

**GUAYAKI - ORGANIC YERBA MATE - REBRANDING**  
**PROCESS BOOK**  
**HELLE WULF**

At the very beginning of this rebranding project, I conducted in-depth research and analysis of GUAYAKI to define the very core values of the brand as a basis to create meaningful branding that is clearly communicating and representing the brand’s unique purpose and voice. The traits of the product itself as well as the brand’s purpose to have a positive impact as a certified B-Corp stand at the core, based on which every design component and product was created.

ENERGIZING  
NATURAL



COMMUNITY  
SUSTAINABILITY

# LOGO DEVELOPMENT

For the logo design I focused on integrating the elements of the design story (the brand values and core beliefs and mission) I had filtered and defined from my research before. Visually representing the qualities of the product itself (energizing (caffeine, natural) through the opened eye, the sun, the leaves, and the values the brand is representing (sustainability, community) through the final look of an old school quality stamp ensuring good quality and fair sourcing.



# TYPOGRAPHY STUDY - DISPLAY

Display Type Choice: The display font should tie back to the common visual style of South America ( Paraguay and surrounding) to honor and appreciate the origins of the product and traditions. The way I want to use the display type is all-caps to establish a strong top for typographic hierarchy and have a subtle but consistent reoccurrence and representation of the South American style-inspired look and feel + Spirit of the brand across all platforms that may be utilized.

GUAYAKI YERBA MATE COME TO LIFE  
GUAYAKI YERBA MATE COME TO LIFE

Fairplex Wide OT Medium  
Fairplex Wide OT Book

GUAYAKI YERBA MATE COME TO LIFE  
GUAYAKI YERBA MATE COME TO LIFE

Fairplex Narrow OT Medium  
Fairplex Narrow OT Book

GUAYAKI YERBA MATE COME TO LIFE  
GUAYAKI YERBA MATE COME TO LIFE

Museo 700  
Museo 300

GUAYAKI YERBA MATE COME TO LIFE  
GUAYAKI YERBA MATE COME TO LIFE

Paradigm Pro Bold  
Paradigm Pro Regular

GUAYAKI YERBA MATE COME TO LIFE  
GUAYAKI YERBA MATE COME TO LIFE

Arpona SemiBold  
Arpona Light

# TYPOGRAPHY STUDY - LOGO

Display Type = Logo Type: I want to keep the number of Typefaces as low as possible to maintain a simple and coherent visual appearance of written information and content. Therefore I want the Type utilized in the logo to reappear as Display Type which will also create a stronger connection between different written elements with the Logo and the Brand Appearance, maintaining the strong connection to the South American Origin of the original product representing the heart and soul of the brand.



Fairplex Wide OT Medium  
Fairplex Wide OT Book



Fairplex Narrow OT Medium  
Fairplex Narrow OT Book



Museo 700  
Museo 300



Paradigm Pro Bold  
Paradigm Pro Regular



Arpona SemiBold  
Arpona Light

TYPOGRAPHY STUDY - WORDMARK

Single Wordmark: I want to create a unique but distinct wordmark that is tying in with the logo. Since the logo is quite complex and features many visual elements, it might not always is the best decision to work with it. Especially when working with patterns or other very busy and vibrant surface designs. This would be a great alternative for those situations and would leave a strong impression of the brand's name on the viewer.

GUAYAKI

Fairplex Wide OT Medium - Unedited

GUAYAKI

Remodeled Leg of K

GUAYAKI

Remodeled Crossbar of As

GUAYAKI

Remodeled Arms of Y

GUAYAKI

Remodeled Leg and Arm of K

GUAYAKI

Remodeled Crossbar of As

GUAYAKI

Remodeled Arms of Y

GUAYAKI

Remodeled Leg and Arm of K

GUAYAKI

Remodeled Arms of Y

GUAYAKI

Remodeled Leg and Arm of K

GUAYAKI

Remodeled Arms of Y

TYPOGRAPHY STUDY - LOGO INTEGRATION

Wordmark Integration into the logo: Having chosen the most successful typography variations and tried out how they would work in the curved nature they would appear as in the logo. Having every letter slightly altered to have curved endings matching with the circle layout of cap height and baseline. This organization of mirrored wordmarks creates an eye shape by itself that could possibly be integrated into the visual of the brand as well.

