

GRAY WHALE GIN



GOLDEN STATE
DISTILLERY

<https://www.graywhalegin.com>

@graywhalegin



OVERVIEW



Northern California Distilled
Small-Batch Gin Brand

“Distilled from Californian
botanicals forged along the
migratory path of the Gray
Whale”

Eco-friendly, sustainable,
locally sourced or wild forged
ingredients, supporting wildlife
and nature conservation

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MISSION

“Every bottle
celebrates and
protects the
gray whale”

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TARGET AUDIENCE



- gin is “exclusive” , sophisticated taste
 - * one of the smallest spirit categories in the U.S.
- Conservationists
- Whale lovers
- thalassophiles (lovers of the beach aesthetic)
- Californians/ people passionate about California
- 25- 35 years old
 - * Age range may be slightly off, just an estimation based on (1) drinking age (2) that will buy it over other alcohol + (3) those concerned about climate change + (4) those who use social media frequently

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Competitors



Similarities:

- coastal influence
- distilled from botanicals
- price range
- “aesthetic” style instagrams

What competitors are doing well:

- unique packaging
- variety of flavors
- use of more art/ illustrations instead of just product shots
- PR packages

Gray Whale Gin’s distinguishing features:

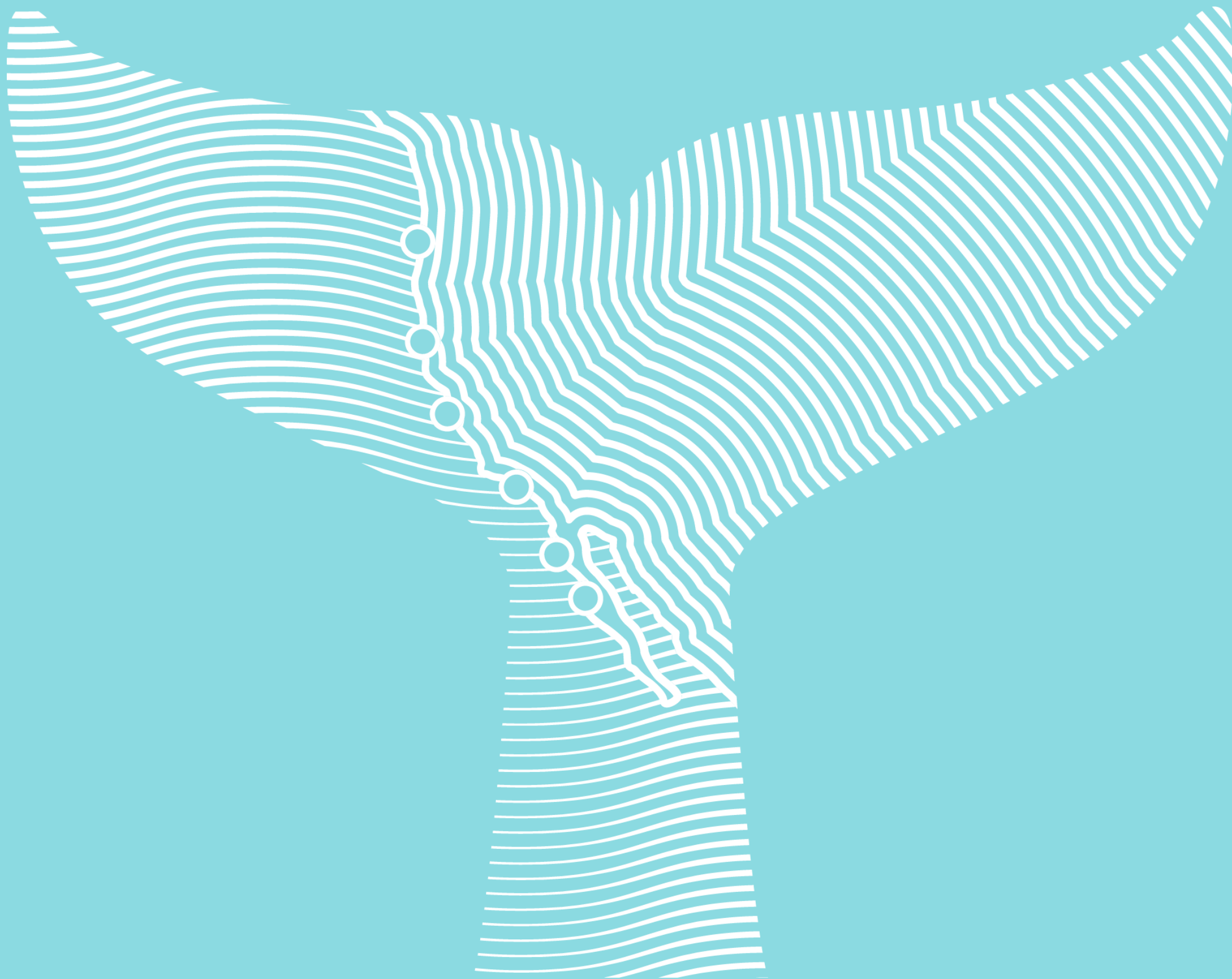
- Conservation efforts/ eco- impact mission
- best website (branding, interface design, user experience, high quality photos)
- very open about process and connecting with consumers

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BRAND IDENTITY



Colors:

white on light blue

Fonts:

GRAY WHALE GIN- Motiva Sans Bold?

Body Font- Sofia Pro Light?

Insta:

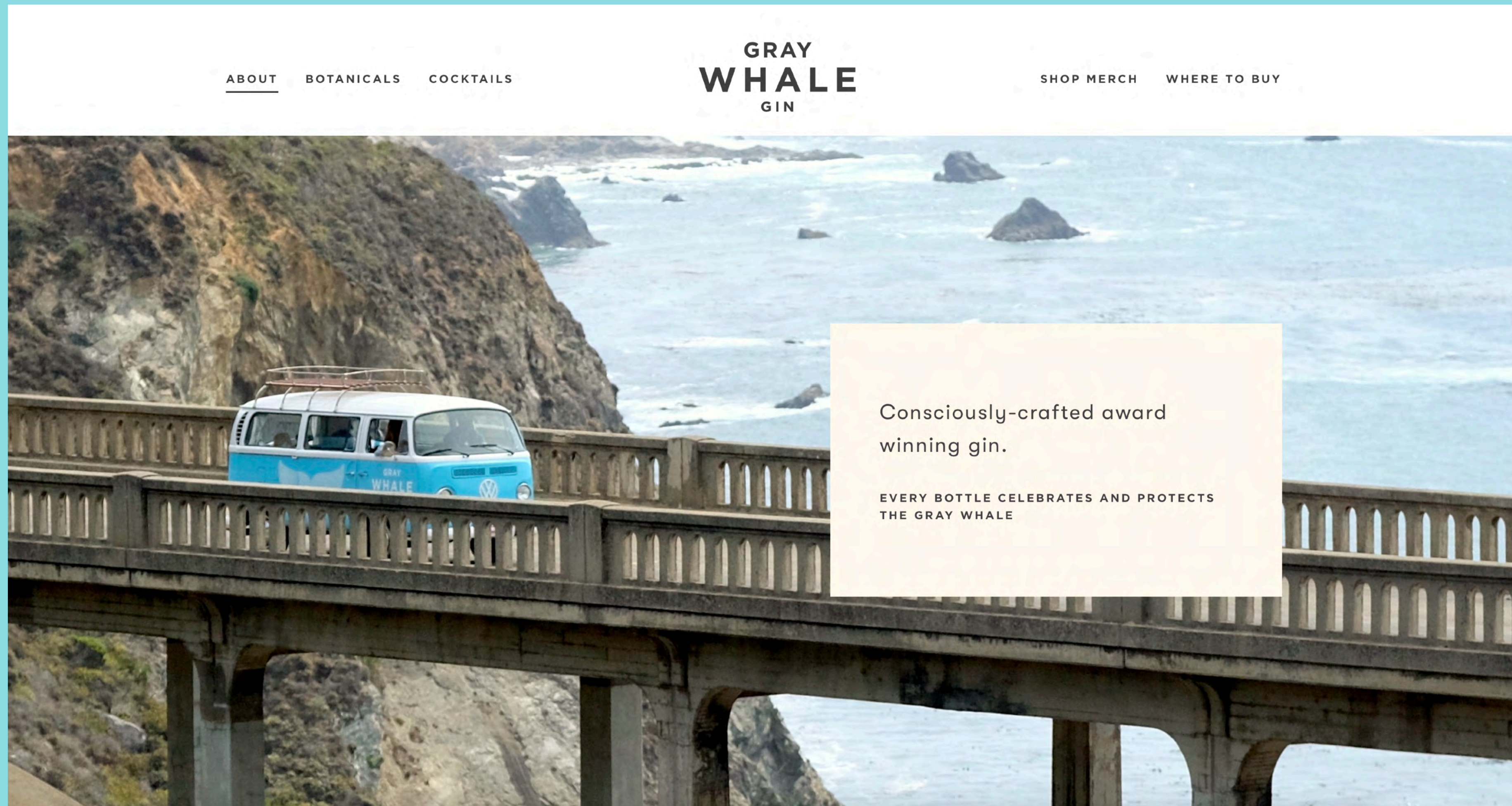
Mix of product shots, cocktail recipes, California coast appreciation, and whale conservation promotion

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WEBSITE

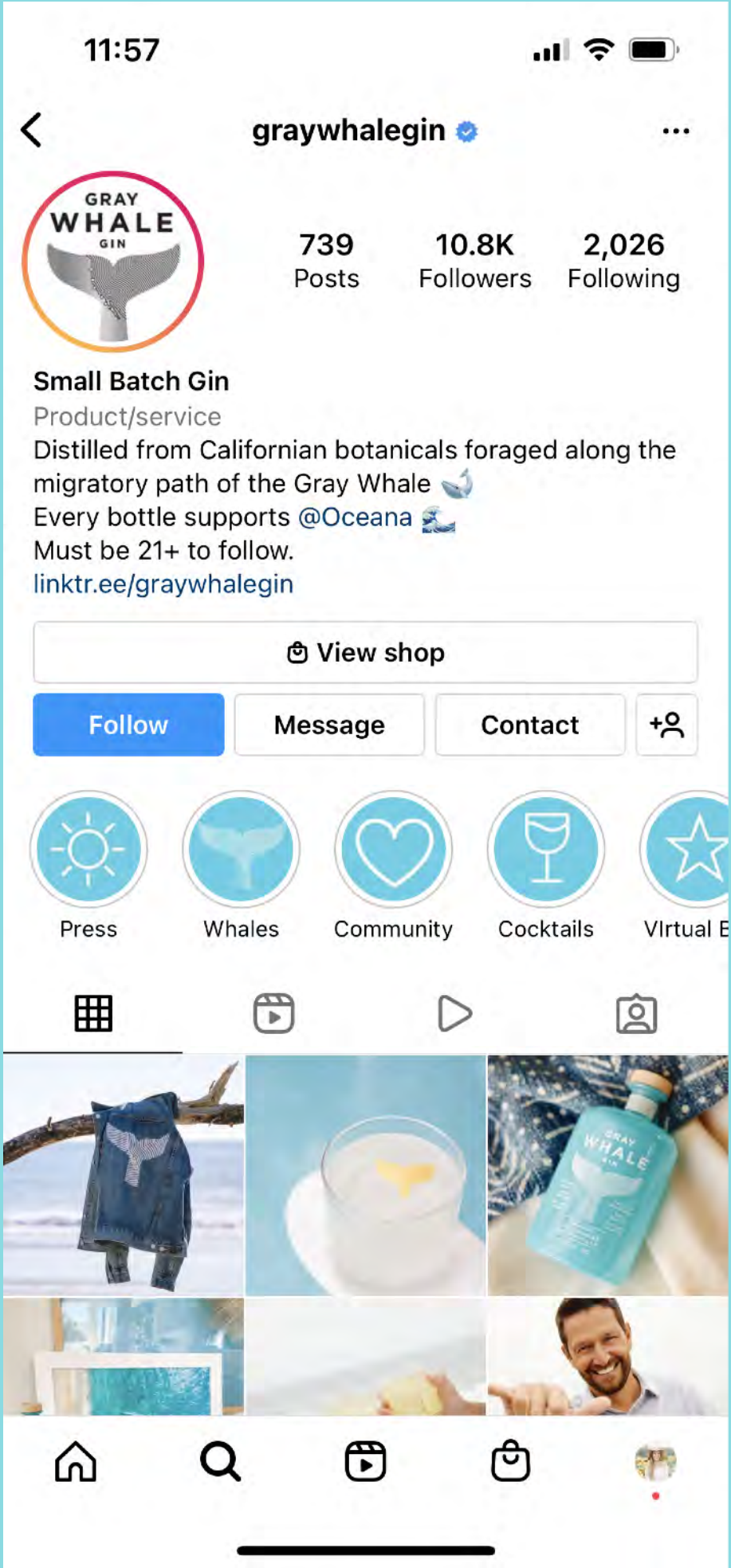
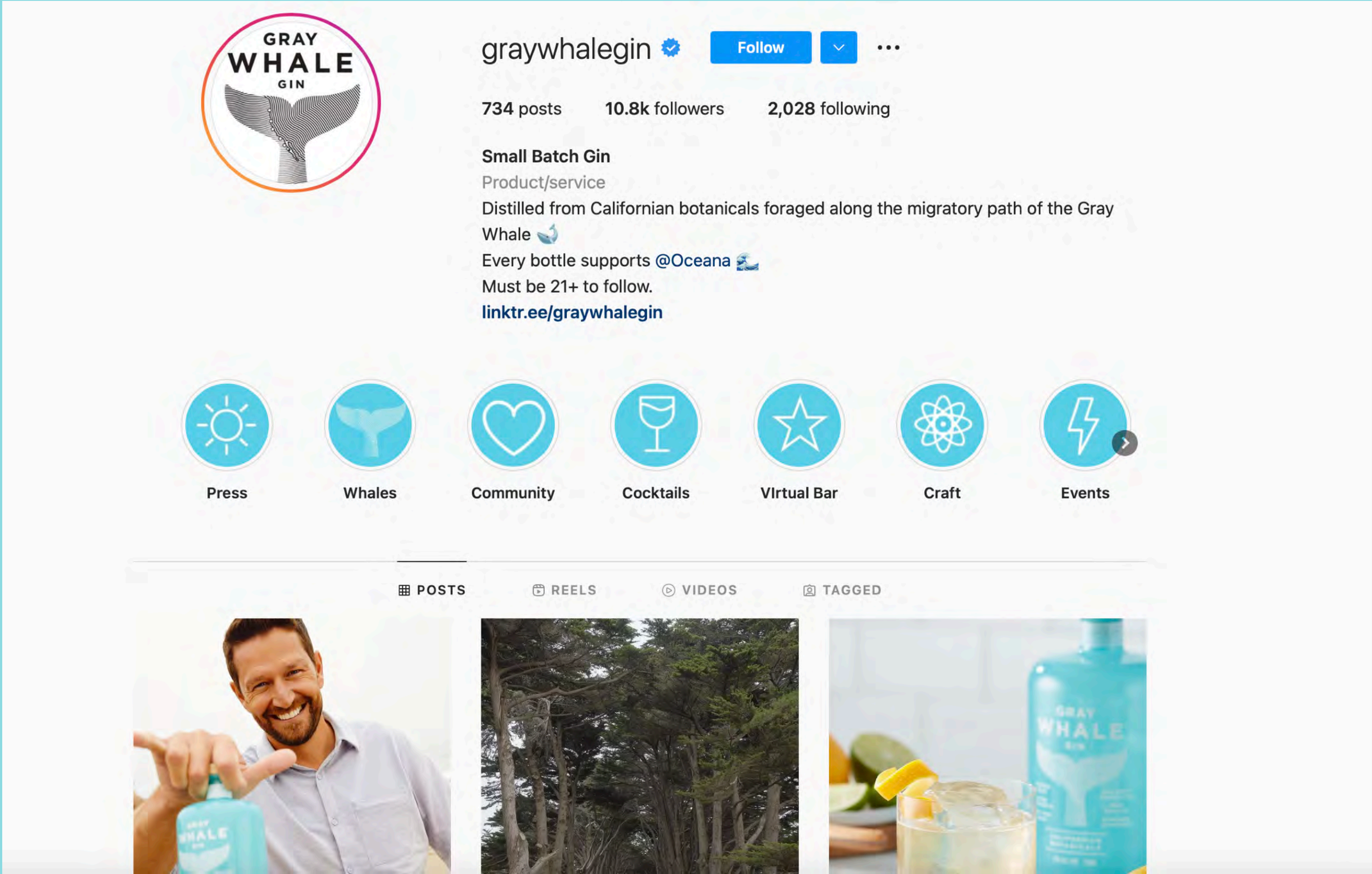


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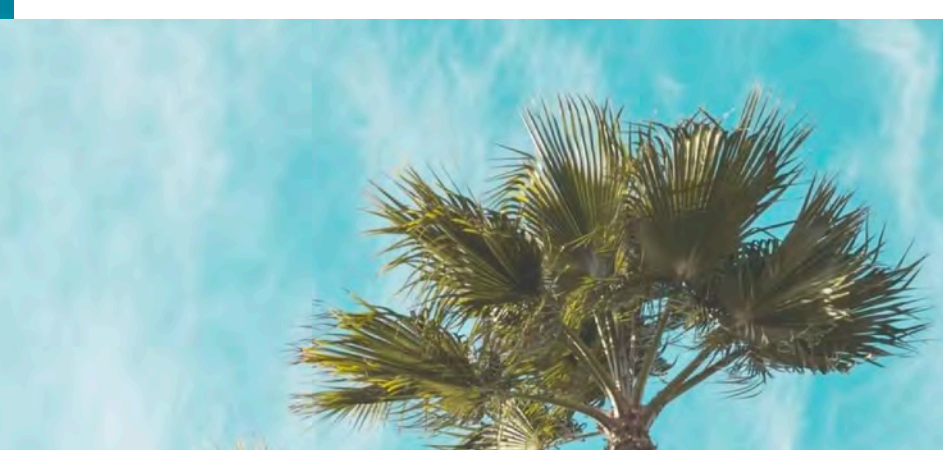
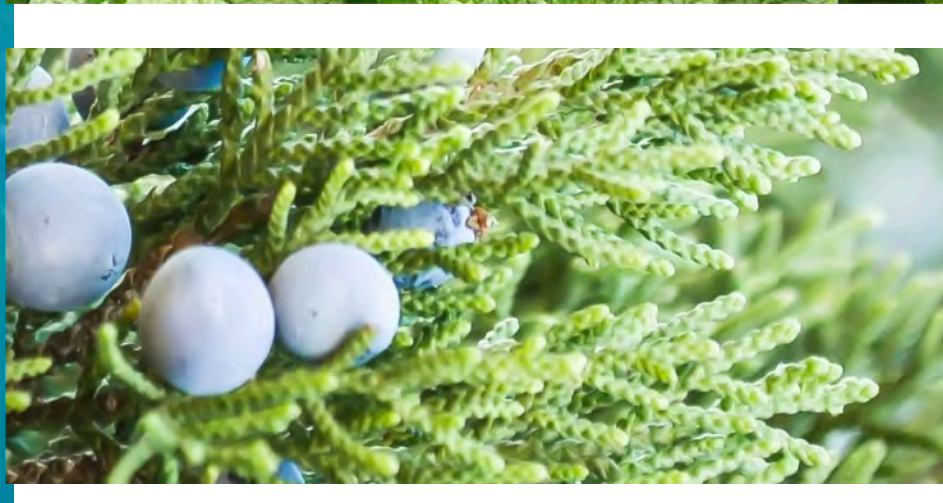


INSTAGRAM



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moodboard

PART 1: SOCIAL MEDIA CAROUSEL

 *gabrielle wagner*



CAROUSEL MESSAGE



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(1) Upcoming Earth Day on Friday, April 22

- conservation, restoration, appreciation; post appreciation for earth, how to maintain efforts, whale anecdote
- "leave it better than you found it" idea
- Earth day every day

(2) The Art of Botanicals

- call back to the heart of the company; whale conservation and simple, fresh, ethically sourced botanicals
- "The Journey"; Gray Whale's Small Batch Gin is a celebration of the 12,000 mile journey whales migrate along California coast



SCRAWL IDEAS & CAROUSEL SKETCHES

GRAY WHALE GIN

INITIAL PROJECTS OVERVIEW

1. Photoshop Carousel:
2. Packaging: Gin box w/ interior reveal
3. Book: Cocktail Recipe Book (illustrations?)
4. Motion Media:

PROJECT 1: PHOTOSHOP CAROUSEL

- whale tail coming out of water + transparency gin
- "the Journey" story (website) highlighting 3+ points
- Whale made out of botanicals
- advertising:
 - facts about whales / conservation / california / beach / water benefits.
 - Giveaway
 - Howday?
 - APRIL 22 (Friday) = EARTH DAY.
- Drawing in sand - of bottle - of whale
- clean up beach # leave w/ more than you brought # leave better than before.
- w/ each sipe, botanicals grow (botanicals)

1 Botanicals flowing into Gin Bottle

2 image of whale made out of botanicals used to ~~and~~ distill gin!

