

SLO

HARD SELTZER



Senior Project December 2022



By Abby Fahey

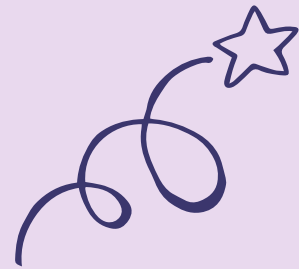


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ABOUT Me

Hello friends!

My name is Abby Fahey and I am currently a fourth-year student at California Polytechnic

State University, San Luis Obispo. I will be graduating in the winter of 2023 with a Bachelor of Science in Graphic Communication, and a concentration in Design Reproduction Technology.

I am originally from Mercer Island, Washington. However, I was drawn towards San Luis Obispo because of its beautifully unique sense of community. For my senior project, I wanted to showcase my Graphic Communication skills by combining three of my favorite things: seltzers, graphic design, and SLO. I am really proud of what I've created and hope you enjoy!



ABSTRACT

For my senior project, I created an alcoholic seltzer brand called SLO Seltzer. SLO Seltzer is marketed towards young adults of all genders ranging from the ages of 21 to 26 who are either currently living in San Luis Obispo or who have a personal connection to the area. I designed a unique logo, created eye-catching packaging prototypes, and developed a cohesive social media presence which encapsulates the business' brand, goals, and values.

In the current alcoholic seltzer market, most brands are mass produced with very little customization towards their customers. SLO Seltzer aims to fill this void, by selling an alcoholic seltzer with local ingredients, branding customized towards San Luis Obispo residents, and high-quality packaging at a reasonable price.

METHOD & PRODUCTION PLAN

I created a Gantt chart to ensure that I stuck to a reasonable and organized timeline throughout the quarter. I created tasks to complete and goals to reach by the end of each week, with the size of each task indicating how long it was predicted to take and a color-coded system indicating how urgently each task needed to be completed.

week 1	week 2	week 3	week 4	week 5	week 6	week 7	week 8	week 9	week 10
Select Project Topic and Problem Statement									
Define Project Goals	Start Reaching out to Potential Experts for Guidance							Project Showcase!!!	
	Research and Define Branding Style					Research for Literature Review	Literature Review due Nov. 9th	Feedback from Peers	
	Finalize Logo		Contact and Meet with Experts for Feedback					Make Final Changes	Submit Final Project and Reflection!!
			Create Packaging Prototypes						
				Code Website and Develop Cohesive Digital Presence					
					Create an Instagram Account and Develop Social Media Content				

DESIGN PROCESS

Step One:
Develop a Logo



My design process began with lots of brainstorming, browsing other brands for inspiration, and sketching logo concepts. A brand that very much stood out to me during this process is a small alcoholic cider company called 2 Towns Ciderhouse. 2 Towns Ciderhouse is a local business in Washington that uses some beautiful designs on their cans that immediately draw their consumers in. They use bright colors and funky drawings while maintaining a similar color throughout the can – then, they place their name, logo, and cider flavor in bright white on top of the design. This allows the design to shine while not taking away from the logo itself. I decided to take a similar route, with a bright white logo and interesting, but monochromatic designs to differentiate each flavor.

After the brainstorming stage, I settled on a logo that was simple and one color yet used a custom typography to add a factor of funkiness to it. I am very happy with how it turned out because it allows for creative freedom in the individual can designs.



SLO
SELTZER

To ensure that my design felt customized towards residents of San Luis Obispo rather than mass produced like other seltzer brands, I decided to make each flavor inspired by a famous location in SLO. It took me a while to choose each location since there are so many cool options, but I finally decided on Madonna Inn, Campus Bottle, and Fremont Theater. I continued to use Adobe Illustrator to draw each of these places in a monochromatic color scheme that I believed to suit the vibe of each place – Madonna Inn being pink, Campus Bottle being blue, and Fremont Theater being purple. I used reference photos that I took of each location to get accurate proportions in each drawing and made sure to add a lot of cute details in each design that I thought encapsulated the spirit of each location.

Step Two: Design the Cans



Next, I moved into Adobe Dimension to place all these graphics onto cans and create my packaging prototypes. I also created a nutrition facts label, government consumption warning, and alcohol content symbol to include on each can – which is information that must be found on every alcoholic beverage available for purchase. I chose for the top and bottom of each seltzer can to be a bright, metallic color of its same monochromatic tone.



