

BRAND FOUNDATION · €1,500 · PART ONE OF TWO

WOBBLE

Feel-good fizz that refuses to sit up straight. The identity — palette, type, the can, and the rules that keep it from turning into a bouncy castle.

7

colours, two of them
doing all the work

3

flavours, colour-locked

4

rules a printer can follow

6

contrast pairings
checked

Portfolio sample. WOBBLE is an invented drinks brand. Part two — the strategy and rationale — is a separate document, because identity without an argument behind it is decoration. Every figure quoted anywhere is illustrative.

THE CORE IDEA

Nothing sits still.

Everything drips, bounces, tilts and pours. WOBBLE looks like a drink caught mid-splash — organic, off-kilter, soaked in colour, completely fluid. If it looks like it was made in a template with a ruler, it is not WOBBLE.

That is a design principle, but it is also a filter: it decides which photographs are usable, which layouts are allowed, and what happens when somebody asks for a version of the logo that sits neatly in a corner. The answer to that is no, and the reason is on this page.

The one-line test

Every surface gets one question: *does it sit still?* A centred layout on a white ground sits still. A can photographed upright on a shelf sits still. Both are technically correct and both are wrong, and being able to say why in four words is what makes a brand survivable by people who did not design it.

IF IT SITS STILL, IT IS WRONG.

WHAT THAT MEANS IN PRACTICE

Type leans

Alternate letters rotate $\pm 3-6^\circ$, or run along a wave baseline. Never both at once — that is a novelty, not a system.

Colour collides

Two brights meet edge to edge with no white gutter between them. The gutter is what makes a design look designed.

Nothing centres

Off-axis, off-baseline, cropped. A centred WOBBLE layout is the single fastest way to make it look like a supermarket own-brand.

THE THREE PLACES THIS RULE GETS BROKEN

Retailer templates

A supermarket will send a grid and ask for the can centred on white. Send the crop instead. If they refuse, take the centred version — but never let it back into your own channels afterwards, which is how it spreads.

Trade documents

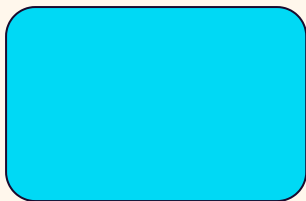
Price lists, delivery notes, invoices. These may be plain — Grape on Cream, no wobble, no brights. A brand that shouts on an invoice is exhausting to buy from.

Anything legal

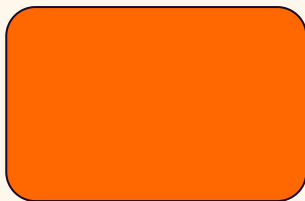
Nutrition, allergens, recycling marks. Plain Plus Jakarta, Grape on Cream, no treatments. The playfulness stops where the law starts and that boundary is never blurred.

THE PALETTE

Two shout. Three party. Two do the reading.



Shock Cyan #00D9F5
Half the master pairing. Fizz, cold, the shiver.



Blaze Orange #FF6800
The other half. Energy, drips, Mango Motion.

The rule that saves it

Two brights per surface, on Grape ink and Cream paper. Cyan and orange are the master pairing — the WOBBLE you recognise from across a shop. Plum, lime and pink are the flavour and energy palette. Put four brights on one surface and it stops being a drink and becomes a bouncy castle.



Electric Plum #7A1FFF
Berry Bounce, headline fills, the can body.



Radioactive Lime #B4FF39
Citrus Shiver, highlights, sticker green.

Flavour colour-lock

Berry Bounce — Plum x Bubblegum

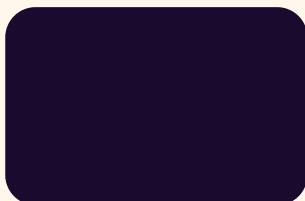
Mango Motion — Blaze x Lime

Citrus Shiver — Cyan x Lime

Locked. A flavour never borrows another's pair, which is how somebody finds the right can in a chiller at arm's length without reading anything.



Bubblegum Blast #FF2E93
Splash art and hover. Never on a price.



Deep Grape #1A0B2E
Every word of body text. The ink. Never pure black.

DO AND NEVER

Do

Let two brights collide with no gutter.

Do

Set Deep Grape type on any bright. It always holds.

Never

Tint a bright down to a pastel to make it tasteful. WOBBLE is not tasteful.

Never

Four brights on one surface. That is the bouncy-castle line.

CONTRAST, CHECKED

Because a loud palette is where accessibility quietly fails.