3 * close up shots of fresh ingredients

4 Limes (Temecula) 2. Mint (Santa Cruz) 3. Almonds (Capay Valley) 4. Juniper Berries (Big Sur) 5. Fir (Sonoma Valley) 6. Kombu Sea Kelp (Marina Mendocino Coast)

"The Journey" → Small Batch Gin is a celebration of journey whales migrate along Calif. Coast

5 Photo of whale pod doing Earth day appreciation.

6 Beach w/ garbage X not a fan of this idea, been done before

7 Photo of whale pod doing Earth day appreciation.

8 * at beach, creation of adom reference X funny, but no.

9 Similar to # 3, except more "artistic" ocean meets coast, where ingredients are shown as close up images

10 Gin tipped over, spilling out botanicals. ~~from~~ whales swimming in botanicals

what are you packing for whale watching? Packing gin + photo + Earth Day text.

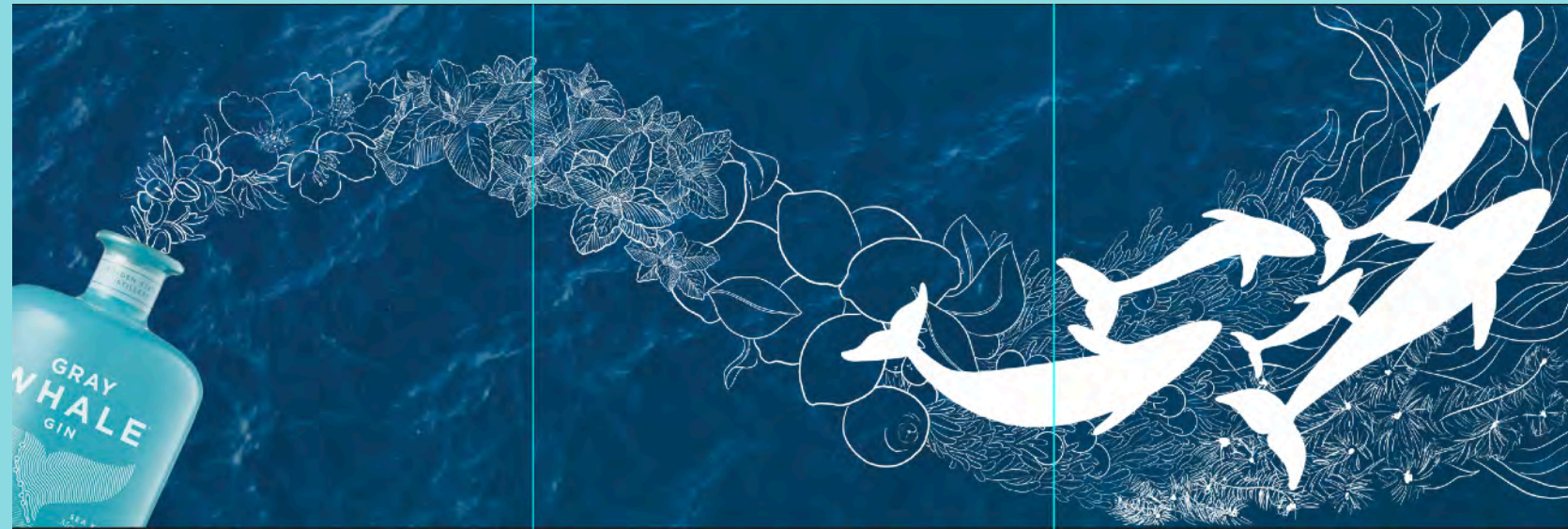
* combine with #2? ★

← Earth Day

← whale pod in ocean

ROUGHS

1.



2.



3.



4.



5.



6.



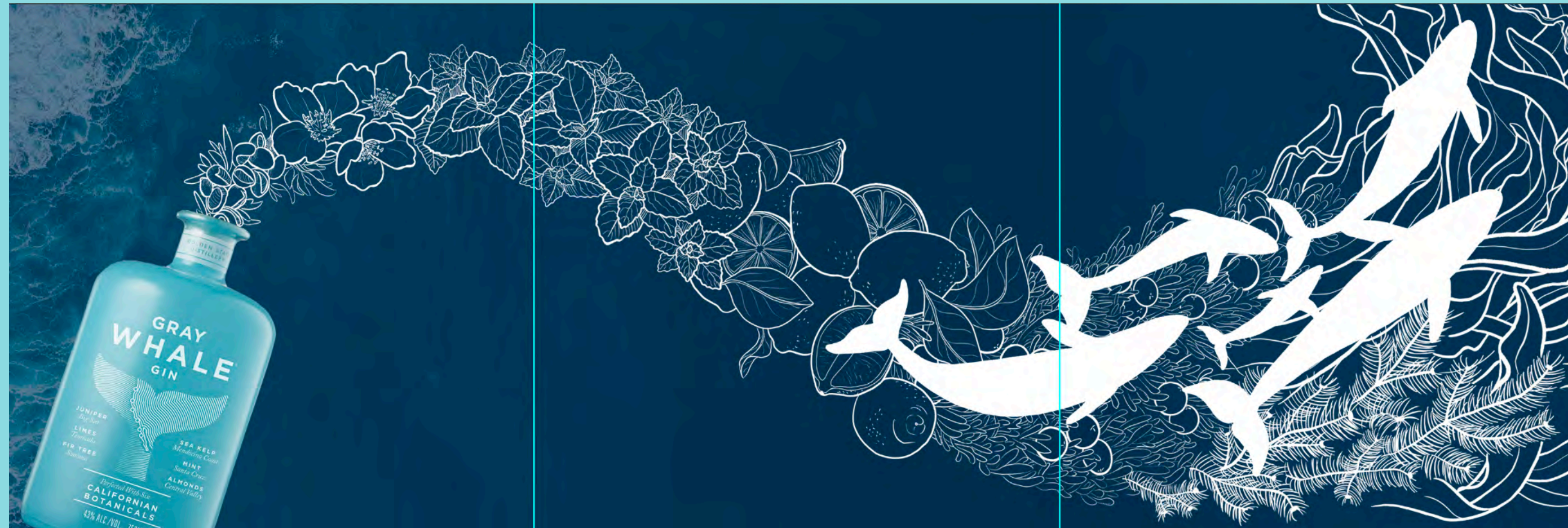
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WIP

1.



2.

