LiquidLab is a unique boutique of cold press juice bar and smoothies bar that offers an exclusive range full of personalised healthy juices and smoothies from a locally sourced produce.

LiquidLab is a healthier juice alternative that will supplement their current healthy lifestyle, while being nutritious, tasty, and easy.

LiquidLab encourages customers to take health into their own hands, offering a juice selection or creating your own taste and health goal.

LiquidLab plans do not offer cleanses or juice-only diets. Its juices are not a meal replacement.
LIQUIDLAB VALUES

Promoting healthy living and nutrition

Boutique cold press juice bar offering unique customized juices and smoothies.

Promoting local business as juices are made from locally sourced produce.

Healthy diet adaption
LiquidLab is a start up company that needs an online presence that reflects its values, products and what makes it different from its competitors.
Project Objective

Create a website that reflects a highly individualised service for their target audience with a high-level of expectation as to the quality of healthy products and services.

To have **5,000** new profiles created after one year of launching the website.

Connect with **30** people per week on Facebook.

Increase sales of Pressed Juices product online by **20%** over the next month.

Increase the traffic by **50%** in 6 months.

Add **2,500** new subscribers to the newsletter over the next year.

Increase brand loyalty on social media by encouraging fans to give at least **5** message of positive feedback per day.

Reinforce the brand values through the website by **50%**.
## Competitors

<table>
<thead>
<tr>
<th>APP/PLATFORM</th>
<th>ORGANIC AVENUE</th>
<th>BLUE PRINT</th>
<th>LIQUITERIA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Menu</strong></td>
<td>Strong menu and books with recipes</td>
<td>Focus in pack menus and just cleanses</td>
<td>Strong in cleanses, but not in juices and smoothies</td>
</tr>
<tr>
<td><strong>User Account &amp; Social Media</strong></td>
<td>*****</td>
<td>****</td>
<td>****</td>
</tr>
<tr>
<td><strong>Content Strategy</strong></td>
<td>Business and Blog</td>
<td>Business</td>
<td>Business</td>
</tr>
<tr>
<td><strong>Mobile</strong></td>
<td>✔</td>
<td>✔</td>
<td>✗</td>
</tr>
<tr>
<td><strong>Desktop</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td><strong>App</strong></td>
<td>Apple/Google</td>
<td>Apple</td>
<td>No</td>
</tr>
<tr>
<td><strong>Shop Online</strong></td>
<td>✔</td>
<td>✔</td>
<td>No</td>
</tr>
</tbody>
</table>

TYPOGRAPHY
STYLE TILE
Subheads and other types of introductions are set in Oswald Regular or even Segoe UI Bold - sometimes they can make use of italics.

Paragraph titles are set in Nixie One Regular.

Body text makes use of Segoe UI Regular. To emphasise certain words, quotes or important paragraphs, additional styles can be used: Regular, italic and Bold.

Key words & headlines are set in Nixie One Regular.

The font used in the logo is Nexa Rust Script.
Some random text. Bold text lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et this is a link. // 16pt

**COLOUR PALETTE**

- **Grass**
  - #8BBF43
  - R139 G191 G67

- **Dark Grey**
  - #3C3C3B
  - R60 G60 G60

- **Bitter (Only If required)**
  - #EC297B
  - R236G41 G123

**TYPOGRAPHY**

**HEADER 1 // 80PT**

**HEADER 2 // 60PT**

**HEADER 3 // 30PT**

**Body:** Some random text. Bold text lorem ipsum dolor sit amet, sed do eiusmod tempor incididunt ut labore et this is a link. // 16pt
BETTER LIFE. BETTER NUTRITION. TAILORED FOR YOU.

Feeding your body with whole foods and natural produce is the best long-term strategy for maintaining good health.

Sign up with Facebook  Sign up with Email

Already have an account? Log In

Log In

Please fill in your login info:

Username
Password

Log In

Feeding your body with whole foods and natural produce is the best long-term strategy for maintaining good health.

High-quality. Fresh ingredients. Custom-selected.

When you register for LiquidLab’s custom service, we’ll put together a juice program tailored to your current lifestyle and health goals.

If you’re already committed to a healthy lifestyle and are looking to incorporate fresh juice as part of a balanced diet, our custom plan might be just what you’re looking for. It takes about 15 minutes to get started.

The Sweet Tooth

If your motto is “eat dessert first,” this plan will have you saying “drink juice first.” The Sweet Tooth includes three of our healthy, delicious fruit smoothie blends: Mixed Berry, Strawberry-Banana and Blueberry Cobbler, together in one sampler.

