



CASE STUDY

JXICE BEVERAGES

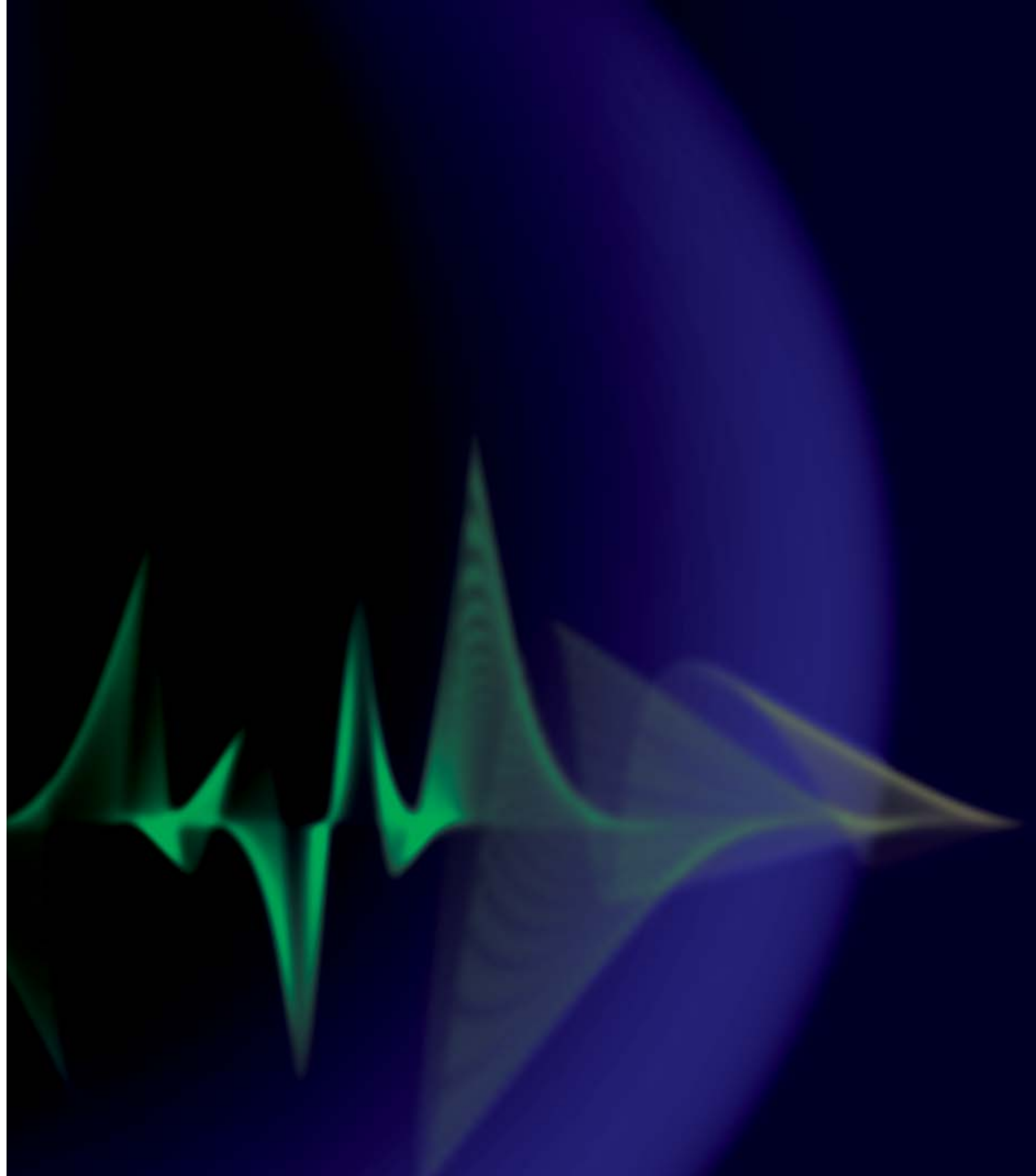
Project Overview

JXICE Adult Beverages

A branding and campaign concept for an adult beverage company targeted toward music fans and industry professionals.

PROJECT TIMELINE

2025-2026



Project Overview

THE PROBLEM

The beverage market is highly saturated, making it difficult for new brands to stand out. Many brands either focus on mass appeal or niche aesthetics, but few directly connect with music culture in a way that feels authentic.

The challenge was to create a brand that resonates with music fans and professionals while maintaining a distinct and recognizable identity across multiple platforms.

THE GOAL

The goal of this project was to develop a distinctive brand identity for JXICE Adult Beverages that resonates with music fans and industry professionals. The brand needed to stand out in a saturated beverage market while feeling authentic to live music culture.

A key objective was to create a flexible visual system that could translate across packaging, promotional materials, and event-based environments, ensuring consistency while maintaining a bold and recognizable presence.

Project Overview

MY ROLE

I was responsible for leading the visual development of the brand, from initial concept through final execution. This included defining the overall visual direction and ensuring consistency across all designed assets.