GUAYAKI  
GUAYAKI

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GUAYAKI  
GUAYAKI

# COLOR PALETTE - BRAND COLOR PALETTE

Base Color Palette: The base color Palette is supposed to be for all visual components that are connected to the Guayaki. Vivid and dynamic colors that are not yet too extreme or artificial support the energizing narrative as well as the aspect of naturality and nature. Anything going beyond pure brand identity can be incorporated using additional color whilst maintaining this color system as a “skeleton”.

## BASE COLOR



Primary Color // # 1C4349



Secondary Color // # 487869



Primary Color // # A1C369



Secondary Color // # F9DD5A



Primary Color // # E19553



Primary Color // # D66E63

# COLOR PALETTE - FLAVOR COLOR PALETTE

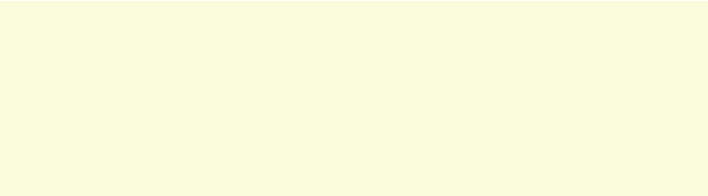
Flavor Color Palette: this flavor color palette was created to color code the different flavors of Guayaki. This should help (potential) customers to clearly identify different flavors and create a more structured appearance of the product by introducing borders dividing different flavors while still following the all-over brand identity. These colors should also be used in addition to the brand’s base colors.

## BASE COLOR

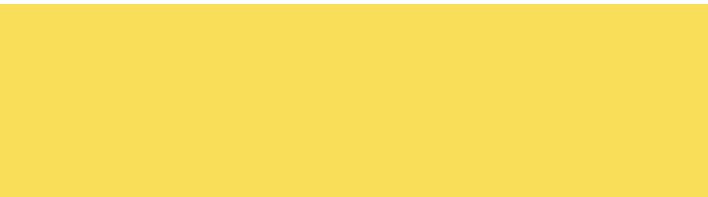


Primary Color // # 1C4349

## LEMON ELATION



Primary Color // # FFFBDB



Secondary Color // # F9DD5A

## TROPICAL UPSPRING



Primary Color // # F2B1D6



Secondary Color // # D36695

## BLUEPHORIA



Primary Color // # 97CFEA



Secondary Color // # F9DD5A

## ORANGE EXUBERANCE



Primary Color // # E19553



Secondary Color // # D35D44

## ENLIGHTEN MINT



Primary Color // # A1C369



Secondary Color // # 487869

## REVEL BERRY



Primary Color // # D66E63



Secondary Color // # a64f4f

FINAL LOGO VARIATIONS

Wordmark Integration into logo: Having chosen the most successful typography variations and trying out how they would work in the curved nature they would appear as in the logo. Having every letter slightly altered to have curved endings matching with the circle layout of capheight and baseline. This organisation of mirrored wordmarks creating an eye shape by itself that could possibly be integrated in visuall iof the brand as well.

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# TYPOGRAPHY STUDY - BODY COPY

Body Copy : Aiming for a sans serif body typeface, with variations so emphasis variation can be established and typographic hierarchy can be implemented clearly. Sans Serif Type would compliment the Serif Display Type (Fairplex Wide), and bring a more modern feel to the use of typography and as well as the all-over design. Ideally finding a typeface that is also available in micro font for packaging small print etc.

## GUAYAKI PRODUCTS

### LOOSE LEAF YERBA MATE

As a Social Purpose Corporation, we report on our social and environmental performance every year. Grab a mate and dive into our 2021 Impact Report in English, Spanish and Portuguese! The Regeneration of the planet is at the heart of our business model. Every time you purchase Guayaki Yerba Mate, you’re creating a positive global impact. We call it Market Driven Regeneration, and it’s the driving force behind everything we do. Legend has it that a magical tree rows in the South American rainforest with the powers to unite and energize. We believe thousands of years of legend can’t be wrong: Yerba mate has the strength of coffee, the health benefits of tea, and the euphoria of chocolate, all in a single drink.