No Time For Salad

Why eat veggies when you can drink them? All the benefits of eating a salad, but in a delicious juice blend you can grab and drink on the go. This sampler includes three vegetable blends rich in dark leafy greens like kale, spinach and swiss chard. And best of all, there’s no dishes to wash when you’re done!

Public Transportation Defense Shield

Ride the subway? Work in an open floor plan? Protect yourself from airborne illness by boosting your immune system with antioxidants. This sampler includes three blends that will help your body put up its best defense: our Beet Blast, Carrot Ginger and Dark Chocolate Coffee.

Green Juice. Produced Greenly.

At LiquidLab, we do things a little differently. We work with local farms to source our all organic produce. Nothing goes into our juice that isn’t within a 100 mile radius of our headquarters. Which means we use less fossil fuels to transport and produce our juice. And support small local farms in the process.

Healthy and happy. No pressure.

We don’t tell you what healthy means. Instead, we celebrate choosing whatever healthy means to you. Our team is full of resources to help you make enlightened choices for healthy living, complete with travel tips, healthy home ideas, and fitness guides.

Get more from our commitment to the environment.

About.

LiquidLab was founded in 2014 by three close friends who wanted to help others improve their lifestyle and incorporate more fresh fruit and veggies into their diets.

Our business operations are our passion and our personal journey. We are honoured to be of service. We would be delighted to handcraft an order especially for you, or discuss in detail how we can assist in your journey.
Better Life. 
Better Nutrition. 
Tailored for you.

Feeding your body with whole foods and natural produce is the best long-term strategy for maintaining good health.

Already have an account? Log In

Sign up with Facebook  Sign up with Email

High-quality. Fresh ingredients. Custom-selected.

About.

LiquidLab was founded in 2014 by three close friends who wanted to help others improve their lifestyle and incorporate more fresh fruit and veggies into their diets. Our business operations are our passion and our personal journey. We are honored to be of service.

We would be delighted to handcraft an order especially for you, or discuss in detail how we can assist in your journey.

Shop 18, 100 Miller Street, North Sydney, NSW 2060
T: +61 2 8912 4900
M: +61 433 235 485
hello@liquidlab.com

Mon - Thurs: 8:00am - 5:30pm
Fri: 8:00am - 5:00pm
Sat: 9:30am - 5:00pm
Sun: 10:00am - 3:00pm

We don't tell you what healthy means. Instead, we celebrate choosing whatever healthy means to you. Our blog is full of resources to help you make enlightened choices for healthy living, complete with travel tips, healthy home ideas, and fitness guides.

Learn more about our commitment to the environment.
When you register for LiquidLab’s custom service, we’ll put together a juice program tailored to your current lifestyle and health goals.

If you’re already committed to a healthy lifestyle and are looking to incorporate fresh juice as part of a balanced diet, our custom plan might be just what you’re looking for. It takes about 15 minutes to get started.

Enter your personal info

First Name
Last Name
Your Email

Date of Birth:  
April 10 2015

Gender: Male  Female

STEP 1  STEP 2  STEP 3

Tell us how you’re currently living: Australia

Do you work a highstress job with long hours? Yes  No

In training for a marathon?  Yes  No

Happily balancing work, home and exercise?  Or maybe you’re somewhere in between?

Green Juice.
Produced Greenly.
Healthy and happy. No pressure.

At LiquidLab, we do things a little differently. We work with local farms to source our all organic produce. Nothing goes into our juice that isn’t from within a 100 mile radius of our headquarters. Which means we use less fossil fuels to transport and produce our juice. And support small local farms in the process.

About.

LiquidLab was founded in 2014 by three close friends who wanted to help others improve their lifestyle and incorporate more fresh fruit and veggies into their diets.

Our business operations are our passion and our personal journey. We are honoured to be of service. We would be delighted to handcraft an order especially for you, or discuss in detail how we can assist in your journey.

Learn more about our commitment to the environment and enhance your healthy happy life with LiquidLab.

Feeding your body with whole foods and natural produce is the best longterm strategy for maintaining good health.
JUMP-START A HEALTHY YOU WITH LIQUIDLAB.

Feeding your body with whole foods and natural produce is the best longterm strategy for maintaining good health.

THE SWEET TOOTH
If your motto is "eat dessert first," this plan will have you saying "drink juice first." The Sweet Tooth includes three of our healthy, delicious fruit smoothie blends: Mixed Berry, Strawberry-Banana and Blueberry Cobbler, together in one sampler.

NO TIME FOR SALAD
Why eat veggies when you can drink them? All the benefits of eating a salad, but in a delicious juice blend you can grab and drink on the go. This sampler includes three vegetable blends rich in dark leafy greens like kale, spinach and swiss chard. And best of all, there's no dishes to wash when you're done!