RESPONSIBILITIES

Designed the JXICE logo to establish a bold and recognizable brand identity

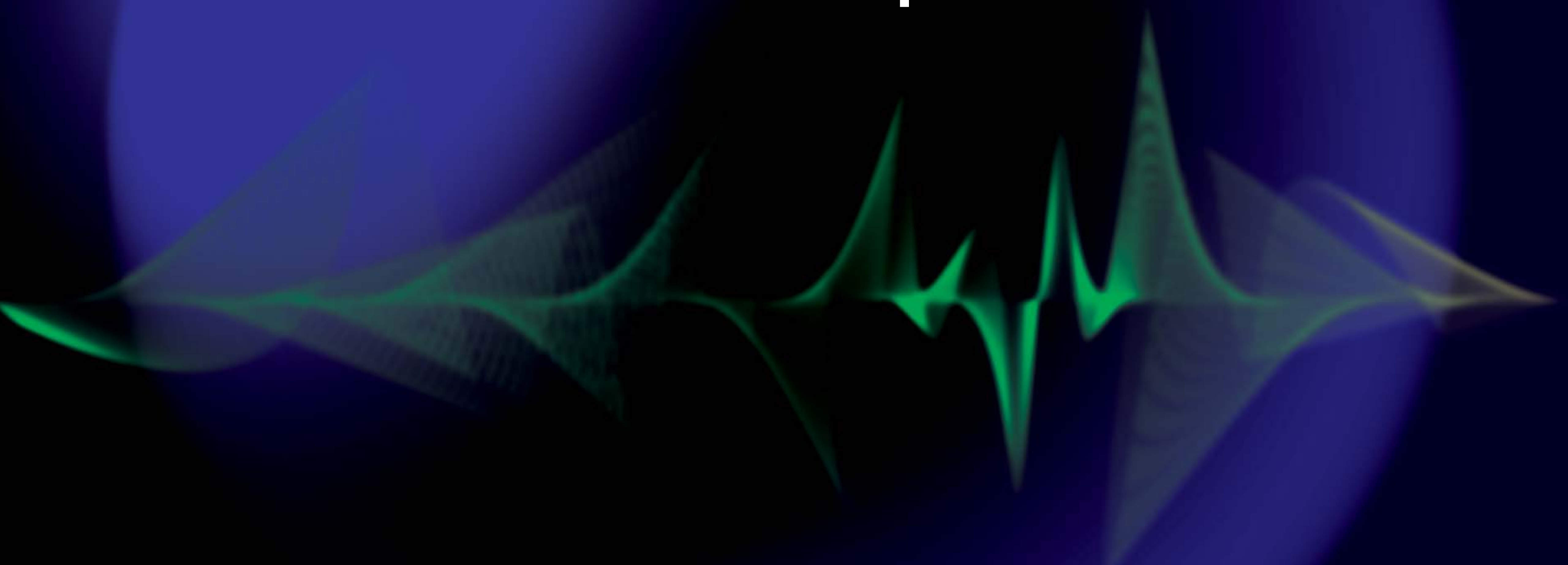
Developed can designs for multiple beverage flavors, ensuring visual consistency while allowing for variation

Created a promotional poster to advertise new flavors and reinforce brand presence

Established a cohesive visual system including typography, color, and graphic elements

Applied the brand across both physical (packaging) and digital/print (advertising) touchpoints

