



Beverage Design Case Study

Nov 11 - Dec 1, 2025

ABOUT THE PROJECT

»» THE CLIENT

BLINK is an energetic, party-driven vodka brand that prioritizes fun, affordability, and mixability. Unlike premium vodkas that emphasize heritage or luxury, BLINK celebrates nightlife culture with bold color, playful graphic elements, and easy drinkability. It exists as the drink you grab when you're ready for a spontaneous night with friends, and makes it possible with its affordable and shareable nature.

TARGET AUDIENCE

Coming in a variety of flavors, BLINK is targeted towards youths (21 - 35 year-olds) and the party scene. Because of this, this vodka is an inexpensive and easy-to-access alcohol sold at regular supermarkets.

BRAND VOICE

Bold, playful, energetic

»» DESIGNER OBJECTIVES

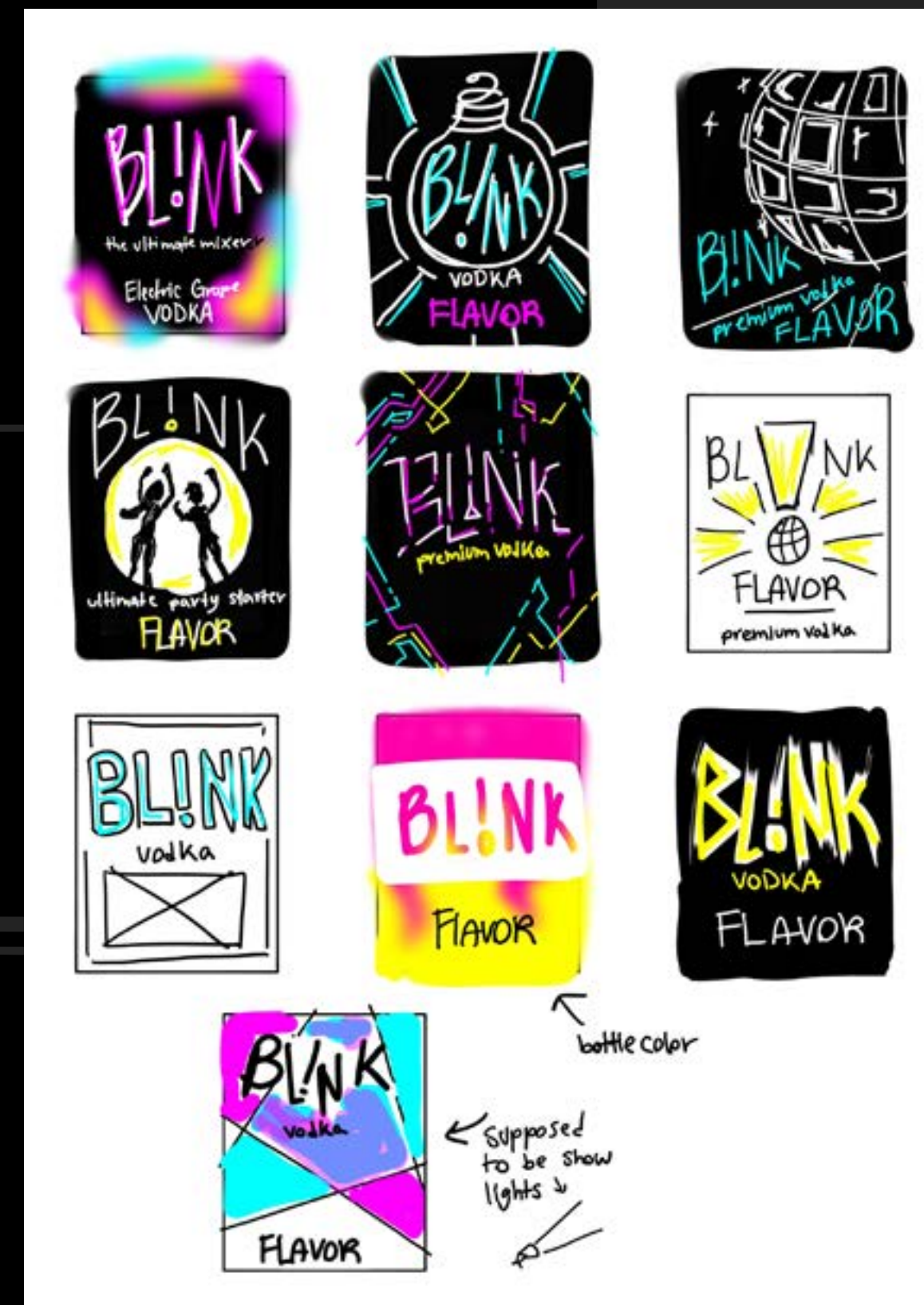
As the designer, I was challenged to create a simple brand identity for an alcoholic beverage of my choice. All writing, designs, and imagery must be unique and hand-made.

