

LIQUID
LAB

**LANE
GOODMAN**

LIQUID LAB

OBJECTIVE

Position LiquidLab as a customized juice designed for balanced health and transformational change.

STRATEGY

The landing page uses clean, minimal design and photography to showcase the product in stories of balanced lifestyles. Product branding furthers the idea of change & balance with alchemical symbols, soft color gradients, and calligraphic motifs.

LIQUID LAB

KEYWORDS

HEALTHY

CLEAN

MODERN

VIBRANT

CUSTOM

CONCSIOUS

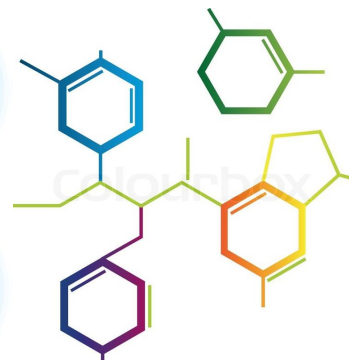
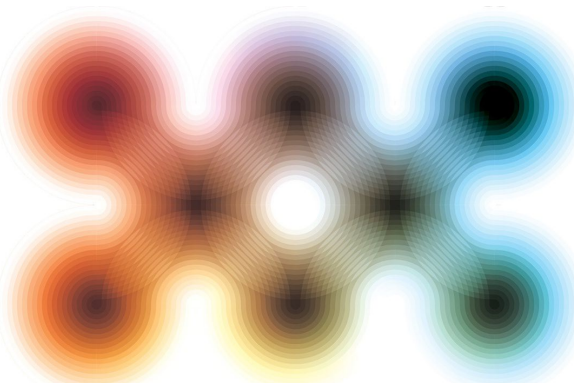
POSITIVE

BALANCED

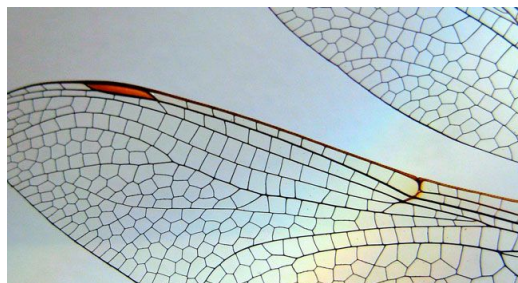
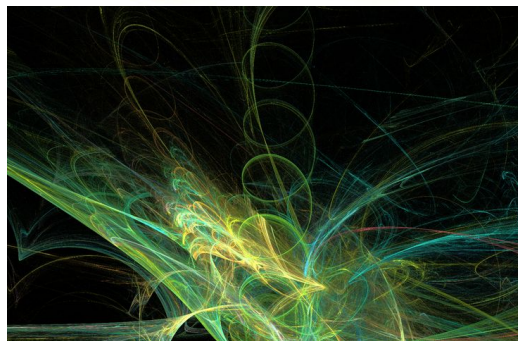
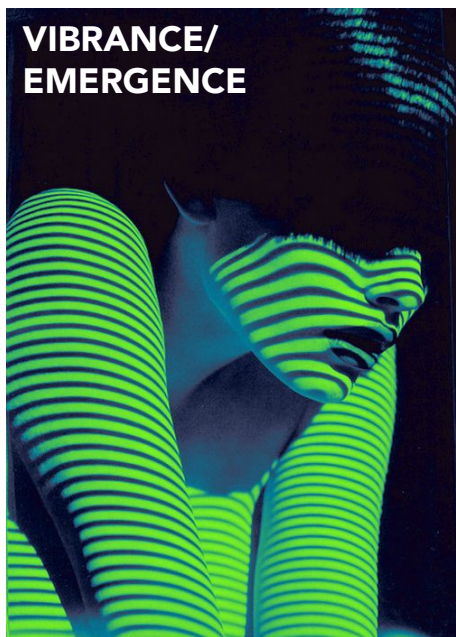
MINDFUL