Step Three: Design the Box

My final step of designing my packaging prototypes was to create a box. I decided to keep the box very simple, since in my experience the simplest designs catch my eye the most. I stuck to the same color scheme of pink, blue, and purple that is seen in my can designs, and created a funky tie-dye style swirl with the white logo front and center.



After creating my packaging prototypes, I moved onto developing my digital presence with both a website and an Instagram account. I wanted to maintain the

same color scheme and themes within both of these

platforms, to ensure a sense of cohesion. I developed three Instagram posts – the first one introducing the brand, the second one showcasing the packaging prototypes, and the third one portraying a mood board of my inspiration behind each can design. My goal for these posts were to draw my target market in and have interactive elements

that intrigued potential customers. My third

post allowed viewers to swipe through the

mood board, which acted as a mini guide

through the popular locations in San Luis

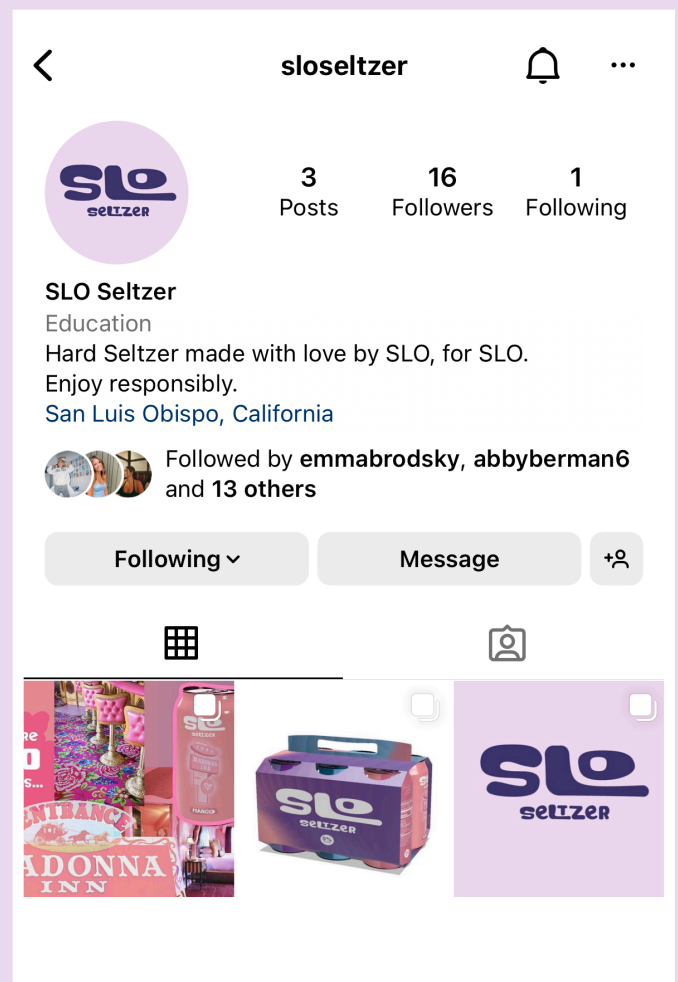
Obispo portrayed in my can designs. This

post especially boosted engagement and

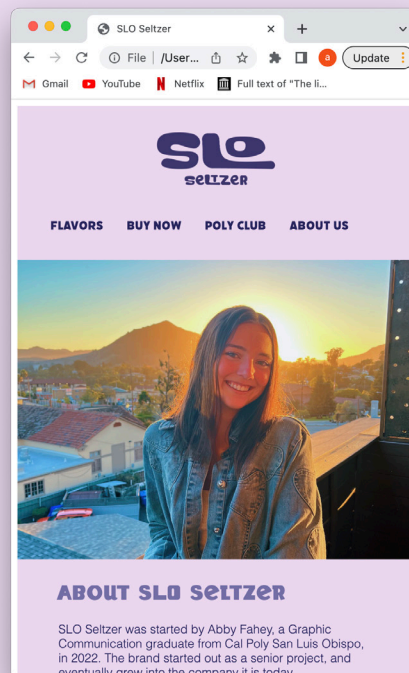
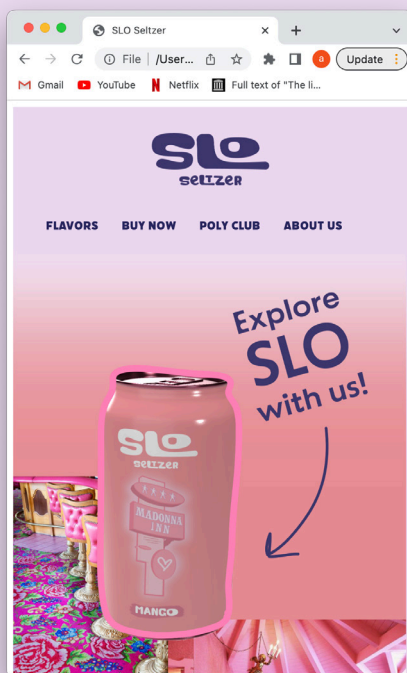
promotes involvement in the SLO Seltzer

community.