Zeitung Pro Regular

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Source Sans Pro Regular

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Pragmatica Light

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Objektiv Mk3

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| Karmina Sans Regular

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| FreightNeo Pro Regular

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| Pragmatica Light

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| Foco Regular

# DESIGN ELEMENTS

Design Elements: I have created an exemplary selection of visual elements, mainly expanding from existing elements sourced from the logo. These design elements can be used as visual components for additional future products, online campaigns and posts, and many more. Repurposing logo elements and putting them into new visual combinations and contexts help maintain a cohesive brand representation and visible equity whilst providing diverse visuals to work with.



# DESIGN ELEMENTS - MAIN PATTERNS

The main patterns I have created for the brand are visually most impactful through the fun organization of the main visual element of the brand: the eye. The somewhat crazy-looking patterns are encompassing the most significant trait of the product: the state of being awake and energized by the caffeine contents of GUAYAKI's yerba mate. This will speak to the target audience and gain attention, in a fun and engaging way creating a unique and recognizable visual appearance for the brand.



# HIGH ENERGY PRODUCT LINE - SUSTAINABLE PACKAGE DESIGN

For the rebranding, based on the values and mission of GUAYAKI I decided to replace the cans with glass bottles, tying into the brand’s focus on sustainability. Glass bottles are much better for the environment than aluminum cans, especially when introduced into a system of circulation in which case one glass bottle can be reused up to 50 times. This creates an opportunity for innovation and positive change for the brand. The bottles are made of amber glass to protect contents from the light.



# LOOSE LEAF YERBA MATE - SUSTAINABLE PACKAGE DESIGN

The loose-leaf tea products seamlessly tie into the established visual identity of GUAYAKI's rebranding, creating a coherent look for GUAYAKI products. As well as for the bottled yerba mate products, the package design for the loose leaf products was also done in a way that would allow for more sustainability in terms of materials used. The aspect of sustainability is also clearly visual in the packaging, communicating the brands's purpose of sustainability to the customers at first glance.



# SUSTAINABLE YERBA MATE GOURDS

GUAYAKI actively communicates and promotes the yerba mate culture routed in South America, practiced and consumed for centuries. When brewing the loose leaf yerba mate it is traditionally done in and drank from a so-called gourd. This traditional way of consuming yerba mate is embraced by the rebranding of the brand, and sustainable, GUAYAKI-designed gourds are added to their product line, speaking to the target audience in terms of design and material they are made of.