ORGANIC

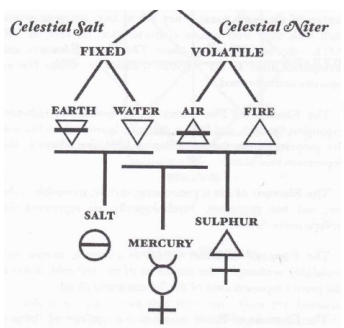
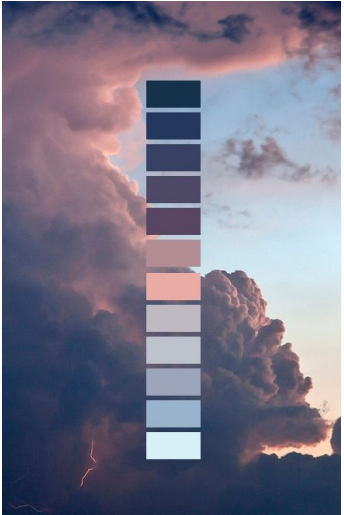
LIQUID LAB



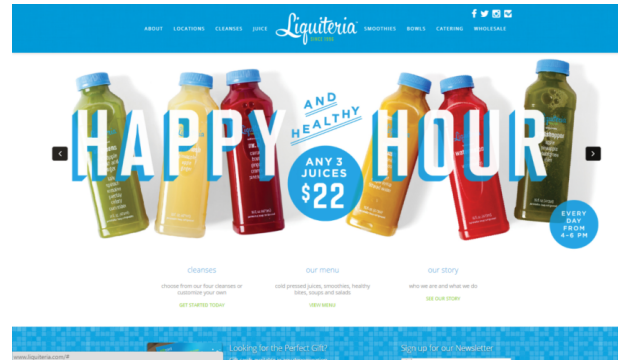
**VIBRANCE/
EMERGENCE**



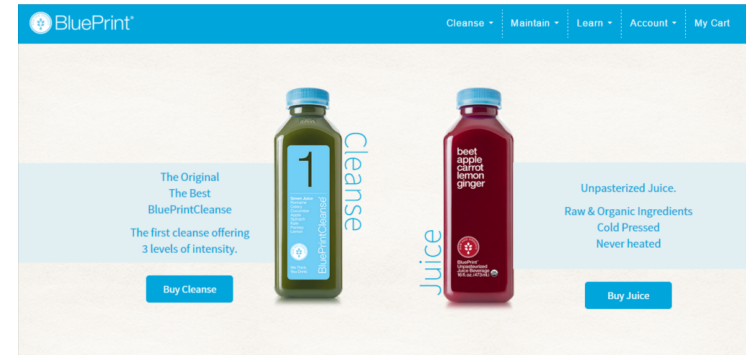
LIQUID
LAB



LIQUID LAB

