



03/05/2024

Rebranding Robinsons

**Robinsons Squash
+ Music Lovers**

Robinsons

01

Robinsons Squash + Music Lovers	Rebranding Robinsons				4
Vision		Our vision is to rebrand Robinsons for music lovers, crafting limited edition can designs featuring renowned artists. These cans will serve as collectible memorabilia, embodying the festival’s energy and Robinsons’ refreshment.			
Mission		To achieve this, we will blend Robinsons spirit with music artists.			

Brand Values

02

	Robinsons Squash + Music Lovers	Rebranding Robinsons				6	
	Brand Values	Sustainability Recognising our natural world, we prioritise sustainability to promote eco-conscious practices and protect our planet. We chose to use cans as this transition aligns with our dedication to reducing environmental impact, and cans being widely recognised for their recyclability and lower carbon footprint compared to other packaging materials. Engagement Our limited edition Robinsons can designs serve as the focal point for engagement, serving as collectibles, fostering communities and creating conversations. Community By creating collectible cans that celebrate shared experiences, we foster connections and conversations among consumers.					
	Our brand foundation is built on a set of brand values that influences how we work.						

The Logo



Robinsons Squash + Music Lovers	Rebranding Robinsons				8
The Logo	The logo features the word "ROBINSONS" in a white, bold, sans-serif font, arched over a thick black semi-circle. Below this, a large black "x" is centered. Underneath the "x", the word "wireless" is written in a bold, lowercase, sans-serif font. Robinsons x wireless				
Our vertical logo is our primary logo and the logotype and horizontal logo are for secondary use.					

Robinsons Squash + Music Lovers	Rebranding Robinsons				9
------------------------------------	----------------------	--	--	--	---

Logo
on Black



--	--	--	--	--	--

Robinsons Squash + Music Lovers	Rebranding Robinsons				10
Safe Zone					
It is important that this safe zone is used at all times from other objects around it to give the logo enough space to be read. We also made use of a guideline for our can designs to stay consistent within each other's designs.					

Logo Usage

Some variations of our logo with different colour palettes.

The logo will be featured in many different colour palettes as we aim to have a different personality for each can design to align with our brand values.