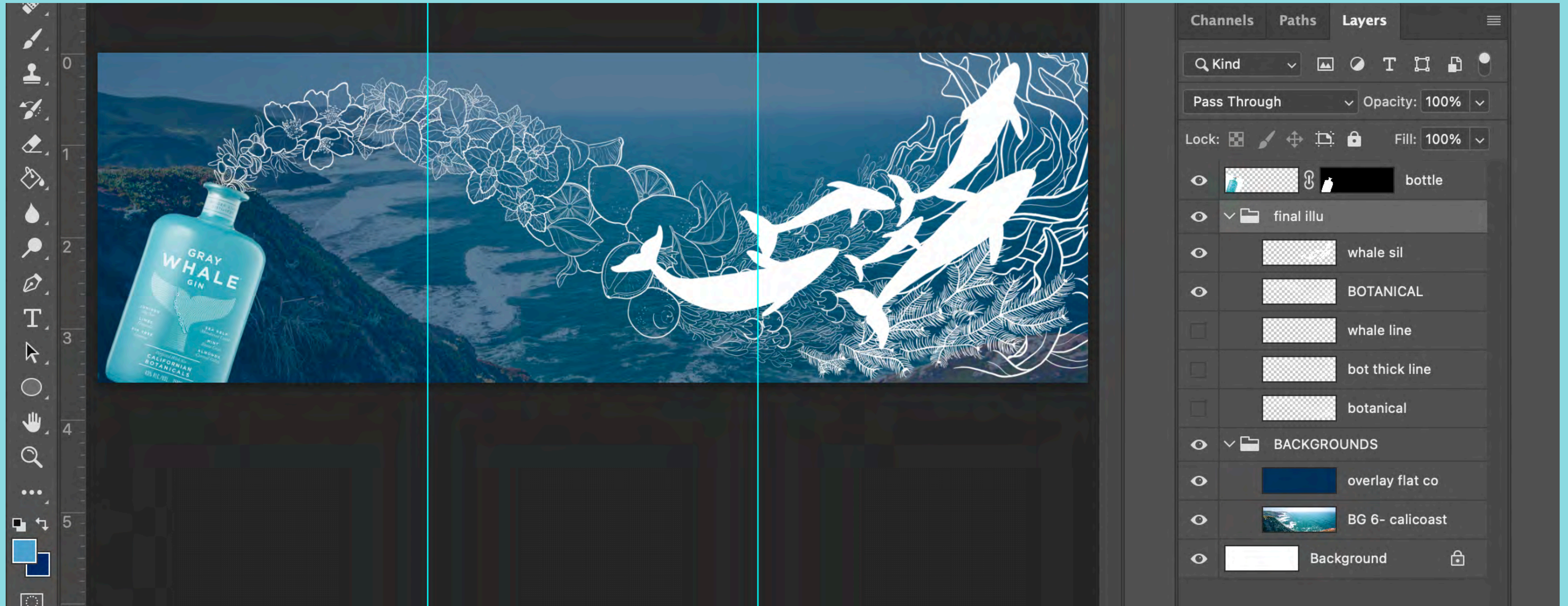


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PHOTOSHOP



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FINAL

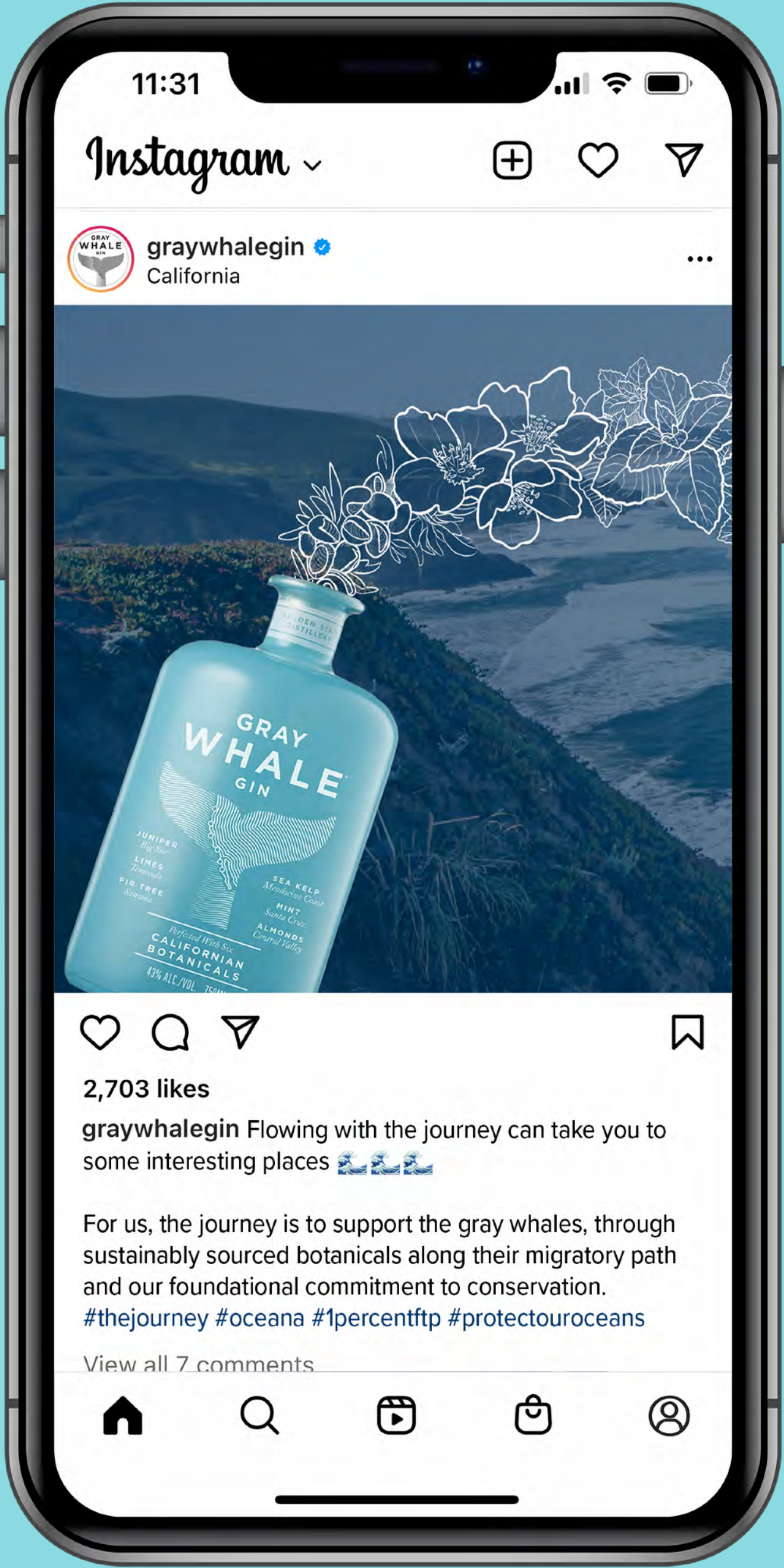


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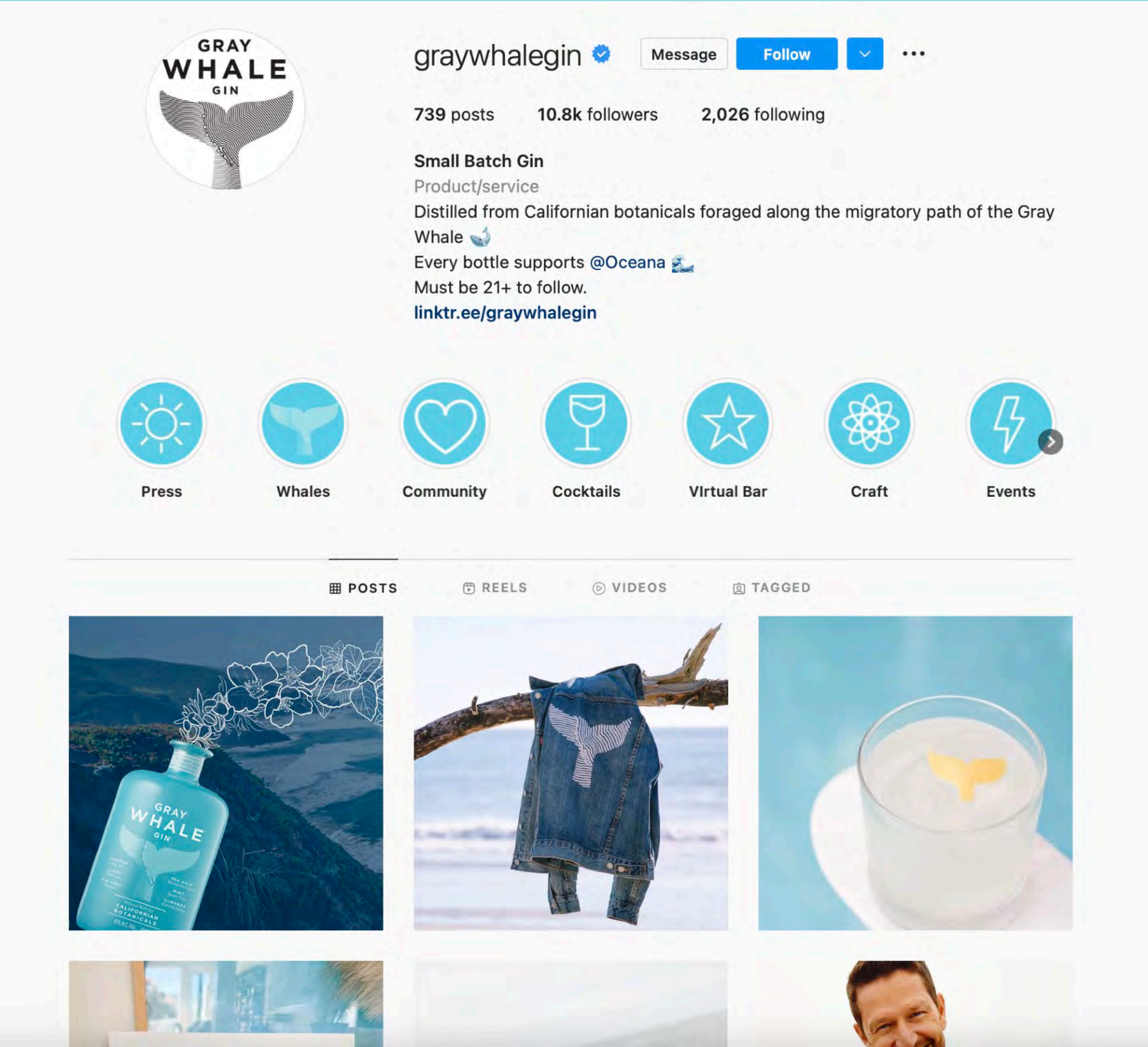
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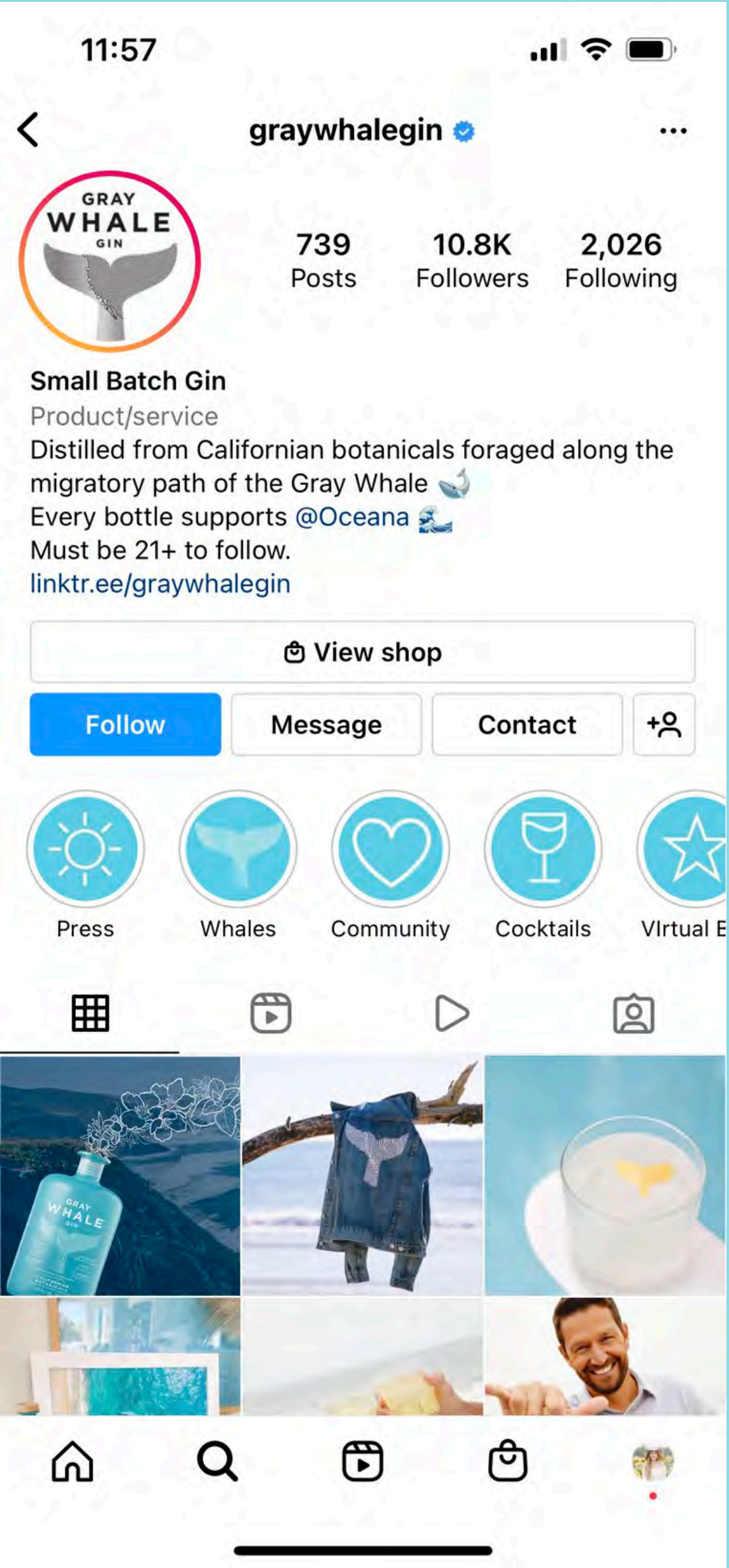
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BLENDING IN



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WORKS CITED

GRAY WHALE GIN:

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<https://www.instagram.com/graywhalegin/>

COMPETETORS:

<https://nauticalgin.com>

<https://isleofwightdistillery.com/collection/mermaid-gin>

<https://pacifichousegin.com/products/seaside>

OCEAN / CALIFORNIA COAST PHOTOS (ADOBE STOCK):

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PART 2: PACKING DESIGN

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CURRENT PACKAGING



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OTHER PRODUCTS



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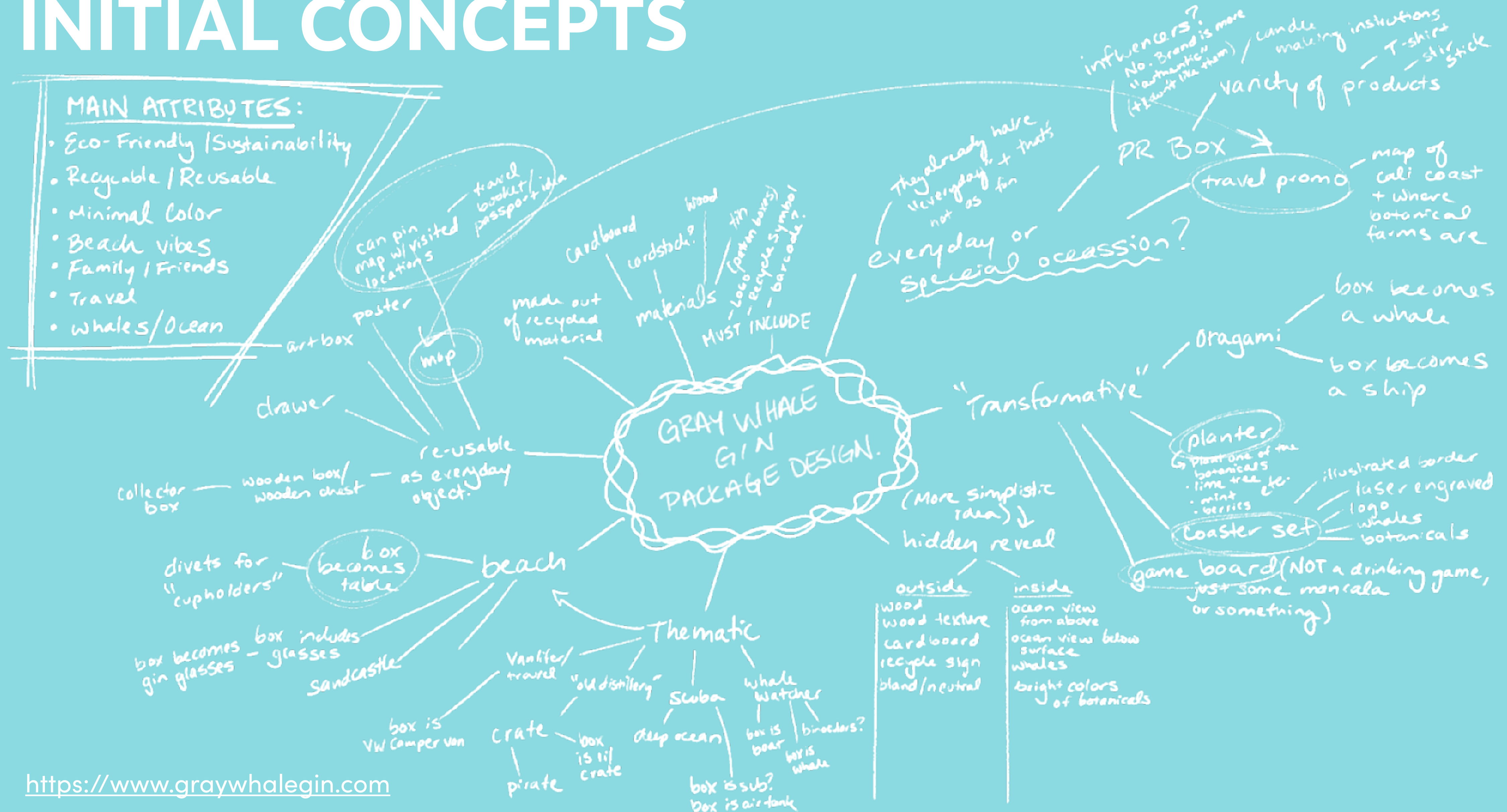
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inspirations

INITIAL CONCEPTS

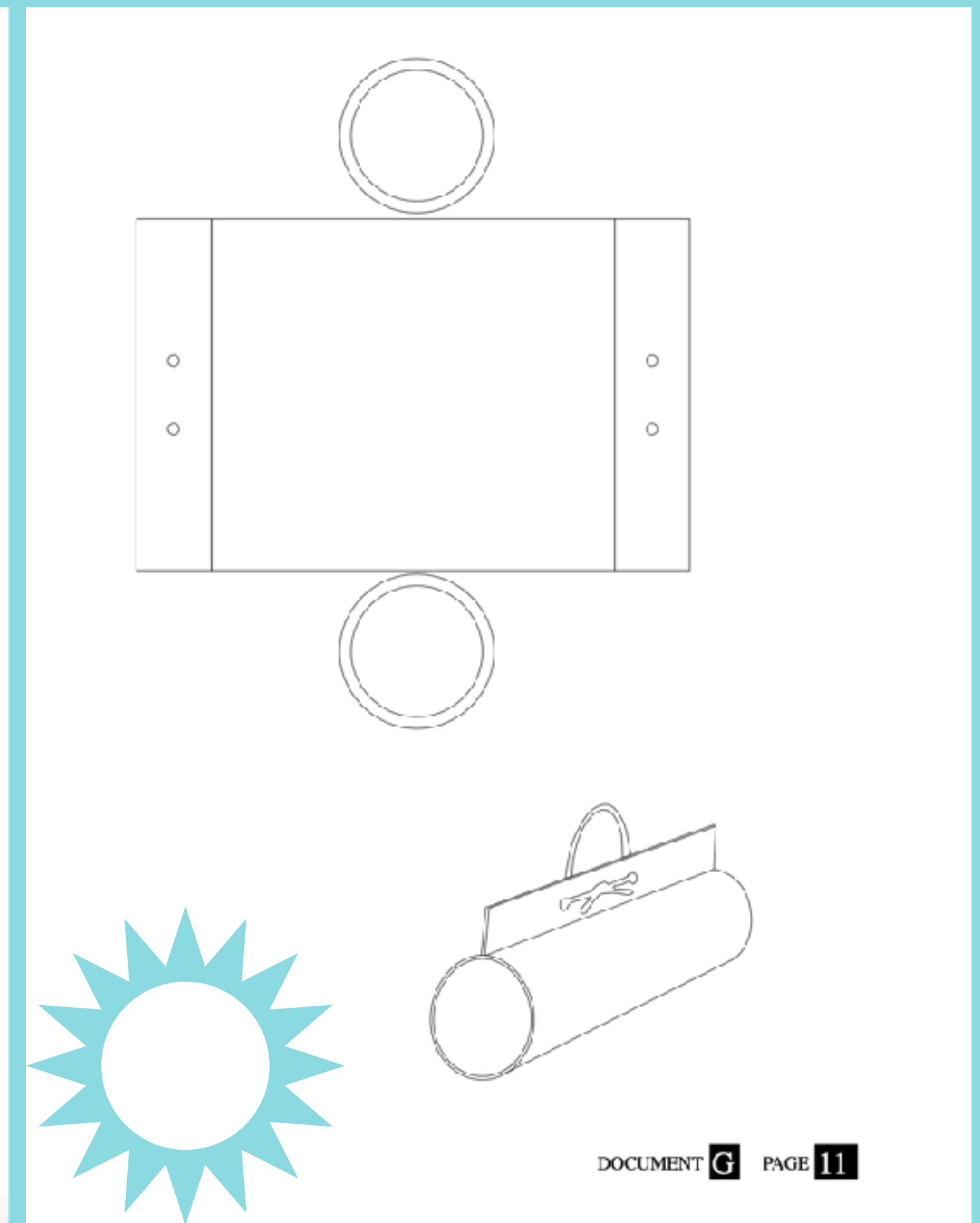
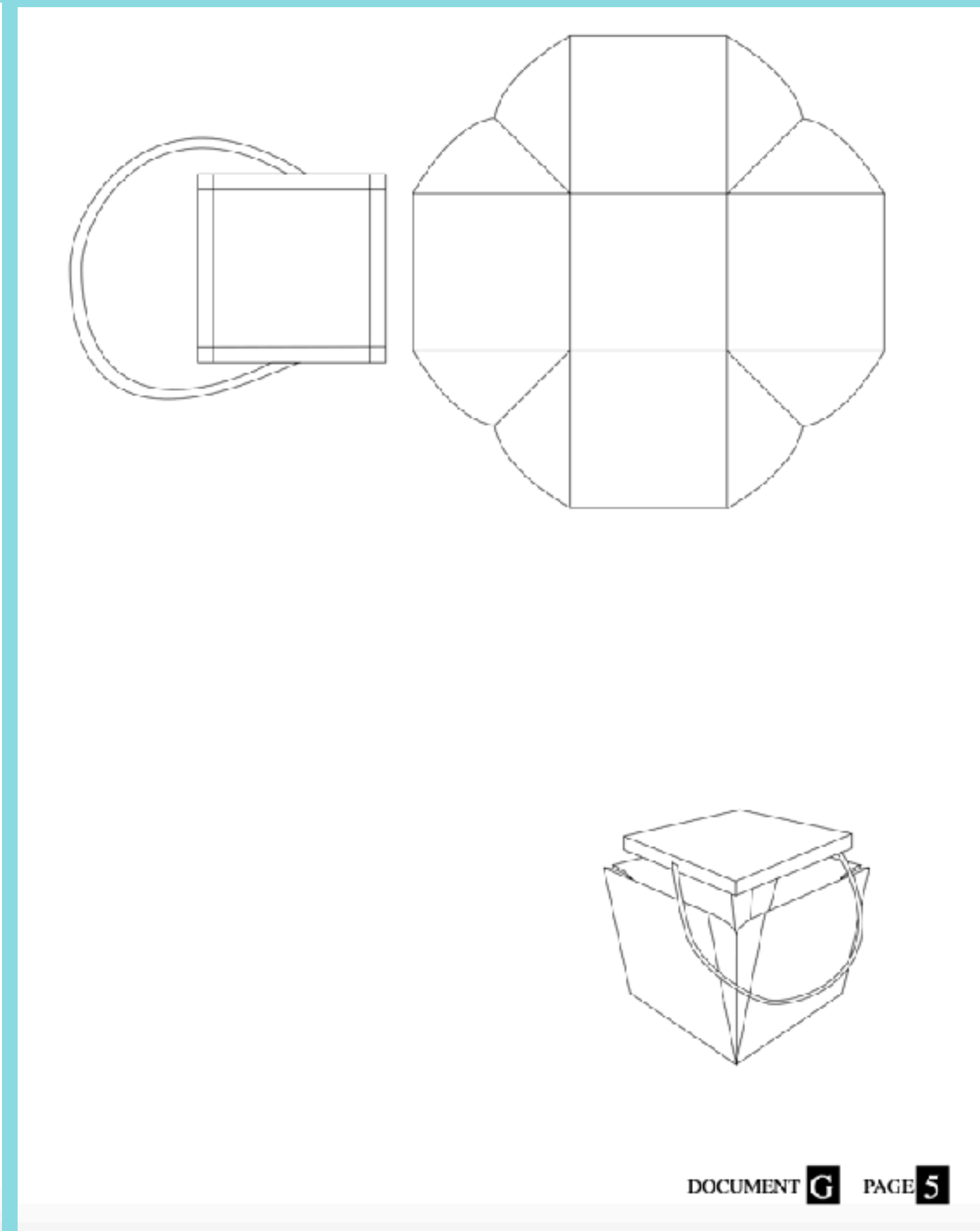
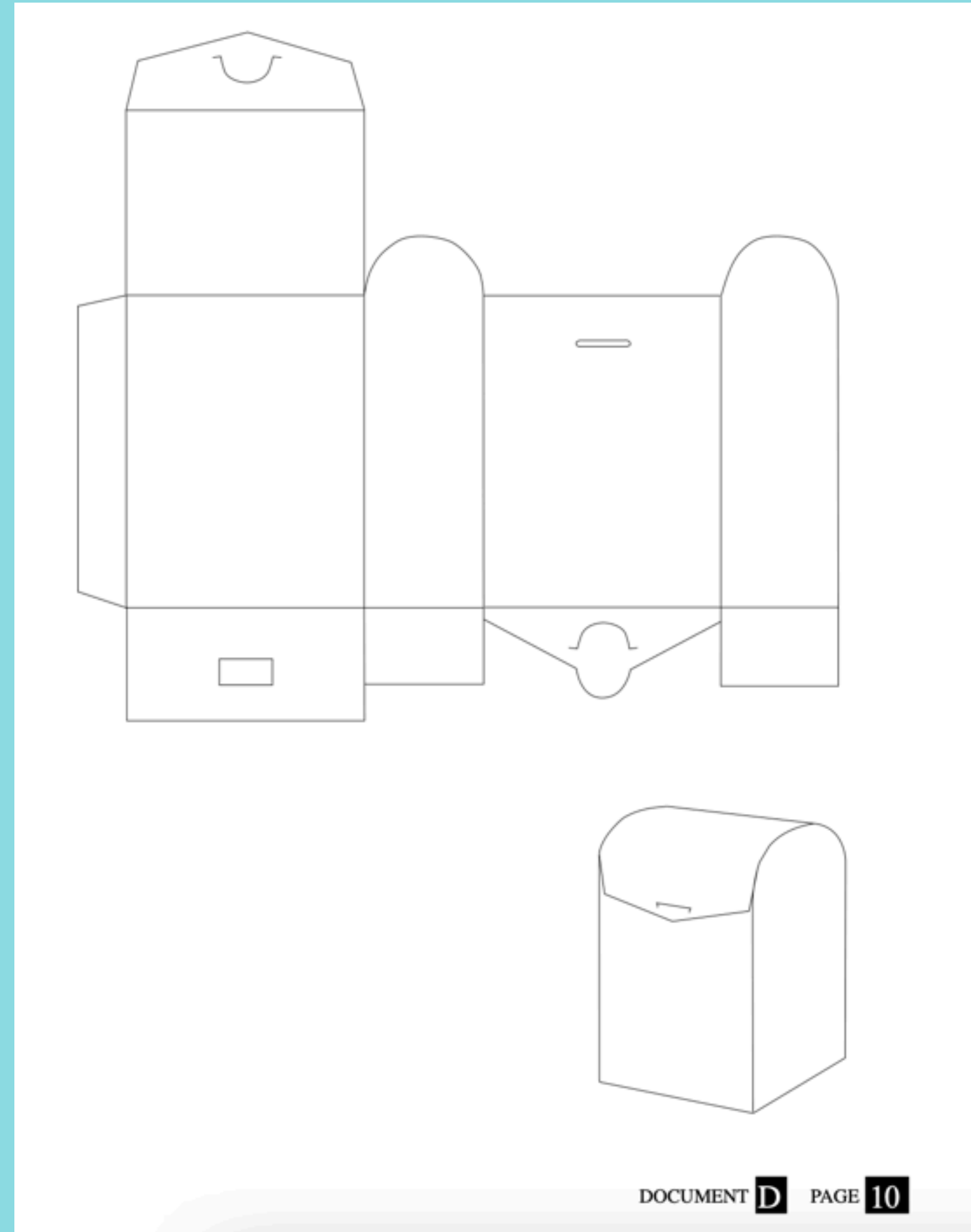