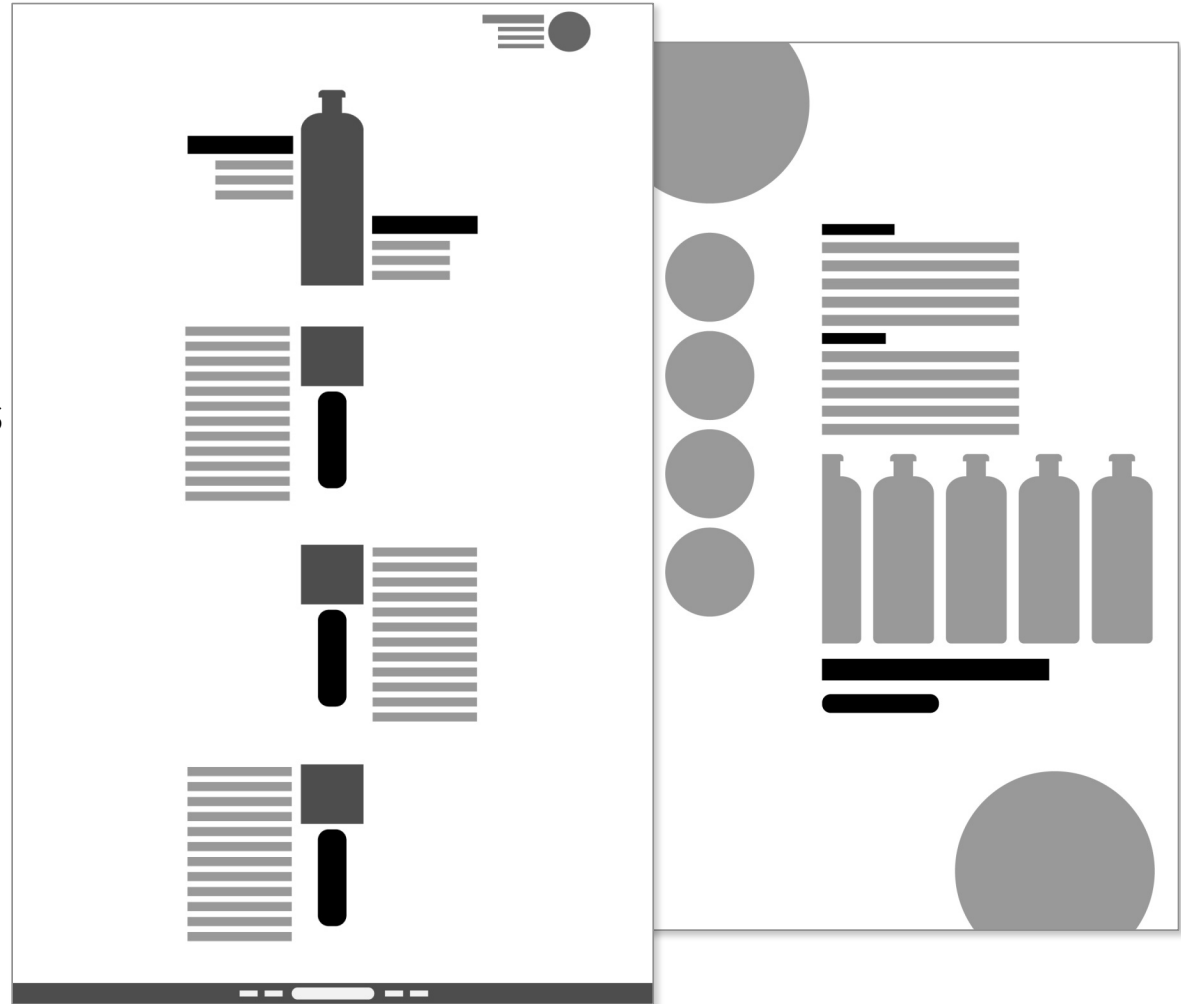


THE ORIGINAL
Liquiteria™



LIQUID LAB

WIREFRAMES



LIQUID LAB

COLOR

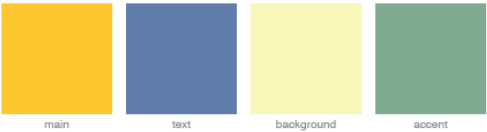
QUINTESENTIA



SUCROSE



BOUNTY



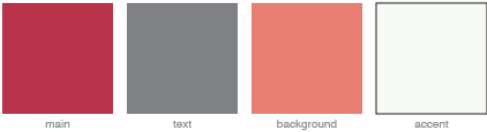
