

Commercial
Designing

RAW Pressery

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Brand Overview

Founded in 2014 by Anuj Rakyan in Mumbai, the brand began with the mission: “just the fruit and nothing else” — no preservatives, no added sugar, using cold-pressing to retain nutrients.

Raw Pressery is a Mumbai-based company that is a key player in India's fresh fruit juice market, specializing in cold-pressed juices and expanding into other healthy beverages and foods

Original Audience

Brand Essence:
Premium, healthy beverage brand in India focused on fresh, natural, no-added-sugar drinks

Brand personality:
Clean, urban, health-conscious

Demographics:
Age: 25–40
Urban professionals

Psychographics:
Health-conscious
Fitness & wellness enthusiasts



New Target Audience

Gen Z Students & Young Professionals (18–25)
Growing interest in healthy lifestyles among younger audiences
Gen Z doesn't just buy a product, they buy into a lifestyle. Raw Pressery already has the product. Now it needs to build the culture."

Key Traits:
Value health but also want fun, aesthetic, and Instagram-worthy packaging
Responsive to influencer marketing and brand collaborations




RAW
PRESSERY
COCONUT
WATER

Old Design


RAW
PRESSERY
COCONUT
WATER
BASICS

New Design

Redesign of the Packaging



Elements

- Line
- Shape
- Color
- Texture



Principle Of Design

- Emphasis
- Contrast
- Unity



Promotional Poster



Elements Of Design

- Color
- Space
- Shape & Form



Principle Of Design

- Emphasis
- Contrast



Before

Minimalistic and generic messaging
Passive Design



After


Nutrient | 200ml | %RDA*
Total Fat | 0.36g | 1.4%
Sodium | 23mg | 1.1%
Total Carbohydrates | 11.2g |
- Dietary Fiber | 1.7g | 5.7%
- Natural Sugar | 8.8g |
- Added Sugar | 0g |
Protein | 0.38g | 0.6%
Vitamin A | 7mcg | 0.15%
Vitamin C | 2.98mg | 7.45%
Calcium | 54.3mg | 9.04%
Iron | 0.074mg | 0.44%
Potassium | 302.8mg | 8.07%
Ingredients :
Coconut Water (100%),
Bio-Preservative (INS 234)
Contains Naturally Occuring Sugars
Manufactured By
VSA Foods & Beverages Private Limited
S. No. 939/2, Nallamanar Kottai Village, Vedasandur Taluk, Dindigul (Tamil Nadu) - 624005
Marketed By
Rakyan Beverages Pvt.Ltd.
Office No. 910, Niharika Mirage, Plot No. 274, Sector - 10, Kharghar, Panvel, Navi Mumbai, Maharashtra - 410210
www.rawpressery.com
RAW PRESSERY
COCONUT Water
NO ADDED SUGAR
fssai 10012042000410
Coconut Water for Crisis Mode.
Your boss is yelling, your phone's on 2%, and your brain's buffering.
Take a sip. Hydrate your soul.
This coconut water won't fix your life, but it will make it 49.56 kcal better.
Storage Instructions:
Keep in a cool, dry place.
Refrigerate after opening and consume within
MFG. Date:
EXP. Date:
MRP:
(INCL. OF ALL TAXES)
NET CONT
RAW PRESSERY
COCONUT Water
NO ADDED SUGAR

Colour Theory

Dominant Colors:
White, Black, Green

Color Scheme:
Green Background - health, freshness, and natural origin
White Text Elements - contrast and clarity
Black Accents (Logo/Visual cues) - clean and natural look
Brown/Coconut Shades - earthiness and authenticity

Explanation:
The design uses neutral colors for simplicity and earthy tones to emphasize nature and purity, which aligns with a healthy, hydrating coconut water product.



Color Psychology

White:
Purity, cleanliness, freshness

Black:
Modernity, boldness, and sophistication.

Green:
Nature, vitality, health..

Overall Emotional Impact:
The colors evoke **refreshment, health, and natural purity** with a touch of modern lifestyle energy. Makes the viewer feel **calm, hydrated, and connected to nature** while engaging them with a playful and bold vibe.



Reflection

– How this redesign improves branding

"NO ADDED SUGAR" statement is a powerful selling point for health-conscious consumers, directly addressing a common concern.

Enhanced Product Messaging:
The packaging goes beyond basic nutritional data to deliver clear, impactful brand messaging.





Thank You