Color Palette



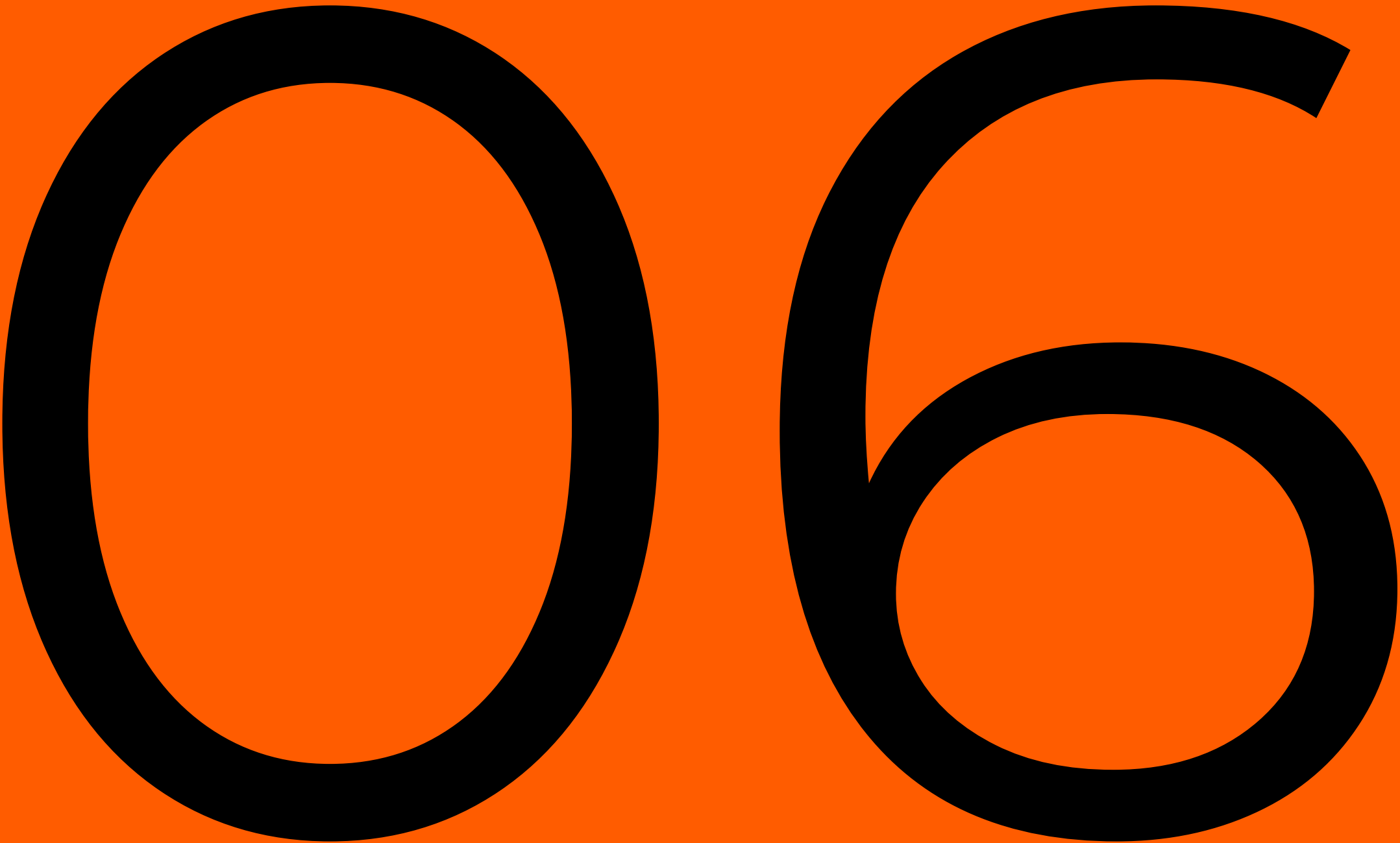
Robinsons Squash + Music Lovers	Rebranding Robinsons				13
Primary Colors					
We came up with a gra- dient that would be used as a guide for designs. The gradient is a mix of Robin- son's and Wireless' primary colours mixed.					

Typography

05

Robinsons Squash + Music Lovers	Rebranding Robinsons				15
Typography	Aa Lilita One — Bold (54 pt.) AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPpQqRrSsTtUuVvWwXxYyZz 0123456789@ # \$ % ^ & *				
We chose Lilita One as the primary typeface of this brand as it had a similar aesthetic as Robinson's and Wireless' typefaces combined.					

Can Designs



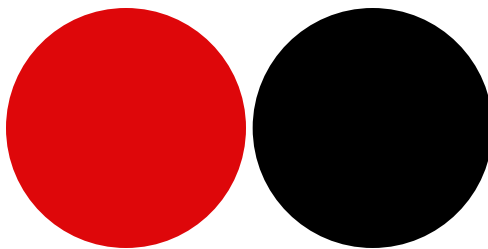
Robinsons Squash
+ Music Lovers

Rebranding Robinsons

Playboi Carti

Playboi Carti Limited Edition can design. Heavily influenced by his studio album ‘Whole Lotta Red’.

Featuring a gothic style inspired by Carti’s dynamic colours and edgy typography allows for an eye-catching design suitable for a festival collab.

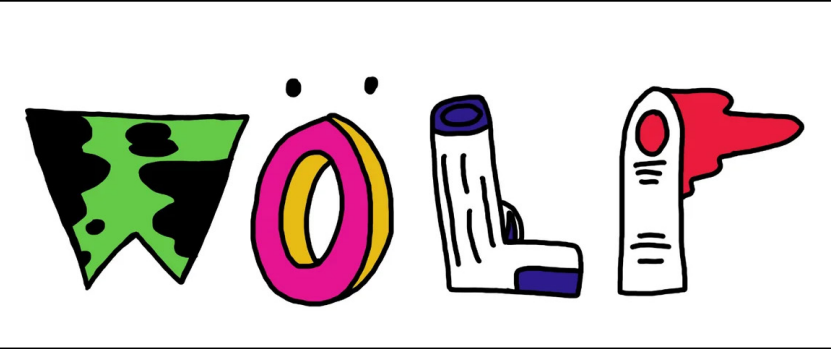


Robinsons Squash + Music Lovers	Rebranding Robinsons				18
------------------------------------	----------------------	--	--	--	----

Tyler, The Creator

Tyler, The Creator Limited Edition can design. Influenced by his ‘WOLF’ album.