SUPERFOODS



CONCH



MERCURY



LIQUID LAB

COLOR

#00507F

#5AC096

#779589

#FFAC40

#EDDCA3

INTERACTIVE

LEARN MORE

BUTTON

LEARN MORE

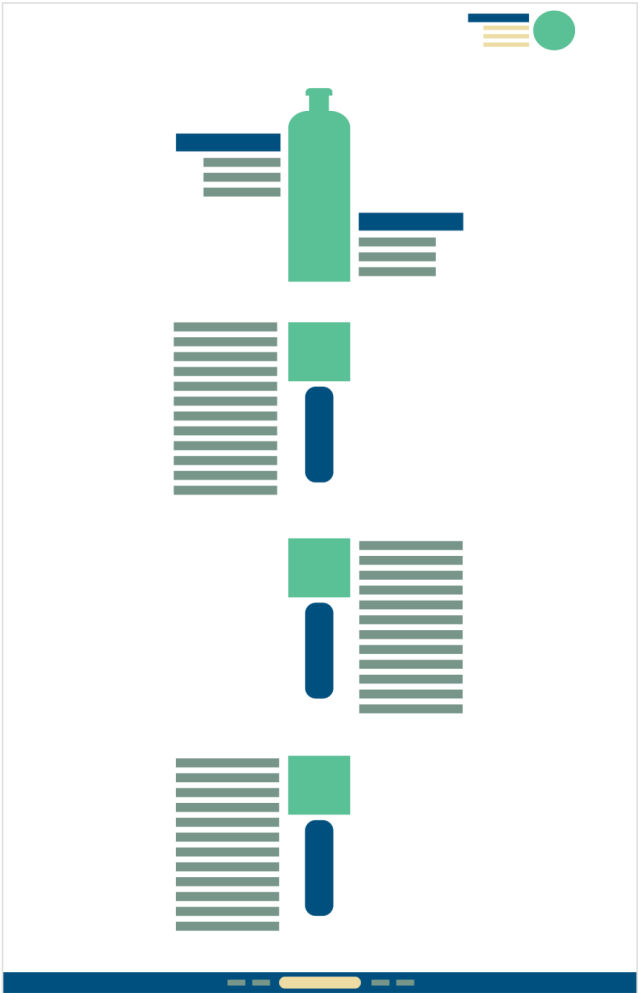
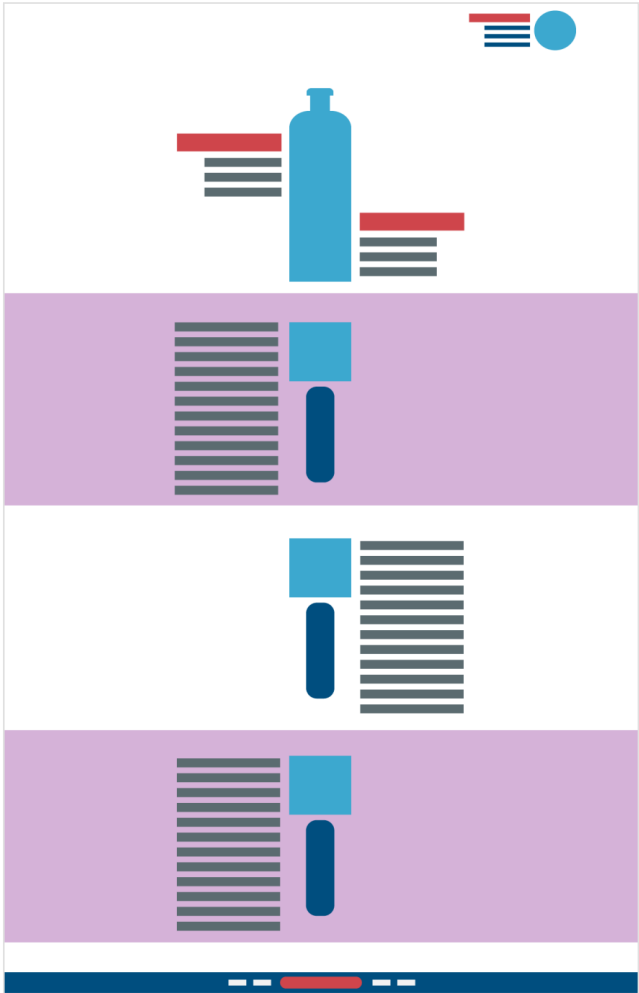
HOVER