DELIVERABLES

- Single label (front & back) for alcoholic beverage
- Bottle carrier for the product
- Sticker design for the product
- Mockups for all designs

CONCEPTS

With the name "BLINK", I immediately knew I wanted to emphasize the vibes of a nightclub or rave, using neon colors, glow effects, and party motifs such as disco balls and strobe lights. Out of all my roughs, I was personally drawn to designs that featured neon colors or highlights, or emphasized the party scenemore literally (through disco balls and strobe lights). For many of my sketches, I imagined my bottle to be black or have a black base for the label, so that the neon effects will really pop. I believed exploring designs with exciting visuals, bright colors, and motion lines would appeal to my target audience, defining it as a shareable, fun, and youth-centered drink.



ROUGHS



BLINK
premium vodka

ELECTRIC
LEMONADE

Nutrition Facts

Serving Size	44 ml
Amount Per Serving	
Calories	95
	% Daily Value
Total Fat 0g	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Sugar 9.7g	
Protein 0.1g	0%
Vitamin D 0mcg	0%
Calcium 4mg	0%
Iron 0.1mg	1%
Potassium 15mg	0%

Ingredients: Vodka, Lemon, Sugar

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contribute to a daily diet. 2000 calories a day is used for general nutrition advice.

ALC. **40%** vol

BLINK

**ELECTRIC
LEMONADE**

premium
vodka 500 ml

Title Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

GOVERNMENT WARNING:
(1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.
(2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



GONE BEFORE YOU
BLINK

ALC. **40%** vol

**ELECTRIC
LEMONADE**
flavored vodka

80 Proof 500mL

LABEL DESIGN

This final label took many iterations to become what it currently is. The hardest part of this design was definitely the logo, as I had to rework this 'glitch-effect' I was so desperately trying to emulate from a intentional, vectorized approach. In addition to this glitch look, I wanted to make the light colors almost 'glow' on their black background, so I combined multiple layers of the "outer glow" effect with multicolored gradients and strokes.

For the technical elements of the label design, I used typefaces "Shuriken Boy" (a display font visually similar to neon signs and retro aesthetics) and "Century Gothic" (a solid body copy font), using Shuriken Boy for titles and important text, and Century Gothic for the rest. For the alcohol flavor, I chose one of my neon-adjacent colors that matched the flavor profile most accurately (yellow for lemonade), and kept a black-and-white monochrome palette for the rest of the design (other than the logo).



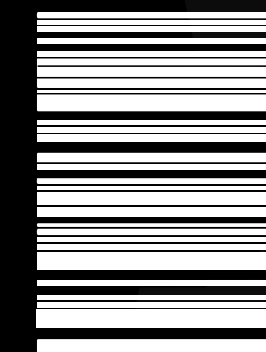
GONE BEFORE YOU
BLINK

BLINK is made for nights that move fast and moments that shine.

Smooth, bright, and easy to mix, it turns any drink into a party—just add your favorite soda, juice, or splash of something bold. With vibrant flavor and a neon attitude, BLINK keeps the energy high and the good times going, one pour at a time.

GOVERNMENT WARNING:

(1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects.
(2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.



PACKAGING DESIGN

Many vodka bottles on the market are not designed for a 'bottle-carrier' style, with the standard size being 750mL (or a "fifth"). Because of this, I found it difficult to find proper inspiration for a multi-pack design, especially one that wasn't for beer. In the end, I found a mock-up design for a 4-pack bottle carrier, and by searching for the proper sizing for vodka bottles that would be sold in 4, I was able to adjust my vodka label to match and create a carrier design that matched.

The design is a simple transfer of the front label of my bottle design, with a gradient recolor for the sides. All sides use a glitch-like pattern, with its opacity lowered to 5%.



Sticker Designs ^



MOCKUPS



FINAL THOUGHTS

As an aspiring graphic designer, being able to create brand identities that serve different purposes (and seeing how each client requires its own specialized handling) allows me to understand the intricacies of product design and gain experience in handling a variety of design styles. In this project, I went through many challenges--from typography pairings to label hierarchy, I found myself struggling with many of the simpler parts of design. However, I discovered that my difficulties pushed me to attempt solutions that were seemingly absurd, ultimately providing another side to my one-dimensional thinking and helping me achieve a final design I was proud of.

If I were to explore this project further, I would love to expand the brand identity by creating some accompanying visual motifs (aside from the glitch effects) to act as elements for future advertising. Additionally, I would like to test out other packaging templates (or create my own) to match the stylization of a vodka bottle.

THANK YOU!