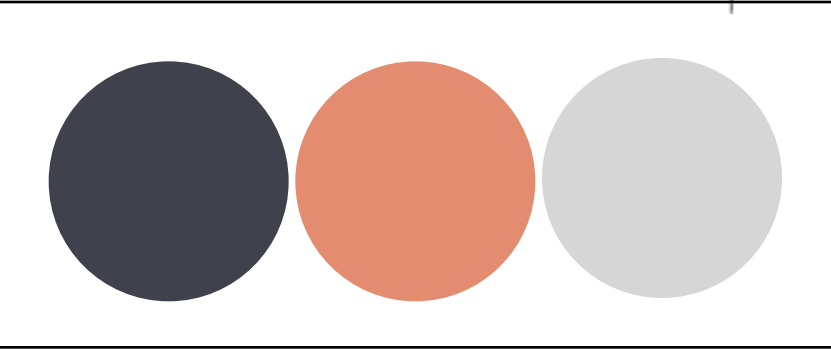
Featuring a natural colour palette suitable for an apple flavoured drink and a custom typeface that is playful.



Ocean Wisdom

Ocean Wisdom inspired can design featuring the cover of his album ‘Big Talk Vol.1’

This design features a ‘workshop’ aesthetic with the use of the album cover as well as the typeface contributing to that factor.

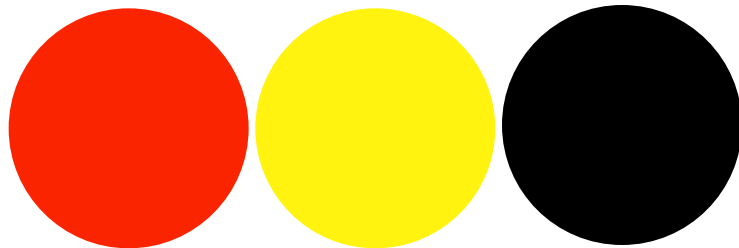
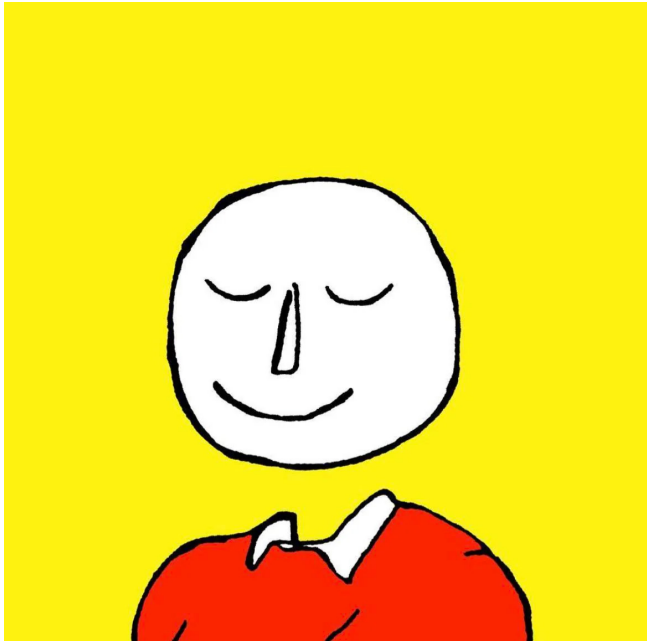


