

INTROVERT CLUB

Introvert Club

Introvert Club is a self-project to design a bar identity and packaging for cocktails.

CONCEPT: STRUGGLE AS AN INTROVERT

Navigating new environments and social events can be challenging for introverts. Introvert Club is to provide a safe and supportive space for introverts to connect with others who understand their struggles. Through gatherings and helpful tips on effective communication and confidence building, the club aims to help introverts feel more at ease in social situations.

To create an inviting and calming atmosphere for members, the club's cocktail packaging is designed with three components. The first includes the name of the cocktail and its ingredients. The second features a unique tip for introverts on communication or feeling empowered, while the third includes a mini-story about an introverted character gaining confidence after enjoying the cocktail. The packaging provides a fun and relaxed way to engage with introverts and encourages them to step outside of their comfort zone.



Ideation

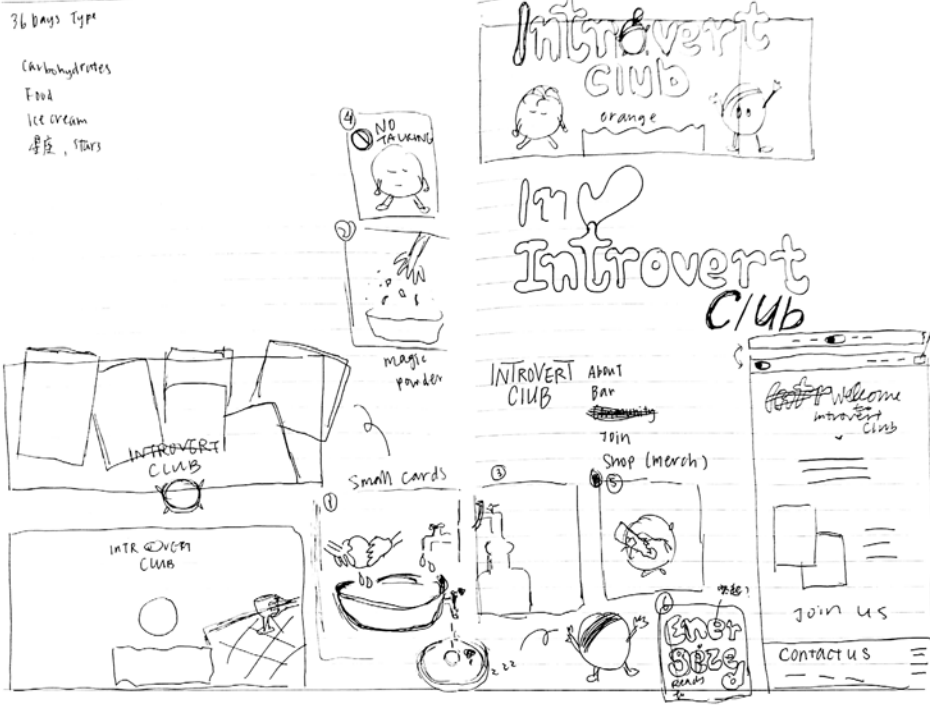
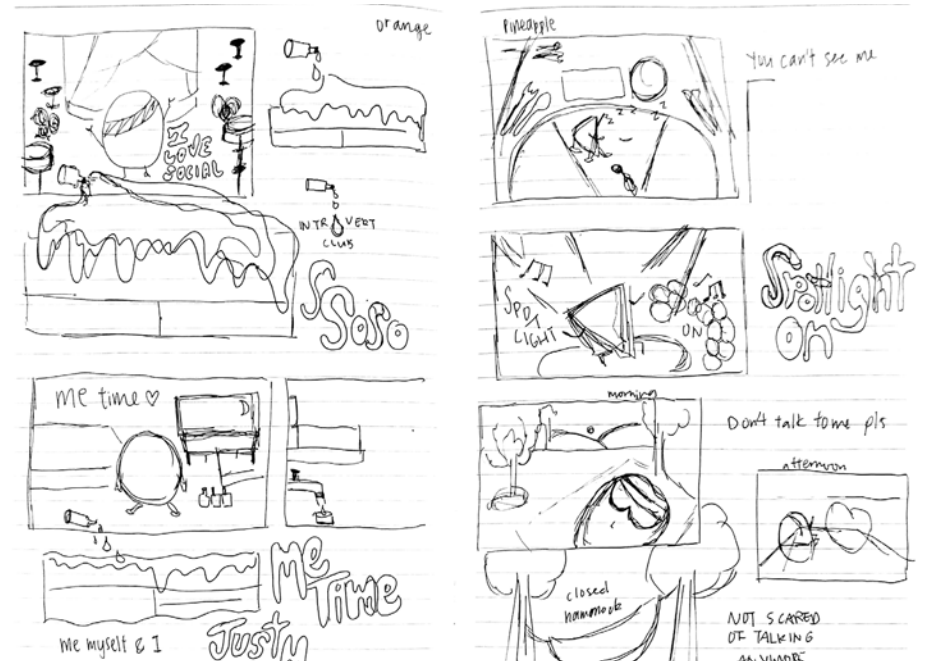
Introvert Club