Every text-and-background pairing measured against WCAG 2.1. The rule that comes out of it is simple enough to hand to anybody: **dark Grape ink on the brights, Cream only on Plum and Grape.**

PAIRING	RATIO	VERDICT	WHERE IT IS ALLOWED
Deep Grape on Shock Cyan	12.1:1	Passes everything	Anywhere
Deep Grape on Radioactive Lime	15.3:1	Passes everything	Anywhere
Deep Grape on Blaze Orange	6.5:1	Passes	Anywhere
Deep Grape on Bubblegum	5.4:1	Passes	Anywhere
Fizz Cream on Electric Plum	5.7:1	Passes	Anywhere
Fizz Cream on Deep Grape	17.5:1	Passes everything	Anywhere
Deep Grape on Electric Plum	3.1:1	Large text only	Headlines above 24pt. Use Cream instead
Fizz Cream on Cyan / Orange / Lime / Pink	1.1–3.3:1	Fails	Never. Not once, not for a headline

Why this page exists in an identity document

Because the failure above — cream on cyan — looks fine on a designer's screen and disappears entirely on a phone in daylight or on a printed can under shop lighting. It is the single most likely thing to go wrong in a brand this loud, and it will be done by somebody in a hurry who does not have this page.

The shorthand

If the background is bright, the type is Grape. If the background is Plum or Grape, the type is Cream. There is no third case. Anything that seems to need one is a layout that should be redrawn.

THE TYPE

One shouts. One is the grown-up in the room.

WIGGLE
INTO IT

Gabarito, weight 900 — the shouting

Wide, round and slightly rubbery. Set enormous, tracked tight, and always a little animated. Its only job is to be legible across a festival field while looking like it cannot sit still.

Rules. Uppercase for names, mixed case for playful lines. Never below 20pt. Generous size jumps — go 20 to 64, never 18 to 20.

Sparkling functional fruit.

Four feel-good botanicals, 30 calories, zero sitting still.

Plus Jakarta Sans — the reading

Descriptions, prices, nutrition, allergens, captions, the small print on the back of a can. Even-width figures so price columns stay true, generous line height, no drama whatsoever.

Rules. Weight 800 for the one word that matters in a sentence and nothing else. Sentence case. Never for the brand name.

THE THREE WOBBLE TREATMENTS — HEADLINE ONLY

The Tilt

Alternate letters rotate $\pm 3-6^\circ$. The default, and the only one safe for print at small sizes.

The Wave

Each letter nudged up or down along a sine baseline. For large formats and one-word posters.

The Squish

Key word scaled to 108% on hover, springs back. Screen only, and never on a booking or buying button.

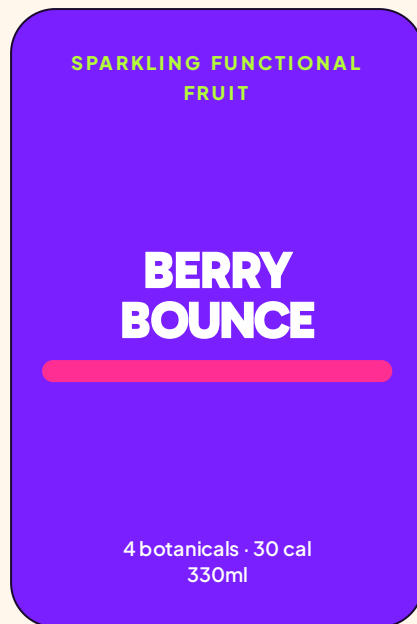
One treatment per surface. Two at once reads as a mistake rather than a system, and a customer cannot tell the difference between playful and broken.

THE SIZES, DECIDED

WHERE	FACE & WEIGHT	SIZE	TREATMENT
Flavour name on a can	Gabarito 900	Largest thing on the surface	Tilt
Brand name	Gabarito 900, uppercase	Roughly a third of the flavour name	None
Poster headline	Gabarito 900	64pt and up	Wave
Caption or body	Plus Jakarta 400	9-11pt	None, ever
The one emphasised word	Plus Jakarta 800	Same size as the body	None
Nutrition and legal	Plus Jakarta 400	Whatever the regulation says	None