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TEMPLATE SELECTION

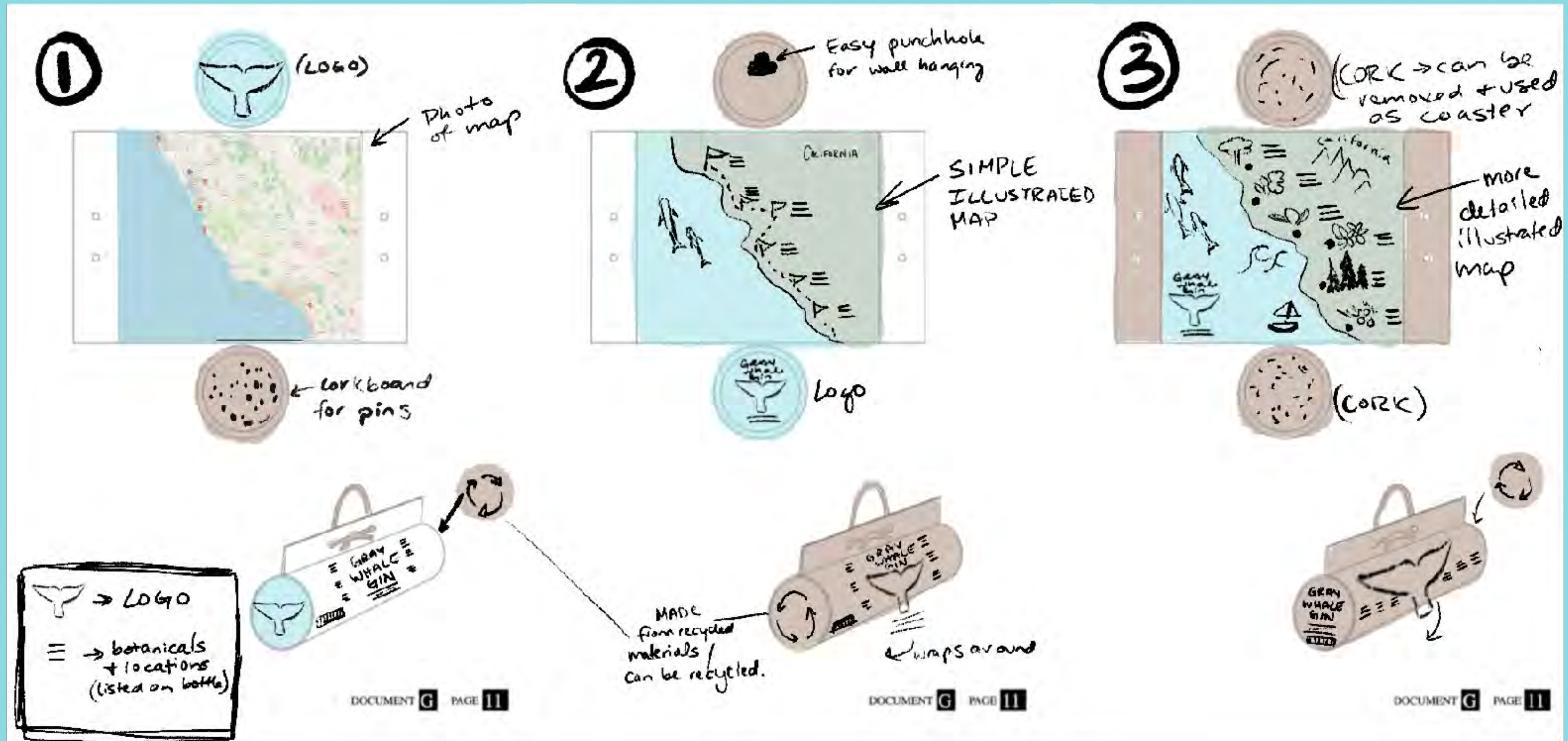


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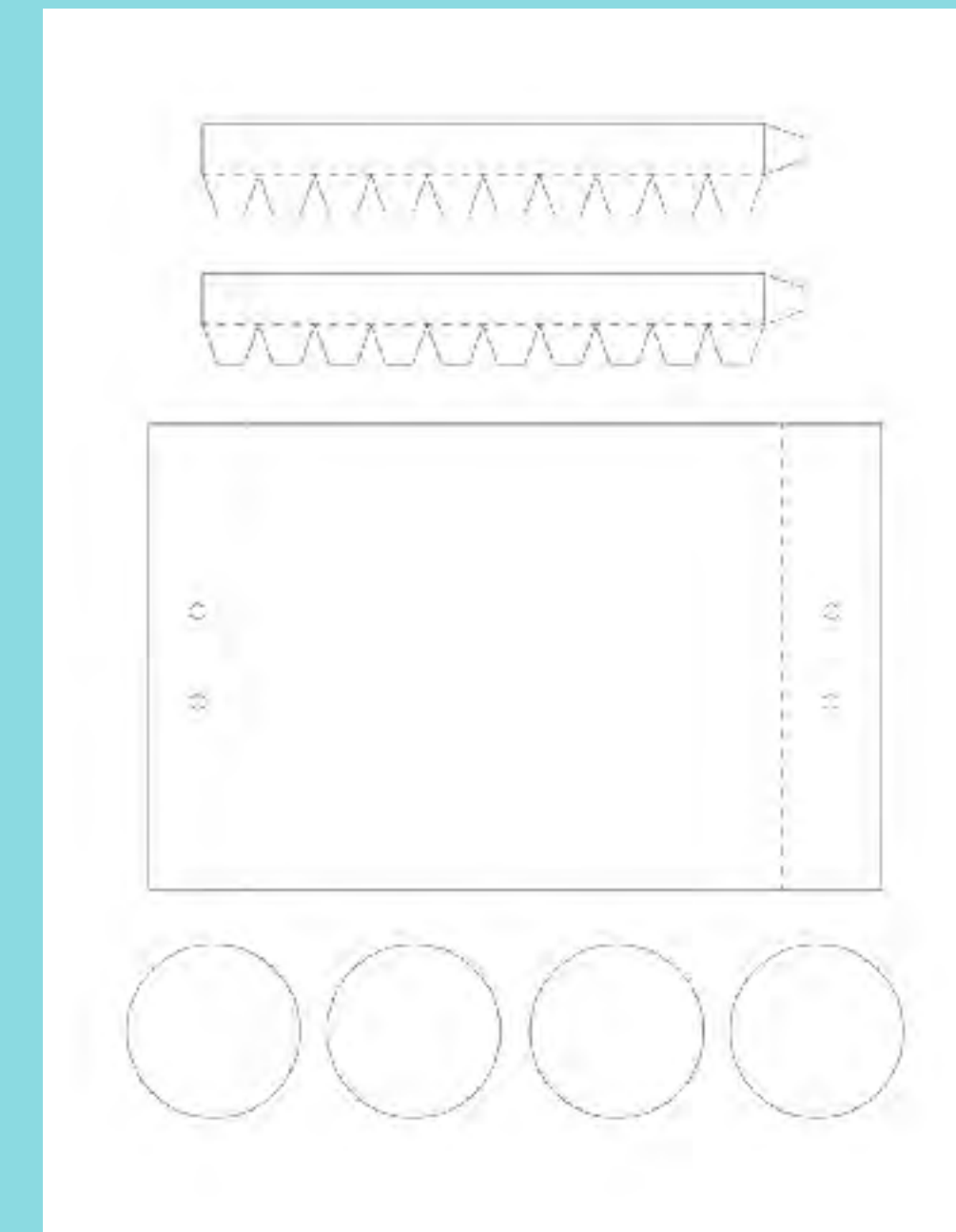
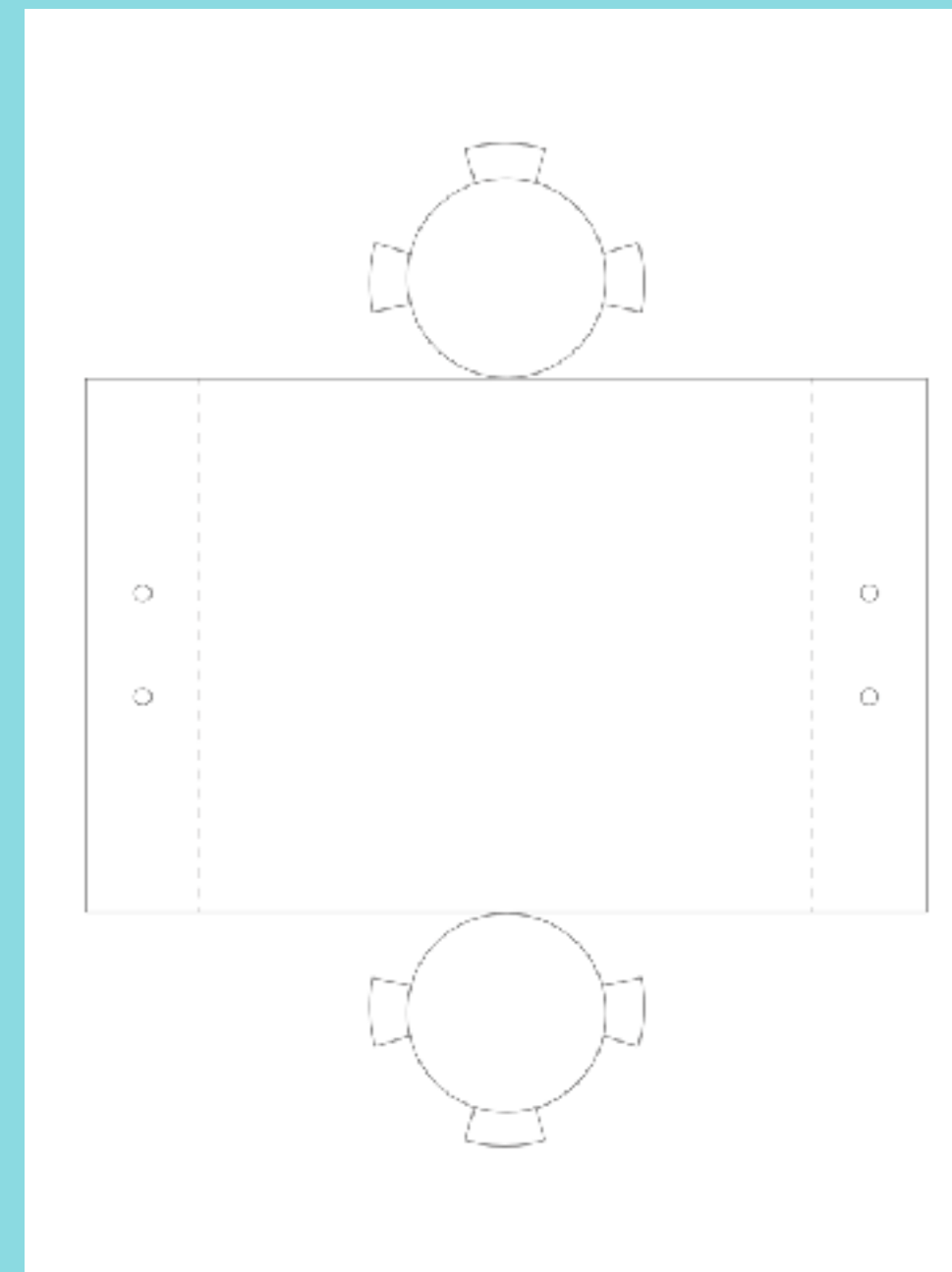
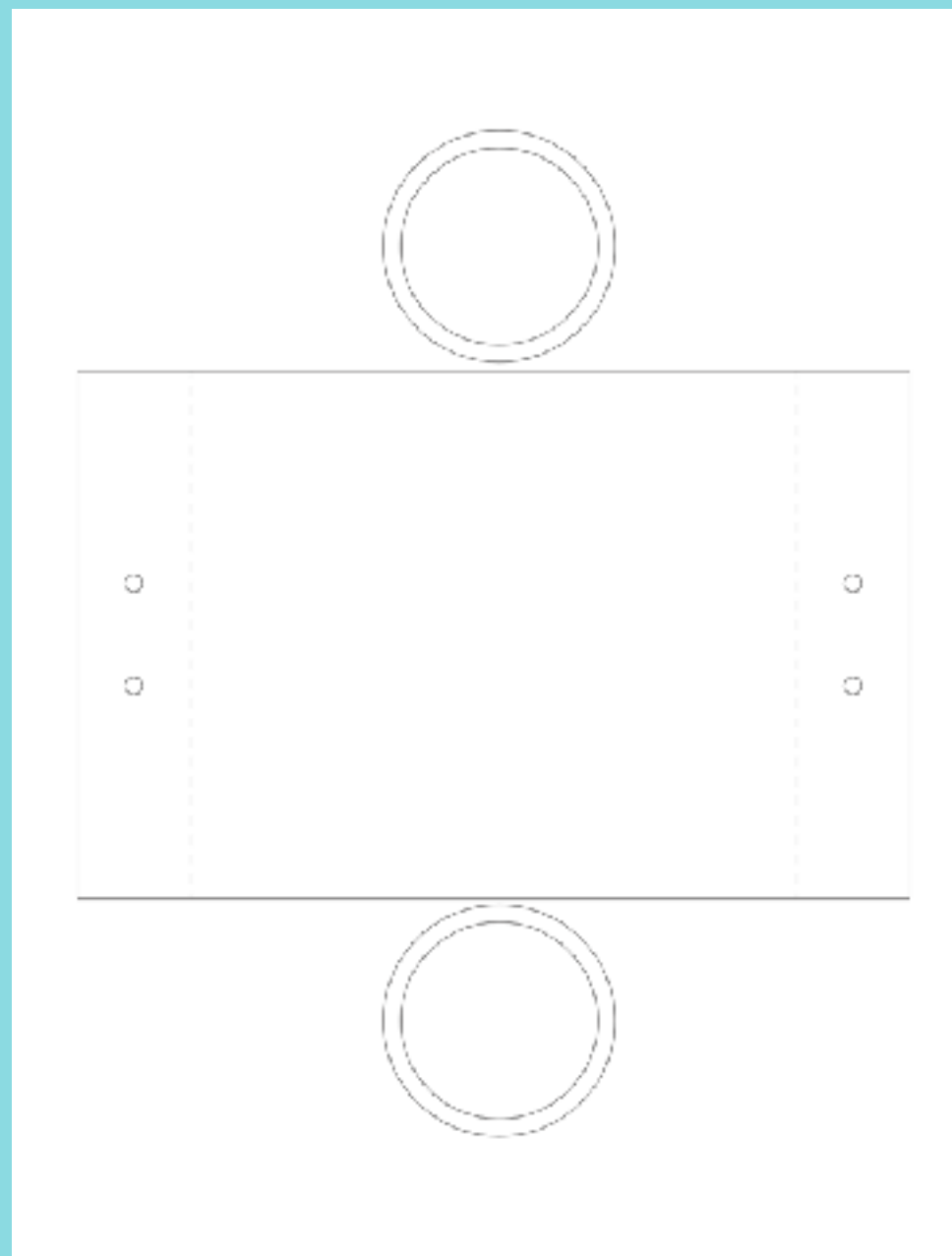


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PAPER DUMMIES

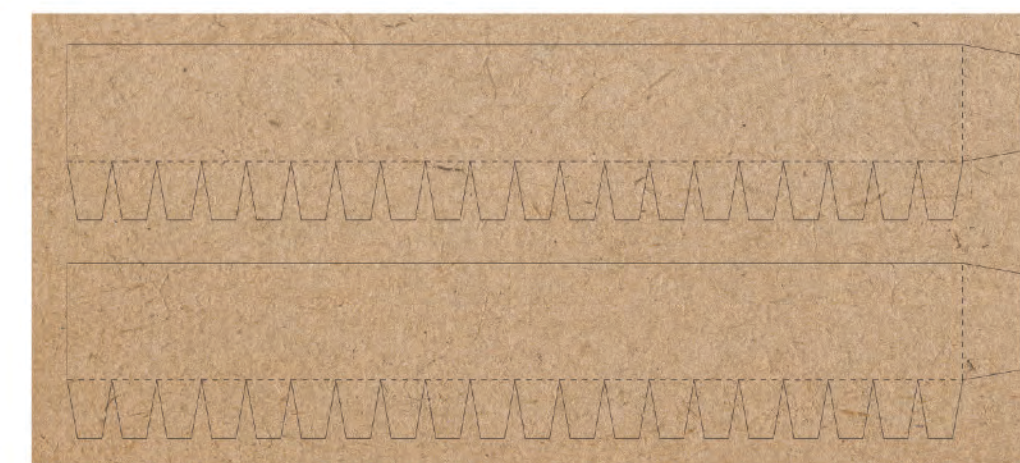
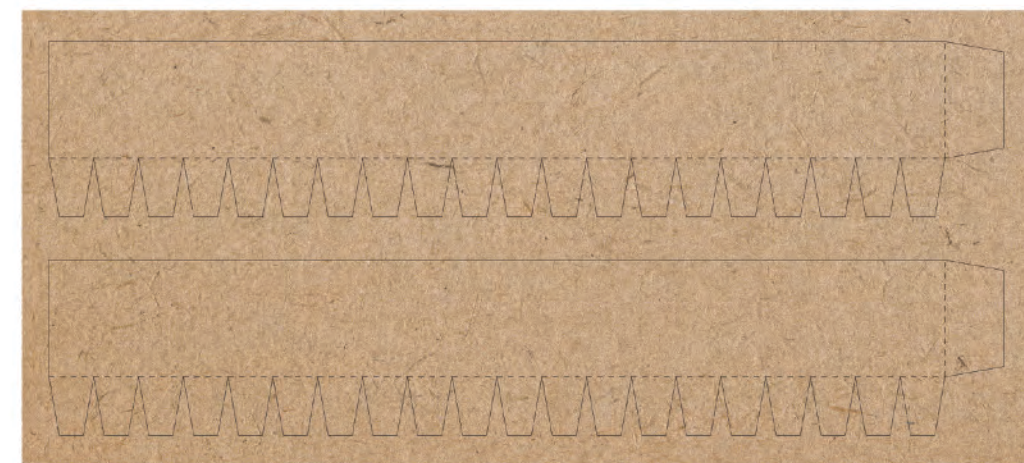