Step Four: Digital Presence



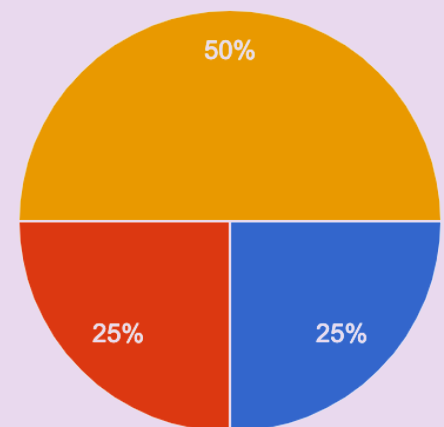
I then used Visual Studio Code to code a website for my project in HTML and CSS to advertise SLO Seltzer. It consists of an opening page that asks whether the person visiting the website is 21 or not. Then, depending on the answer, the visitor is either directed to a page asking them to return when they turn 21, or the home page of the website. At the home page, a mood board which is similar to the interactive Instagram post is displayed to showcase the inspiration behind the brand design. You are able to scroll down through the mood board to see details about each featured location. Then, the visitor can navigate to a more detailed flavors page, an about us page, and a buy now page. There is also a spot for a poly club page, on which I plan to develop a rewards program application for Cal Poly students and alumni.



FeEDBACK

To improve my project, I reached out to peers and experts in my field for feedback. 75% of my peers that I surveyed about my design stated that it was not immediately obvious to them by the packaging that SLO Seltzer was an alcoholic beverage, and it could possibly be mistaken for a regular sparkling water. This was very useful information, and as a result I decided to change the logo from simply saying “SLO Seltzer” to saying “SLO Hard Seltzer” to minimize confusion. I also added the drink’s alcohol percentage to the front of the cans as well as the back to make its contents clearer. One of my peers also recommended adding a personal sentiment to the back of the box, to draw more new customers in who may not know the story behind the brand.

Does this design clearly indicate that SLO Seltzer is an alcoholic seltzer, or does it need more clarification?



- Yes, it is clear
- No, it needs more clarification
- Maybe, could be taken either way

FINAL RESULTS



REFLECTION

I absolutely loved working on this project and learned a lot of valuable information and skills in the process. A difficulty that I faced along the way was working in Adobe Dimension. I had forgotten some of my skills in the application, so I utilized LinkedIn Learning videos to relearn some important skills to allow me to create my packaging prototypes. I also struggle with coding, so creating a website for this project manually was a huge challenge for me – so I am proud of myself for doing so, but also faced a lot of setbacks along the way and a lot of my coding was quite unorganized. I will need to clean up and improve the website up in the future, or possibly even resort to developing it through a service such as Squarespace or Weebly. Another struggle that I faced was keeping up with my original production plan and timeline. Alongside all my other classes and projects this quarter, it was difficult to set aside time to work on my final project.

In the future, I would love to see this project develop into a real brand. For this to happen I would need to ensure that my packaging is FDA and TTB approved, and

partner with a local brewery to create the actual product. Furthermore, I would reach out to local businesses in San Luis Obispo and sell my product to their stores for them to purchase and sell to their customers. I think it would be cool to sell my product to the actual locations featured on the cans, because their incentive to sell my product would be high as it both brings them income and advertises their location.

Another fun and unique aspect that I could add to SLO Seltzer would be to create a rewards program, as I've mentioned previously. I think that this would deepen the sense of community within the brand even further, as well as provide deals for college students to incentivize them to purchase SLO Seltzer over some of their other favorite alcoholic seltzer brands.

Thinking even bigger, this idea could apply to small college towns all over the country. For example, Washington State University in Pullman, Washington has an incredible small college town dynamic and a lot of school spirit. I believe that creating a seltzer targeted towards their students and inspired by popular locations within Pullman would be very successful.

Although I had some setbacks, I am very happy with how SLO Seltzer turned out and proud of the hard work that I put into its production. **I am also very thankful for Professor Yang and my fellow senior project classmates for all the love and support throughout the quarter!**

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