Good Lemon

Annual growth sprint

During our Annual Growth Meeting , I had the opportunity to contribute to the creation of "Good Lemon," a beverage brand with a heart. We envisioned a brand that not only quenched thirst but also brought smiles to the faces of children in need.

With this in mind, I designed the visual identity for Good Lemon, ensuring it reflected the brand's mission of giving back. The vibrant colors and playful typography aimed to capture the spirit of summer and evoke a sense of joy. Knowing that a portion of Good Lemon's profits would be used to provide lemonade to children at local orphanages during the summer months made this project particularly rewarding. It was an opportunity to use my design skills to create a brand that not only looked good but also did good.

MECAROS

Modern Ligature Sans Serif Font

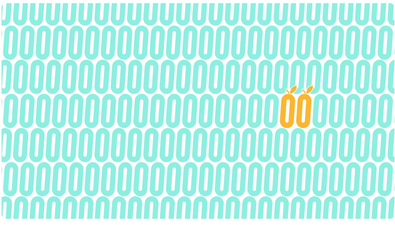
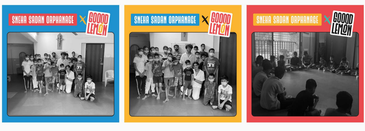
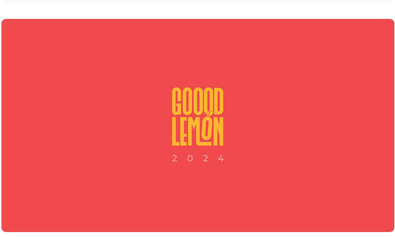
AB 1 2 3 & %

Montserrat

geometric sans-serif typeface

Ab 1 2 → & %

#EF4A4E	#1096CD	#3BBFAE	#FDB630	#1A1A1A	#FAFAFA
CHERRY CHILL	SAPPHIRE SKY	TROPICAL TEAL	SUN-KISSED GOLD	GRIZZLY NOIR	PURE FROST



GOOD LEMON ON SOCIAL MEDIA