deliverables

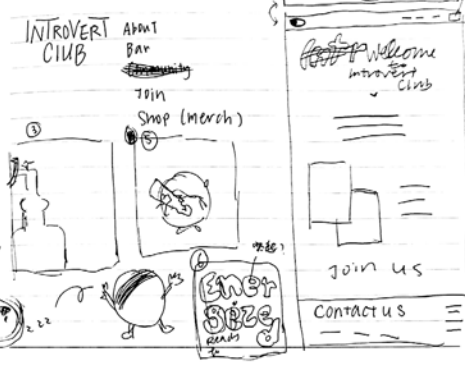
- pre-drink bar brand identity → logo, type, color
- cocktails packaging cocktail illustration, tagline, mission,
- bar menu website, social media
- hat, tshirt etc...?

Concept

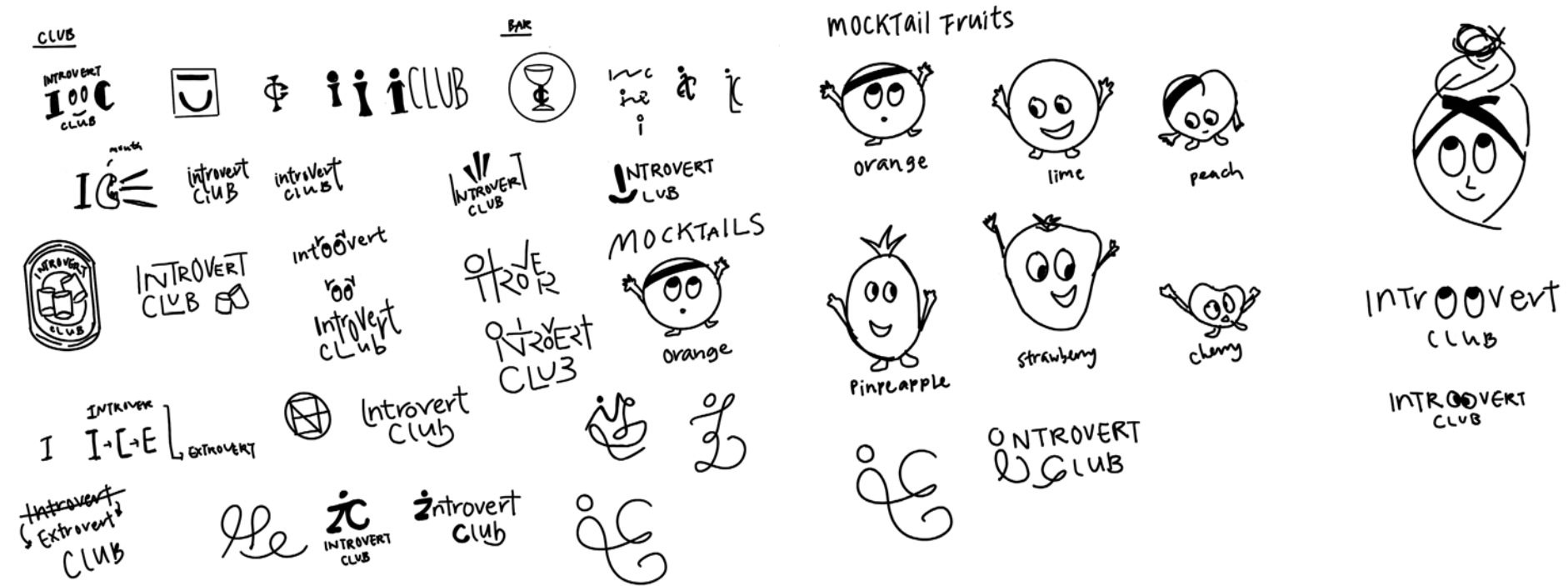
- For introverts for meeting new people / before parties.
- To prepare their mind and condition to meet extroverts / new friends. Give them "strength" braver
- Inspired by myself!
- → more comfortable after drinking
- → open up
- Door to a "another world"
- Mask? Face Mask / Stickers (ready or not)
- It's okay to be introverts!



