

OLIVIA POOL

SERVED  
HERE



# Olipop

**Friends:** Olipop

**Location:** Oakland, CA

**Services:** Branding, Packaging Design, Art Direction

Olipop, the first clinically backed digestive health beverage, was desperately in need of a brand refresh. The identity and packaging design not only needed to appear refreshing, but it also needed to pack an informative punch to reflect the products benefits.

Our solution? Familiar and unique. The visual identity pairs contrasting typography and minimalistic illustration to create a sense of nostalgia to old style colas.

Working with the team at Olipop we created everything from the brand identity and visual style to packaging and collateral.



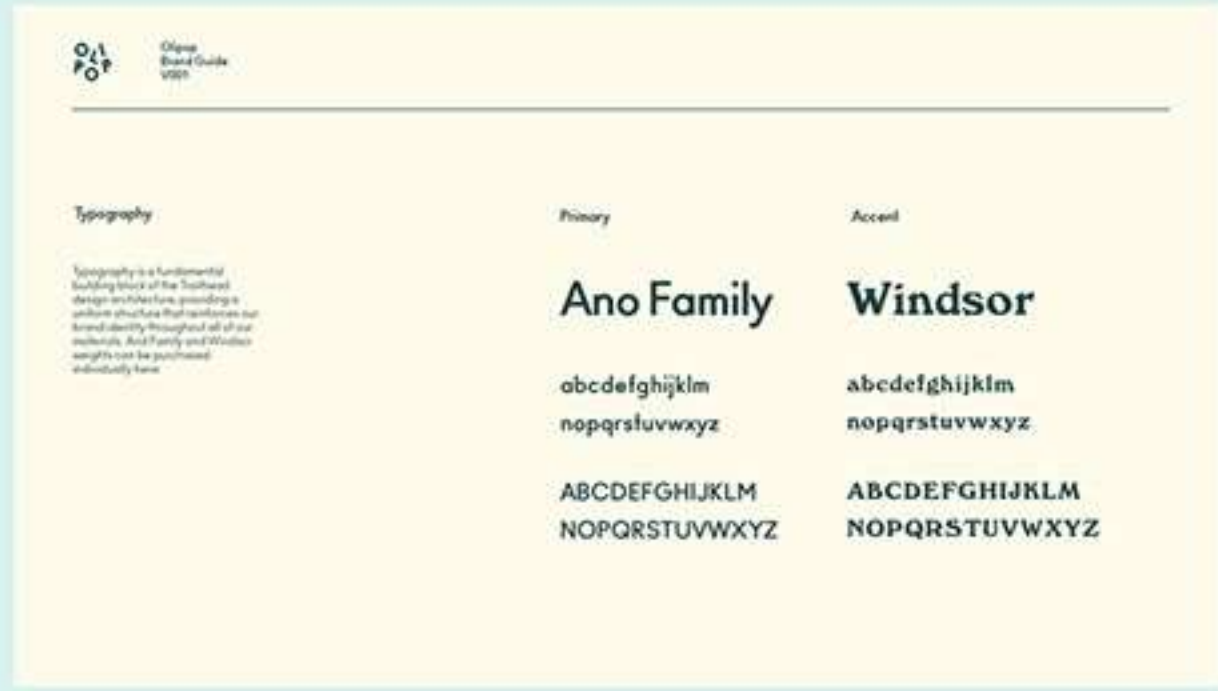
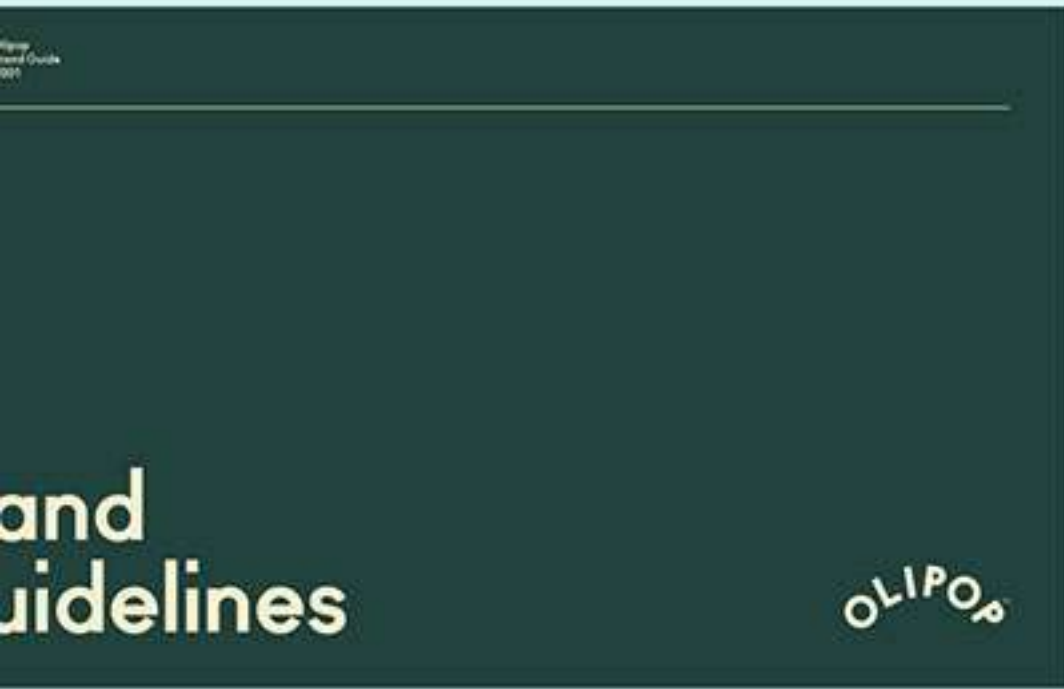
Ginger  
Lemon