LEARN MORE

CLICK

LIQUID LAB

COLOR



LIQUID LAB

TYPOGRAPHY

H1: 36 PT AVENIR BLACK ALL CAPS

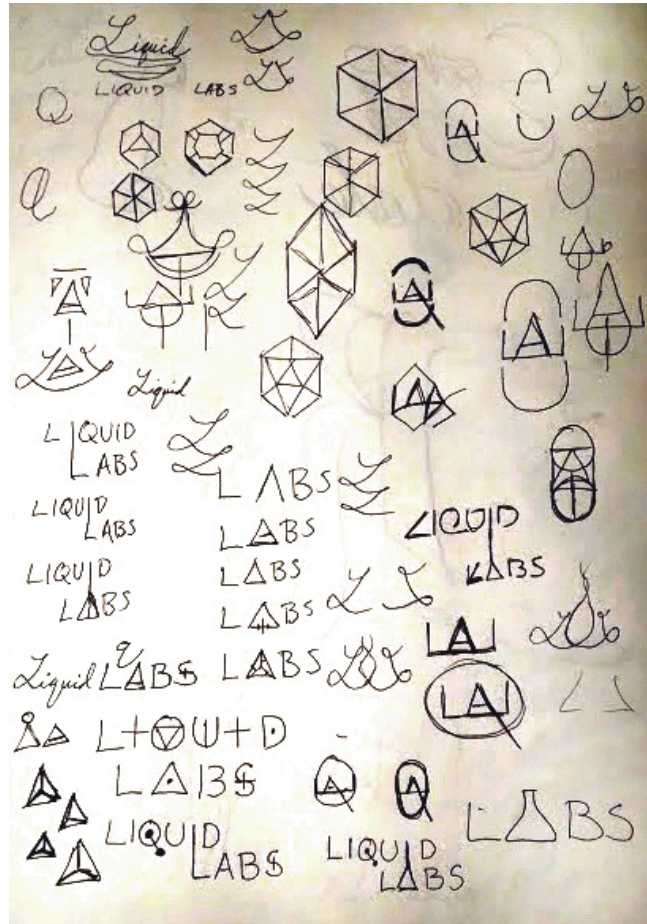
H2: 24 PT AVENIR MEDIUM ALL CAPS

H3: 18 PT AVENIR BLACK ALL CAPS

p: 18 pt Avenir Light

LIQUID LAB

LOGOS



LIQUID
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LIQUID
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LOGOS

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LIQUID LAB

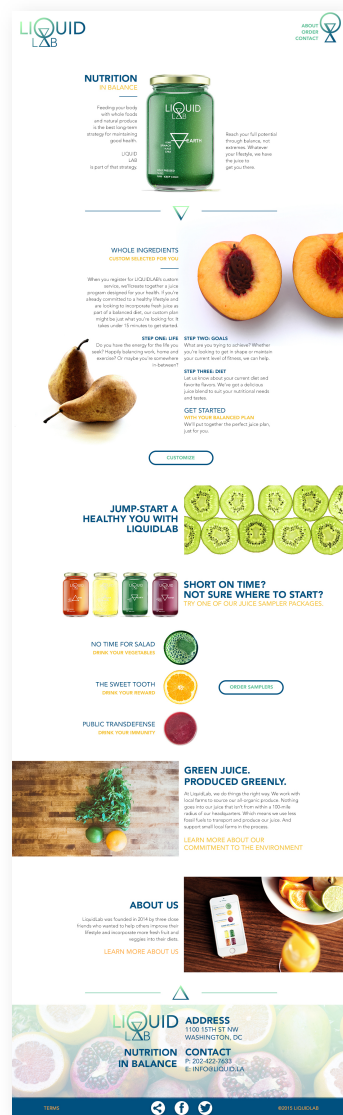
PRODUCT



LIQUID LAB



DESKTOP





MOBILE



LIQUID LAB


DESKTOP

NUTRITION IN BALANCE

Feeding your body with whole foods and natural produce is the best long-term strategy for maintaining good health.

LIQUID LAB is part of that strategy.



Reach your full potential through balance, not extremes. Whatever your lifestyle, we have the juice to get you there.

WHOLE INGREDIENTS

CUSTOM SELECTED FOR YOU

When you register for LIQUIDLAB's custom service, we'll create together a juice program designed for your health. If you're already committed to a healthy lifestyle and are looking to incorporate fresh juice as part of a balanced diet, our custom plan might be just what you're looking for. It takes under 15 minutes to get started.

STEP ONE: LIFE

Do you have the energy for the life you seek? Happily balancing work, home and exercise? Or maybe you're somewhere in-between?

STEP TWO: GOALS


What are you trying to achieve? Whether you're looking to get in shape or maintain your current level of fitness, we can help.