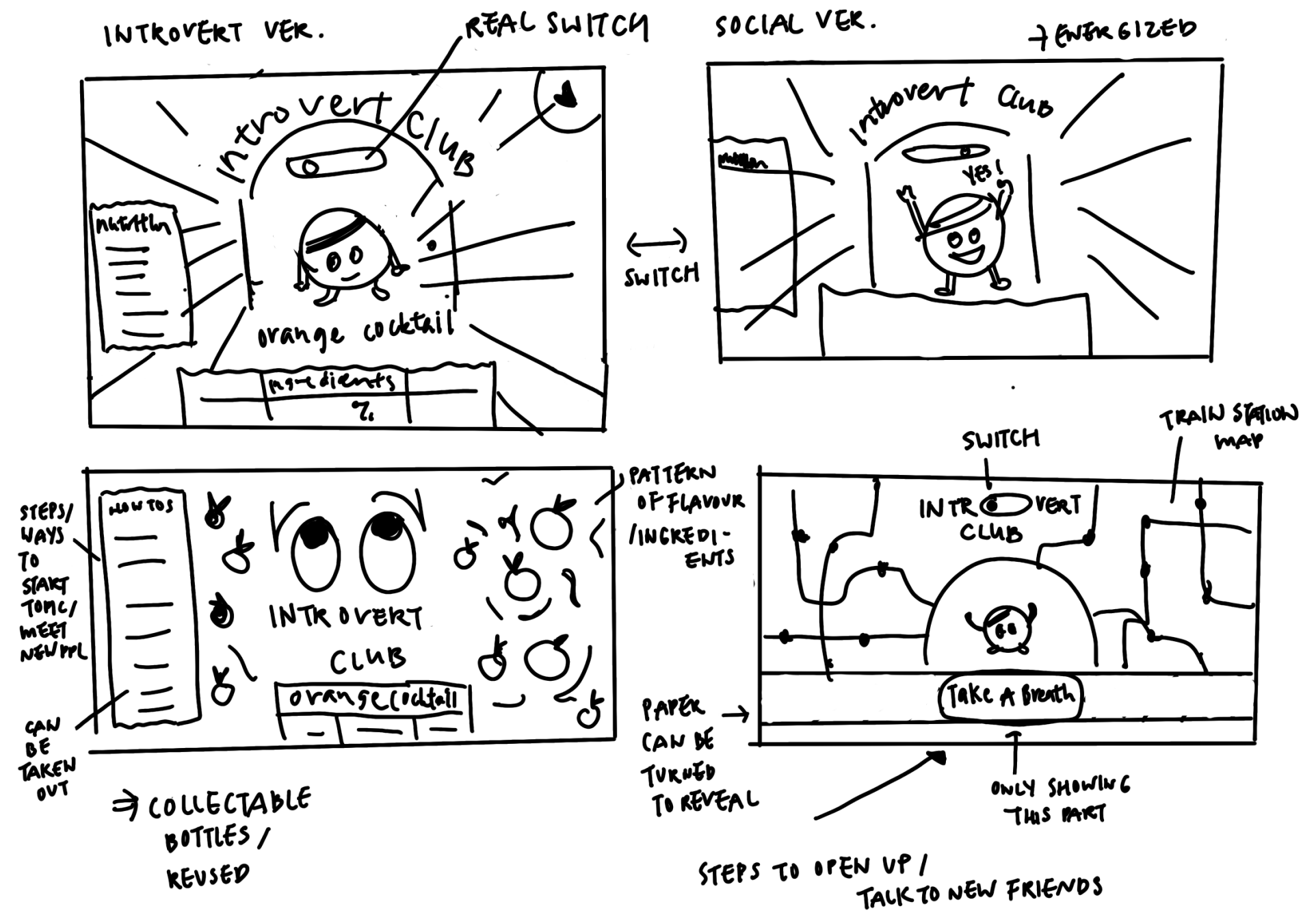
36 Days Type
Carbohydrates
Food
Ice cream
Beer, Stars



