

flow

specializing in package branding & design

May 2016 - Flowdesign develops ready-to-drink Pure Southern cocktails



Start-up company Pure Southern, maker of ready-to-drink cocktails, hired Flowdesign to develop branding, label design and package vendor consulting.

Pure Southern cocktails are all natural and made in the South using a simple philosophy: high quality spirits mixed with fresh ingredients. These refreshing cocktails are inspired by unique locales deep in the heart of the South.

Flowdesign worked hand-in-hand with Pure Southern through all aspects of the package. First, the team considered the bottler to learn its bottling and labeling capabilities. Flowdesign then offered several appropriate design solutions. Next, Flowdesign developed several brand icons, fonts and label layouts that, at first glance conveys the feeling of southern living: – sitting on the front porch relaxing, and drinking a cool refreshing southern cocktail beverage. "The client chose branding that utilizes bold, simple fonts circling a tree swing logo," says Dan Matauch, principle of Flowdesign.

About Flowdesign

Founded in 1997 and headquartered in Northville, Michigan with offices in Beverly Hills, California, Flowdesign specializes in brand development for spirits, beverages, and other consumer goods. They are a one-stop-shop for product naming, brand identity, graphics, structural design, and marketing needs. Flowdesign www.flow-design.com • 248-349-7250