

BOOST
BOWLS

BOOST BOWLS

I was approached by the owners of Boost Bowls to help in the reimagining of their brand. Passionate about their business, they wanted to breathe new life into it. The main goal? Transform their outdated assets into a well-rounded brand that felt youthful, contemporary, lively, and a little bit cheeky. They wanted to stand out from the "beachy, surfer, rustic" vibes currently saturating the industry.

Boost Bowls specializes in modern, health-forward foods, like açai bowls, smoothies, juices, and salads. The "Boost" in Boost Bowls comes from the idea that you can actively boost your life, your health, your food, your routines, and more. Boost Bowls aim is to brighten your day and boost your belly by offering healthy, guilt-free, meal alternatives and snacks. They want customers to feel comfortable in their space, a welcoming reprieve from every day stress.

Inspired by the chic and contemporary neighborhood of Wynwood, Miami, they wanted to embrace a contemporary edge while still remaining timeless and approachable to every demographic. Their business opened in 2015, so every updated asset takes direct inspiration or pays homage to their original branding as a way to maintain recognition and loyalty.

MOOD BOARD

NASTY GAL



edgy
cheeky
contemporary
youthful

OLD vs. NEW

The smile in the updated icon was derived from the shape of the bowl in their original mark, a playful nod to their past branding. The new icon was also designed to represent the name of their business and its core tenant, empowering

customers to boost their life. The cheeky, contemporary, monoline smiley represents the "Boost" while the smile itself represents a literal "Bowl." It feels joyful, inviting, and fun.



OLD



NEW

**OLD
vs. NEW**

The original wordmark felt outdated and a bit
oldschool. The updated version keeps the quick,
handrawn essence of the original, but modernizes

and refines it. It is now custom, unique, and still
reminiscent of the original.

The original wordmark for 'Boost Bowls' is written in a highly stylized, cursive script. The letters are interconnected, with a fluid, handwritten feel. The 'B' in 'Boost' is particularly large and loops around the 'o'. The 'BOWLS' part is also cursive but more upright than the 'Boost' part.

OLD

The updated wordmark for 'Boost Bowls' is written in a bold, blocky script. The letters are more distinct and separated than in the original, but they still maintain a hand-drawn, casual feel. The 'B' in 'Boost' is large and has a thick stroke, and the 'BOWLS' part is also bold and blocky.

NEW

NEW

It was important to add additional assets that were cleaner, more streamlined, and more versatile. Both logos below are contemporary, clean, and bold. There is also a reoccurring motif

throughout the assets where type is intentionally off-kilter. This was done to create a feeling of movement and excitement.