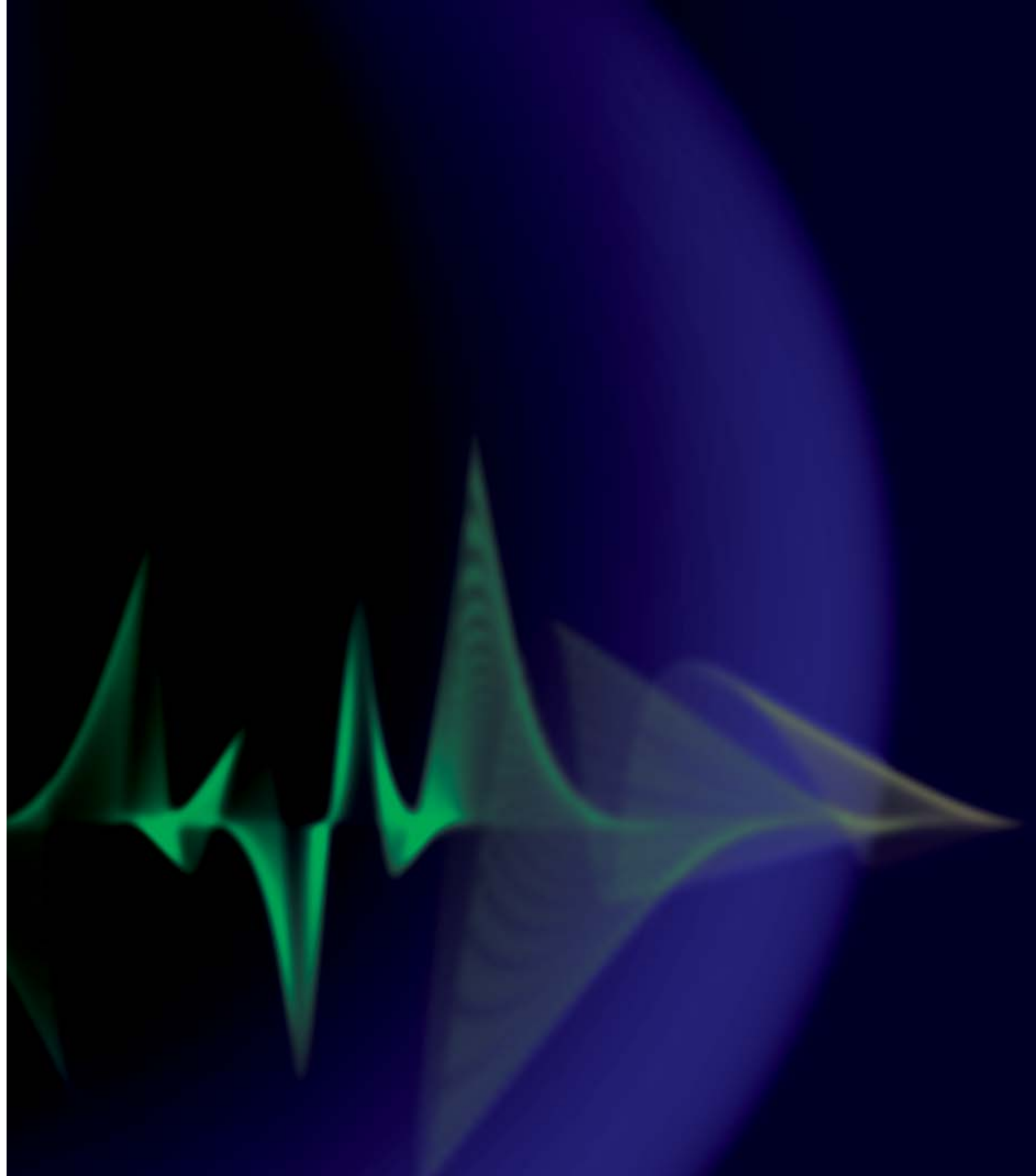
USER RESEARCH & PERSONAS |



USER RESEARCH

SUMMARY

To better understand the target audience, I developed user personas representing key segments within music culture. These personas helped guide design decisions and ensure the brand aligned with real user behaviors and preferences.



PERSONA: SCOTT (MUSIC PROFESSIONAL)

DEMOGRAPHICS

AGE: ~30s

BACKGROUND: Works in the music industry (sound engineer / promoter / performer)

PSYCHOGRAPHICS

BEHAVIOR:

Frequently attends and works at live events

Values authenticity and strong visual identity

Engages with brands that feel connected to music culture

NEEDS:

A brand that feels credible within the industry

Visuals that align with the energy of live environments

Insight:

Scott is more likely to engage with brands that feel embedded in music culture rather than designed for mass appeal.

PERSONA: RAMONA (MUSIC FAN/CREATIVE)

DEMOGRAPHICS

AGE: ~20s

BACKGROUND: Active concertgoer and creative individual

PSYCHOGRAPHICS

BEHAVIOR:

Attends shows and social events regularly
Engages with visually distinctive brands on social media
Values aesthetic, shareable design

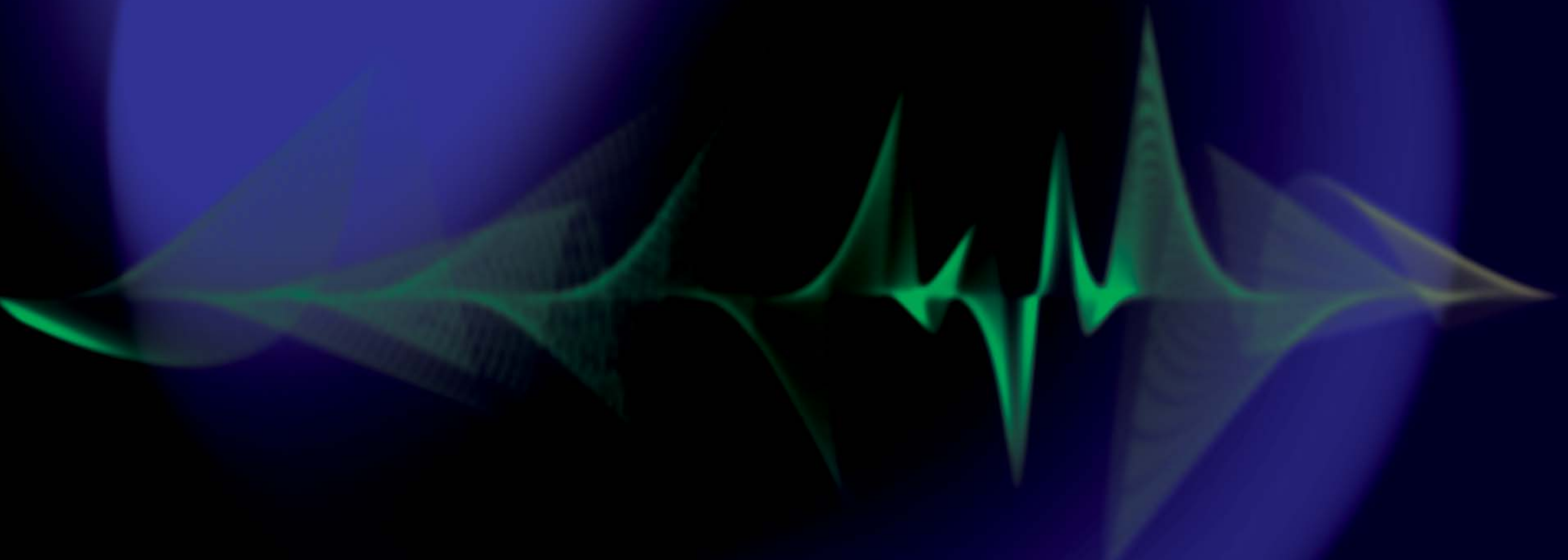
NEEDS:

Eye-catching, memorable visuals
A brand that feels expressive and culturally relevant

Insight:

Ramona is drawn to bold, visually engaging brands that translate well to social and live experiences.

DESIGN PROCESS



DESIGN RATIONALE

The visual identity for JXICE is built around recognizable elements of music culture to create an immediate connection with the target audience.

The logo incorporates a pair of headphones framing the JXICE name, using familiar music iconography to signal the brand's connection to sound and live experiences. This approach makes the brand instantly readable to users like Scott, who are immersed in music environments, while also appealing to visually driven users like Ramona.

The tone of voice also plays a key role in connecting with the audience. Phrases like "Pour Up the Vibes" and the tagline "Sip Louder." are designed to feel expressive and culturally relevant, aligning with the energy of concerts, social settings, and creative communities. This tone avoids generic beverage messaging and instead reflects how the target audience communicates and engages.

Together, these elements create a cohesive system where visuals, language, and concept all reinforce the same idea that positioning JXICE as a brand that feels embedded in music culture rather than separate from it.