STEP THREE: DIET


Let us know about your current diet and favorite flavors. We've got a delicious juice blend to suit your nutritional needs and tastes.

GET STARTED WITH YOUR BALANCED PLAN


We'll put together the perfect juice plan, just for you.







JUMP-START A HEALTHY YOU WITH LIQUIDLAB



SHORT ON TIME?

NOT SURE WHERE TO START? TRY ONE OF OUR JUICE SAMPLER PACKAGES.

NO TIME FOR SALAD?


BREAK YOUR VEGGIES.

THE SWEET TOOTH?

SWAP YOUR SWEETS.

PUBLIC TRANSDIFFERENCE

DRINK YOUR REDUCED.



GREEN JUICE. PRODUCED GREENLY.



At LiquidLab, we do things the right way. We work with local farms to source our all-natural produce. Nothing gets too far from the earth as we deliver a 100% pure juice to your door. We're committed to supporting local farms in the process.

LEARN MORE ABOUT OUR COMMITMENT TO THE ENVIRONMENT

ABOUT US

LiquidLab was founded in 2015 by three close friends who wanted to help others improve their lifestyle and experience more health and happiness in their lives.

LEARN MORE ABOUT US






ADDRESS

1100 15TH ST NW
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CONTACT

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NUTRITION IN BALANCE

Feeding your body with whole foods and natural produce is the best long-term strategy for maintaining good health.

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GET STARTED WITH YOUR BALANCED PLAN

We'll put together the perfect juice plan, just for you.





LIQUID LAB

DESKTOP




NUTRITION IN BALANCE

Feeding your body with whole foods and natural proteins is the best way to ensure strong performance, great health, and longevity.

LIQUID LAB is part of that strategy.



Ready your gut to absorb! Through balance, not extremes. Balance your health, we have the juice to get you there.

WHOLE INGREDIENTS


When you register for LIQUID LAB, you'll receive a personalized nutrition plan. It's a healthy combination of a healthy lifestyle and a healthy diet. We have the ingredients that are part of a balanced diet, our custom juice recipes are designed to help you get the most out of your diet. It's not just a diet, it's a lifestyle.

STEP ONE: LIFE
Do you have the energy for this life you want? Healthy eating, good, but not enough? Or maybe you're not sure what to eat?

STEP TWO: GOALS
What are you trying to achieve? Whether you're looking to get in shape or increase your energy, we can help.

STEP THREE: DIET
Let us know about your current diet and your goals. We'll get a nutritionist to help you with your nutritional needs and goals.

GET STARTED
WITH YOUR BALANCED PLAN
We'll put together the perfect juice plan, just for you.






JUMP-START A HEALTHY YOU WITH LIQUIDLAB



SHORT ON TIME? NOT SURE WHERE TO START?

TRY ONE OF OUR JUICE SAMPLER PACKAGES.

NO TIME FOR SALAD
DRINK YOUR VEGETABLES

THE SWEET TOOTH
DRINK YOUR REWARD

PUBLIC TRANSDIFFENSE
DRINK YOUR IMMUNITY

GREEN JUICE. PRODUCED GREENLY.
At LiquidLab, we do things the right way. We work with local farms to source our all-organic produce. Nothing goes into our juice that isn't from within a 100-mile radius of our headquarters. Which means we use less fossil fuels to transport and produce our juice. And support small local farms in the process.

LEARN MORE ABOUT OUR COMMITMENT TO THE ENVIRONMENT

ABOUT US

LiquidLab was founded in 2015 by three elite triathletes who wanted to help others improve their health and performance with natural ingredients.

LEARN MORE ABOUT US




ADDRESS
1100 15TH ST NW
WASHINGTON, DC

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P: 202-452-1001
E: INFO@LIQUIDLAB.COM



TERMS



We'll put together the perfect juice plan, just for you.

CUSTOMIZE

JUMP-START A HEALTHY YOU WITH LIQUIDLAB




SHORT ON TIME? NOT SURE WHERE TO START?

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ORDER SAMPLERS





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LIQUID LAB


DESKTOP

NUTRITION IN BALANCE

Feeding your body with whole foods and natural proteins is the best way to support your immune system, boost your energy, and improve your health.