Robinsons Squash
+ Music Lovers

Rebranding Robinsons

Men I Trust

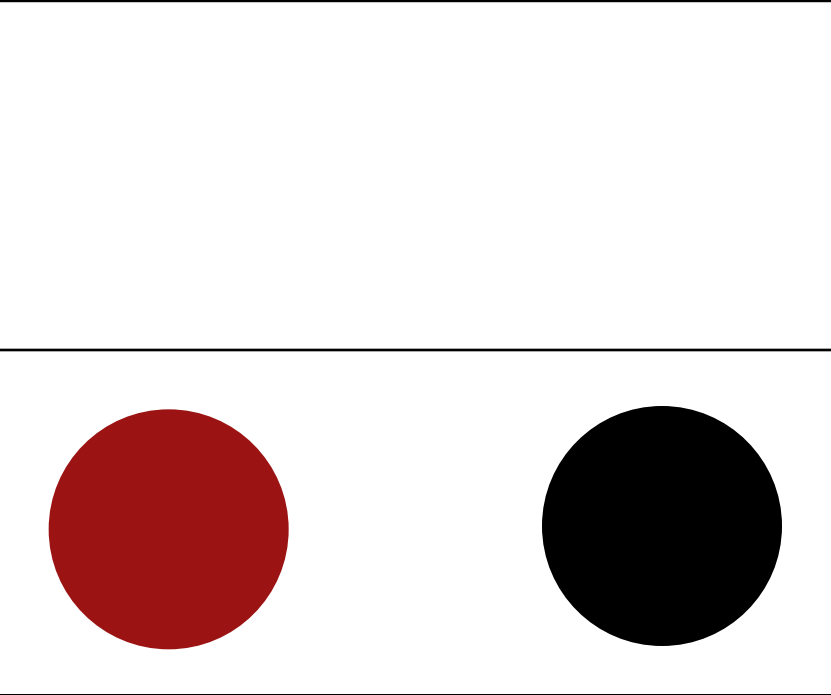
Men I Trust inspired can design featuring her signature illustration combined with a lemonade flavour which just fits.



Kendrick
Lamar

DAMN. inspired can featu-
ring Kendrick Lamar at the
front of the can.

DAMN.



Mockups



Mockups

All can designs together
placed in front of brand's
colour palette.



Mockups

All can designs together
placed in front of brand's
colour palette.



Robinsons Squash + Music Lovers	Rebranding Robinsons				25
Mockups	The image shows a black and white mockup of a Robinsons Squash can. The can is positioned in the center, set against a background of a weathered wall covered in graffiti. The graffiti includes large black letters at the top and red and blue tags below. The can's label is white with black text and graphics. At the top of the label, it says 'THIS IS Playboi Carti' in white text on a black background. Below this, the Robinsons logo is visible, followed by 'ESTD 1823' and 'wireless'. A stylized portrait of Playboi Carti is featured in the middle of the label. At the bottom, it says 'Scarlet FLAVOUR' and 'STRAWBERRY'. The can is shown with a realistic shadow on the wall behind it.				
Outdoors poster following the same aesthetic as Spotify's Artist playlists.					

Robinsons Squash
+ Music Lovers

Rebranding Robinsons

Mockups

Outdoor billboard design
featuring Kendrick Lamar's
cans.



