

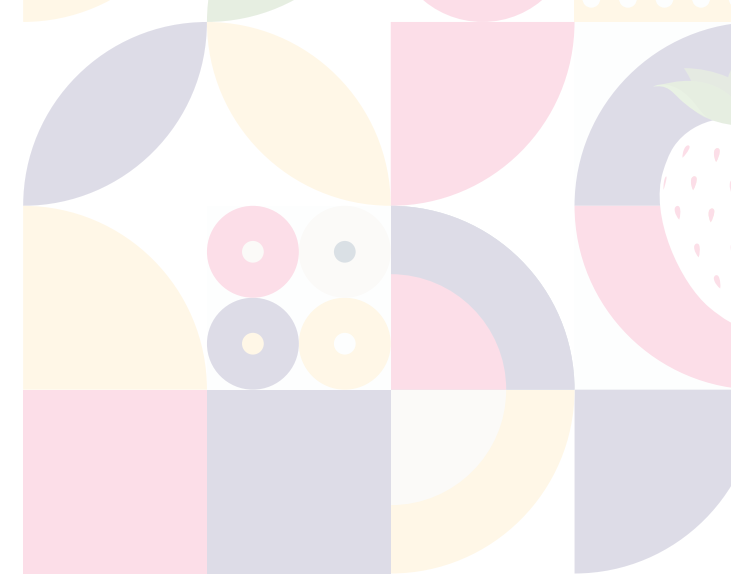


AVAZA
be free spirited
MANGO
MANIA

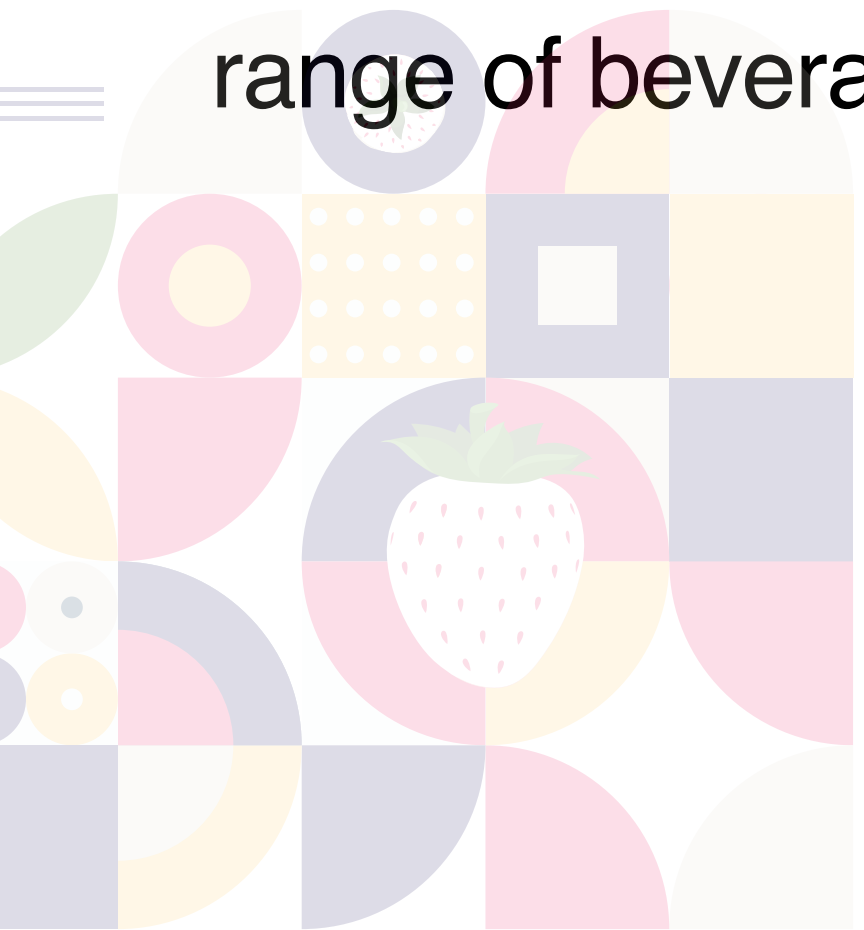
AVAZA
be free spirited
MANGO
MANIA

AVAZA
be free spirited
MERRY
STRAWBERRY

| About



Avaza is an innovative and dynamic drink brand that caters to a young and adventurous audience, seeking to evoke excitement and leave a lasting impression on first-time drinkers. Avaza means "be free-spirited" in Sanskrit, it is derived from the Sanskrit word "Avasa." The brand's mission is to empower individuals to embark on thrilling journeys of taste and self-discovery through their captivating range of beverages.





| Problem

The goal was to effectively utilize imagery and create a sense of excitement and joy that aligns with Avaza's message: "Journey Begins | Create your own pattern." The aim was to empower customers to embark on an exhilarating adventure in the world of wine.



