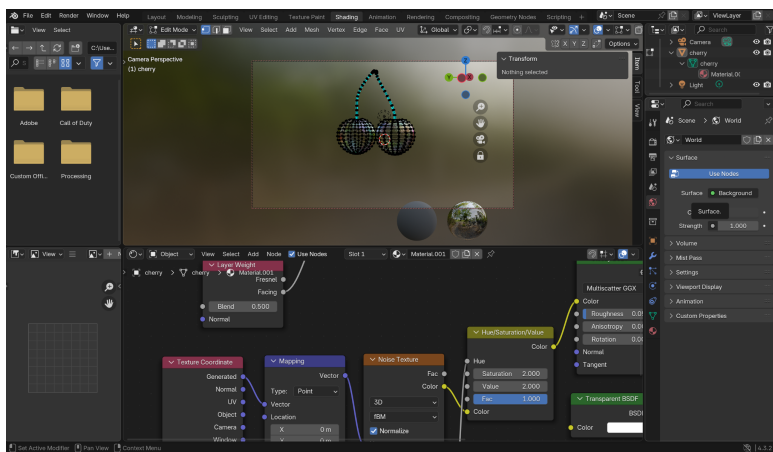
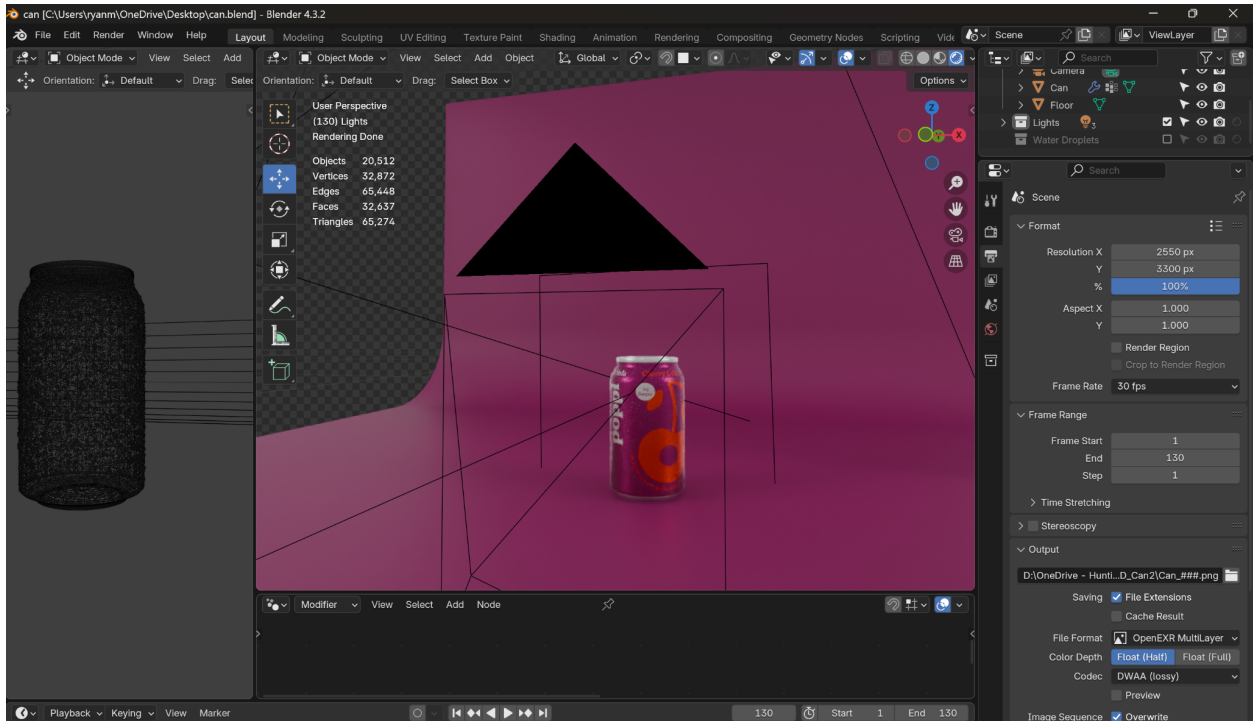
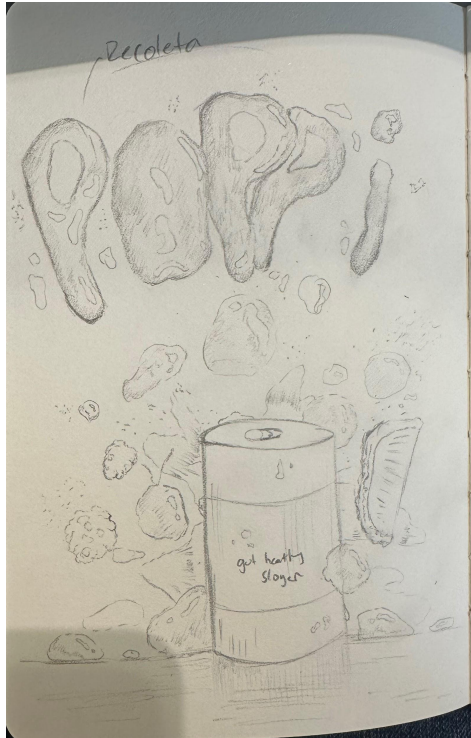






NAMING

One of the most important assets you have is your brand name.

It's how customers will remember you and share you with their friends and family.

But also, the best brand names immediately communicate what a brand does and what it stands for.

Poppi's original name, Mother, was chosen as a reference to the "mother" in apple cider vinegar.

It's where the health benefits come from, and it's basically a substance containing proteins, beneficial bacteria, and enzymes.

But because mother is a generic word, the brand would have been unable to secure a trademark for it.

So during their rebrand, Mother was swapped out for Poppi.

An **experiential** name that describes the feeling of the drink's carbonation on your tongue when you drink it.

But it also has a friendly, light-hearted feel that aligns perfectly with their "democratizing benefits" value.

LOGO

Their logo is a simple **wordmark**.

Again, their friendly, accessible persona comes through as all the letters are in lower case.

TYPOGRAPHY

The font is **Recoleta**.

It features rounded letter shapes that resemble bubbles.

Recoleta is a pastiche of several different fonts that were popular in the 1970s, and is described as being "like Grandma's recipe."

Its angled, fluid strokes and imperfections give the font a warm, hand-lettered feel.

It's almost nostalgic, suggesting the overall sense of well-being the brand radiates.

poppi™

