

Liquid *Frame.*

A feeling worth
building around.

The package. The flavor.
The whole sensory experience.

Enter the Super Chill world ↗



Calm is meant to be felt.

A bold little pack. A whole world of feeling.

Super Chill is Electric Cloud in a new format: individual travel sticks, built around magnesium, nano water-soluble CBD, and L-theanine.

Lead with flavor, feeling, and the recognizable Electric Cloud identity. Show a drink people can picture in their own day.

The creative territory

Electric cobalt gives the brand energy. Rounded white lettering makes it approachable. Translucent, flavor-colored liquid gives that energy a softer, sensory expression.

The role of this direction

Liquid Frame takes the selected pouch seriously as the center of the system. Its edge artwork becomes the source for photography, motion, web composition, and flavor distinction.

“Felt calm” is the intended positioning to substantiate. This guide consolidates the existing brief and design decisions; it does not establish product efficacy or acquisition performance.

Liquid at the edges. Clarity at the center.

THE ACTOR / LIQUID FRAME



A readable, recognizable package.
Cobalt center. White title. Refracted flavor color along the right and bottom.

THE STAGE / LIQUID IN SPACE



A dimensional world around it.
The same liquid becomes a larger ribbon. Cold glass and caustic light add appetite.

Repeat the material and its direction of flow. Let scale and depth distinguish the pack from its environment.

One Electric Cloud. One Super Chill.



The hierarchy

1. **Electric Cloud:** the recognizable house-brand endorsement.
2. **Super Chill:** the dominant product name.
3. **Extra Strength:** a small supporting capsule, working copy.
4. **The blend:** magnesium + CBD + L-theanine.
5. **Flavor and format:** a clear choice, ten travel sticks.

Use the supplied Electric Cloud logo. Keep its proportions and distinctive script intact. Start with clear space of one-quarter of the logo’s height.

The live type specimen here is a website treatment, not the final packaging wordmark. Generated logo approximations must be replaced with the master in production art. “Liquid Frame” is the internal direction name; it is not an additional consumer product name.

Soft presence.
Clear information.

SUPER
CHILL

Bricolage Grotesque

Use the 800 weight for confident, rounded website headlines. Tight spacing, natural proportions. The title should feel substantial without ornamental effects.

Display: 64–116 px desktop, 43–70 px mobile as starting ranges. Headline tracking: –0.04 to –0.07em. Inspect the actual words and viewport.

*A feeling worth
making yours.*

Georgia Italic is a restrained editorial accent. Use for one emotional word or phrase. Keep it away from pack labels, prices, and navigation.

Your bags. Your flavors.

Your whole mix.

DM Sans carries the details. Body copy 15–18 px with generous line spacing. Price and purchase terms remain simple and visible.

Keep the existing script logo distinct from both text families. The pack's extra-rounded white title remains a separate custom lettering direction.

Cobalt holds the family. Flavor brings the light.

ELECTRIC COBALT #153BE8 / Identity, actions	DEEP INK #25204C / Readable type	SOFT WHITE #F7F5FF / Space, light	ICE LAVENDER #DADDFB / Atmosphere
JUICY PEACH #FFC4A2 / Peach water	BLUE RASPBERRY #C5BAFA / Icy periwinkle	MANGO LIMEADE #F2DF83 / Mango gold	STRAWBERRY GUAVA #F2A9C7 / Rose refraction

Use ink over pale flavor fields and white over cobalt. Flavor should change the edge artwork, naming, and ambient light together. Keep the cobalt brand field stable.

These are digital color anchors. Generated refraction naturally contains highlights and shadows beyond these values. Print colors require substrate-specific proofs; these hex codes are not CMYK or Pantone specifications.

Liquid Frame.



- 01 White Electric Cloud script, upper-left on the pouch, below the zipper.
- 02 Oversized white SUPER / CHILL. Shared left edge and optically balanced row widths.
- 03 A small, fine flavor-colored Extra Strength capsule, below the title.
- 04 Clear ingredient line on the uninterrupted cobalt field.
- 05 Flavor and count sit inside the frame, away from bright liquid highlights.
- 06 The liquid flows down the right edge and across the base. Preserve a large quiet center.

The stick: complete centered script, uncropped centered title, matching edge material, flavor, TRAVEL STICK. No separate illustrated cloud.

The selected reference is the visual authority. Exact font geometry, dielines, mandatory labeling, and final color reproduction remain production work.

One frame. Four expressions.



Keep constant.

Logo, title, cobalt field, copy order, frame placement, pouch and stick architecture.

Change together.