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WIP

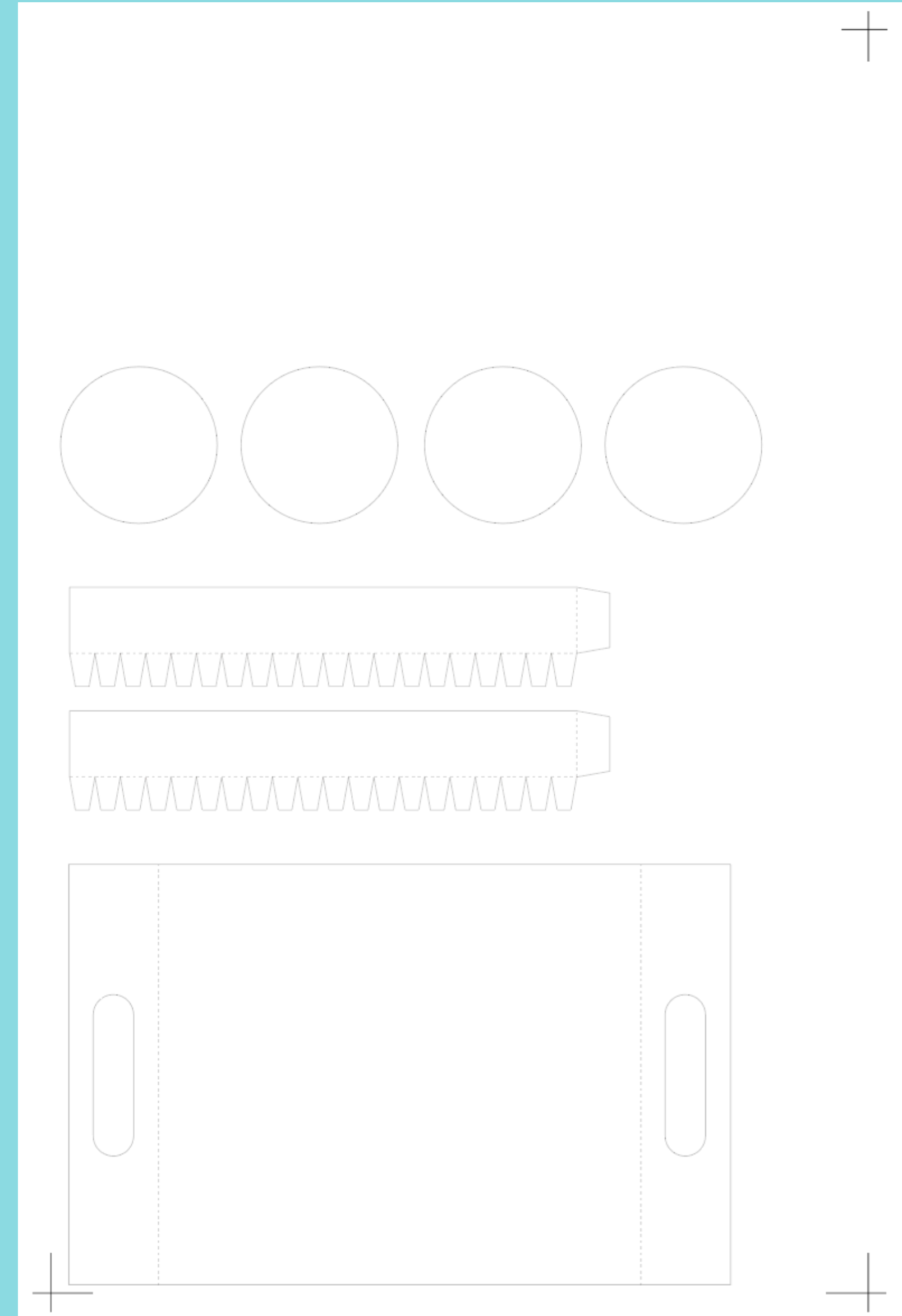
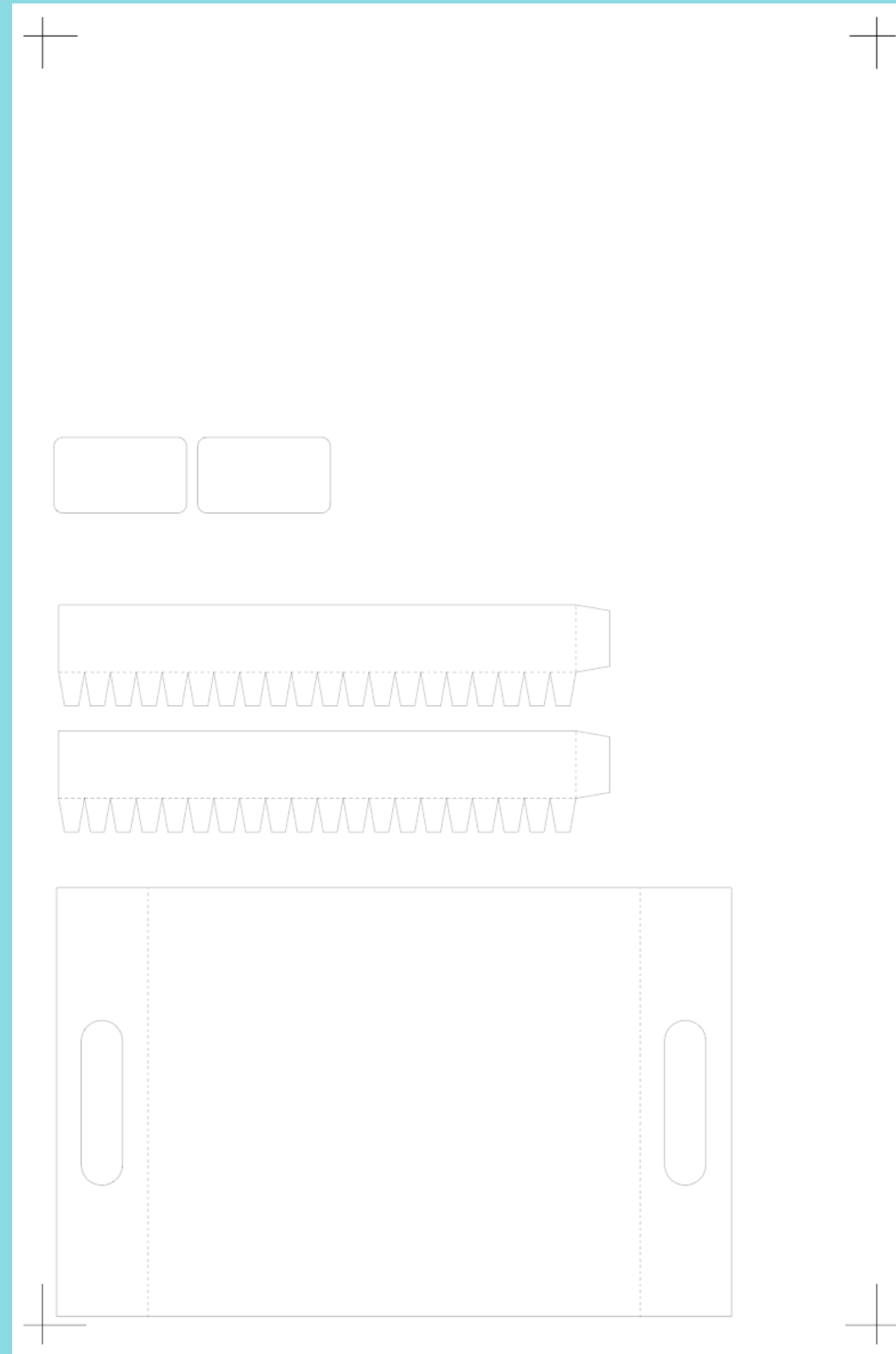


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FINAL DIELINES

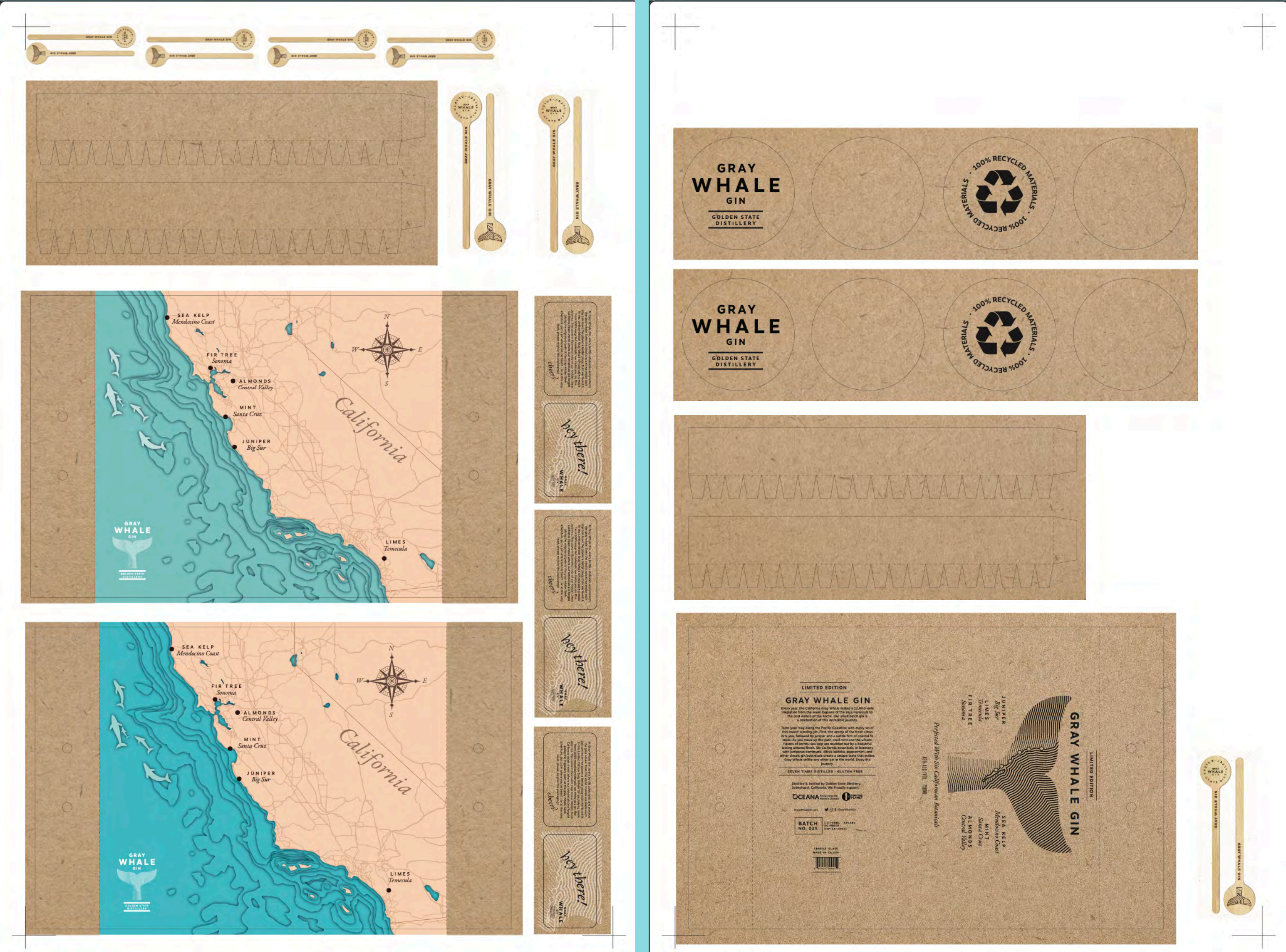


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WHAT I PRINTED



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NOTE INSERT

At Gray Whale Gin, every bottle celebrates and protects the gray whale. Even the small choices we make each day can leave the planet a better place than we found it. In this Limited Edition Gray Whale Gin packaging made from 100% recycled materials, we invite you on The Journey. The custom illustrated map of our Golden State California coast shows where our botanicals are forged along the migratory path of the gray whale. Seek adventure, put a pin where you've been! ...or at the very least, please recycle this packaging:)

cheers!

hey there!

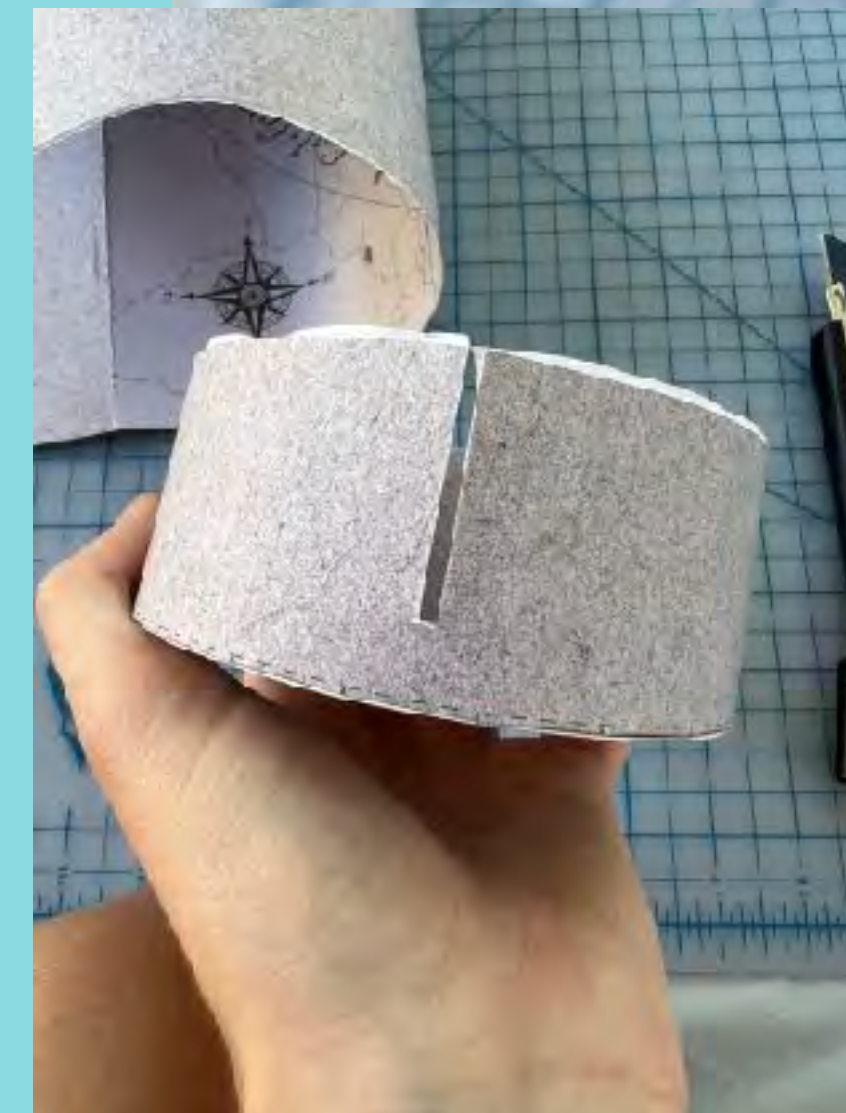
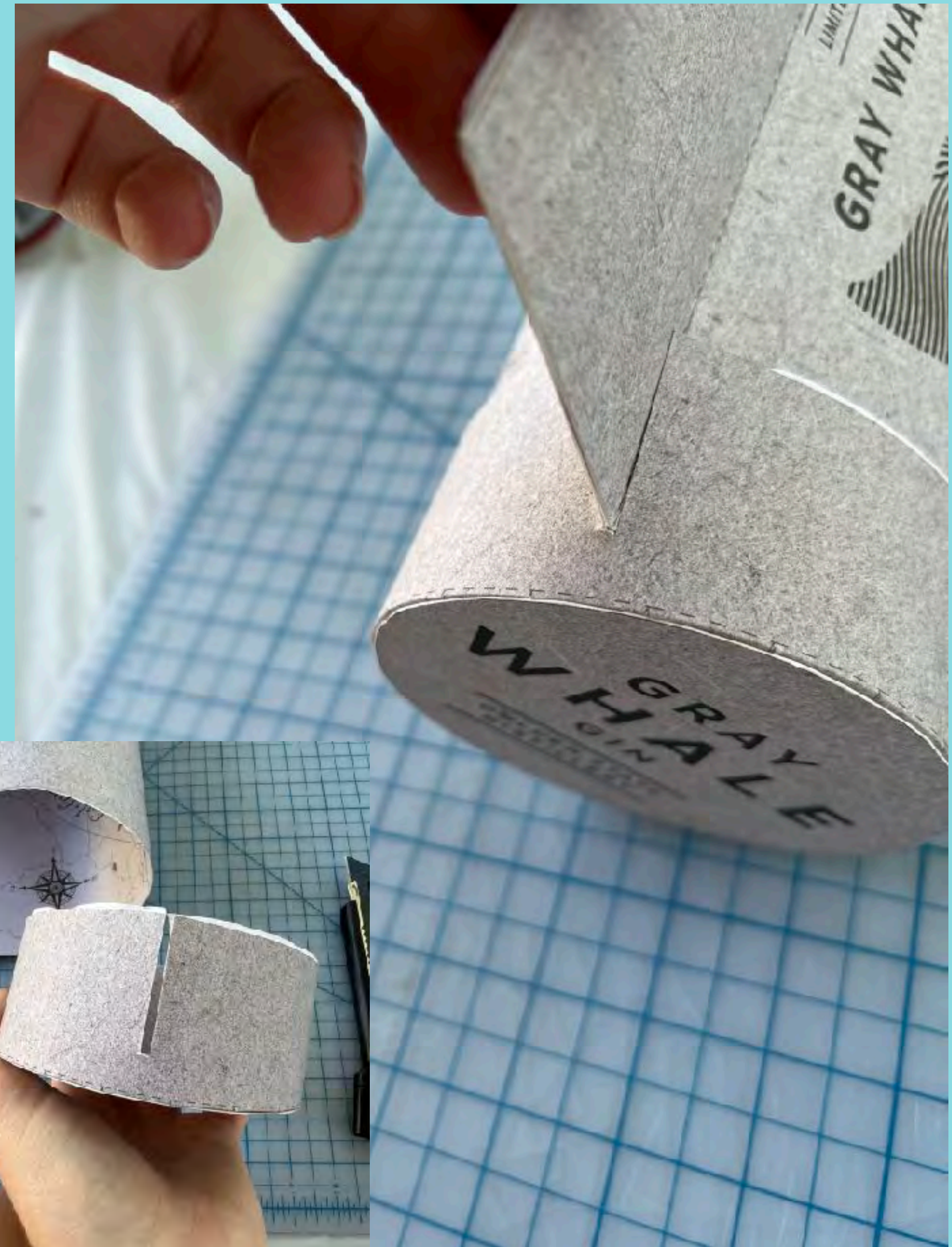
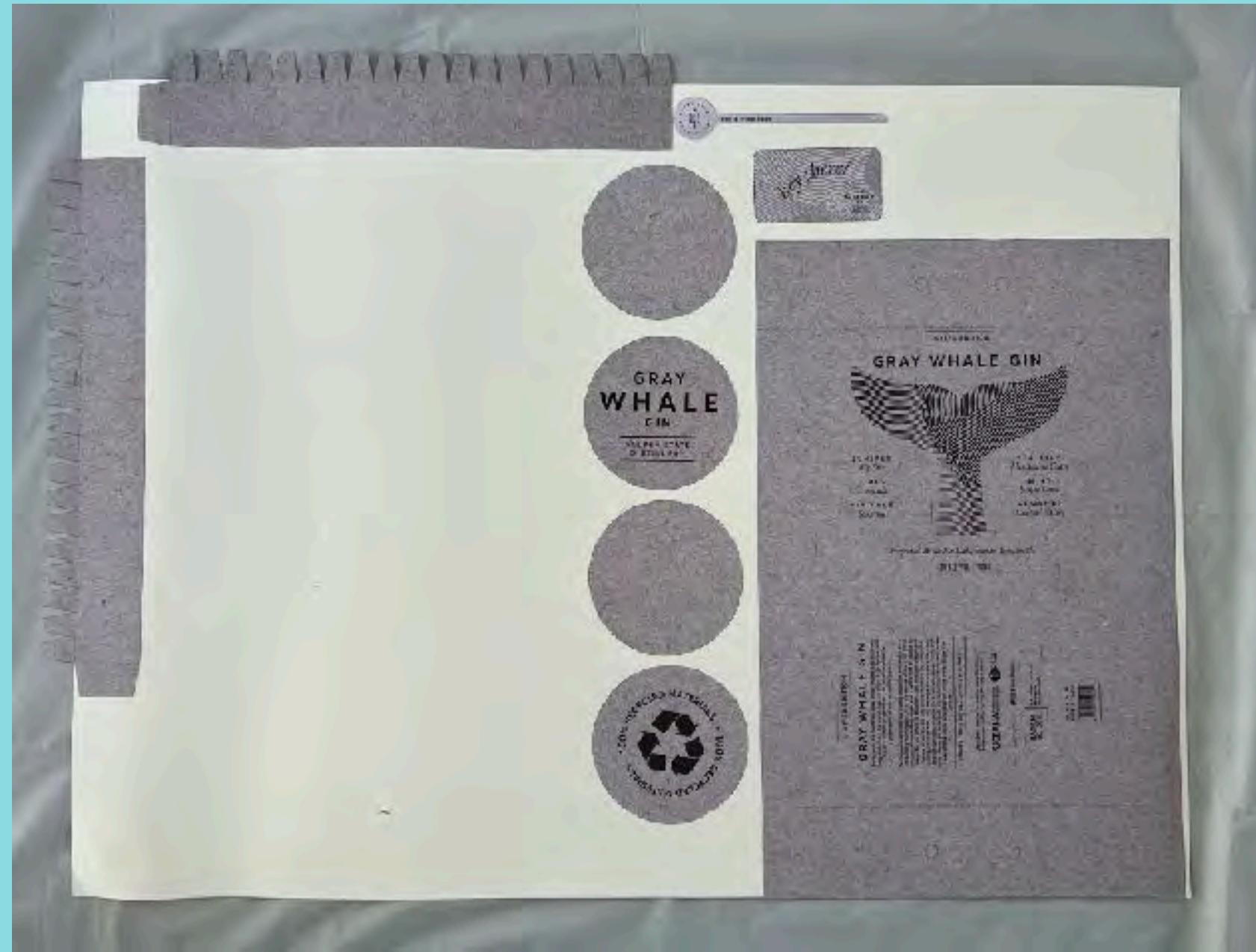
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ROUGH B/W BUILD



