue as a base color for contrast. The typefaces are Synthesmesc for the headlines to match the liquified bubbly design and Futura for body copy to balance out the typography and hierarchy. I will have a home page showcasing the overall package and brand and explaining what Juna Vodka Soda's brand goal and overall message. Then a subpage where customers can purchase the different flavors of cans. Then a merch subpage with my own merch designs made and showcased for customers to buy. And then a final contact us page for customers to reach out for further questions.