

The Brief

Your window into the Canadian creative community and beyond

A JUICED-UP DESIGN

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Branding & Visual Identity

Next time you're out and about and jonesing for a soda, why not try some freshly squeezed orange juice instead?

Orangefresh is out to prove that a healthy drink can be just as convenient as the ubiquitous can of pop that you can find in any vending machine. When the Vancouver-based start-up turned to **KIMBO Design** when it needed an eye-catching way to let people know about its unique vending machine for OJ. Kimberley Pickett, KIMBO's principal and creative director, says designing the wrap for a vending machine was new territory for her firm, which generally does a lot of digital branding work.

What makes Orangefresh different from other vending machines is the window that lets customers watch the

juicing in real-time. “The window is very interesting for people. The whole experience of watching the juice getting made is what draws them in,” Pickett says. For \$4.50, buyers receive freshly squeezed, 100 per cent orange juice in a sealed, transparent cup. The first machine is located on campus at Vancouver’s Langara College, and plans are in place to release more in other local post-secondary institutions and stadiums.

“The machine is geared toward that student who might be eating poorly and who is looking for a change,” says Pickett. “A lot of people now are health-conscious, but they’re on the go.”



Her client sourced the machines from Italy, where many of the juicing machines had a “cheesy” look to them. Knowing that many pop machines in Canada are also very busy, Pickett and co. wanted something cohesive, striking and simple that would stand out. “We wanted something minimal, sleek, clean and fresh,” she says.

To attract customers and fulfill the client’s desire for strong, minimal creative, KIMBO came up with the “peeling machine” concept, and shot an orange peel in studio that could be applied as a wrap. The machine is made to look like an orange that’s being ripped open to reveal the window.

When it came time to design the word mark, KIMBO took cues from real fruit and fashioned the logo as a produce sticker. The square orange in the mark references the vending machine box. “That concept has been great for social media, because we can put the ‘sticker’ on oranges in different locations around town and promote Orangefresh that way,” explains Pickett.

Check out the rest of the identity below.



orangefresh

Squeezed on Demand