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ROUGH B/W BUILD

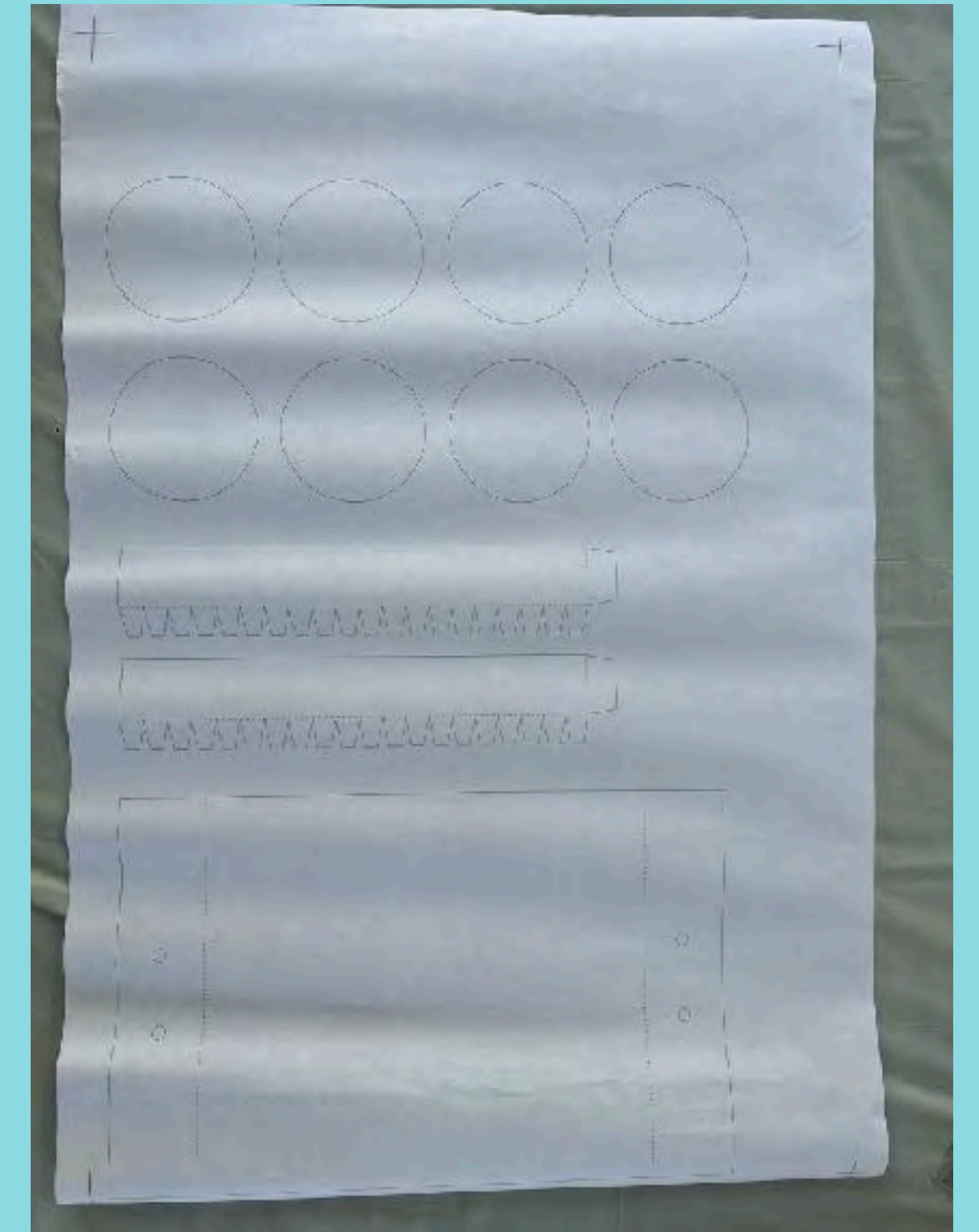
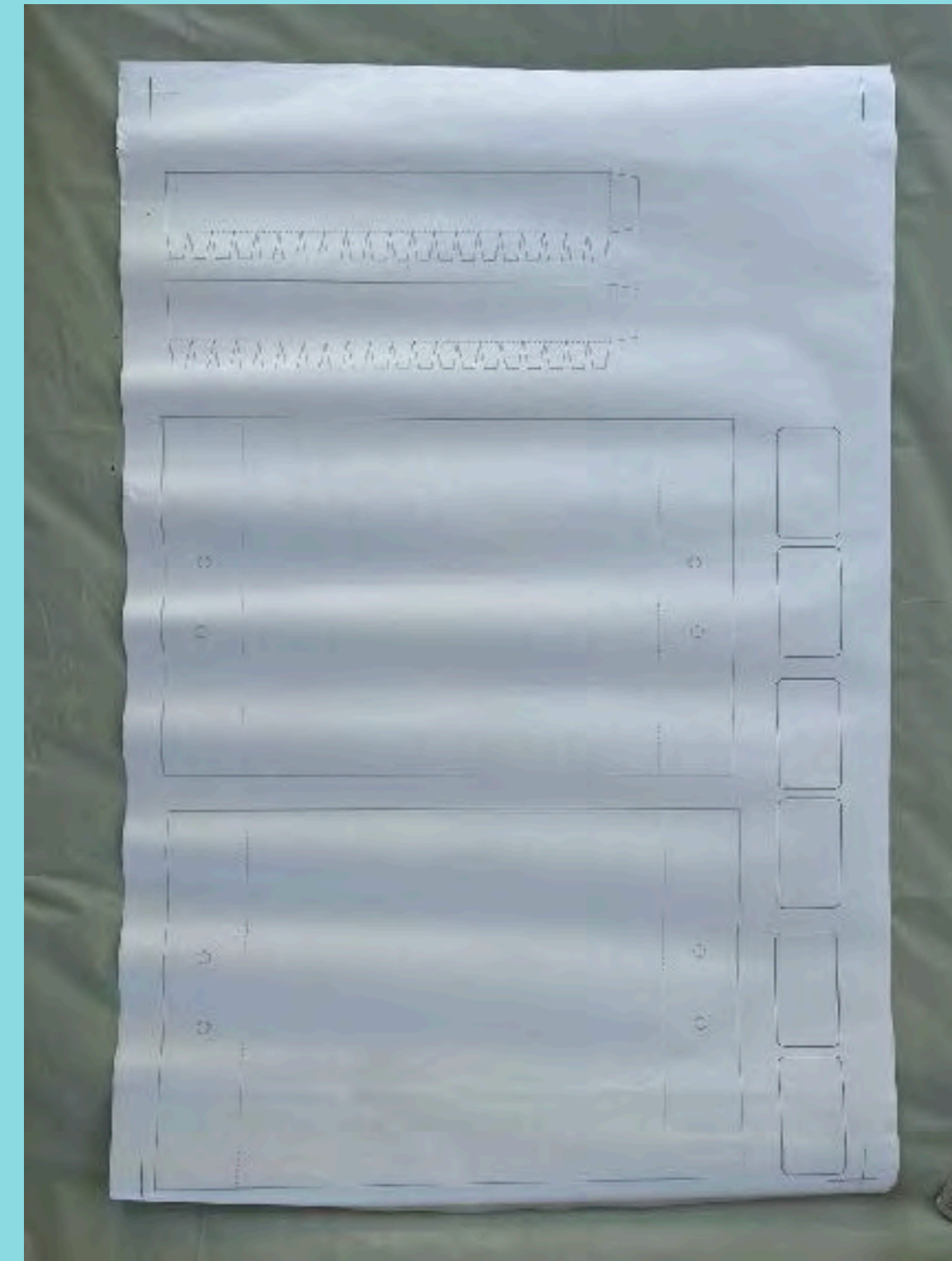
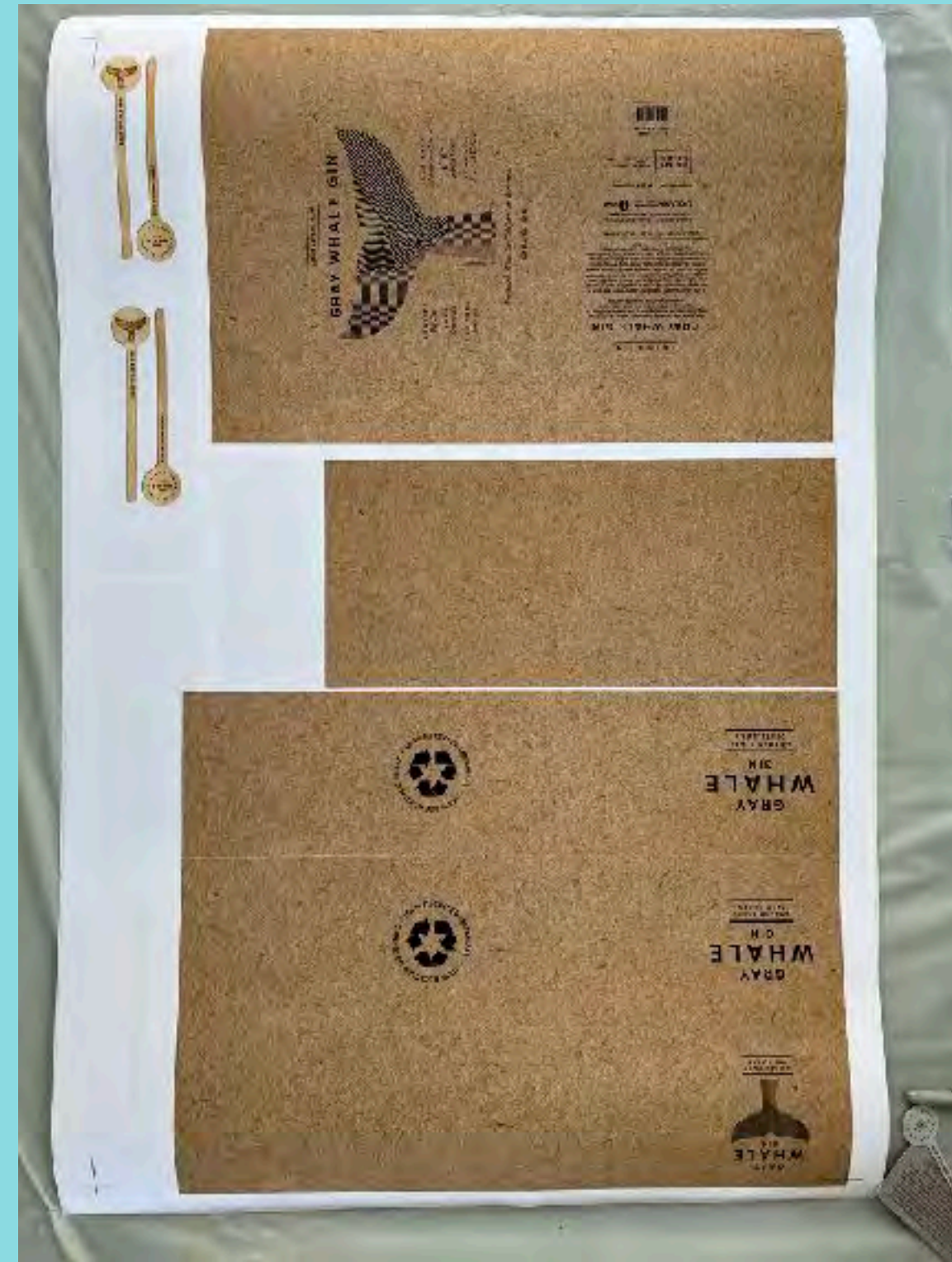


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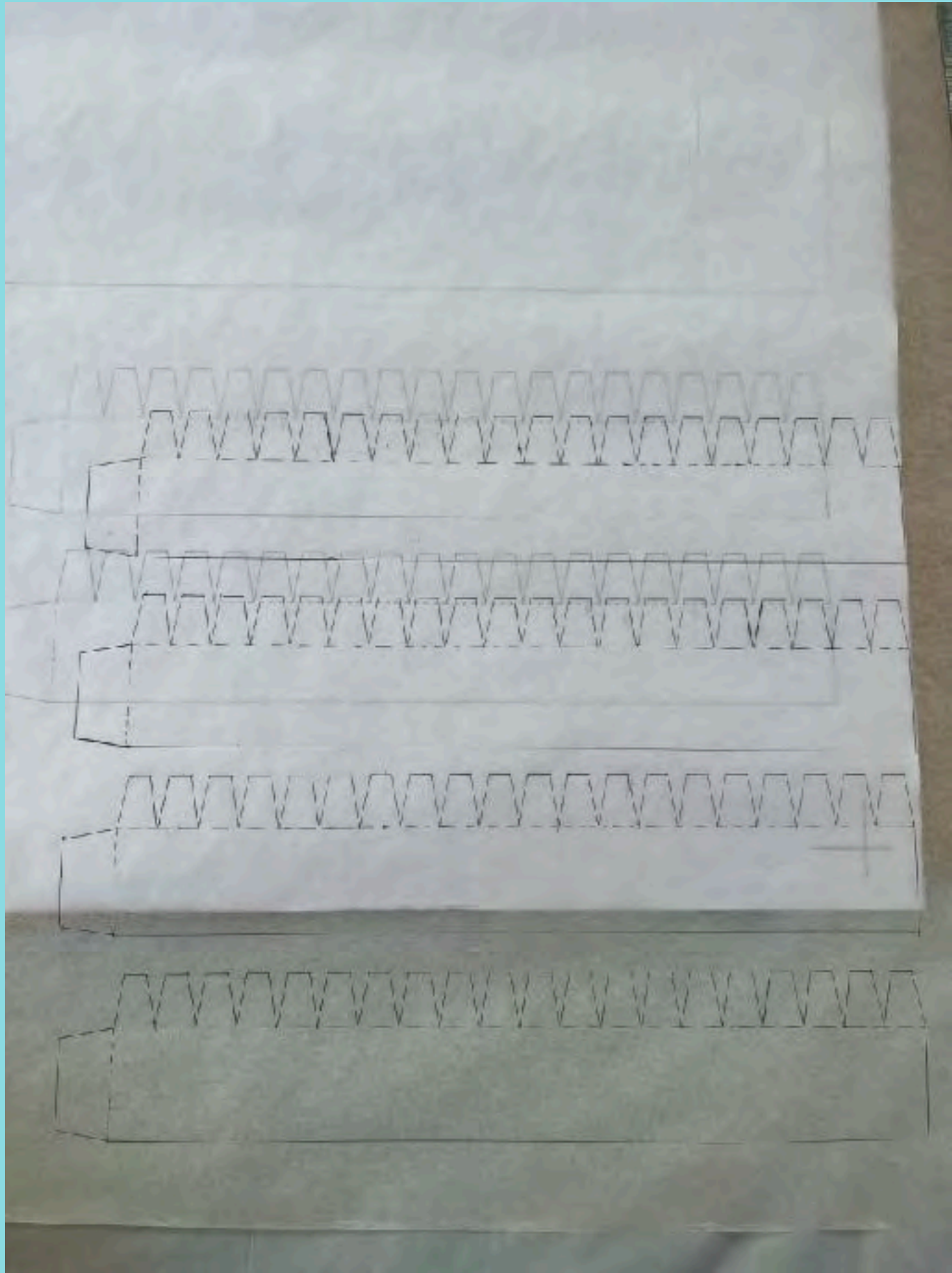


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WORKS CITED

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<https://www.unitedcreatives.com/work/gray-whale-gin>

COMPETETORS:

<https://nauticalgin.com>

<https://isleofwightdistillery.com/collection/mermaid-gin>

<https://pacifichousegin.com/products/seaside>



PART 3: INDESIGN BOOK

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PRO 3? COCKTAIL BOOK!