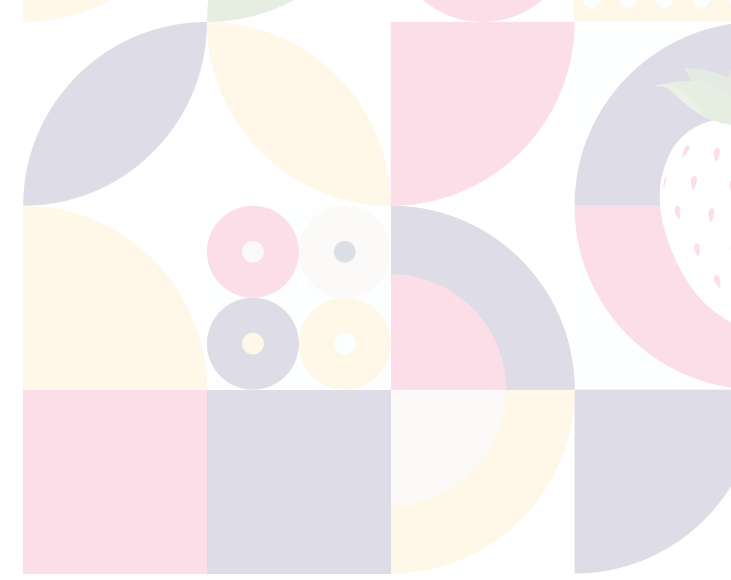


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| Creative Solution

Our approach focused on imagery that ignites excitement and empowers individuals to forge their unique path with Avaza as their guide. The message revolves around experiencing the thrill of first-time discovery, inviting customers on a captivating journey.





AVAZA

be free spirited



MERRY
STRAWBERRY



| Logo Breakdown



Represents “a glass like element filled with a drink”



| Logo Construction



| Typography



Aa

Futura Medium

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abcdefghijklmnopqrstuvwxyz
0123456789!#%&\$