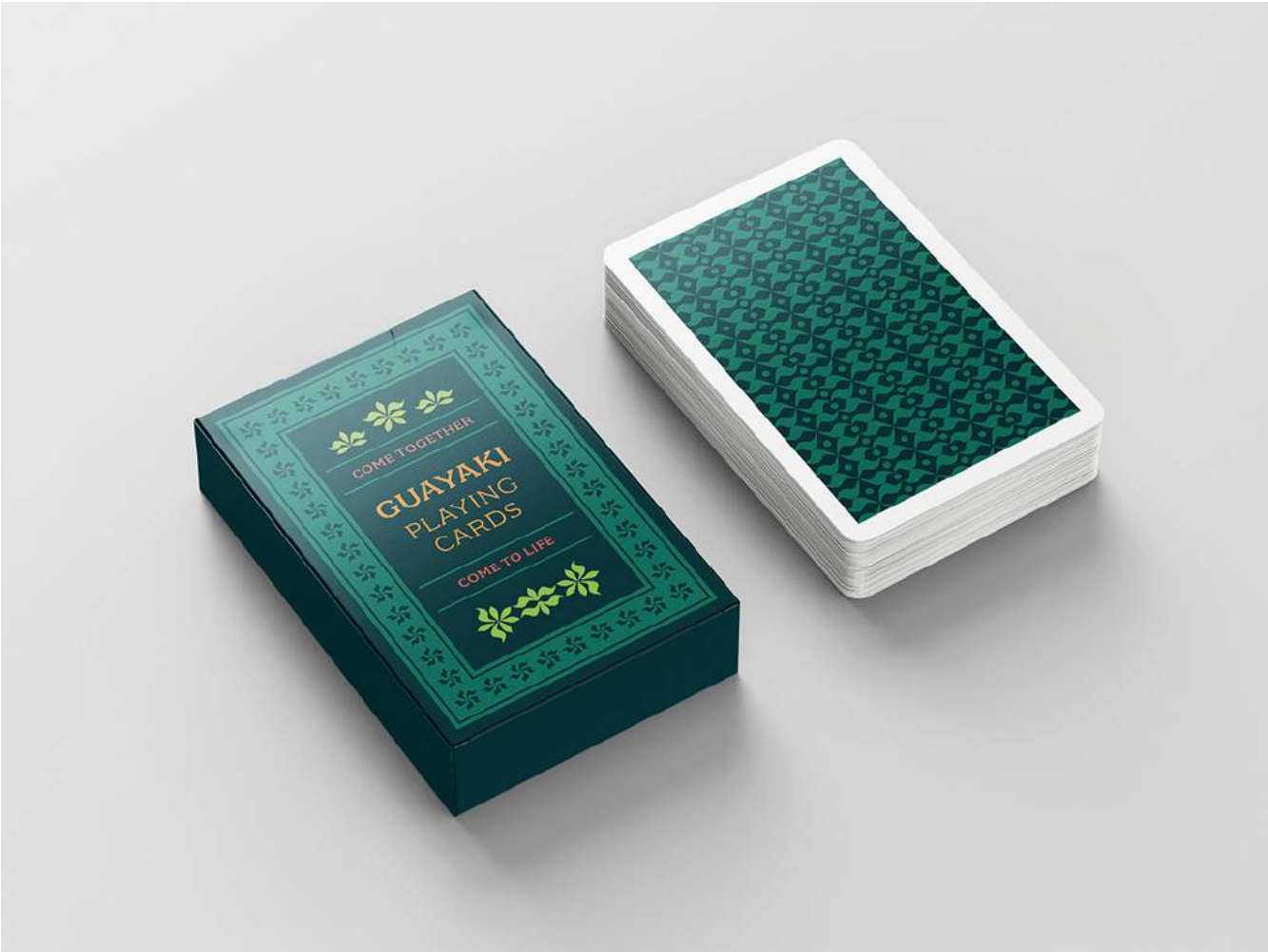
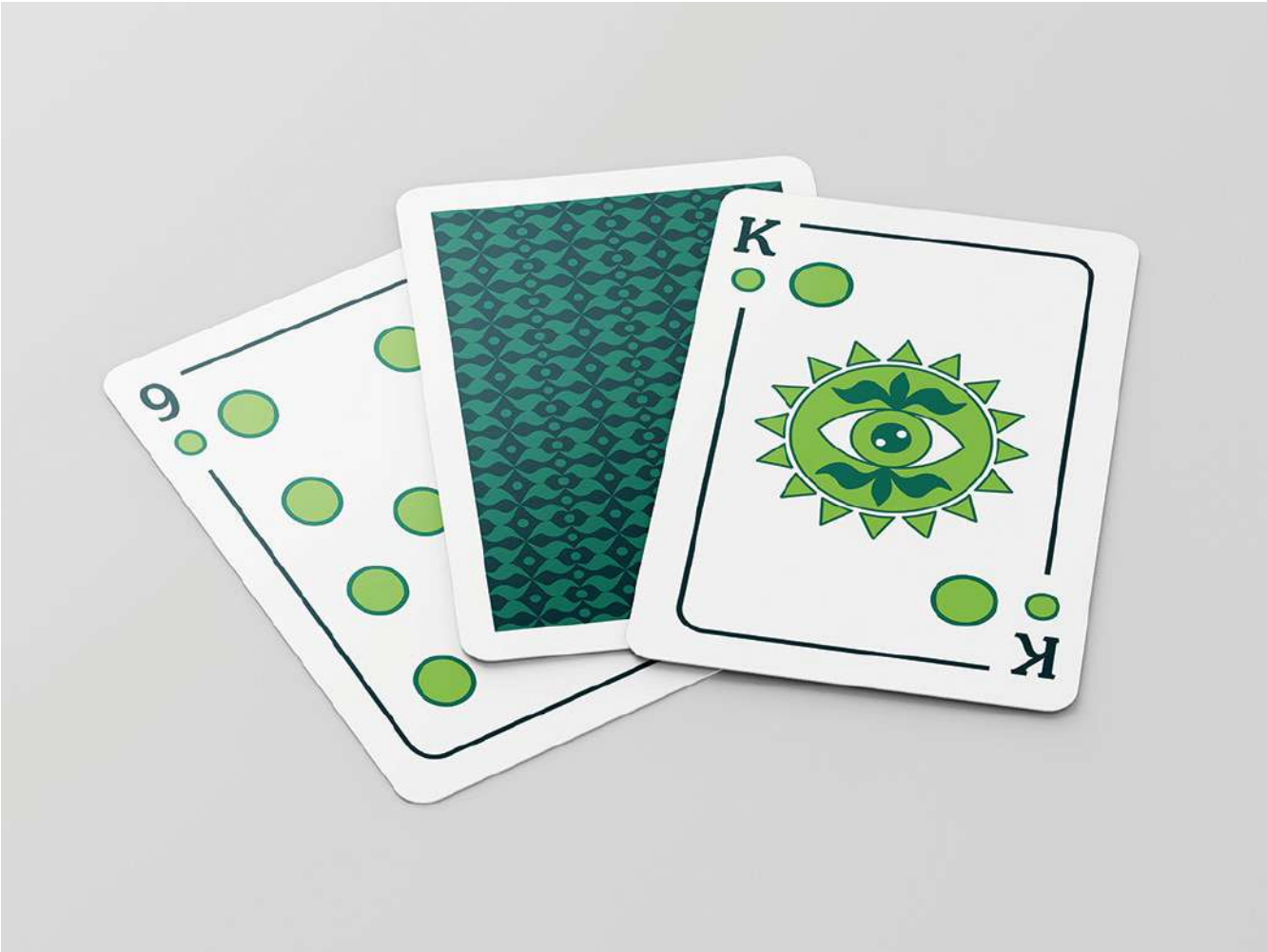