Social Media

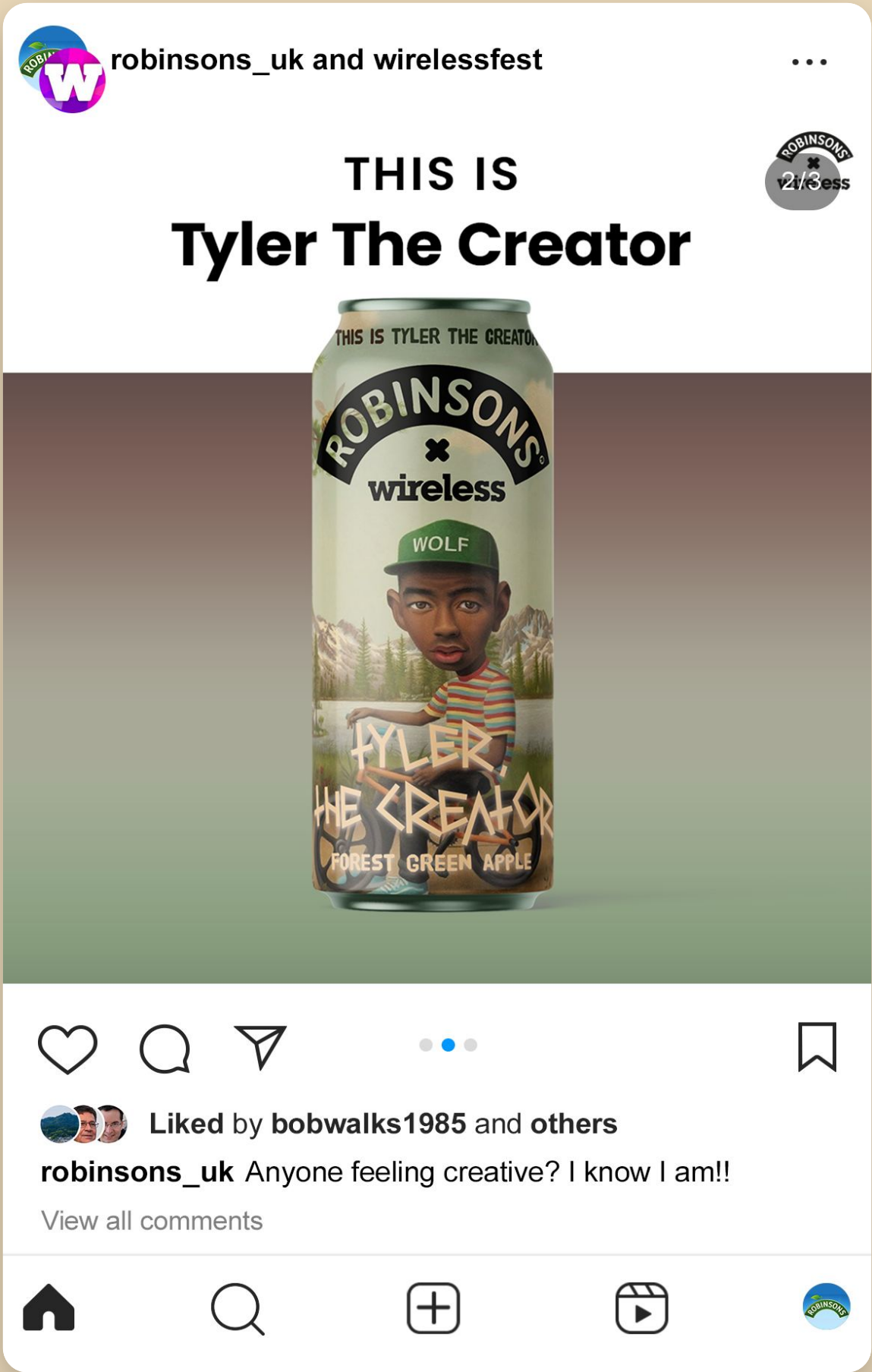