Gray Whale Gin has 25 cocktails listed on their website, including their photos, ingredients, and instructions. More are listed on their social media, but I feel 25 is enough of a 2 week challenge.

<https://www.graywhalegin.com>

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[ABOUT](#) [BOTANICALS](#) [COCKTAILS](#) **GRAY WHALE GIN** [SHOP MERCH](#) [WHERE TO BUY](#)

The exceptionally balanced botanical forward makeup of Gray Whale Gin, makes it innately sippable and of course, mixable.





THE WHALE HELLO THERE

2 ounces Gray Whale Gin + ½ ounce fresh lime juice + ½ ounce fresh lemon juice + ½ ounce agave syrup

Fill a cocktail shaker with ice and pour in the gin, lime juice, lemon juice and agave. Shake vigorously and strain into a chilled coupe or martini glass, or strain over a rocks glass filled with ice, depending on preference. Garnish with a lemon twist and serve immediately.



THE OCEANSIDE

2 ounces Gray Whale Gin + ¾ ounce salted simple syrup + ¾ ounce fresh lime juice + soda water + 6 mint leaves

To make Salted Simple Syrup, combine 1 cup water, 1 cup sugar, and 1 tsp. salt in a saucepan. Heat until sugar and salt are fully dissolved. To make the Oceanside Cocktail, add all ingredients into a shaker with ice. Shake for 3-4 seconds. Strain into a collins glass over fresh ice. Top with soda water and garnish with mint leaves.



THE WHALE FLOWER

2 ounces Gray Whale Gin + ½ ounce elderflower liqueur + 2 ounces grapefruit juice

Splash of soda water

Garnish: Grapefruit Wedge & Lavender Sprig

Combine Gray Whale Gin, elderflower liqueur, and grapefruit juice into a shaker with ice and shake. Fine strain into a glass over fresh ice and add a splash of soda water. Garnish with grapefruit wedge and lavender sprig.



inspirations



BOOK SPECS

COVER

SIZE:

4.25 X 6.875

(standard pocket book)

TEXT:

GRAY WHALE GIN- Motiva Sans Bold

Ingredients- EB Garamond, Italic

Body Font- Sofia Pro Light

PANTONE:

PANTONE 7506 C

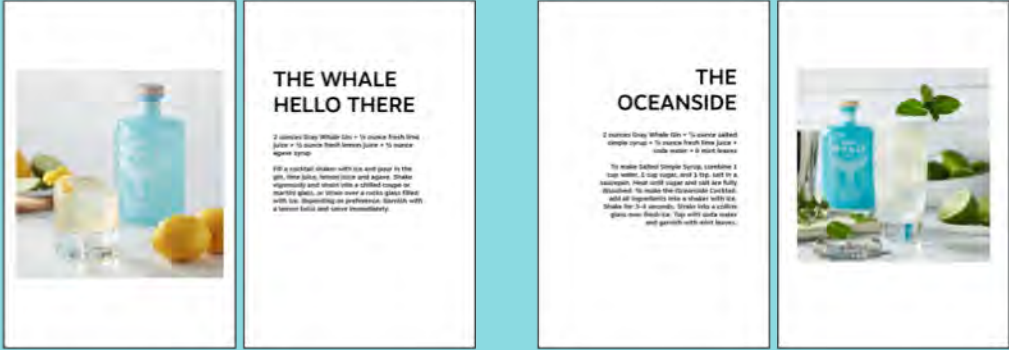
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POSSIBLE LAYOUTS

1.



- DRINK/ SPREAD
- LARGE images are consistent square format

2.



- 3-4 DRINKS/SPREAD
- MIXED SIZE images are (mostly)consistent square format

3.



- DRINK/ PAGE
- LARGE images are consistent square format

4.



- DRINK/PAGE
- MEDIUM images are consistent square format and placement

5.



- DRINK/ SPREAD
- LARGE images are consistent, fill up whole page

6.



- 3-4 DRINKS/SPREAD
- MIXED SIZE images, drink cutouts (they are simply closely cropped here so just pretend)

7.



- DRINK/ PAGE
- LARGE images are consistent, fill up whole page

8.



- DRINK/PAGE
- MEDIUM images are consistent square format, polaroid style



COVER SKETCHES

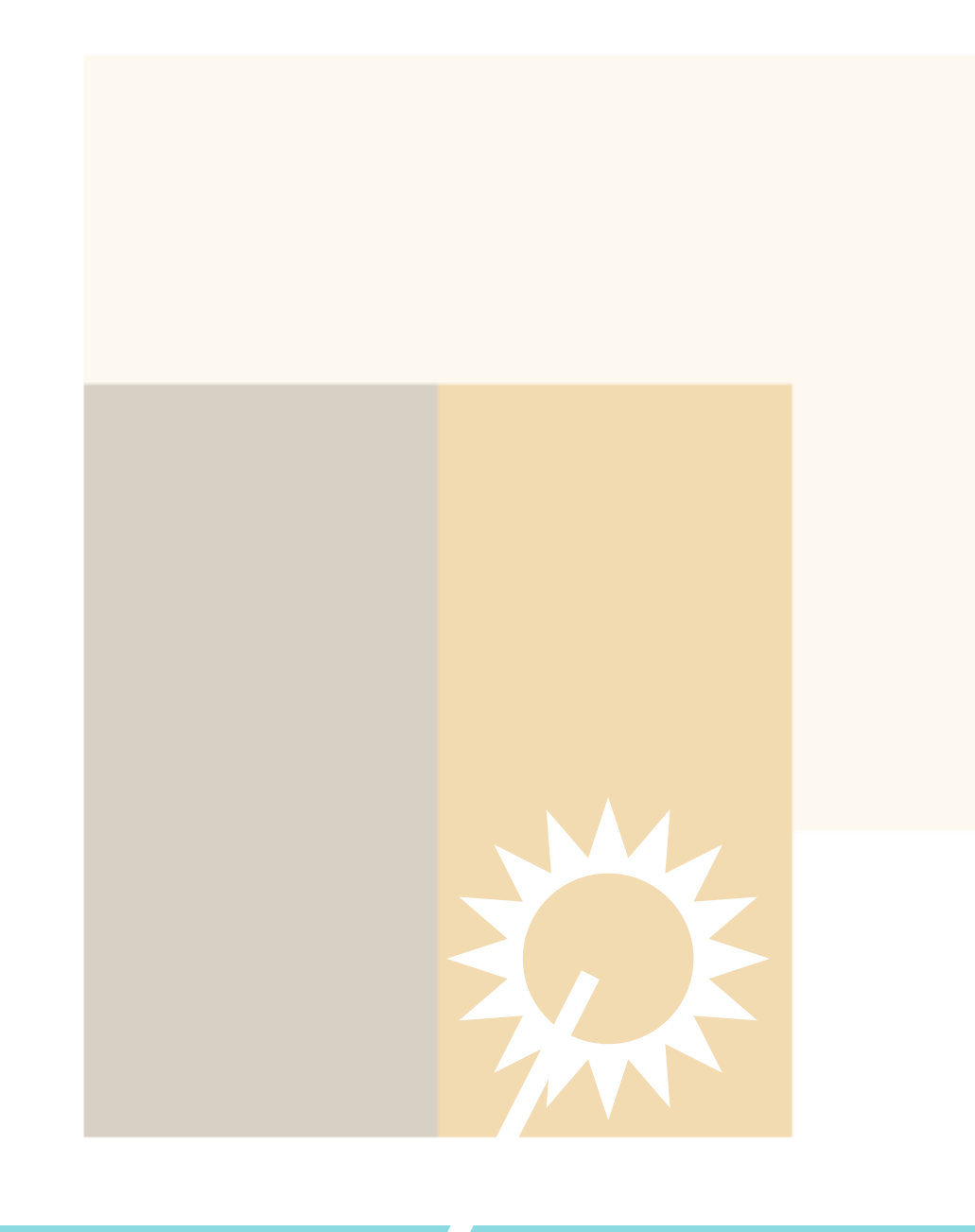
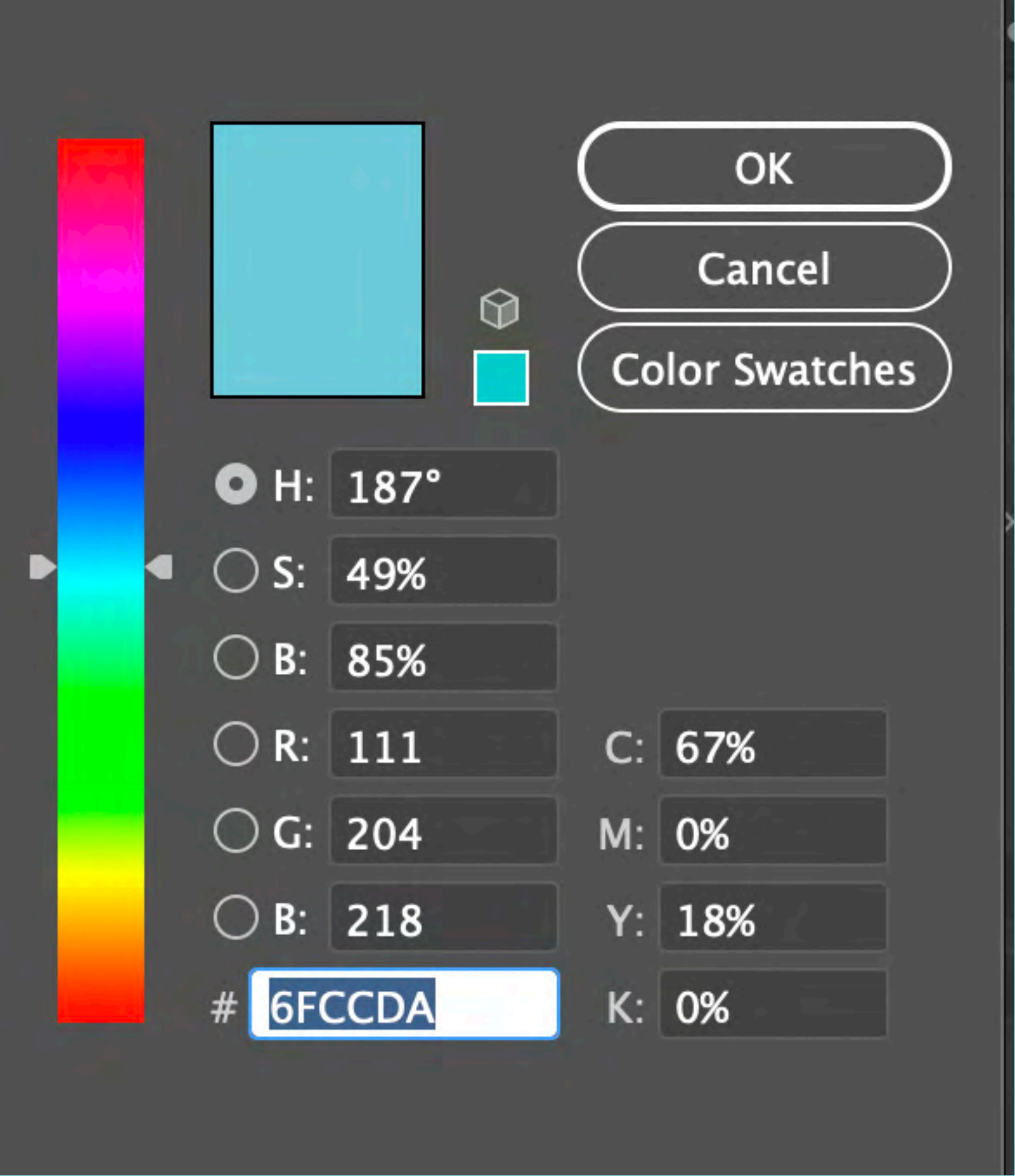


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COVER ROUGHS

1



2



3



4



5



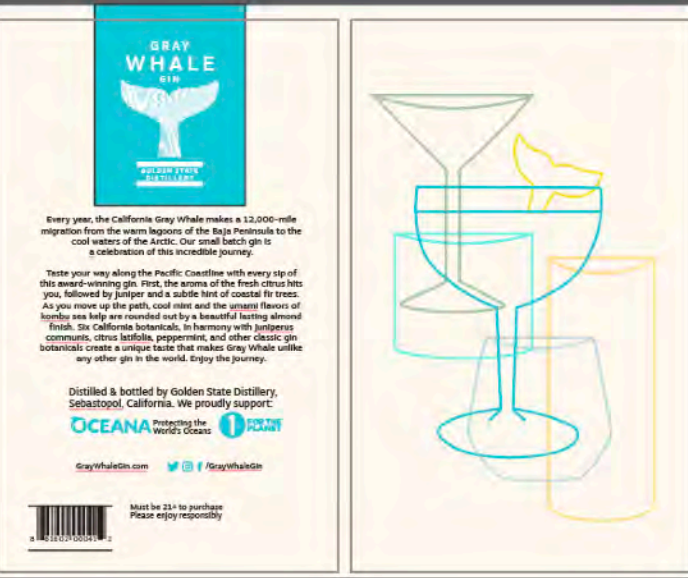
6



7



8



9



8b



1



2



3



4

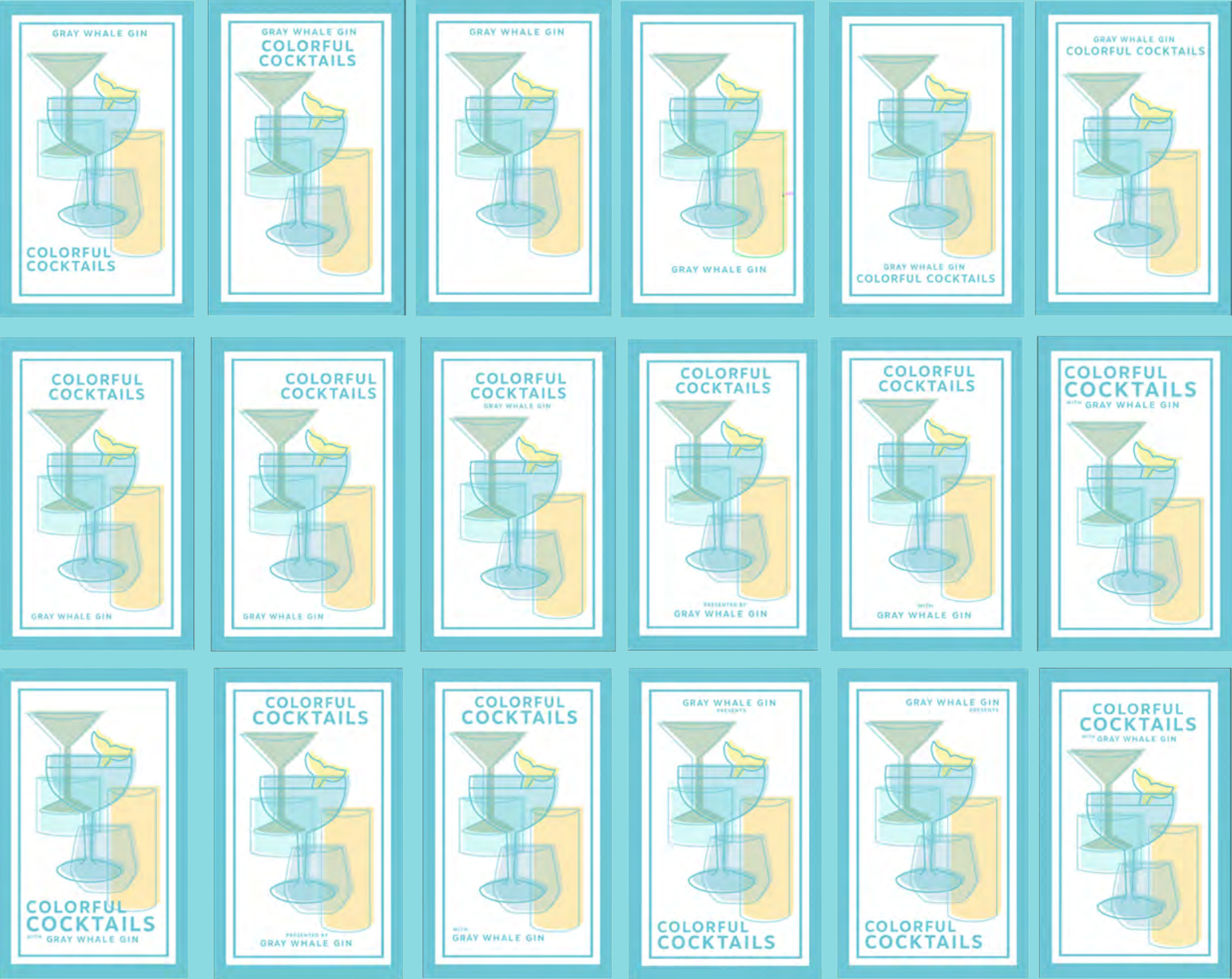


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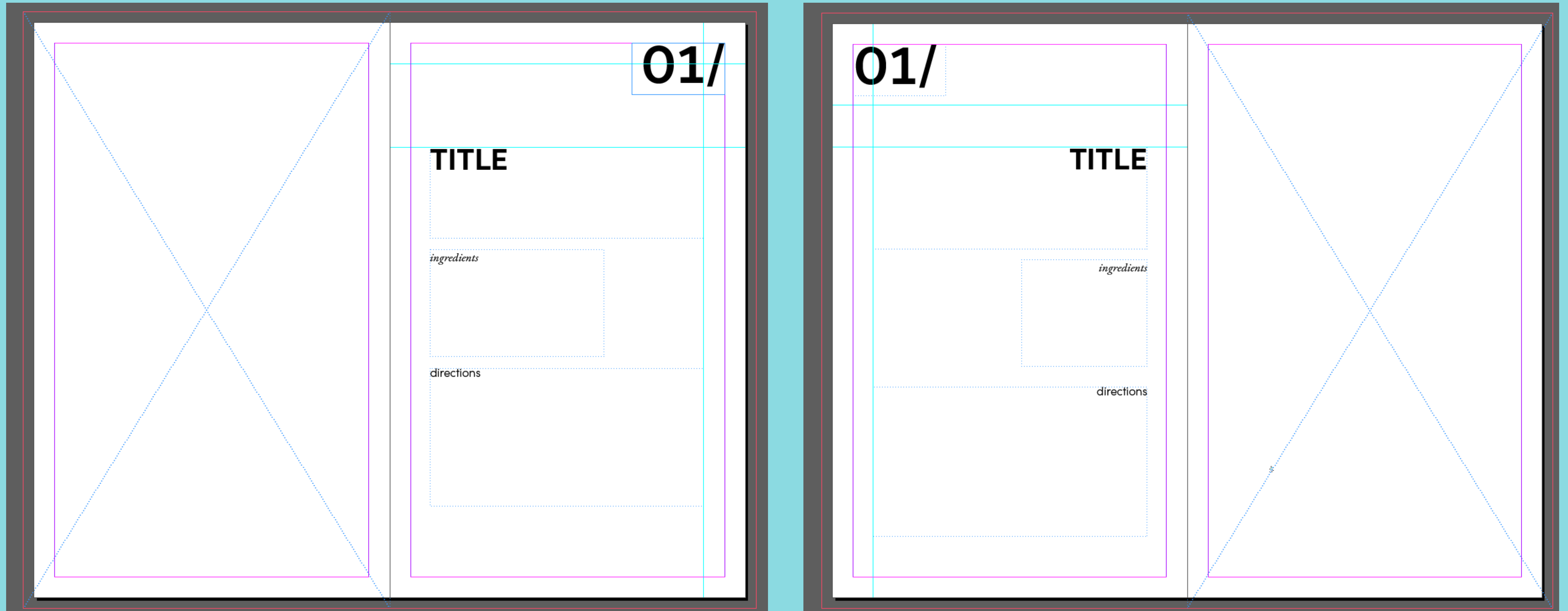
COVER TEXT LAYOUT



