NOSTALGIC BRAND DESIGN

#MEDIADESIGN #BRANDIDENTITY

THE BRIEF

For this media design project, the assignment was to establish a cohesive brand identity for a canned beverage, developing both the can layout and a promotional flyer. My concept tapped heavily into the Frutiger Aero aesthetic, a vibrant, early-2000s digital optimism. The goal was to target young adults by evoking the fuzzy, slightly out-of-reach nostalgia of their childhoods. By blending early internet visuals with dreamy, surreal imagery, the identity acts as a visual “memory loop” that invites the viewer to project their own past onto the brand.

THE PROCESS

To build this world, I carefully balanced a playful, early-2000s typography hierarchy with a color palette of soft pastels and bright candy accents. I combined vintage objects like CRT televisions with surreal motifs like floating staircases and fish in the sky, leaning into the theory of liminal spaces and nostalgia. The creative challenge was arranging these illogical, dreamlike elements into a visually consistent composition. By pairing bold headlines with clean, compact body text, I ensured that the layout maintained a perfect balance between surreal alienation and clear, commercial readability.

THE OUTCOME

The final can and flyer design successfully translated complex psychological themes into a vibrant, commercial brand identity. By weaving together elements from different eras, the project resulted in a timeless, almost universal sense of sentimentality that speaks directly to a young adult audience. It was a great exercise in visual hierarchy, proving that you can push a design into highly creative, absurd, and artistic territory while still maintaining the structure and clarity required for a commercial product.

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