

# Fizz N' Bliss

Est. 2021

## Case Study: Fizz N' Bliss

Alyssa Keister

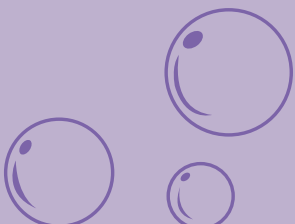
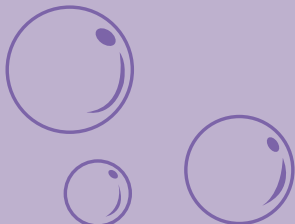




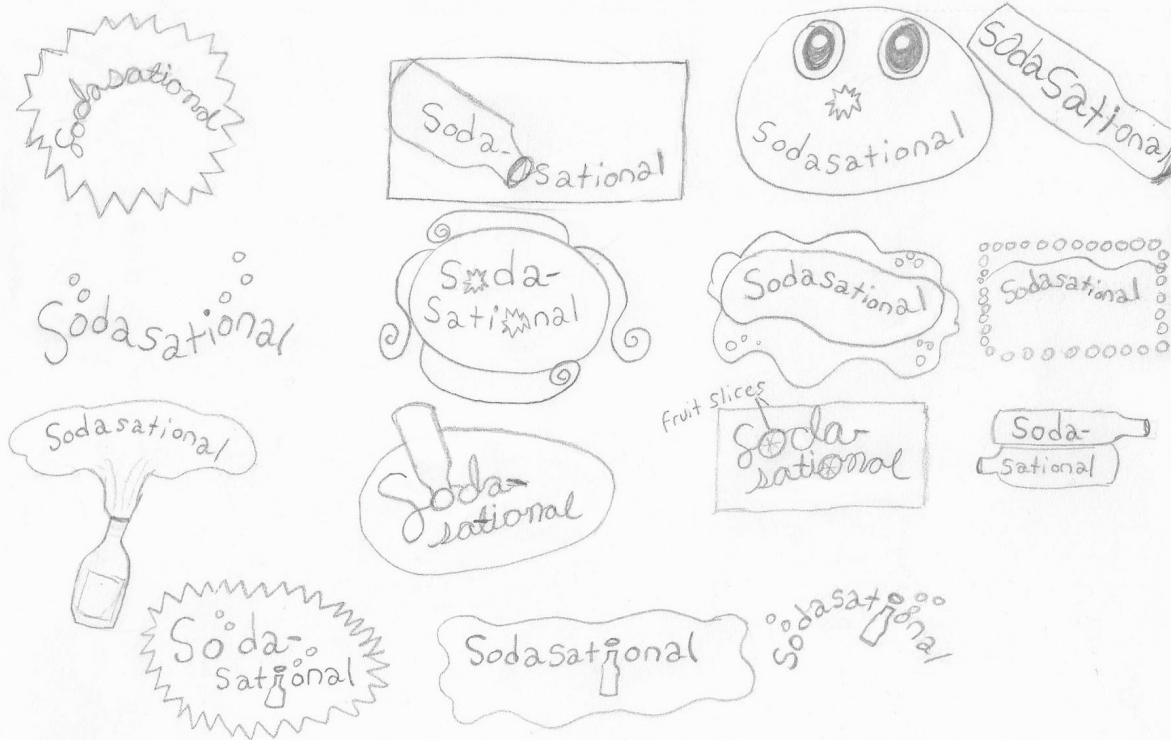
# Summary

Fizz N Bliss is a soda business solely operated from a food truck. As part of this campaign, I created the logo, menu, food truck wrap, takeaway cup, and bubble graphics.

The business was originally called Sodasational, and recently was changed to Fizz N' Bliss. The name was changed for a shorter title, since it was hard to format the title in a way that gave it a footprint not too skinny. The tagline also changed from “taste the extraordinary...from a bottle” to “we make your world POP”.



# Sketches



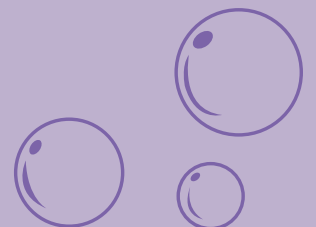
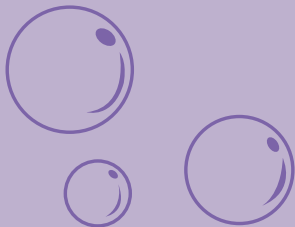
# Logo Iterations



Original



Updated



# Menu Design

**Sodasational**

Our specialty sodas are crafted with real fruit juice, natural flavors, and are all free of high fructose corn syrup.

## Sodas

Fizzy Lemonade.....\$5.00  
The drink from childhood you know and love, with a fizzy twist to it.

Cherry Cola.....\$5.00  
This one is for those who are just craving a classic soda.

Orange Sunburst.....\$5.00  
A blend of orange and pineapple create a sunny sensation in your mouth.

Dewdrop.....\$5.00  
Honeydew melon and raspberry come together for a smooth sweet taste.

Crystal River.....\$5.00  
Licorice with a splash of lemon-lime is effervescent like liquid diamonds.

Tropical Twist.....\$5.00  
This one is paradise in a bottle. Mango, lime, and ginger will take you away to the tropics.

Bouncin' Berry.....\$5.00  
This fusion of blueberry, raspberry, and lime will knock your tastebuds off!

## Soda Floats

Root Beer Float.....\$8.00  
Root beer at its finest: with two scoops of vanilla ice cream.

Cloudy Skies Float.....\$8.00  
Blueberry and raspberry soda creates a stormy mix over two scoops of vanilla ice cream.

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Original

Updated

# Drink Container Design



Original



Updated

# Food Truck Wrap Design



Original



Updated

**Thank You!**



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