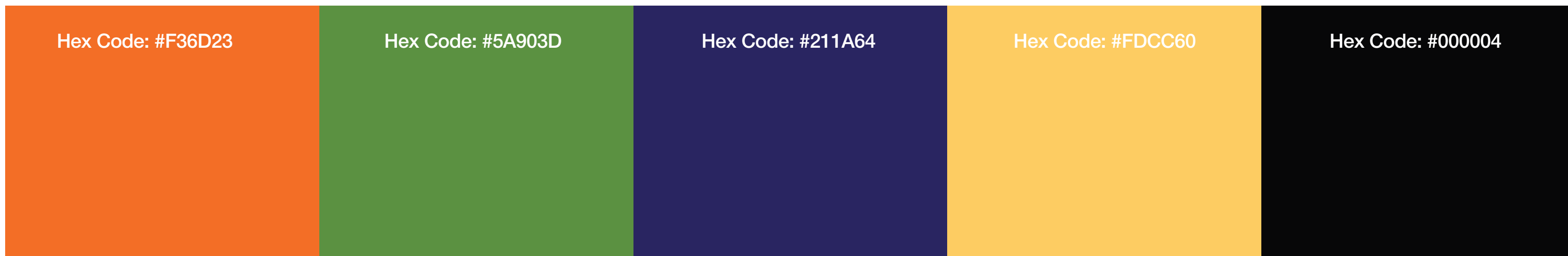
Futura Demi

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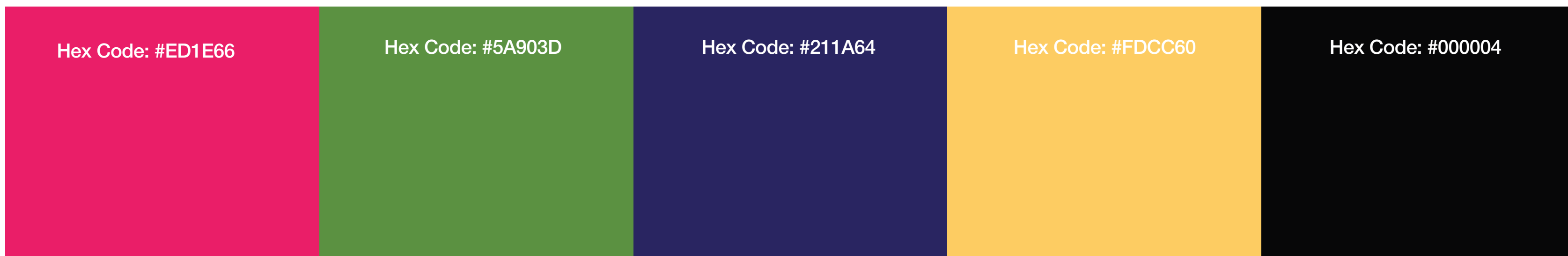