LIQUID LAB is part of that strategy.



Ready your gut to defend through balance, not extremes. Balance your health, we have the juice to get you there.

WHOLE INGREDIENTS

When you register for LIQUID LAB, you'll receive a personalized nutrition plan. We'll guide you through the process of creating a healthy diet and we'll provide you with the ingredients you need to get started.

LIQUID LAB is part of that strategy.

STEP ONE: LIFE

Do you have the energy for this life you want? Feeling sluggish, tired, or stressed? Or maybe you're just not feeling like yourself.

STEP TWO: GOALS

What are you trying to achieve? Whether you're looking to get in shape or improve your health, we can help.


STEP THREE: DIET

Let us know about your current diet and we'll help you create a healthy one. We'll provide you with the ingredients you need to get started.

GET STARTED

WITH YOUR BALANCED PLAN. We'll put together the perfect juice plan just for you.

JUMP-START A HEALTHY YOU WITH LIQUID LAB



SHORT ON TIME? NOT SURE WHERE TO START?


TRY ONE OF OUR JUICE SAMPLER PACKAGES.

NO TIME FOR SALAD? BREAK YOUR VEGGIES

THE SWEET TOOTH? CRAVE YOUR SWEETS

PUBLIC TRANSDIFFENSE

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ABOUT US

LiquidLab was founded in 2014 by three close friends who wanted to help others improve their lifestyle and incorporate more fresh fruit and veggies into their diets.



LEARN MORE ABOUT US

NUTRITION IN BALANCE


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PUBLIC TRANSDIFFENSE

DRINK YOUR IMMUNITY



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TERMS



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LIQUID LAB

MOBILE



LIQUID LAB



NUTRITION IN BALANCE

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with whole foods
and natural produce
is the best long-term
strategy for maintaining
good health.

LIQUID
LAB
is part of that strategy.

Reach your potential
through balance,
not extremes.



WHOLE INGREDIENTS

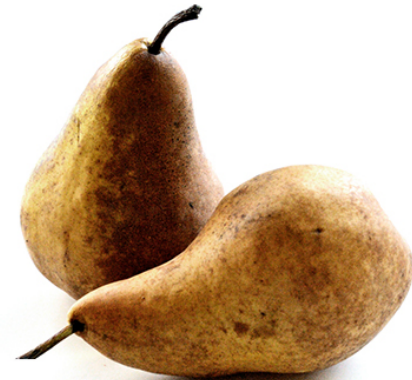
LIQUID LAB

MOBILE



WHOLE INGREDIENTS CUSTOM SELECTED FOR YOU

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STEP ONE: LIFE

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STEP TWO: GOALS

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STEP THREE: DIET

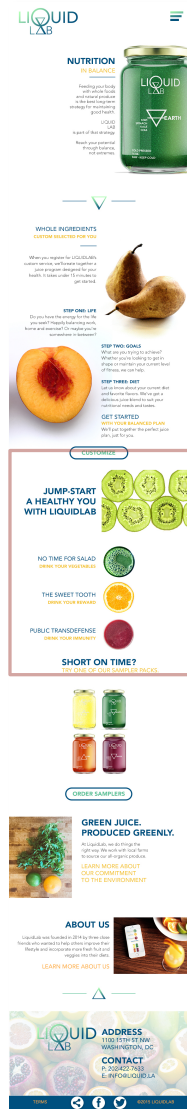
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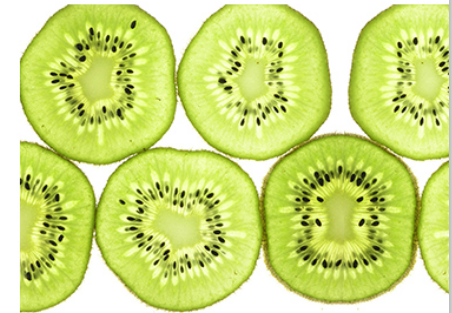
LIQUID LAB

MOBILE

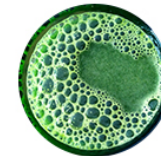


CUSTOMIZE

JUMP-START A HEALTHY YOU WITH LIQUIDLAB



NO TIME FOR SALAD
DRINK YOUR VEGETABLES



THE SWEET TOOTH
DRINK YOUR REWARD



PUBLIC TRANSDIFFENSE
DRINK YOUR IMMUNITY



SHORT ON TIME?