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INDESIGN (2) MASTER PAGE SPREADS

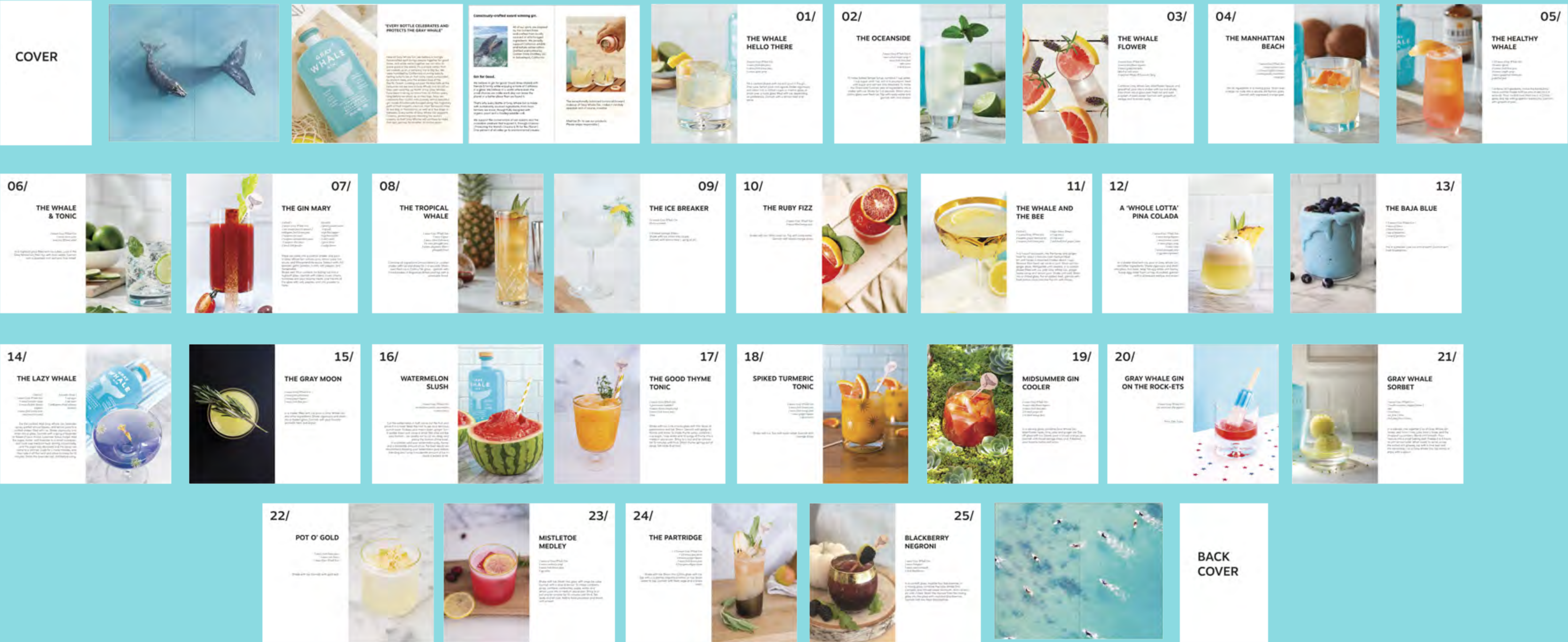


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INDESIGN ROUGHS



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SPLATTER SHEETS

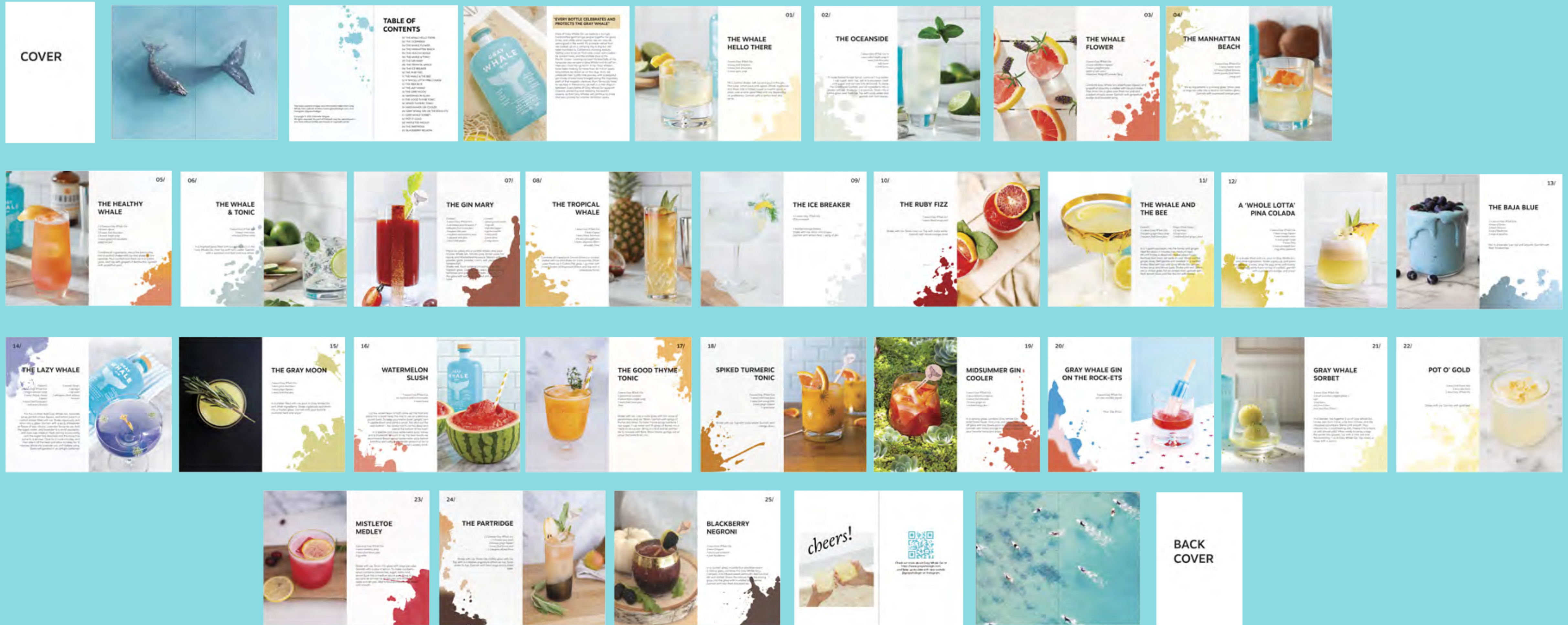


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INDESIGN WIP



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INDEX FINAL



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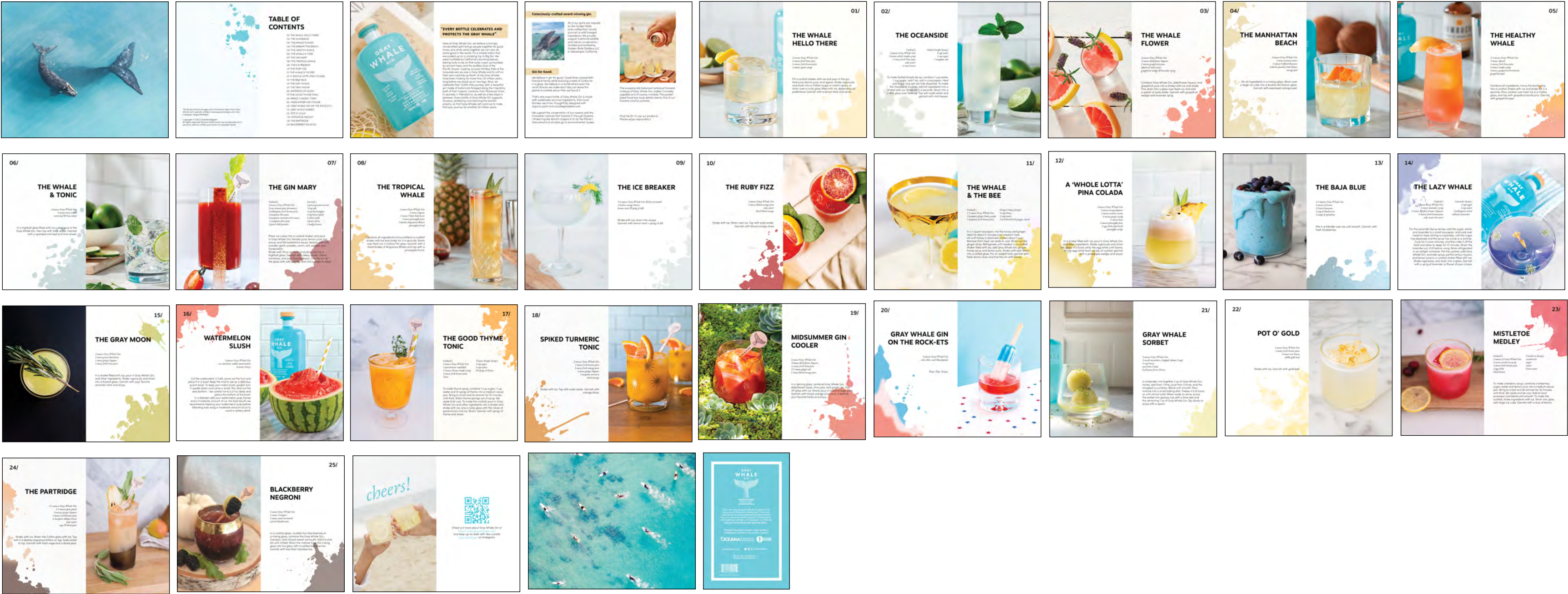




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WORKS CITED

GRAY WHALE GIN:

<https://www.graywhalegin.com>

<https://www.instagram.com/graywhalegin/>

<https://www.unitedcreatives.com/work/gray-whale-gin>

COMPETETORS:

<https://nauticalgin.com>

<https://isleofwightdistillery.com/collection/mermaid-gin>

<https://pacifichousegin.com/products/seaside>

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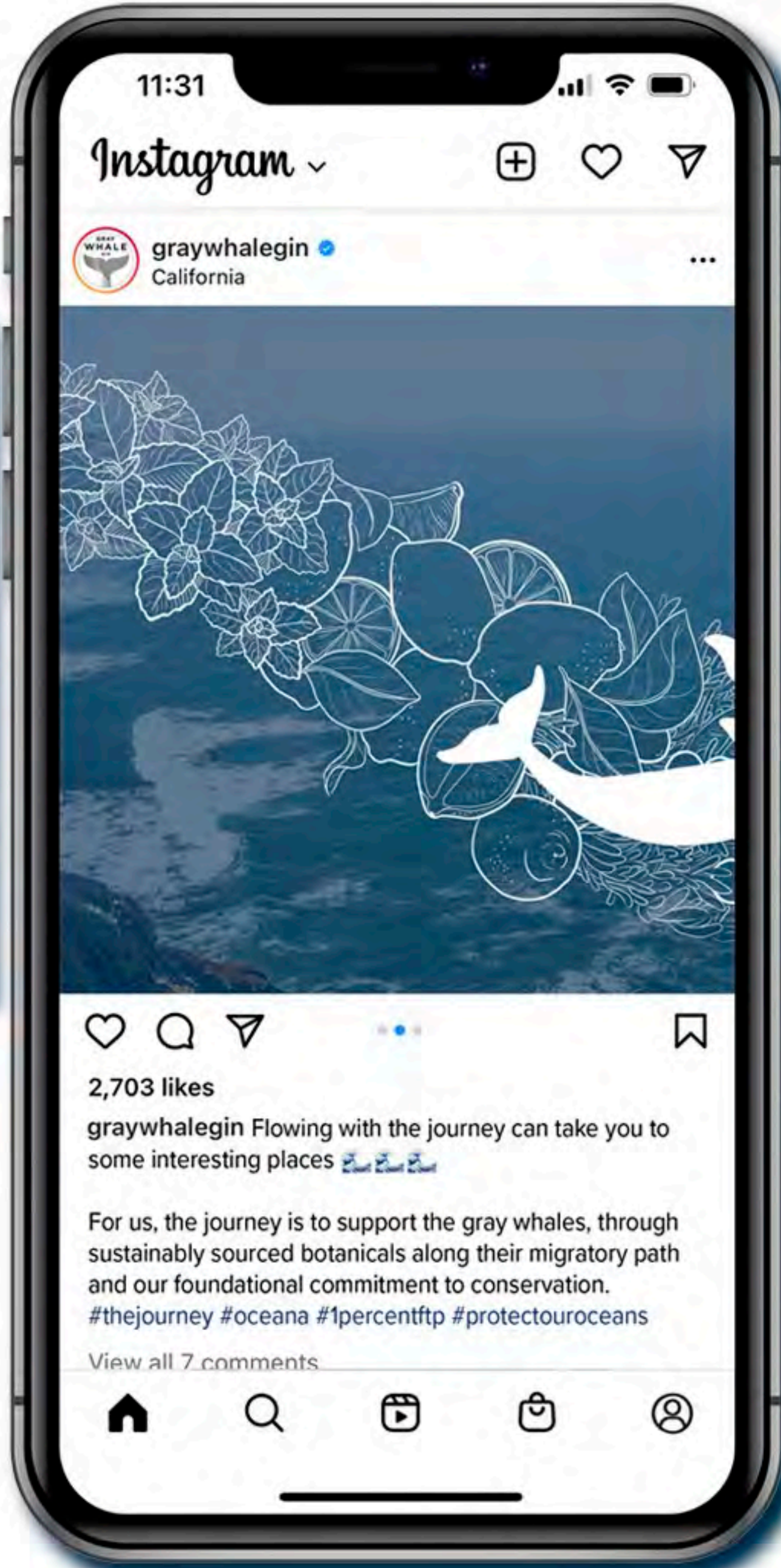
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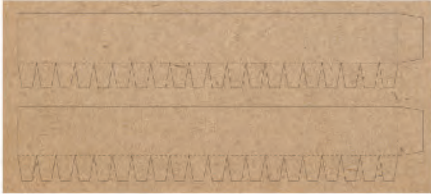




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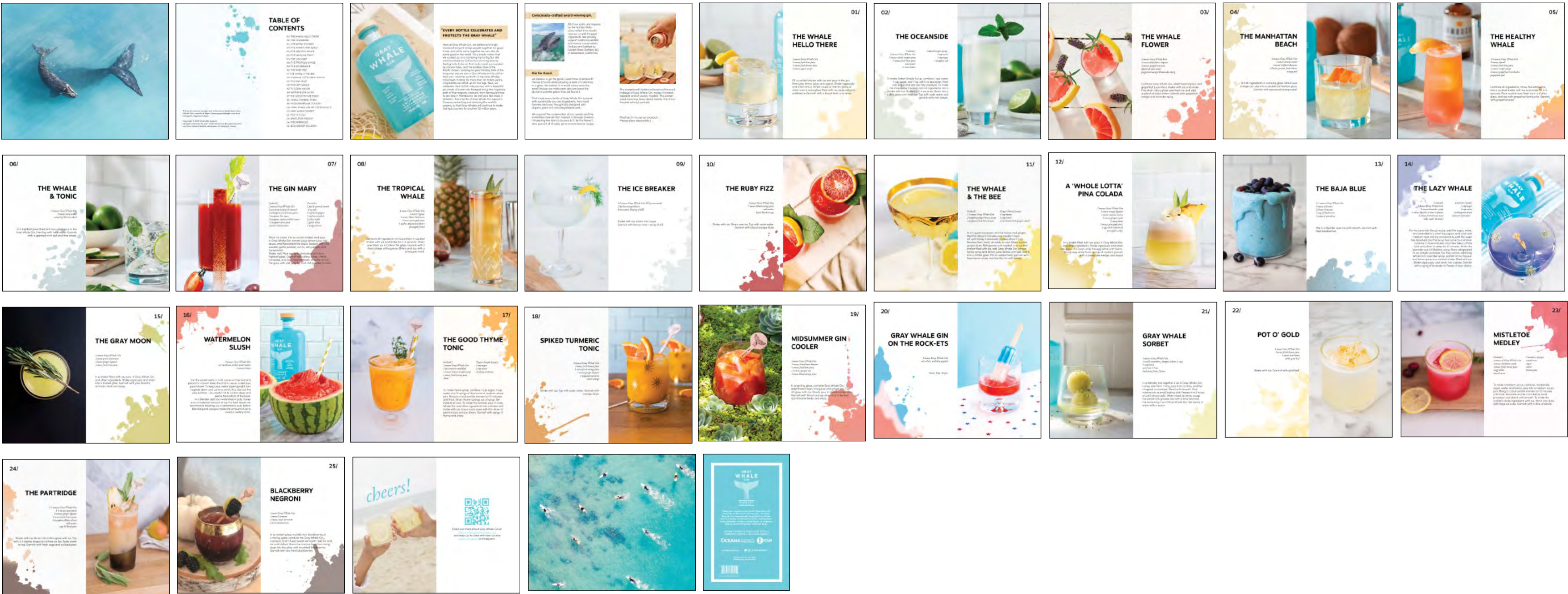




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thank,
you!