SKETCHES

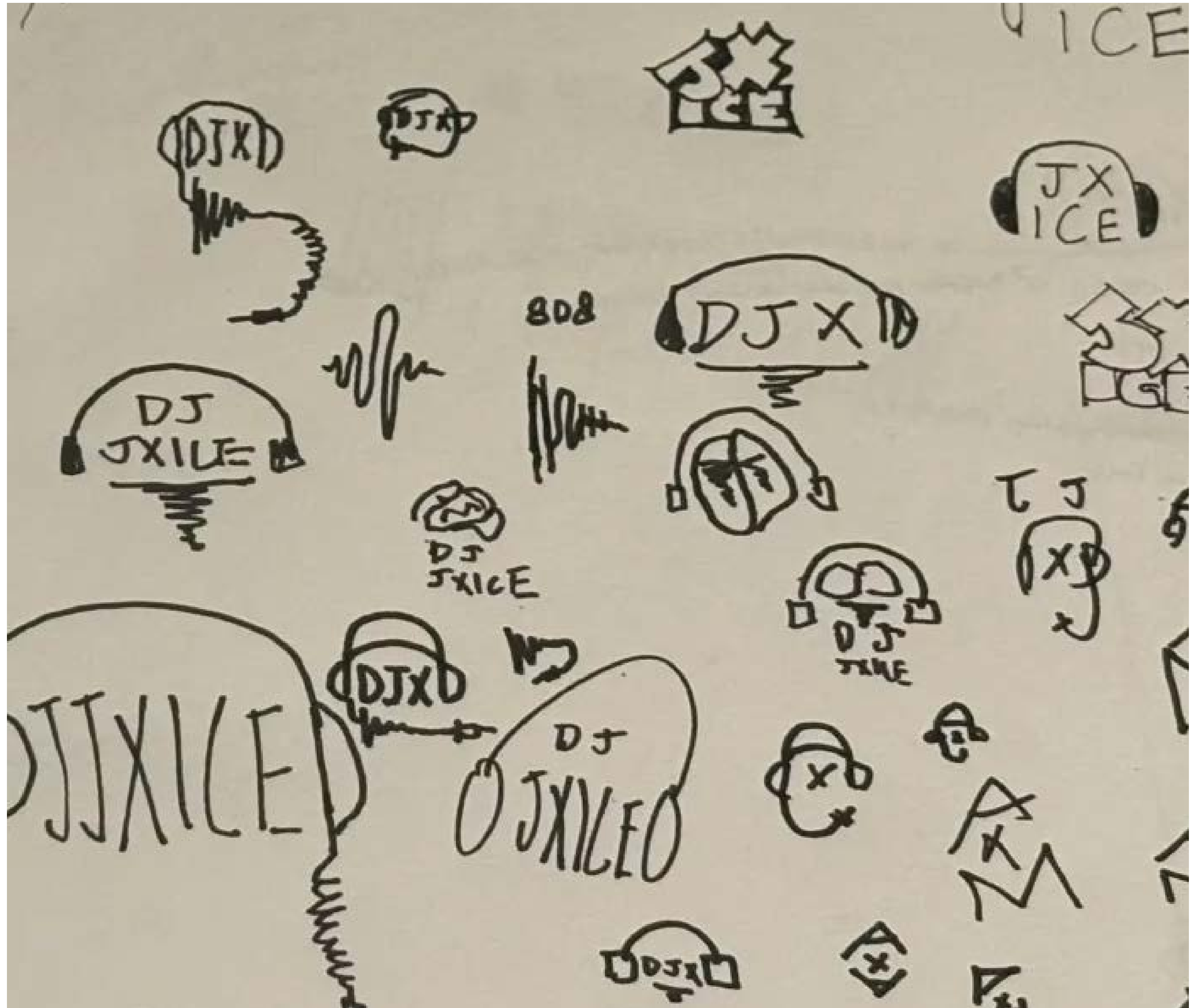
INITIAL IDEATION

Original concept challenge was to create a logo from a brain and a splash.