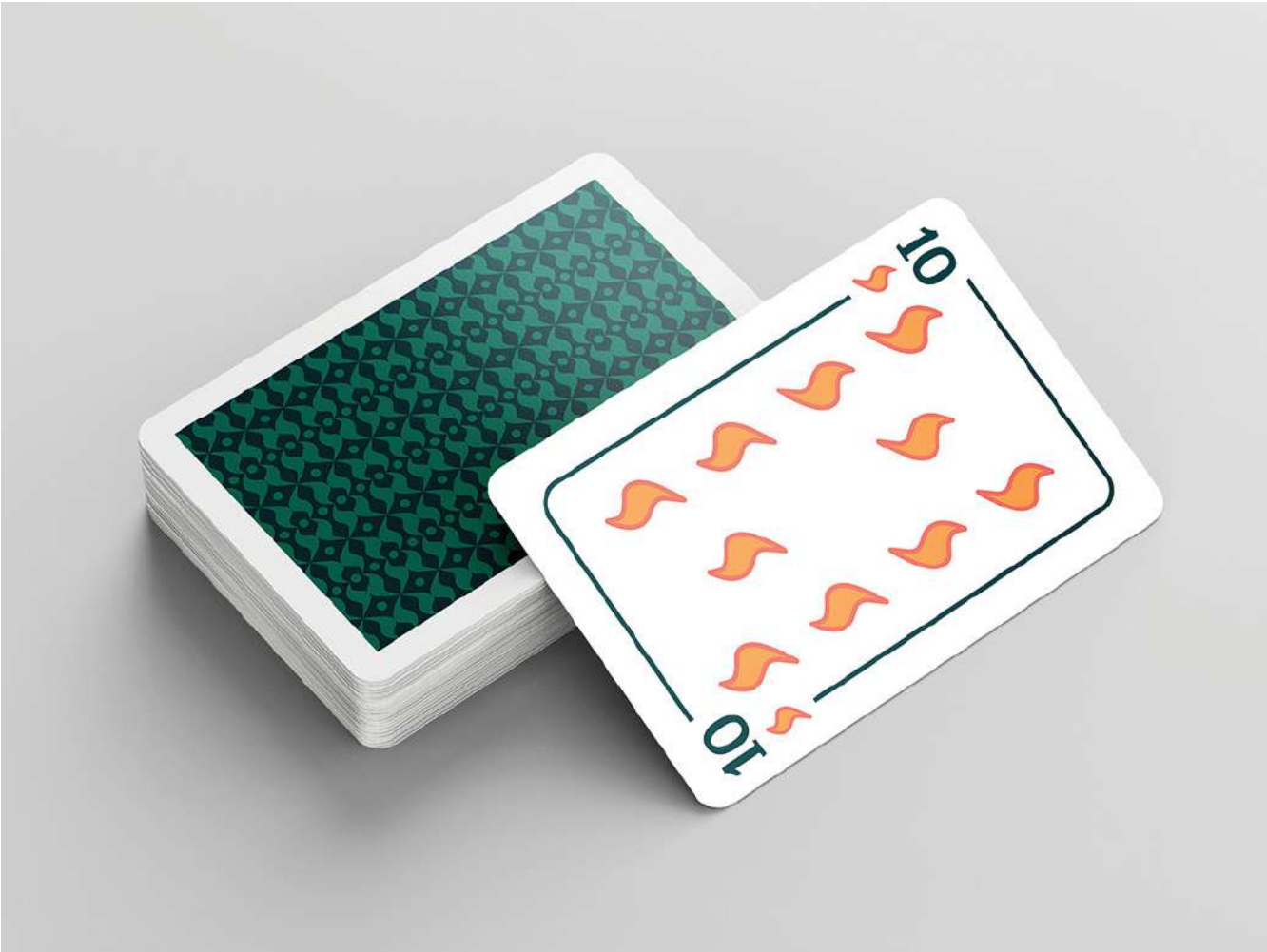
# SUSTAINABLE WOODEN COASTERS

