

# BARQ'S

## OLD TYME ROOT BEER

Product Redesign  
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A Thousand Words

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# REDESIGN PLAN

## Product Name

Barq's Old Tyme Root Beer

## Target Group

The target market for Barq's Famous Old Tyme Root Beer is broad and universal. It is a well know type of root beer with all ages, male and female. The only restriction would be, children may not drink this type as root beer as much because of the caffeine. It is very famous in the United States, but we want to expand our horizons and share it with the world.

## Brief History

Barq's Famous Old Tyme Root Beer was introduced in 1898 and has been known to be one of the few rootbeers to be caffeinated. The name came from the creators, brothers Edward and Gaston Barq. These brothers co-owned a company called Barq's Brothers Bottling Company, which they started in 1890. They created carbonated water and soda, they even won a gold medal for their orange-flavored soda, Orangine. The Barq's Famous Old Tyme Root Beer is now owned and produced by the Coca-Cola company.

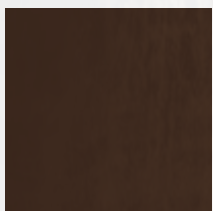
## Big Idea

Barq's Famous Old Tyme Root Beer has been around for a very long time, which shows the product quality and how much consumers like it. It is one of the most popular and timely root beers that is on the shelf today, which makes for a great selling point. The design for Barq's Famous Old Tyme Root Beer has been changed minimal times. The original design ages the product and is not appealing compared to the other sodas on the shelf.

To help the product's sales and increase awareness of it, we will redesign the product. To make the product pop, we will include a variety of colors and some killer graphics. We want to keep the old-fashioned look, but modernize it so it is up to date. We want the product to look as good as it tastes!

# STYLE GUIDE

## Colors



### Dark Brown

CMYK: 53, 68, 75, 66

RGB: 62, 41, 30

Pantone: 2 C

Hex: #3E291E



### Maroon

CMYK: 32, 99, 100, 49

RGB: 108, 5, 0

Pantone: 7623 C

Hex: #6C05000



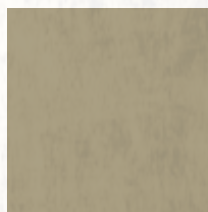
### Brown

CMYK: 43, 61, 77, 34

RGB: 113, 81, 57

Pantone: 7568 C

Hex: #715139



### Grey

CMYK: 37, 33, 52, 2

RGB: 165, 155, 128

Pantone: 7536 C

Hex: #A59880



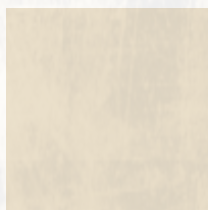
### Light Brown

CMYK: 36, 58, 81, 23

RGB: 140, 97, 61

Pantone: 7575 C

Hex: #8C613D



### Cream

CMYK: 7, 9, 18, 0

RGB: 235, 225, 206

Pantone: 7527 C

Hex: #EBE1CE

## Fonts

**BAD GRUNGE**

**REGULAR STYLE**

**TITLES 72 PT**

Minion Pro

Regular & Bold Style

Sub-headings 18 pt

Body Copy 14 pt



# LOGOS

## Color vs. Black & White

Barq's root beer will use the color scale logo for a majority of the time. The gray scale logo will only be used when absolutely necessary. The color logo of Barq's root beer is preferred over the grayscale logo. The color logo will stay the dark brown, to symbolize the actual root beer and will be used on all packaging and marketing.



## Sizing & Placement

The placement of the logos on the packaging should be between 1/4" and 3/4" from surrounding elements. The logo of Barq's root beer is important because it is a dominating element. The logo will range in size, depending on where it is placed. The average size will be 65pts.



PACKAGE DESIGN





# PRODUCT PHOTOS

Before



After



# BUS ADVERTISEMENT