Headphones motif ties into music and rave themes

Brand name replaces the space where a brain would be

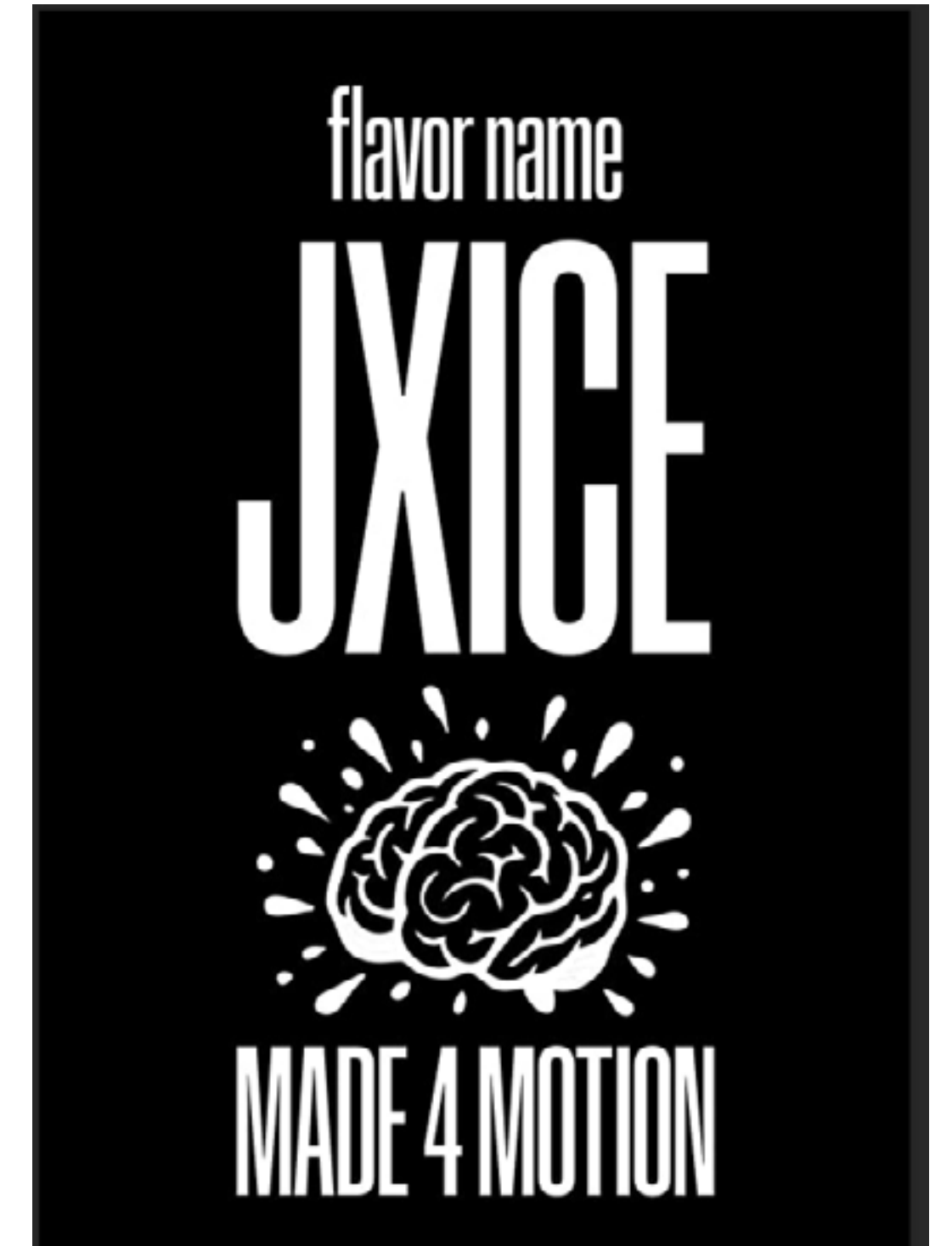
Splash is symbolized by the soundwave lineart. Showing the sound of a splash as a waveform ties into music production niches and becomes a motif that can be used in many contexts.



LOGO (OLD) + FEEDBACK

NOTES

Brand name and logo are disjointed.
tagline/slogan lacks connection to target audience.

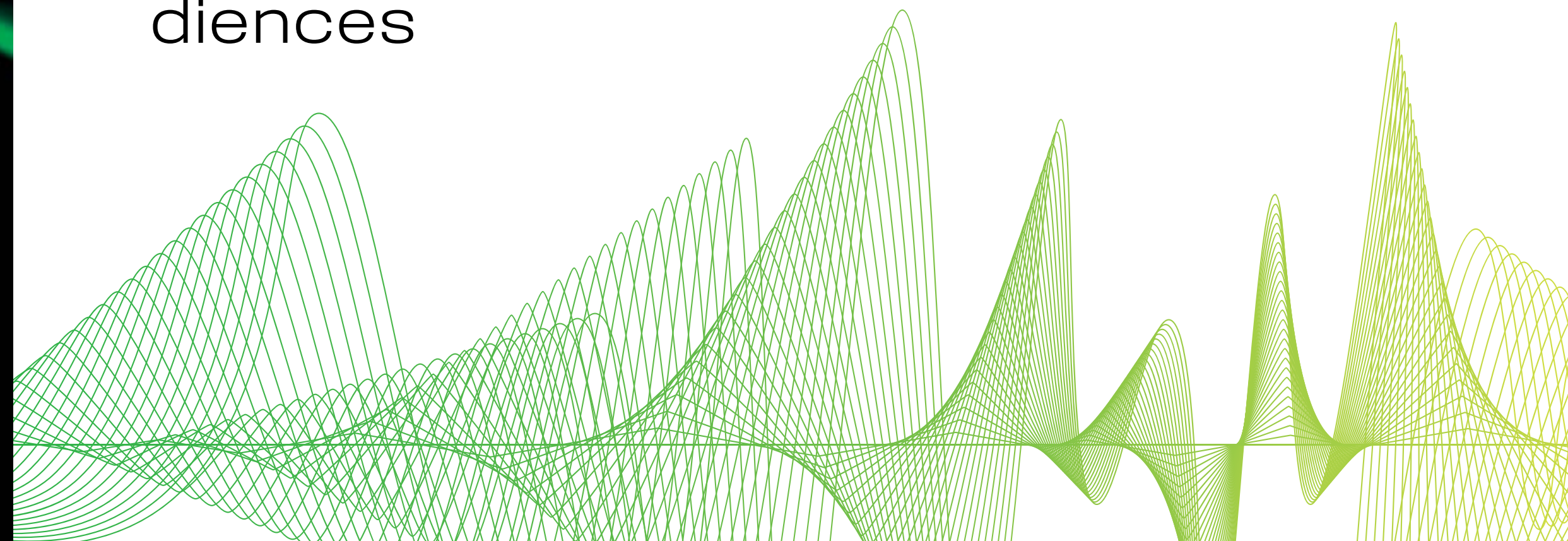


LOGO (REVISED)

