

# GATORADE

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# CONCEPT

## Concept:

The third brand and company that I choose for Project A is Gatorade because it is famous for their drink to rehydrate and energize people, mostly used in sporting events and commercials. It has multiple different flavors. The Gatorade logo is a lightning bolt to represent how it energizes and rehydrates the drinker. My idea for Gatorade is how the waterfall of colors are poured down to form a Gatorade logo. The colors I will be using are orange, black, red, and blue. The music will be positive and energetic.

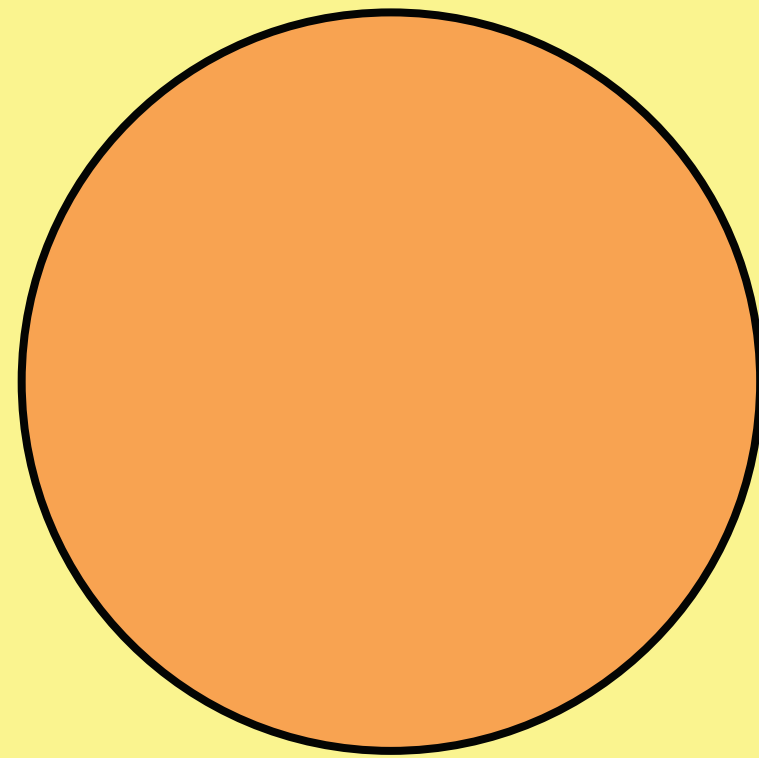
## Research:

The gatorade product was created in 1965, when University of Florida assistant football coach Dewayne Douglass met with a group of scientists on campus. The coach and scientist were trying to find out why the Florida players were feeling negatively when it got heated. They found that the player needed to replace their body fluid during the physical events. Dr. James Robert Cade and his team of researchers (doctor H. James Free, Dane Shires and Alex De Quesada) developed the sports drink and it is a huge success. Gatorade made over 1 billion dollars in 2015.