Brand Colors

Mango Mania



Merry Strawberry



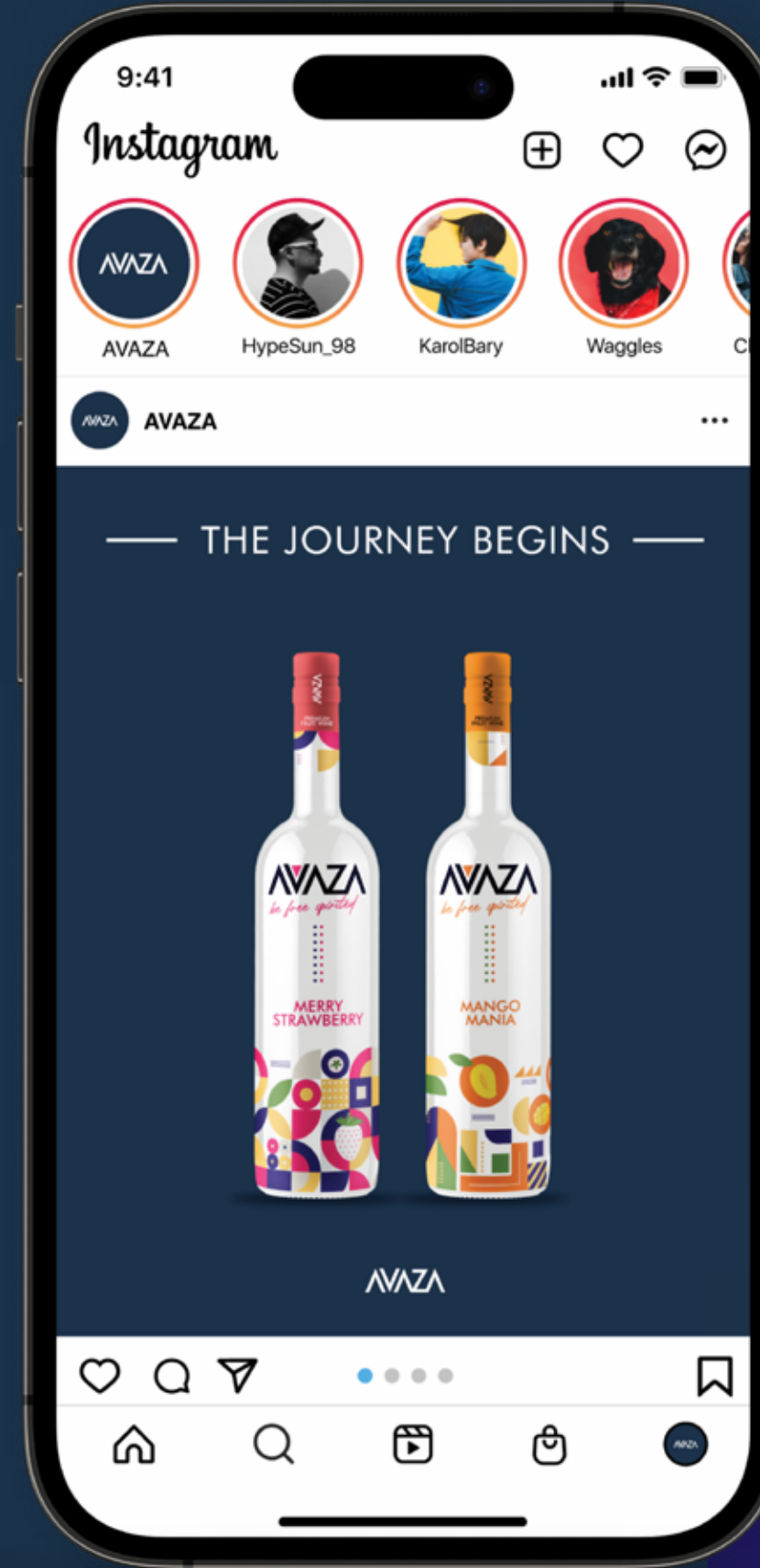
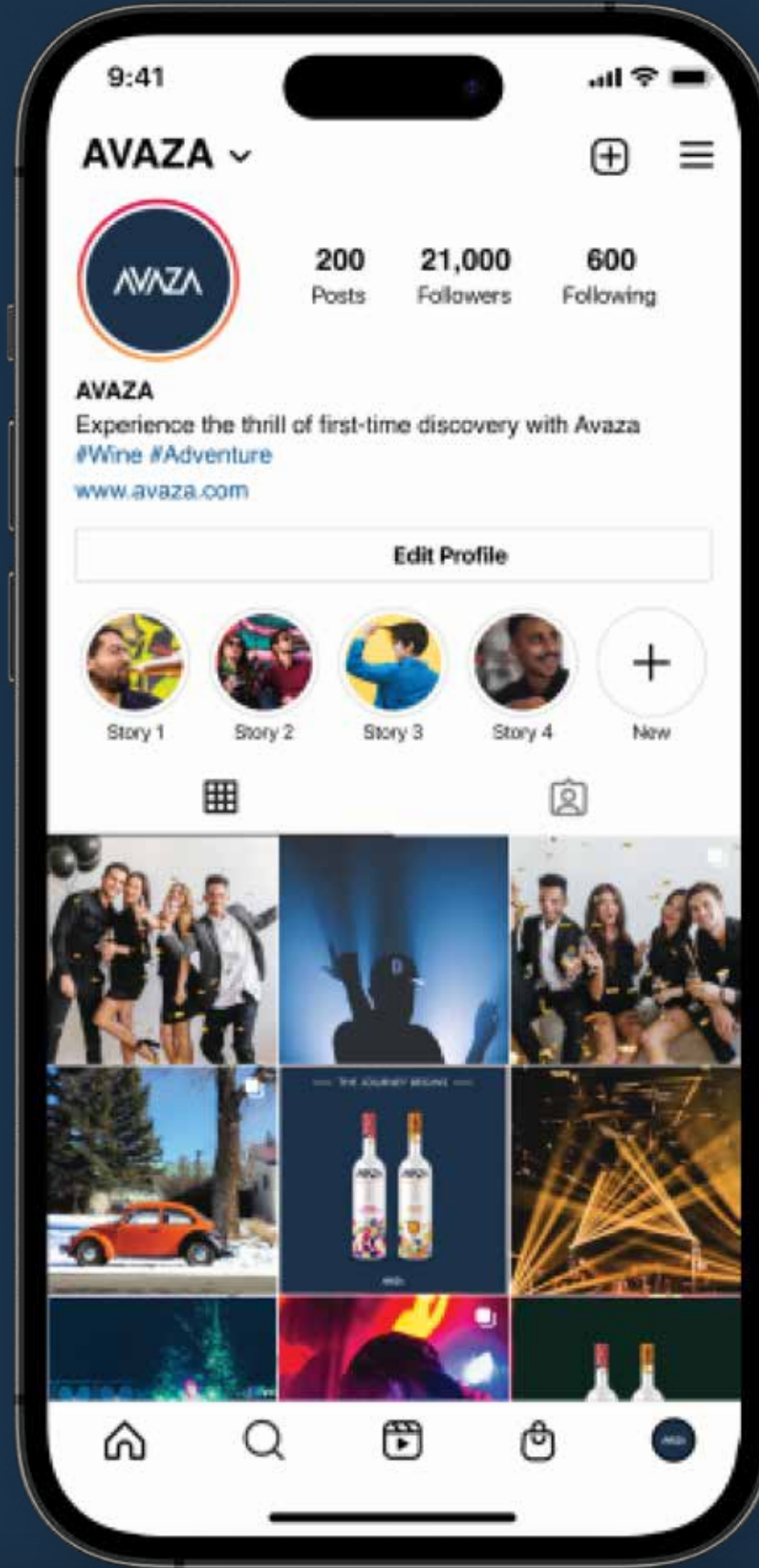


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MANIA**







AVAZA

| Impact

Avaza successfully communicates its brand message and establishes a strong emotional connection with its target audience. The imagery and message resonate with first-time drinkers, leaving a memorable impression.