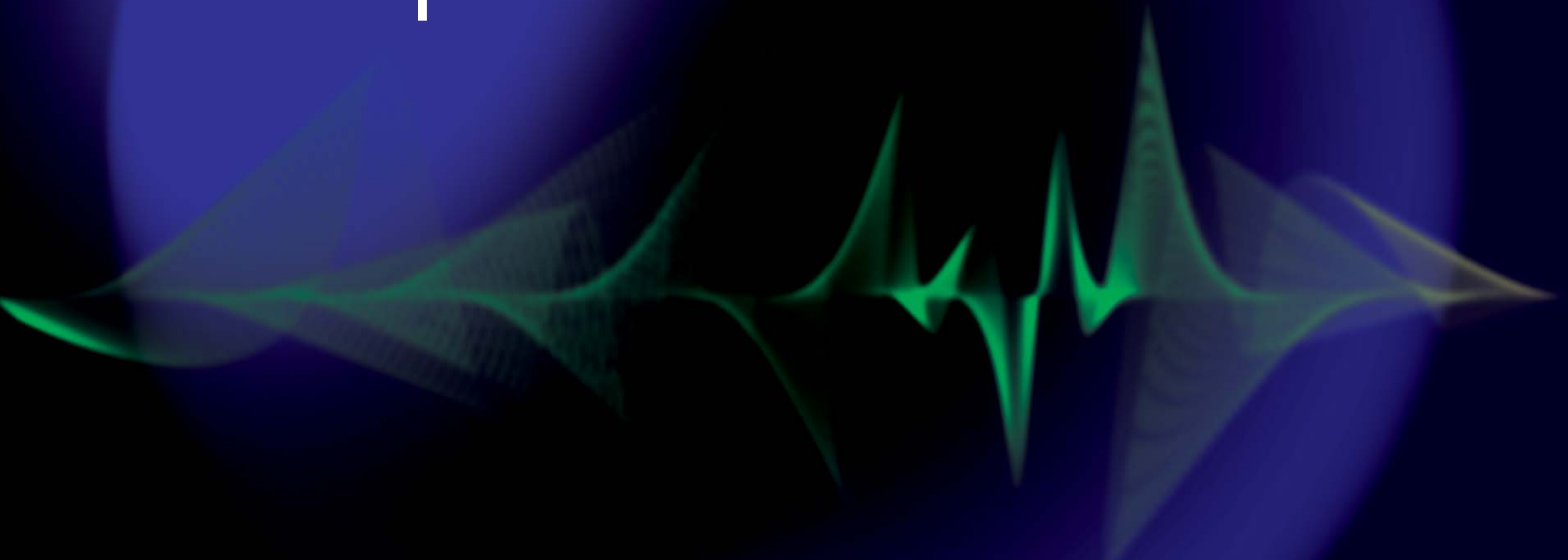
CONCEPT

The JXICE logo was designed to be bold, expressive, and easily recognizable in fast-paced environments. The form emphasizes strong visual impact to ensure visibility on packaging, posters, and in low-light settings such as live venues.

Iconography that speaks to DJ culture was chosen to create a direct connection to underground music audiences