Liquid tint, flavor lettering, capsule color, and surrounding flavor light.

Protect recognition.

Use words as well as color. Allow two lines for longer flavor names without shrinking them into fine print.

Make the material feel like a drink.



DESIRE / Cold glass.

Clear ice, fine condensation, a recognizable pack, restrained fruit appetite.



UNDERSTAND / Real use.

A hand, a stick, a glass. A believable action connects the atmosphere to the format.



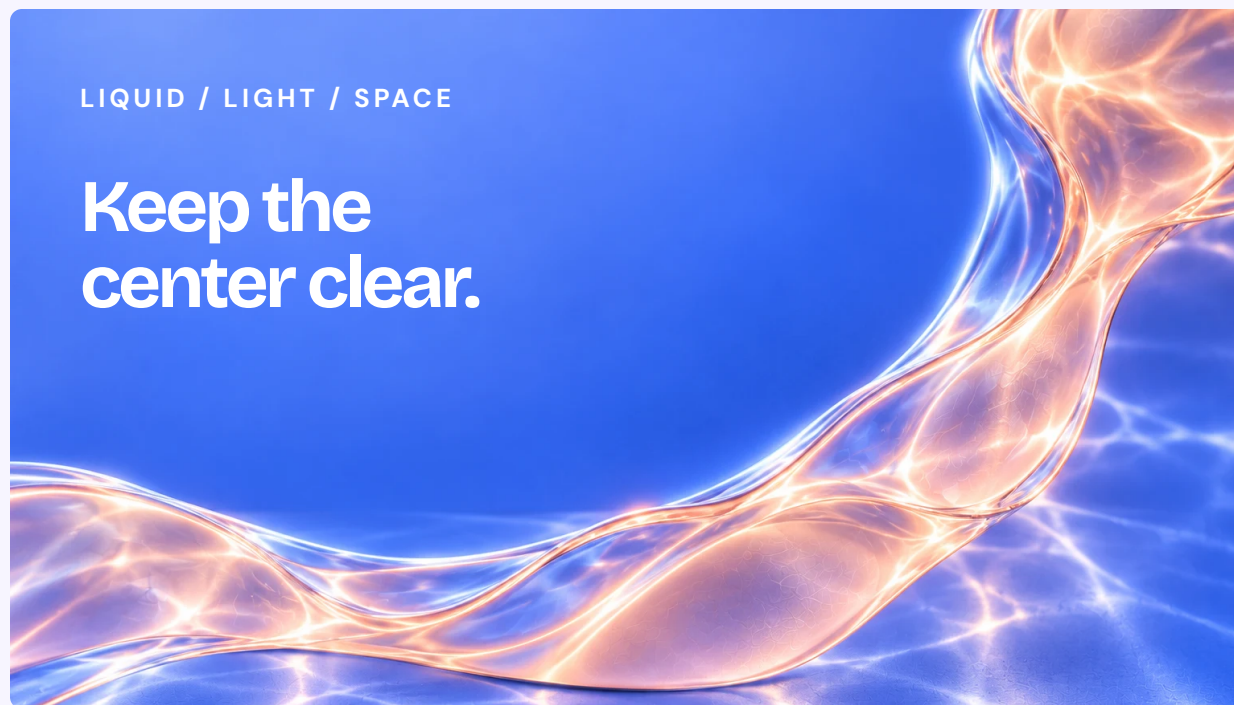
RECOGNIZE / Liquid frame.

Watery translucency, thin highlights, quiet cobalt, a curve that holds the composition.

Light from the side. Keep shadows cool and highlights flavor-tinted. The liquid should feel thin, refreshing, and translucent. One strong curve is enough.

Give each image a job. Product name and drink remain readable. Keep strong caustics away from copy. Reserve the quiet center for the message.

A slow current. A clear choice.



Ambient motion

Slow scale and drift in the material backdrop. Use a 12–16 second cycle with ease-in-out timing. Keep packaging and reading surfaces steady.

Flavor motion

A direct selection changes the package, flavor name, ambient field, and supporting text together. Use a brief 420 ms transition.

Interaction standards

- Normal scrolling; no scroll interception.
- Visible direct flavor controls and previous/next buttons.
- Reduced motion: static materials and immediate selection.
- No automatic flavor rotation while someone is reading or choosing.

Motion expresses the brand material. It does not stand in for a claim about how quickly the product works.

