

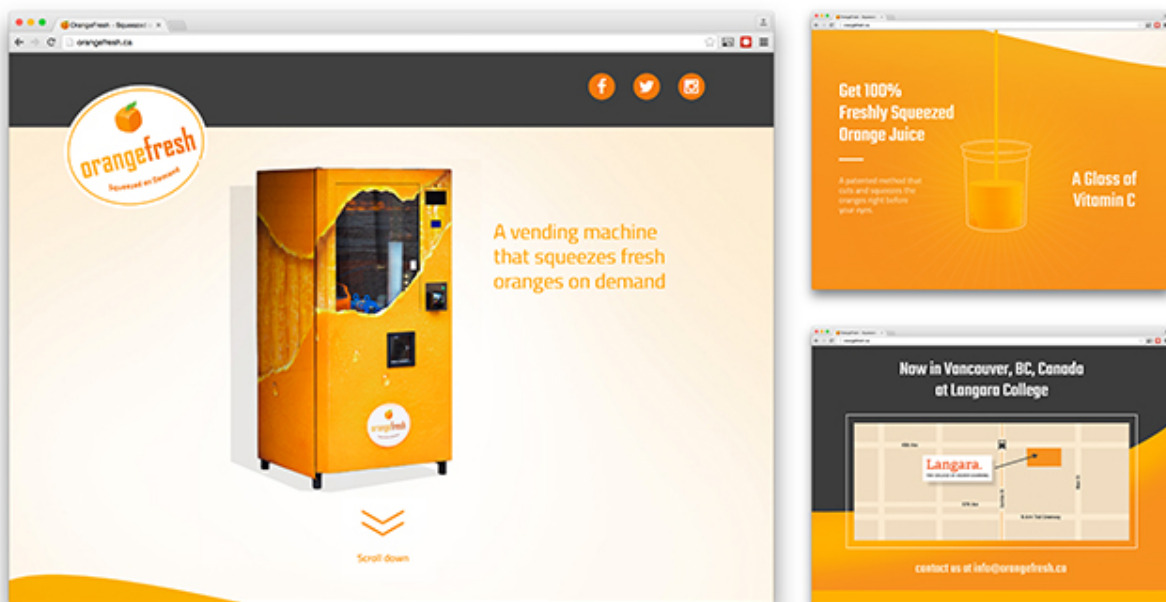
A vending machine that's got the juice



A new vending machine realized by [KIMBO Design](#) for client [Orangefresh](#) offers a refreshing twist. Instead of a carbonated, artificial orange drink, the Orangefresh machine offers consumers a glass of 100% freshly-squeezed OJ for the price of a latte.



While the vending machine was its centrepiece, the Orangefresh campaign included logo design, stickers, a website, and other identity and marketing components including customer and competition research. Because a test pilot location for the machine had already been arranged, KIMBO says it worked with an urgent deadline.



The identity plays up the novelty of fresh juice coming from a vending machine, with the logo featuring a cube-shaped

orange. This was complemented with boxy, orange typography. One version of the logo resembles the stickers found on supermarket fruits.



Branding & Visual Identity





From KIMBO's case study report:

For brand extensions, such as the print ads we created for Orangefresh, we paired the orange values with a warm cream tone to reinforce a connection to fresh and organic. We also used textural photography of fresh oranges using images of the skin and flesh with the intention of arousing thirst and further driving the concept to drinking orange juice to quench thirst.

The machine's wrap makes it look like an orange with peeled skin, revealing the fresh fruit within — or in this case, a window for the consumer to watch the juicing in progress.

Following its success at BC's Langara College, Orangefresh is expanding to a second campus, and plans are in place for more machines in British Columbia and other locations in Western Canada.

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