v The sustainability aspect of the brand is taken to another additional component of the brand’s products in the shape of coasters made of wood. Not only does that tie in with the beverage-focused core products that are also used to mix various cocktails and alcoholic beverages. But also because it provides a new opportunity to tie in the South American community where the yerba mate is sourced from. They can be produced by locals and through that be supported by GUAYAKI.



# COME TOGETHER, COME TO LIFE - CARD DECK

One of the brand’s values that lie close to its heart is community. Uniting people through yerba mate culture and fostering togetherness and positivity is one of the major aspects of yerba mate culture as it is promoted by GUAYAKI. To aid that togetherness and unity of people and friends, I designed a GUAYAKI card deck that can be played by mate lovers sharing a drink and having a good time with their friends.



# LONG LIFE, FAIR TRADE CLOTHING

Yerba Mate culture tends to build up a strong followership and loyal customers that grow attached to the brand and to the product. This is something I noticed in Germany where Yerba Mate by one particular brand had built up that strong brand footprint. With the new design, GUAYAKI is not only better communicating the values of the product and their vision, but the new design also looks modern and versatile which makes it a great design for clothing for their customers.



## POSITIVE IMPACT BRAND MURAL

The weirdish-looking eye pattern, GUAYAKI's main visual element makes for great patterns that can be utilized as murals for urban and city spaces. This positive and fun-looking design is not only a great advertising opportunity for the brand but also a way of benefiting the communities by introducing a splash of color and positive energy to the otherwise grayish concrete. This will raise brand awareness and nurtures the positive impact GUAYAKI can take on communities through murals.