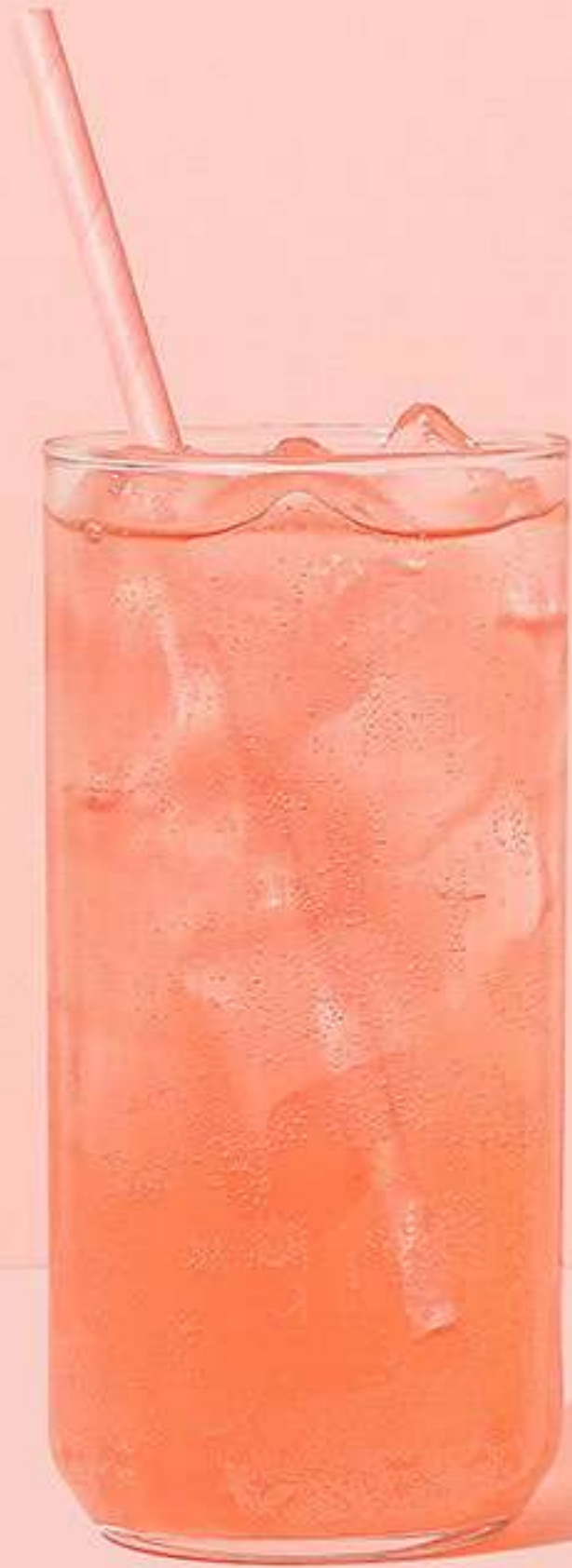


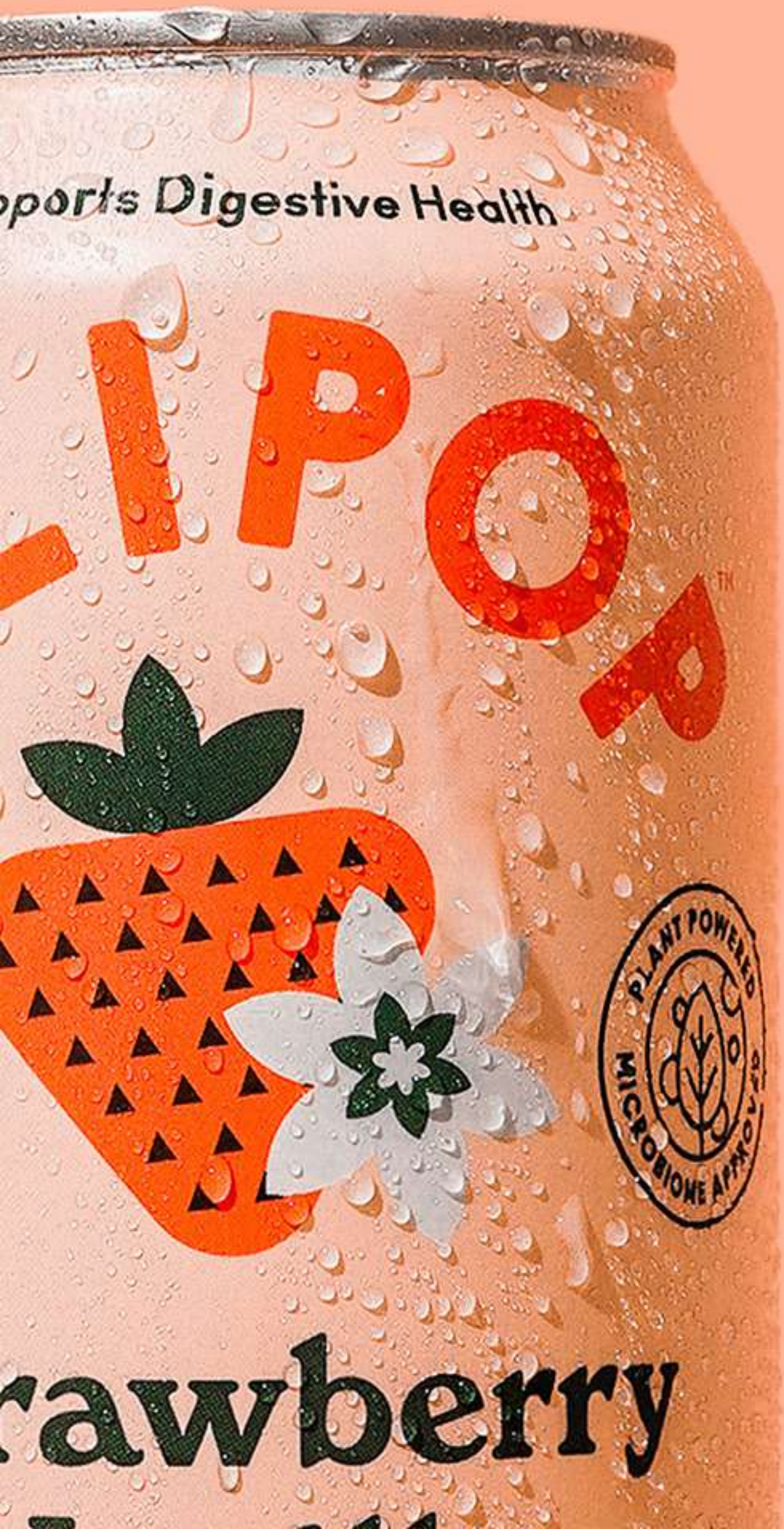
Strawberry  
Vanilla



Cinnamon  
Cola









# Strawberry Vanilla



Supports Digestive Health

**OLIPOP**

Prebiotics  
Botanicals  
Plant Fiber



**Vintage  
Cola**

Sparkling Tonic  
12 fl oz (355ml)