Logo Scketches



Label Sketches



Type and Color Exploration,

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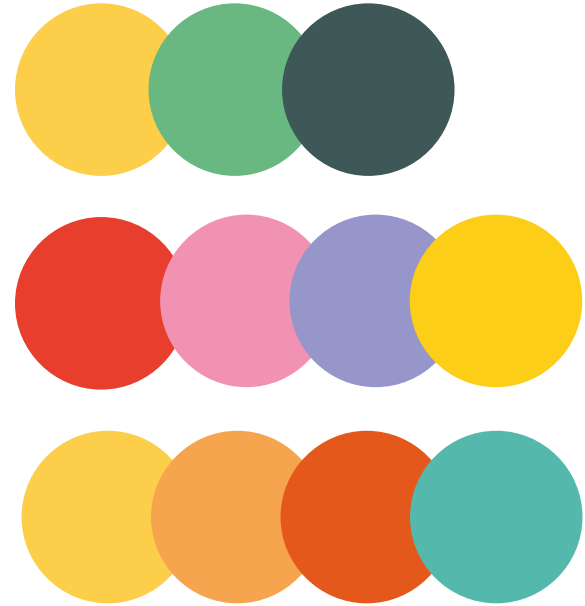
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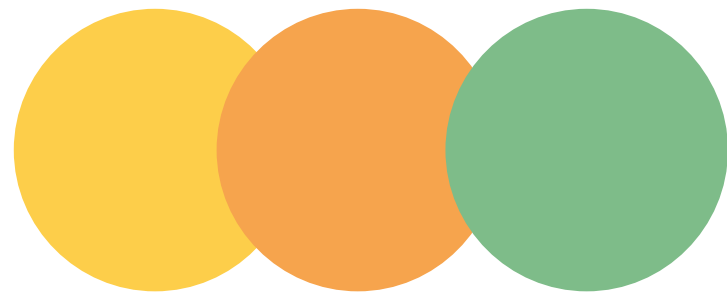


Final Type and Color

Irregardless

abcdefghijklmnopqrstvwxyz

abcdefghijklmnopqrstvwxyz



Logo exploration

INTROVERT CLUB

INTROVERT



CLUB

INTROVERT CLUB



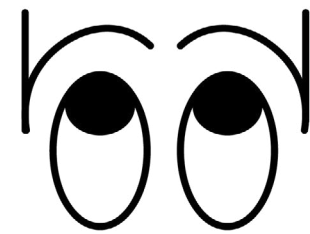
Final logo

INTROVERT CLUB



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Label Versions



INTROVERT CLUB

Introvert Sunrise

Orange Juice, grenadine, tequila	40% ALC/VOL
	200mL



Printing and Photography



How to start a convo? ✕

- 1/ Ask open ended questions
- 2/ Find common ground
- 3/ Be a good listener
- 4/ Share something about yourself
- 5/ Use humor

SINCE 2023
INTROVERT CLUB



Introvert Sunrise

Orange Juice, grenadine, tequila	40% ALC/VOL
	200mL