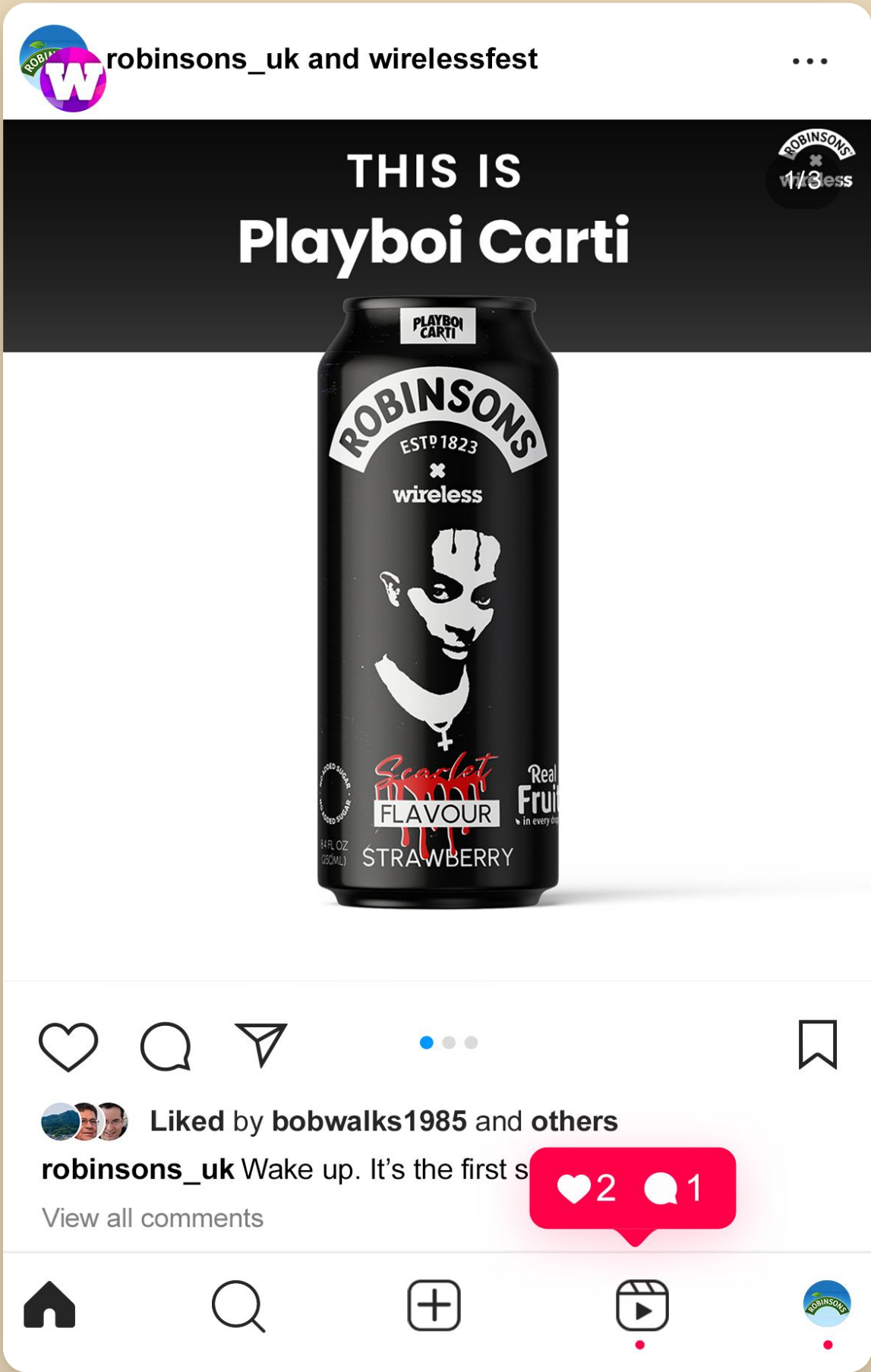