Non-GMO

2g  
SUGAR

Cola





Supports Digestive Health

OLIPOD

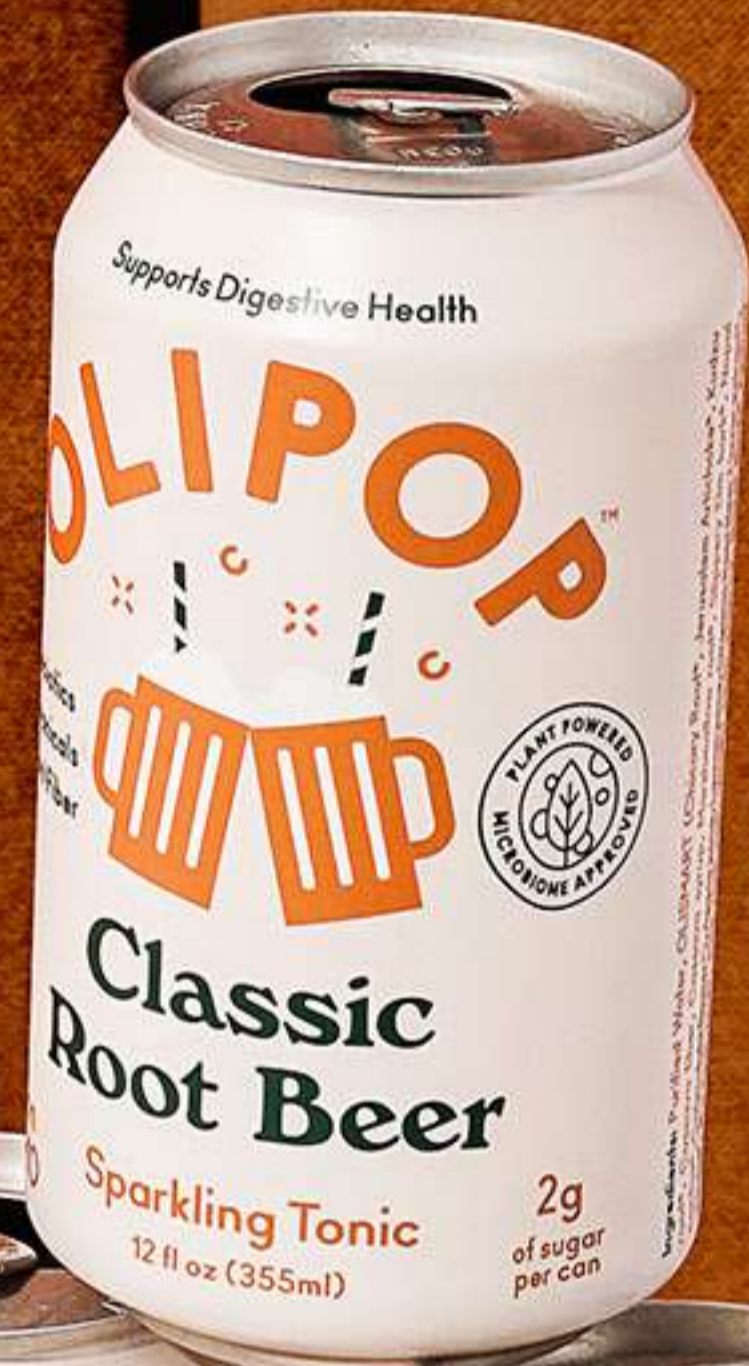
Probiotics  
Botanicals  
Plant Co.

Vintage  
Co.

Supports Digestive Health

OLIPOD

PLANT CO.





Supports Digestive Health

OLIPO

Prebiotics  
Botanicals  
Plant Fiber



Classic  
Root Beer

Non  
GMO

Sparkling Tonic  
12 fl oz (355ml)

2g  
of sugar  
per can

Supports Digestive Health

OLIPOA

Prebiotics  
Botanicals  
Plant Fiber



Ginger  
Lemon

Non  
SMO

Sparkling Tonic

12 fl oz (355ml)

20g  
of sugar  
per can





Supports Digestive Health

**OLIPOP**

Prebiotics  
Botanicals  
Plant Fiber



**Ginger  
Lemon**

Spritzing Tonic

2g  
of sugar  
per can



Supports Digestive Health

**COLIPOP**

Prebiotics  
Botanicals  
Plant Fiber



**Cherry  
Vanilla**

Non  
GMO

Sparkling Tonic

12 fl oz (355ml)

5g  
of sugar  
per can