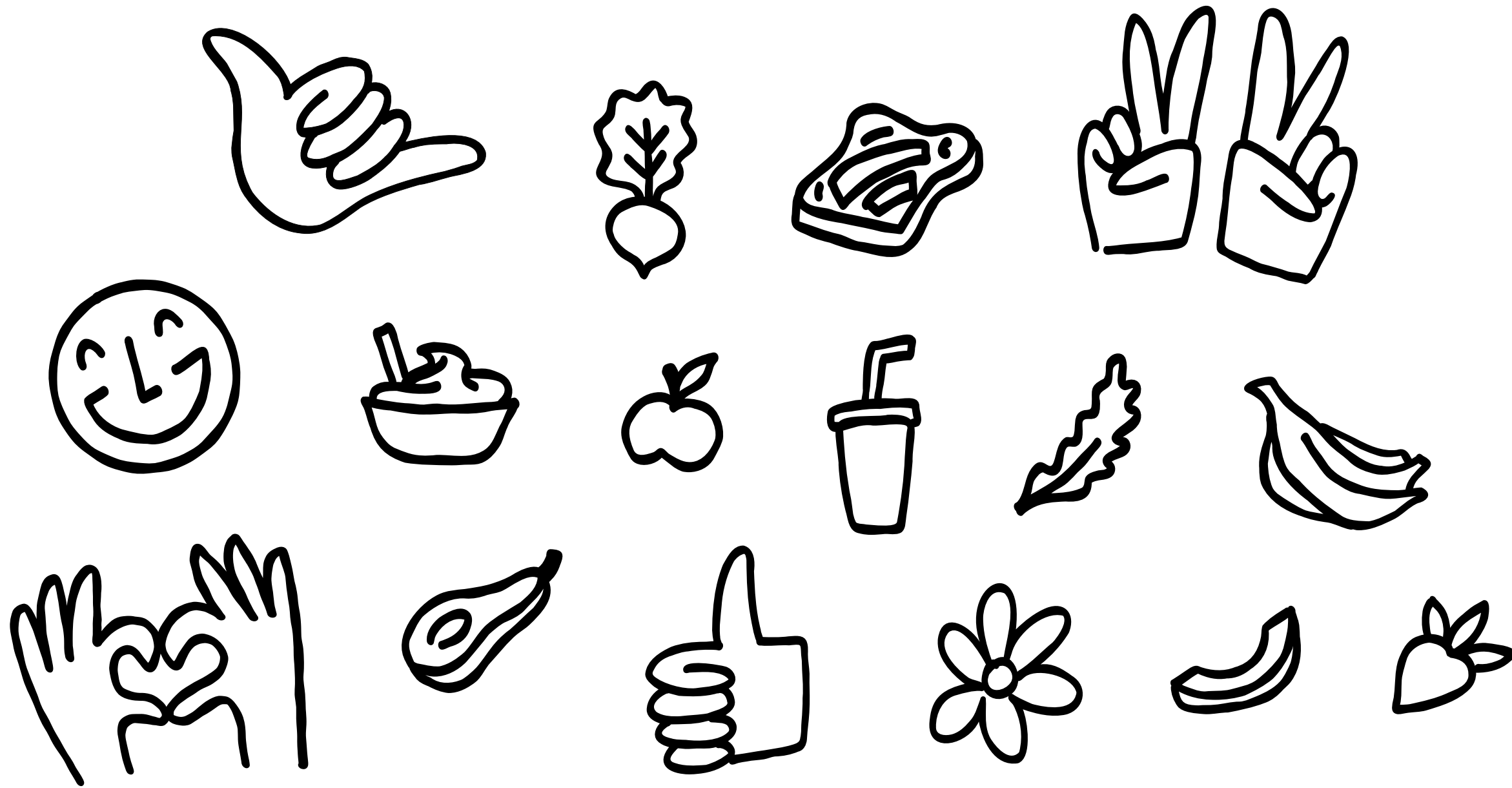
BOOST BOWLS

BOWLS X SMOOTHIES X JUICES



ILLUSTRATIONS

The illustration style is loose, quick, charming, and human. They're rarely used on their own, to accentuate type, or add intentional flair.



COPY

The branded copy is fun, casual, and cheeky. When designed, it utilizes the off-kilter blocks and/or monoline "emoji's."

REAL ♡ FOOD

LOVES YOU BACK

**STILL FRESH,
ALWAYS FROZEN**



**BASICALLY,
ICE CREAM**



GUILT 😊 FREE

SNACKING

COLOR PALETTE

The updated color palette was derived directly from their food and core ingredients. It is intentionally bold, bright, and saturated.

PITAYA

AVOCADO

BLUE MAJIK

BANANA

AÇAÍ



**BOOST
BOWLS**



**BOOST
BOWLS**



**BOOST
BOWLS**



\$

TO:

♥ FROM:

GUILT FREE

SNACKING





BUILD YOUR OWN BOWL

Help us help you + please notify us of any food allergies!

HELLO, MY NAME IS: _____

- no lid (eat in)
- lid (take out)



PICK YOUR BOWL

- bowl (1 base + 3 toppings)
- pineapple bowl (2 bases + 6 toppings)

PICK YOUR BASE

- açai
- avocado
- blue majik
- pitaya
- banana

PICK YOUR TOPPINGS any additional toppings +\$1

FRUIT

- banana
- strawberries
- kiwi
- blueberries
- pineapple
- mango
- apple
- peach
- pear

SUPER FOODS

- cacao nibs
- chia seeds
- hemp seeds
- goji berries
- bee pollen
- quinoa
- coconut flakes
- flax seeds
- walnuts
- almond flakes
- pumpkin seeds
- dried cranberries

DRIZZLES

- almond butter
- peanut butter
- honey
- agave
- nutella

EXTRAS +\$2

- chocolate whey protein
- vanilla whey protein
- vegan protein
- matcha
- fit pb powder
- collagen
- blue majik
- kale
- spinach
- yogurt



ADDITIONAL COMMENTS:

BOOST BOWLS

Follow us: @boostbowls
Hours + locations:
boostbowls.com



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- banana

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FRUIT

- banana
- strawberries
- kiwi
- blueberries
- pineapple
- mango
- apple
- peach
- pear

SUPER FOODS

- cacao nibs
- chia seeds
- hemp seeds
- goji berries
- bee pollen
- quinoa
- coconut flakes
- flax seeds
- walnuts
- almond flakes
- pumpkin seeds
- dried cranberries

DRIZZLES

- almond butter
- peanut butter
- honey
- agave
- nutella

EXTRAS +\$2

- chocolate whey protein
- vanilla whey protein
- vegan protein
- matcha
- fit pb powder
- collagen
- blue majik
- kale
- spinach
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- peach
- pear