LIQUID LAB

MOBILE




NUTRITION ESSENTIALS

Feeding your body with good food and good habits is the key to good health.

LIQUID LAB is a brand of food and drink that is good for you.

LIQUID LAB is a brand of food and drink that is good for you.



WHOLE INGREDIENTS

WHOLE INGREDIENTS ARE SELECTED FOR YOU.

When you register for LIQUID LAB, we'll select the ingredients for you based on your health and lifestyle. It's all about you.



STEP ONE: LIFE

Do you have time to live? No, you don't. That's why you need LIQUID LAB. It's the only way to live.

STEP TWO: GOALS

What are you trying to achieve? LIQUID LAB is the only way to achieve your goals. It's the only way to live.

STEP THREE: MEET

LIQUID LAB is the only way to meet your needs. It's the only way to live.

GET STARTED

WE'LL GET YOU THE BEST PLAN FOR YOU. IT'S THE ONLY WAY TO LIVE.



CUSTOMER

JUMP-START A HEALTHY YOU WITH LIQUID LAB



NO TIME FOR SALAD

WE'VE GOT YOU COVERED.



THE SWEET TOOTH

WE'VE GOT YOU COVERED.



PUBLIC TRANSPARENCY

WE'VE GOT YOU COVERED.



SHORT-ON-TIME?

TRY ONE OF OUR SAMPLER PACKS.



ORDER SAMPLERS

GREEN JUICE. PRODUCED GREENLY.

LIQUID LAB IS THE ONLY WAY TO LIVE. IT'S THE ONLY WAY TO LIVE.



ABOUT US

LIQUID LAB WAS FOUNDED IN 2015 BY TWO FRIENDS WHO WANTED TO BRING YOU THE BEST FOOD AND DRINK. WE'VE GOT YOU COVERED.



LEARN MORE ABOUT US




ADDRESS

1110 1ST AVE. N.W.
SEASIDE, WA 98134

CONTACT

1-800-888-8888
E: INFO@LIQUID.LA




SHORT ON TIME?

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ORDER SAMPLERS



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LEARN MORE ABOUT OUR COMMITMENT TO THE ENVIRONMENT

LIQUID LAB

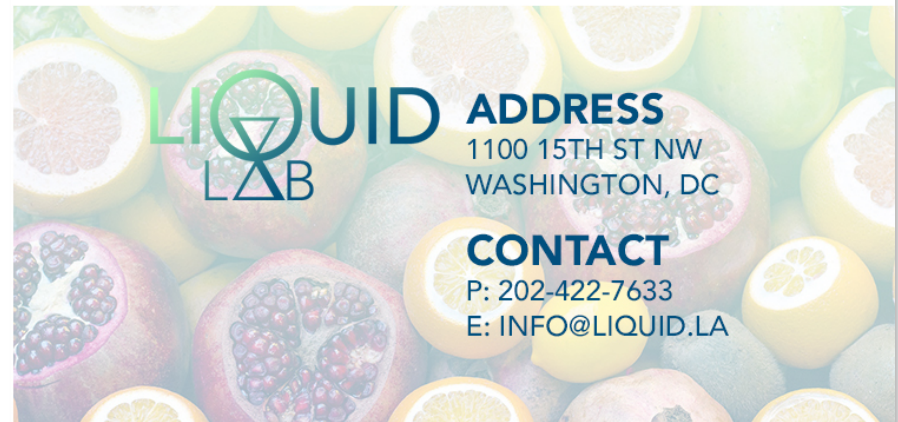
MOBILE



ABOUT US

LiquidLab was founded in 2014 by three close friends who wanted to help others improve their lifestyle and incorporate more fresh fruit and veggies into their diets.

[LEARN MORE ABOUT US](#)



[TERMS](#)



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LIQUID LAB

LANE
GOODMAN

