

How We Built Romeé's Brand, Packaging And Shopify Website

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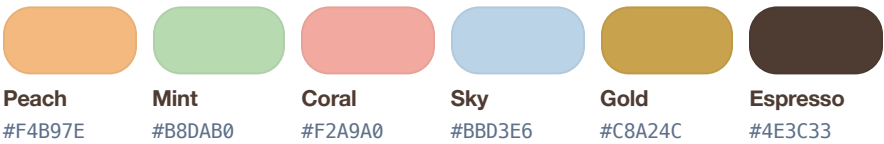


Romeé is a doctor-founded clean energy drink brand.

Romeé came to us with a name and a beverage formula. We built **the logo system, four production-ready can labels, a 12-pack carton and a custom website integrated with Shopify**. The work connected brand design, vendor production requirements, technical SEO and website speed. One identity, carried from the can to the checkout.

How We Did It:

- Four Type Families Compared
- Six Palette Directions, Sunwashed Chosen
- Four Print-Ready Can Labels And Carton
- Custom Website Integrated With Shopify



ROMEÉ Sparkling energy drink. Organic caffeine, monk fruit and agave. Nothing artificial.

Josefin Sans for the wordmark and flavor names. Figtree for everything read up close.

The Results

4

Print-ready can labels
*designed to meet FDA labeling requirements

6

Logo colorways delivered as vector

3

Website paths built
*direct purchase, wholesale inquiries, retail lookup

100%

Of the storefront build completed