SUPER FOODS

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- chia seeds
- hemp seeds
- goji berries
- bee pollen
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BOOST BOWLS
BOWLS × SMOOTHIES × JUICES

BOOST BOWLS
BOWLS × SMOOTHIES

BOOST BOWLS
BOWLS ×

TATIANA MEHMETI

FOUNDER + CEO

hello@boostbowls.com
boostbowls.com
123-456-7890

e:
w:
p:

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REAL ♡ FOOD
LOVES YOU BACK

BOOST BOWLS
SMOOTHIES × JUICES



BOOST BOWLS
BOWLS × SMOOTHIES × JUICES



BOOST BOWLS
BOWLS ×









**BOOST
YOUR
LIFE**

BYOB

Build Your Own Bowl

Make it your own!

PICK A BOWL

bowl
pineapple bowl (available in-store only)

PICK A BASE

acai	pitaya	avocado
banana	blue majik	

PICK 3 TOPPINGS

extra charge for additional toppings

FRUITS

banana	apple	strawberries
peach	kiwi	blueberries
pear	mango	pineapple

SUPERFOODS

cacao nibs	chia seeds	coconut flakes
walnuts	flax seeds	pumpkin seeds
goji berries	bee pollen	almond flakes
quinoa	hemp seeds	dried cranberries

DRIZZLES

agave	nutella	almond butter
honey	peanut butter	

EXTRAS

collagen	matcha	fit PB powder
spinach	kale	blue majik
yogurt	vegan protein	vanilla whey protein
chocolate whey protein		



FRESH JUICES

12 oz | 16 oz | 20 oz

GREEN GIANT

kale, apple, celery, cucumber, spinach, lemon, ginger

TROPI-KALE

kale, cucumber, apple, pineapple, lemon

RED HARVEST

beet, carrot, apple, celery, lemon, ginger

GREEN CARROT

kale, carrot, celery, apple, cucumber, lemon, ginger

CLEAN GREEN

spinach, green apple, cucumber, lemon

GRAPEFRUIT FUSION

grapefruit, orange, pineapple, ginger

GLOW

carrot, orange, pineapple, turmeric

**JUICE CLEANSES +
BOTTLED JUICE AVAILABLE**

PROTEIN SHAKES

20 oz

Choice of: vanilla or chocolate whey protein,
vegan protein available.

BEASTMODE

banana, peanut butter, blueberries, soy milk

POWERBERRIE

strawberries, blueberries, banana, soy milk

GREEN MACHINE

banana, spinach, mango, almond butter, almond milk

JAVAFEIN

cold brew, banana, cacao nibs, almond butter, honey

SMOOTHIES

12 oz | 16 oz | 20 oz

BANANA BERRY

banana, strawberries, passion fruit juice

PARADISE

banana, mango, peach, strawberries, coconut water

COCONUT KALE

avocado, banana, kale, kiwi,
coconut flakes, coconut water

ALOHA

pineapple, mango, banana, coconut water

TROPICS

strawberries, mango, pineapple, passion fruit juice

PINEAPPLE EXPRESS

kale, pineapple, lemon, ginger, coconut water

OATTELLA

banana, nutella, oat milk

BOOST SHOT

shot 1 oz | jar 16 oz
turmeric, ginger, lemon, cayenne

TOAST

HUMMUS TERRANEAN

hummus, tomatoes, cucumber,
olives, feta, balsamic drizzle

AVOPEAR

avocado, pear, walnuts, goat cheese, honey

AVOSEED

avocado, feta, pumpkin seeds,
hemp seeds, balsamic drizzle

PICK YOUR OWN SPREAD

choice of almond butter, peanut butter, or
nutella, topped with strawberries + banana

BOOSTED SMOOTHIES

20 oz

ALMOND BERRY

banana, mango, strawberries,
granola, yogurt, almond milk

GREEN DREAM

kale, banana, strawberries,
pineapple, yogurt, coconut water

BERRY COCO

strawberries, banana, almond
butter, cacao nibs, almond milk

MATCHA CHA

banana, mango, pineapple,
spinach, matcha, coconut water

PINK DRAGON

pitaya, banana, strawberries, chia seeds, coconut water

AMAZON DREAM

acai, banana, pineapple, hemp seeds, coconut water

BLUE MAJIK

blue majik, banana, pineapple, lemon, passion fruit juice

KETO THIS

avocado, strawberries, spinach, almond milk

BOOSTERS

Boost your juice or your smoothies!

chia seeds	goji berries	flax seeds
bee pollen	hemp seeds	ginger
acai	turmeric	pitaya
quinoa	blue majik	cacao nibs
avocado	matcha	collagen
vegan protein	vanilla whey protein	
chocolate whey protein		
extra fruit, veggies, or drizzle		

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