THE CAN

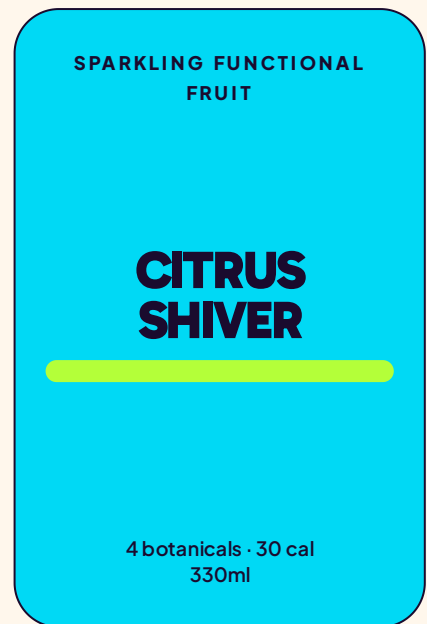
Three flavours, colour-locked, readable at arm's length.



Plum body, Bubblegum band. Cream type — the only pairing on Plum that passes.



Blaze body, Lime band, Grape type at 6.5:1. Two brights, no gutter.



Cyan body, Lime band. The highest-contrast can and the one that reads furthest.

WHY THE FLAVOUR NAME IS BIGGER THAN THE BRAND NAME

Because in a chiller nobody is looking for WOBBLE — they are looking for the orange one. The brand is carried by the colour pair and the shape; the words are there for the second glance. Most drinks brands get this backwards and end up with three cans that need to be read.

WHAT IS DELIBERATELY ABSENT

No fruit photography, no water droplets, no ice. All three are what every functional drink does, all three cost money to shoot, and none of them survives being printed small on aluminium.

FOUR RULES

Things a printer, a photographer or a new hire can follow.

One. Two brights per surface.

Grape ink and Cream paper do not count towards the two. Three brights is a warning, four is a failure, and the failure is always somebody trying to include every flavour on one poster.

Two. Grape on brights, Cream on Plum and Grape.

There is no third case. If a layout appears to need one, the layout is wrong rather than the rule.

Three. One wobble treatment per surface.

Tilt or Wave or Squish. Never two, never on body text, never on a button that takes money.

Four. Nothing sits still and nothing centres.

Off-axis, cropped, colliding. If a layout could belong to a supermarket own-brand with the logo swapped, start again.

FORBIDDEN WORDS

Never on a WOBBLE surface: synergy · leverage · solution · optimize · wellness journey · elevate · curated · bespoke · premium · artisanal · hydration solution · holistic · mindful · clean-label · on-the-go · disrupt · innovative · best-in-class · functional beverage category · unlock · empower · elevated everyday.

INSTEAD OF

SAY

"Elevate your hydration"

Drink something that dances back.

"Curated functional botanicals"

Four good things, one loud can.

"Premium wellness beverage"

Feel-good fizz. That is the whole pitch.

"On-the-go nourishment"

Grab it. Wobble off.

THE PRODUCTION FILES

Everything a printer will ask for, so nobody redraws anything.

Colour. All seven as hex, RGB, CMYK and nearest Pantone — with a note that Cyan and Lime will not hold in CMYK and must be run as spots on the cans. That single sentence prevents the most expensive mistake available to this brand.

Type. Both families, both licensed for commercial use, with the three wobble treatments specified as angles and offsets rather than as a look somebody has to eyeball.

The can. Flat artwork for all three flavours, with the colour-lock written on the file so nobody swaps a band.

The mark. Vector, in five lockups — horizontal, stacked, single colour, reversed, and one that survives being 9mm wide on a case end.

Spot, not process

Cyan and Lime are outside the CMYK gamut. Printed as process they come back grey-green and dull, and the whole brand is the brightness.

Test on aluminium first

Colour on a can behaves differently to colour on paper. One test print of all three, before any volume, is the cheapest insurance here.

The 9mm test

Every lockup has to survive being tiny on a case end and on a delivery note. If it does not, it is a logo for a website rather than for a drink.

WHAT THIS IS JUDGED ON

Whether somebody can find the orange one without reading.

Not brand recall, not sentiment. Stand six people two metres from a full chiller and ask for Mango Motion. If it takes longer than four seconds, the colour-lock is not working and no amount of tone of voice will fix it.

The test

Six people, two metres, a stocked chiller, a stopwatch. It costs nothing and it can be run in a shop you already sell into.

The bar

Four seconds, five of six people. Below that and the identity is doing its job. Above it and the problem is the colours, not the marketing.

IF IT SITS STILL, IT IS WRONG.

WOBBLE is invented. This is part one of a €1,500 brand foundation — the identity. Part two carries the strategy and the rationale, including why each decision here was made and what was rejected.