PUBLIC TRANSPORTATION DEFENSE SHIELD
Ride the subway? Work in an open floor plan? Protect yourself from airborne illness by boosting your immune system with antioxidants. This sampler includes three blends that will help your body put up its best defense: our Beet Blast, Carrot Ginger and Dark Chocolate Coffee.

GREEN JUICE. PRODUCED GREENLY.
GREEN JUICE. PRODUCED GREENLY.

At LiquidLab, we do things a little differently. We work with local farms to source our all organic produce. Nothing goes into our juice that isn’t from within a 100 mile radius of our headquarters. Which means we use less fossil fuels to transport and produce our juice. And support small local farms in the process.

LEARN MORE ABOUT OUR COMMITMENT TO THE ENVIRONMENT

HEALTHY AND HAPPY. NO PRESSURE.

We don’t tell you what healthy means. Instead, we celebrate choosing whatever healthy means to you. Our blog is full of resources to help you make enlightened choices for healthy living, complete with travel tips, healthy home ideas, and fitness guides.

ENHANCE YOUR HEALTHY HAPPY LIFE
Better Life.
Better Nutrition.
Tailored for you.
High-quality. Fresh ingredients. Custom-selected.

Jump-start a healthy you with LiquidLab.

Feeding your body with whole foods and natural produce is the best longterm strategy for maintaining good health.

Already have an account? Log In
Sign up with Facebook
Sign up with Email

Enter your personal info
Date of Birth:  
Gender:  Male         Female
First Name
Last Name

Step 2
Tell us how you're currently living:
Do you work a highstress job with long hours? Yes               No
In training for a marathon?    Yes               No
Happily balancing work, home and exercise? Or maybe you're somewhere in between?

When you register for LiquidLab's custom service, we'll put together a juice program tailored to your current lifestyle and health goals.

If you're already committed to a healthy lifestyle and are looking to incorporate fresh juice as part of a balanced diet, our custom plan might be just what you're looking for. It takes about 15 minutes to get started.

If your motto is "eat dessert first," this plan will have you saying "drink juice first." The Sweet Tooth includes three of our healthy, delicious fruit smoothie blends: Mixed Berry, Strawberry-Banana and Blueberry Cobbler, together in one sampler.

Why eat veggies when you can drink them? All the benefits of eating a salad, but in a delicious juice blend you can grab and drink on the go. This sampler includes three vegetable blends rich in dark leafy greens like kale, spinach and swiss chard. And best of all, there's no dishes to wash when you're done!

Ride the subway? Work in an open floor plan? Protect yourself from airborne illness by boosting your immune system with antioxidants. This sampler includes three blends that will help your body put up its best defense: our Beet Blast, Carrot Ginger and Dark Chocolate Coffee.

About.

LiquidLab was founded in 2014 by three close friends who wanted to help others improve their lifestyle and incorporate more fresh fruit and veggies into their diets.

Our business operations are our passion and our personal journey. We are honoured to be of service. We would be delighted to handcraft an order especially for you, or discuss in detail how we can assist in your journey.

Shop 18, 100 Miller Street, North Sydney, NSW 2060
T: +61 2 8912 4900
M: +61 433 235 485
hello@liquidlab.com

Mon - Thurs: 8:00am - 5:30pm
Fri: 8:00am - 5:00pm
Sat: 9:30am - 5:00pm
Sun: 10:00am - 3:00pm

We don't tell you what healthy means. Instead, we celebrate choosing whatever healthy means to you. Our blog is full of resources to help you make enlightened choices for healthy living, complete with travel tips, healthy home ideas, and fitness guides.

Enhance your healthy happy life

About.

LiquidLab was founded in 2014 by three close friends who wanted to help others improve their lifestyle and incorporate more fresh fruit and veggies into their diets.

Our business operations are our passion and our personal journey. We are honoured to be of service. We would be delighted to handcraft an order especially for you, or discuss in detail how we can assist in your journey.

Shop 18, 100 Miller Street, North Sydney, NSW 2060
T: +61 2 8912 4900
M: +61 433 235 485
hello@liquidlab.com

Mon - Thurs: 8:00am - 5:30pm
Fri: 8:00am - 5:00pm
Sat: 9:30am - 5:00pm
Sun: 10:00am - 3:00pm

We don't tell you what healthy means. Instead, we celebrate choosing whatever healthy means to you. Our blog is full of resources to help you make enlightened choices for healthy living, complete with travel tips, healthy home ideas, and fitness guides.

Enhance your healthy happy life
THANK YOU.