Robinsons Squash
+ Music Lovers

Rebranding Robinsons

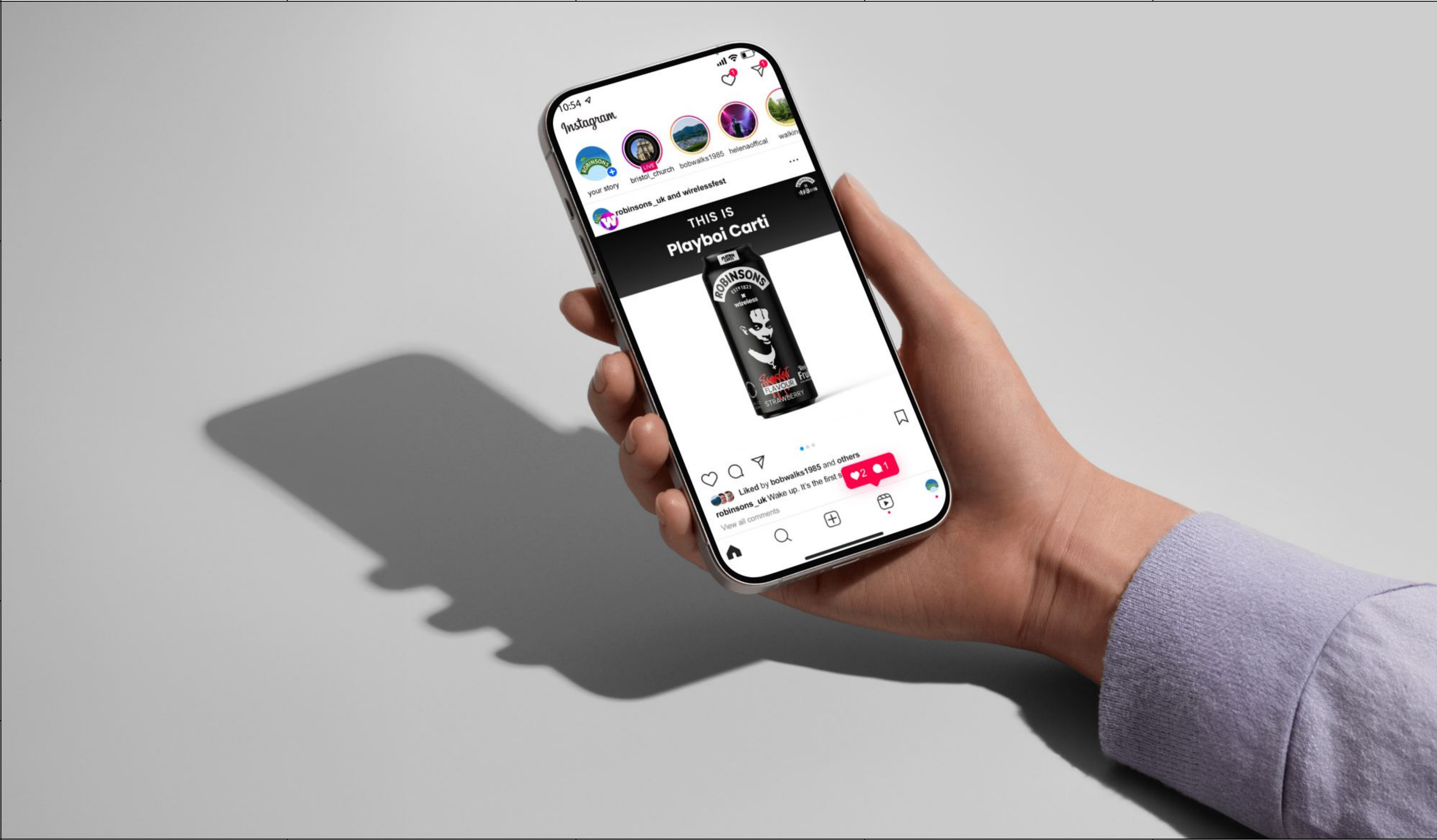
Instagram
Content

In-App screenshots of
Instagram posts.



Instagram Mockup

Here is an example of a post on an an iPhone serving as a mockup.



Merchandise



Wristbands

Wireless Entry wristbands featuring Spotify QR codes based on the artist featured. This plays a significant role in our engagement value.



Robinsons Squash + Music Lovers	Rebranding Robinsons				32
Tote Bags					
Tote Bag design featuring Robinsons x Wireless logo.					
“Wake Up! It’s the first sip of the month” - Spin-off from Playboi Carti.					

Robinsons Squash + Music Lovers	Rebranding Robinsons				33
------------------------------------	----------------------	--	--	--	----

Stickers

Stickers featuring captions from billboard mockups.



Robinsons Squash + Music Lovers	Rebranding Robinsons				34
------------------------------------	----------------------	--	--	--	----

Pop-up Shop

Pop-up shop located within the festival for the above merchandise to be given out or buy Robinsons beverage.

The pop-up shop features the primary colours, specifically the gradient we wanted to use.



Robinsons Squash + Music Lovers	Rebranding Robinsons				35
Thank you					
			If you have any questions about our brand identity, please contact us.		