



Justitia

Dragonfruit Soda

Overview



Our company is Salmonis. We are a brand new company established in March 2023 and our aim is to make the enjoyment of the finest and rarest beverages an easy and pleasurable experience for all. By tapping into our extensive and growing network of relationships from around the world, we offer the opportunity to discover the newest and most exciting drinks from both established and emerging regions. We are proud to present our newest product and brand extension, a soda called “Iustitia”.

My Demographic



Our wines and sodas appeal to adults and millennials of all social classes. An appropriate drink that can suit any form of social gatherings. However our newest soda aims for younger adults between the ages of 21-30.

Deliverables

Ad 1

Justitia

*Survive the heat
with a soda so sweet*



Dragonfruit Soda

Ad 2

Justitia

Peach, Cherry, Kiwi
Soda

SHOP NOW



Phone



Kiosk



Billboard



Magazine



Wine Box



Guidelines

Colors



CMYK (0,0,0,100)
RGB (35,31,32)
HEX #231F20



CMYK (43,100,100, 0)
RGB (35,31,32)
HEX #231F20



CMYK (23,30,75,1)
RGB (199,170,94)
HEX #C7AA5E

Fonts

Avenir

Angelica

Chicanos

Amaranth

Mockups

<https://www.freepik.com/>



Thank You