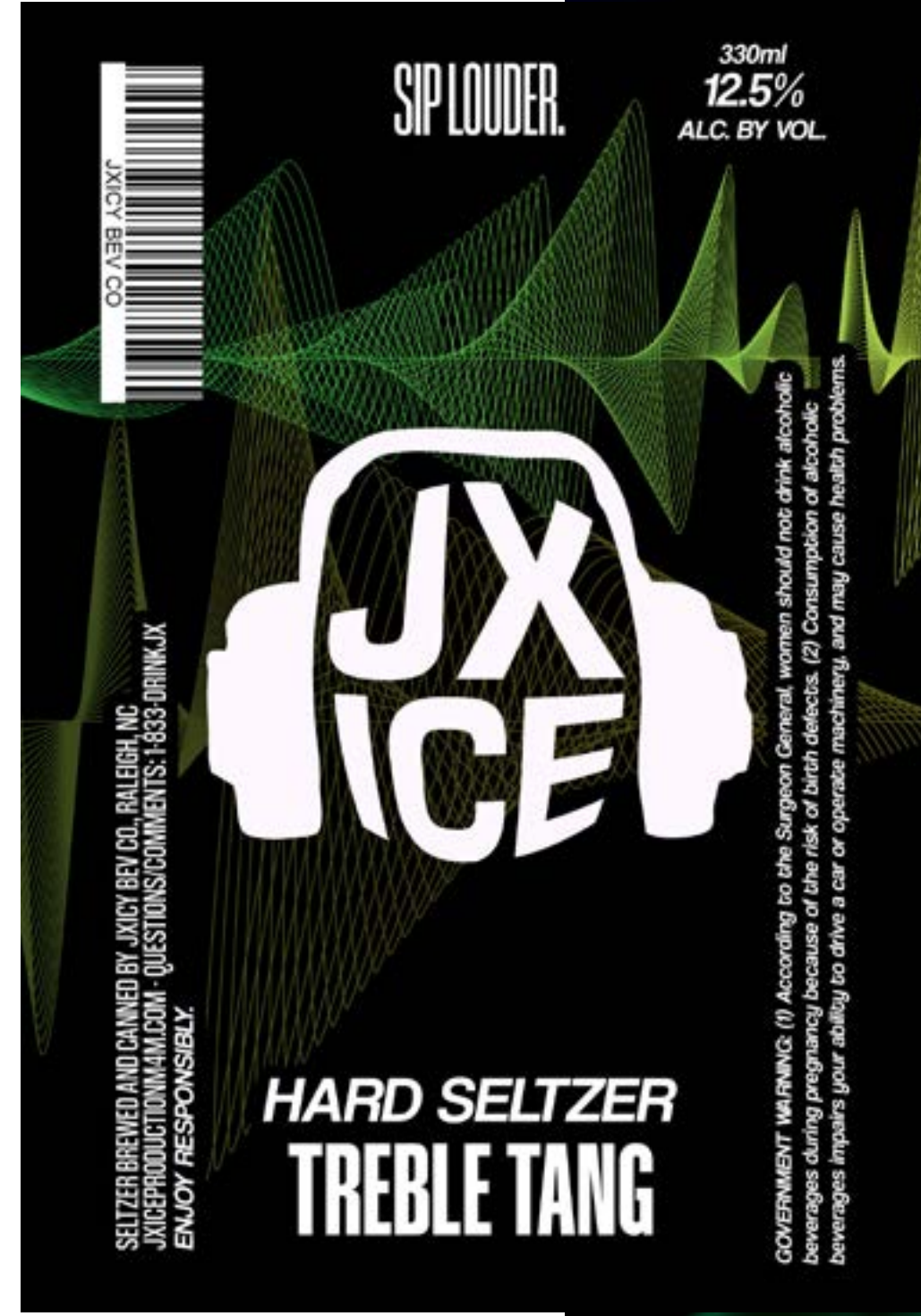
REVISIONS |



CAN DESIGN

BEVERAGE LABELS

The flavor naming system extends the concept further by integrating music terminology (Treble, Mids, Bass) into the product experience. This creates a cohesive brand language that feels intentional and memorable, while strengthening the brand's identity within music culture.



MOCKUP (CANS)

PRODUCT CONCEPT

Realistic visual concept for what this product could look like in real life.



AD DESIGN

POSTER

Soundwave graphics are used across the can designs and promotional materials to reinforce the connection to DJ and rave culture. These elements introduce a sense of rhythm and movement, helping the brand feel energetic and aligned with live music settings rather than static or conventional beverage branding.



SIP LOUDER.

JX ICE

HARD SELTZER
TREBLE TANG

JX ICE

HARD SELTZER
MELLOW MIDS

JX ICE

HARD SELTZER
BERRY BASS

pour up the vibes.

sip louder with... **NEW FLAVORS**

TREBLE TANG
MELLOW MIDS
BERRY BASS

JX ICE

available at a venue near you

SELTZER BREWED AND CANNED BY JXICY BEV CO., RALEIGH, NC
JXICEPRODUCTIONM4M.COM - QUESTIONS/COMMENTS: 1-833-DRINKJX
ENJOY RESPONSIBLY.

GOVERNMENT WARNING: (1) According to the Surgeon General, women should not drink alcoholic beverages during pregnancy because of the risk of birth defects. (2) Consumption of alcoholic beverages impairs your ability to drive a car or operate machinery, and may cause health problems.

MOCKUP (POSTER)

AD CONCEPT

My goal at this point in the process was to take my mockups and branding assets and present them in a way that is visually striking and provides information about the product. This is also the stage where I went back and revised my original labels to have all of the necessary info for sale of alcoholic beverages.