A feeling worth *making yours.*

ROLE	WORKING LANGUAGE	USE IT FOR
Campaign	Calm is meant to be felt.	The core emotional idea.
Product introduction	Your Electric Cloud moment. Now in a little travel stick.	Explaining the new format.
Product story	Big feeling. Little stick. Super Chill.	Connecting the format and personality.
Flavor exploration	Four flavors. All Electric.	Range and selection.
Choice	Your bags. Your flavors. Your whole mix.	The bundle builder.
Clarity	Magnesium + CBD + L-theanine.	The formula, in plain language.

Confident, warm, direct. Concrete moments and appetizing flavor language.
Short headlines, useful supporting copy.

Campaign language and Extra Strength remain provisional. Do not add invented doses, guaranteed effects, onset times, comparative potency, or clinical claims. Final flavor notes also need to match the finished product.

Same world. Every surface.

CAMPAIGN / CONCEPT COMPOSITION

ELECTRIC CLOUD SUPER CHILL

Calm is meant to be felt.



EMAIL / MEET YOUR NEW CHILL

A little stick.
Your kind
of moment.



Meet Super Chill.
Four flavors. Ten sticks per bag.

Find your flavor ↗

FLAVOR STORY / BLUE RASPBERRY

A different
kind of blue.



BLUE RASPBERRY / SUPER CHILL

Carry the same pack, typography, liquid material, and flavor tint across the campaign. Change the composition to suit the surface.

Internal creative applications. These are not published campaigns or channel-approved advertisements.

The flavor changes. The system stays.

- Juicy Peach
- Blue Raspberry
- Mango Limeade
- Strawberry Guava



WHAT'S YOUR SUPER CHILL?

Juicy Peach.

Ten travel sticks.
One flavor per bag.
Your whole mix.

Explore all four flavors ↗

The customer sees the package, the flavor name, and the color field change together. Selection is explicit and reversible.

Make it desirable. Make choosing easy.

The feeling → The flavors → The glass → The blend → Your mix

The purchase experience

- Choose Subscribe or One-time.
- Select a bag quantity.
- Set a flavor for each bag.
- Show stick count, product price, shipping, and total.
- Keep recurring terms beside the decision.
- Review and save a mix without submitting an order.

Flavor-explorer actions explicitly set bag 1. They do not silently replace the entire mix. One-time is one bag. Returning to Subscribe restores the previous subscription quantity.

Working offer from the existing brief

FIRST SUBSCRIPTION ORDER	PRODUCT	SHIPPING
1 bag / 10 sticks	\$33.75	\$5.99
2 bags / 20 sticks	\$60.00	\$5.99
3 bags / 30 sticks	\$81.56	Free
4 bags / 40 sticks	\$96.00	Free

Four-bag renewal: \$112.50. Cadence and smaller-tier renewals remain open. One-time: \$37.50 + \$5.99 shipping. All totals exclude tax. No live commerce connection or unconfirmed gift promise is included.

A coherent direction. A useful working kit.

Creative basis

- The selected Liquid Frame Juicy Peach concept anchors the family. The four-flavor set and new campaign imagery extend it.
- Generated images approximate logo geometry and typography. Use the existing logo master and rebuild the pack title and edge artwork for production.
- Digital hex values guide screen applications; verify print colors and fine highlights on the intended laminate.

Product decisions

- Confirm formula amounts and forms, flavor specifications, full ingredient list, serving instructions, water volume, net weight, dielines, and required label panels.
- Resolve finished-product evidence and the meaning of Extra Strength. Keep final purchase terms, refill cadence, and checkout configuration explicit.

Files in this package

- index.html — website
- brand-guide.html — guide
- Brand-Guide.pdf — portable guide
- brand-kit/tokens.json
- brand-kit/tokens.css
- assets/ — PNG + WebP imagery
- Generation-Prompts.json
- Generation-Outputs.json
- previews/ — screen captures
- Local fonts and licenses included. The site works as a static folder with no build step, account connection, or third-party scripts.

A single reference package, a consistent material language, and a website that lets the customer understand and choose.

A feeling worth *building around.*

What connects it all

The cobalt center. The luminous flavor frame. Soft white type. Cold glass and light. Every part of the experience starts with the selected package.

- Experience the Liquid Frame website ↗
- Open the design tokens ↗

What to refine next

Compare the four flavors, the hero, and the mobile page as one family. Refine the liquid coverage, flavor contrast, and wordmark geometry together before locking the production system.

- Download the complete guide ↓
- View the generation prompts ↗

Source basis: the selected Liquid Frame concept, the existing Super Chill guide and website, and the four-flavor / offer system from the supplied prior work. New visuals generated with built-in image_gen. This is a creative extension, not new market or clinical research.