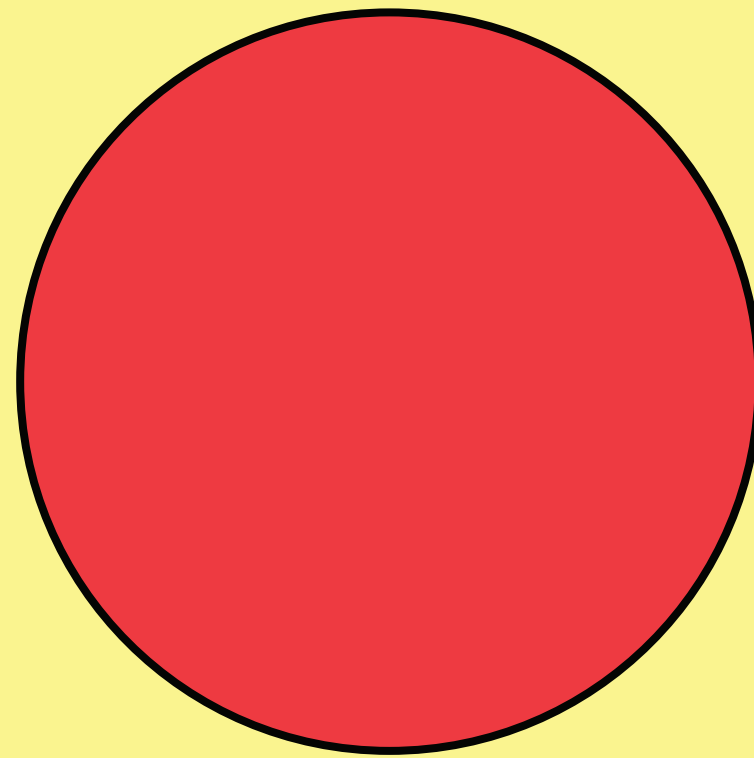


# GATORADE®

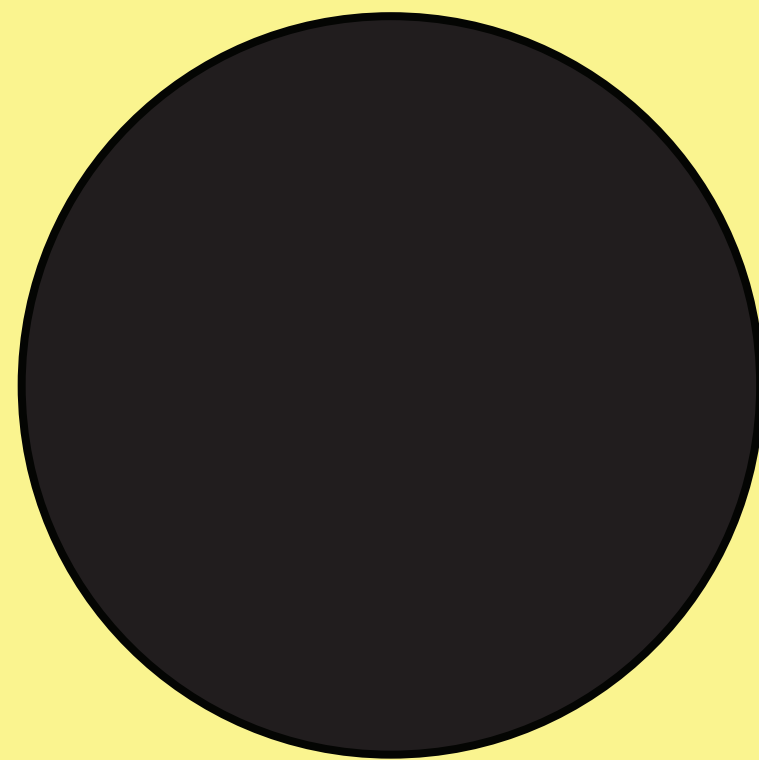
# MOODBOARD



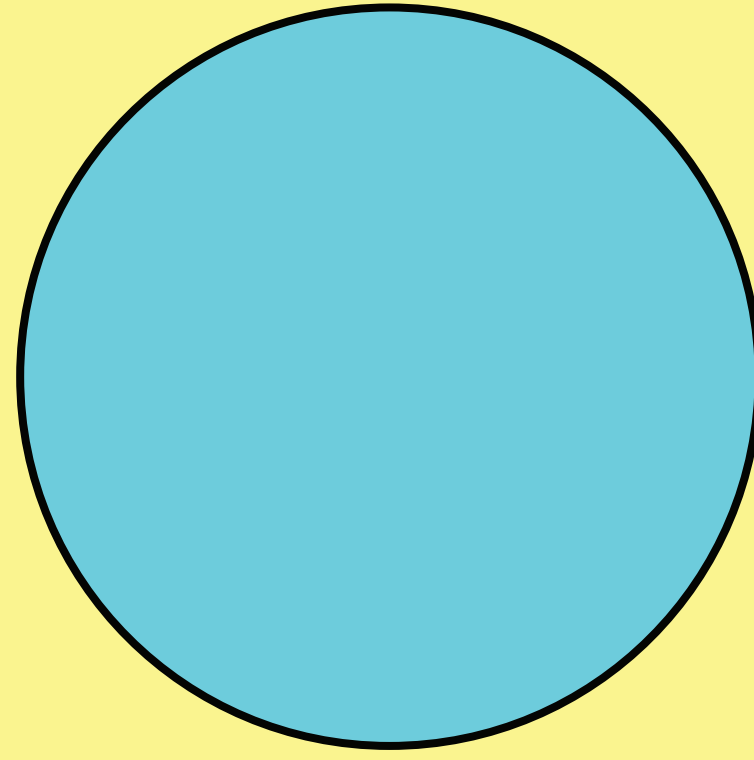
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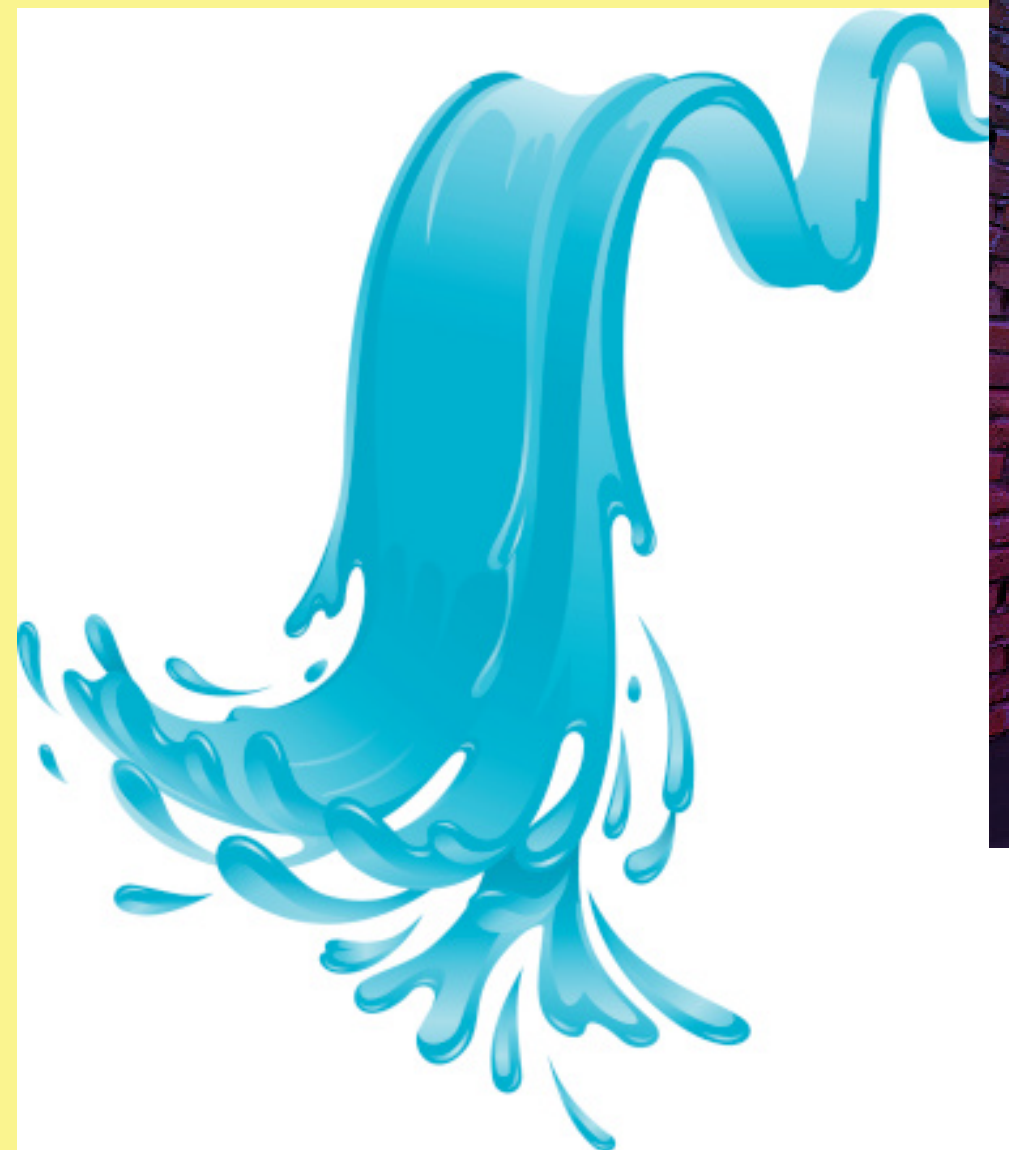
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#231F20



#ffc906



## THUMBNAIL 1&2



Panel 1: The first scene will be dripping color falling from the top.



Panel 2: The color dripping will get longer like a waterfall.

## THUMBNAIL 3&4



Panel 3: The color fluid will start to flow into a solid.



Panel 4: The color fluid will start to form the Gatorade logo as the type part of the logo starts to fade in.

## THUMBNAIL 5



Panel 5: The final scene is where the logo will be completed and glow for a second.