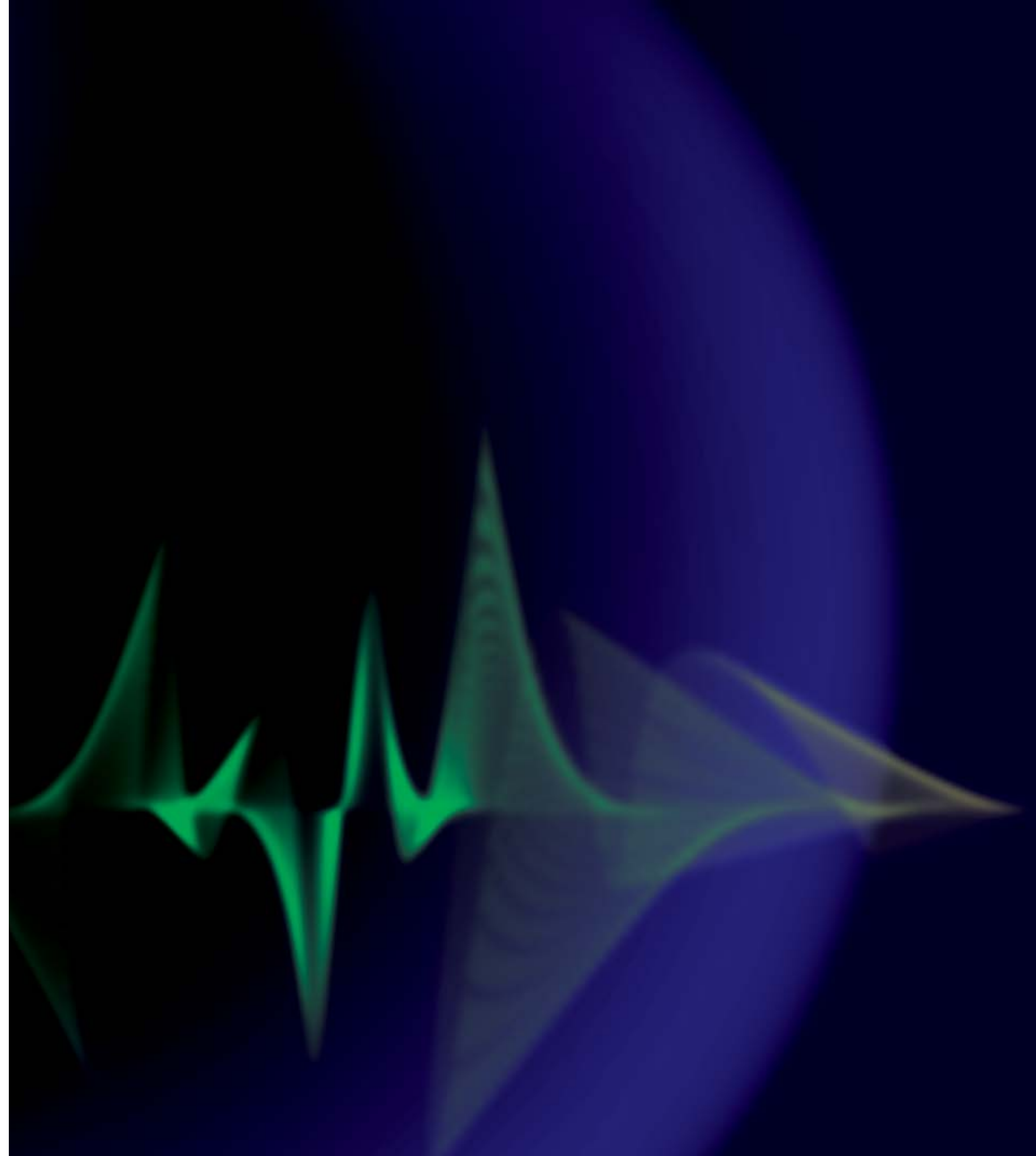


ACCESSIBILITY

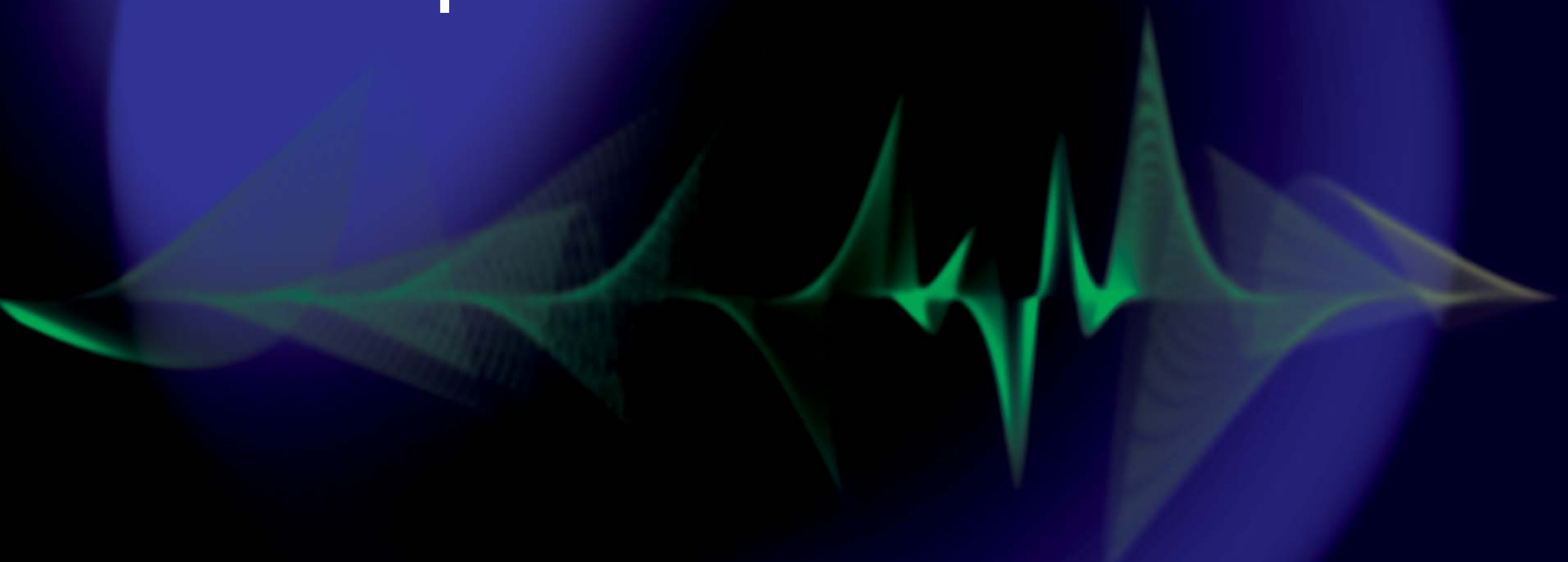
CONSIDERATIONS

The logo was redesigned to be more minimal and recognizable, reducing visual complexity so it can be easily identified and reproduced. By simplifying the form, the mark becomes more accessible and memorable, while maintaining its connection to music through subtle visual cues.

The background system was also reworked to reduce visual noise. An earlier direction using photography and high-contrast effects was replaced with a cleaner approach built around soundwave graphics and gradients. This allowed the designs to retain depth and energy while improving readability and visual hierarchy.



DEBRIEFING



TAKEAWAYS & NEXT STEPS

TAKEAWAY

The final outcome is a cohesive brand identity system that connects directly with music culture and translates across multiple touchpoints, including logo design, packaging, and promotional materials.

This project reinforced the importance of designing with a specific audience in mind and ensuring that every element works together as part of a cohesive system. Developing the brand around music culture helped clarify how design decisions can be guided by context, not just aesthetics.

REFLECTION & NEXT STEPS

If I were to continue this project, the next steps would include expanding the brand into motion and digital applications, such as animated social content or event-based visuals, to better reflect the energy of live music environments. I would also explore additional campaign assets, merchandise, and potential collaborations with artists to further embed the brand within music culture.

Additionally, incorporating real user feedback or testing would help validate design decisions and refine how the brand performs in real-world contexts.

CITATIONS

IMAGES

All images and graphics are original.
Created by designer Ian Meglaughlin.

MOCKUPS

<https://resourceboy.com/mockups/10-shots-of-energy-drink-can-mockup/>

<https://unblast.com/glued-posters-mockup/>

CITATIONS

FONTS

All fonts are Adobe fonts

<https://fonts.adobe.com/fonts/cool-vetica>
(campaign)

<https://fonts.adobe.com/fonts/field-gothic-standard>
(case study)

LET'S CONNECT

CONTACT ME

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