

Gatorade Liga Venezolana de Baseball

TWO SENTENCES: Describe the intent of your project in 100 characters

Diseño de edición especial de etiqueta y botellas de Gatorade para celebrar la Liga Venezolana de Béisbol.

PARAGRAPH

Para la temporada de béisbol en Venezuela, Gatorade desarrolló una edición especial de botellas y etiquetas conmemorativas como parte de su patrocinio oficial a siete de los ocho equipos de la Liga Venezolana de Béisbol Profesional. El proyecto buscó fortalecer el vínculo emocional entre la marca y los fanáticos del deporte, creando piezas coleccionables que integran la identidad de Gatorade con los colores y símbolos de cada equipo. A través de un diseño sencillo pero altamente reconocible, se logró convertir un producto cotidiano en un emblema de orgullo deportivo y pasión beisbolera.

THE CHALLENGE: Explain the problem/reason the project/product was developed.

El reto principal fue diseñar una identidad de edición especial que conectara a Gatorade con la Liga Venezolana de Béisbol sin perder la fuerza y claridad visual de la marca. Era necesario lograr la coexistencia entre el logotipo de Gatorade, el de la liga y los colores de cada equipo dentro de un espacio limitado como la etiqueta de una botella. Además, el diseño debía ser suficientemente flexible para adaptarse a múltiples versiones, una por equipo, manteniendo coherencia, legibilidad y atractivo para los aficionados.

THE SOLVE: How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers.

La solución fue crear un sistema visual simple y modular que permitiera adaptar el diseño a cada equipo sin perder la identidad de Gatorade. Se desarrolló una etiqueta con el logotipo oficial de la liga, el copy “Hidratador Oficial de la Liga” y el mensaje “Sudar hasta el último inning”, reforzando la relación entre la marca y el béisbol. El rayo icónico de Gatorade se mantuvo como elemento central, cambiando de color según el sabor, mientras que una silueta de un pelotero y líneas del campo de béisbol integraron el contexto deportivo. El resultado fueron botellas coleccionables y funcionales que permiten a los fanáticos apoyar a su equipo favorito mientras utilizan un producto diseñado para el rendimiento.

THE INSIGHT: Explain why this is innovative/differentiating/award-worthy.

El béisbol es parte esencial de la identidad cultural venezolana. Este proyecto entiende que los fanáticos no solo consumen un producto: viven su equipo y su liga como parte de su vida diaria. Al transformar una botella de Gatorade en un

objeto coleccionable y representativo de cada equipo, el diseño convierte la hidratación deportiva en una extensión de la pasión beisbolera. La innovación radica en cómo un empaque funcional se vuelve un vehículo de conexión emocional, fortaleciendo el rol de Gatorade como aliado indispensable del deporte en Venezuela.

THE DESIGN: What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

El diseño se construyó a partir de elementos icónicos del béisbol y de la identidad de Gatorade. Se incorporó una silueta de un jugador en posición de bateo para comunicar acción y energía. Las líneas del campo de béisbol fueron utilizadas como textura de fondo para contextualizar el deporte. El rayo característico de Gatorade se mantuvo como protagonista, adaptando su color a cada sabor y equipo. La paleta cromática se ajustó a los colores oficiales de cada club, logrando personalización sin perder unidad visual. La composición limpia y directa garantiza que convivan de manera armónica el logo de Gatorade y el de la liga, reforzando el mensaje de patrocinio oficial.

THE IMPACT: What were the measurable results? (Media coverage, social reach, etc)

Resultados pendientes

TWO SENTENCES: Describe the intent of your project in 100 characters

Special edition Gatorade design celebrating the Venezuelan Baseball League.

PARAGRAPH

For the Venezuelan baseball season, Gatorade developed a special edition of bottles and commemorative labels as part of its official sponsorship of seven out of the eight teams in the Venezuelan Professional Baseball League. The project aimed to strengthen the emotional connection between the brand and sports fans by creating collectible pieces that integrate Gatorade's identity with the colors and symbols of each team. Through a clean yet highly recognizable design, an everyday product was transformed into an emblem of team pride and baseball passion.

THE CHALLENGE: Explain the problem/reason the project/product was developed.

The main challenge was to design a special edition identity that connected Gatorade with the Venezuelan Baseball League while preserving the brand's visual strength and clarity. It was necessary to achieve seamless coexistence between the Gatorade logo, the league logo, and the colors of each team within the limited space of a bottle label. Additionally, the design needed to be flexible enough to

adapt to multiple versions—one for each team—while maintaining consistency, legibility, and strong appeal for fans.

THE SOLVE: How did the final design concept meet these goals? Outline the solutions/benefits for customers and/or consumers.

The solution was to create a simple and modular visual system that allowed the design to be customized for each team without losing Gatorade's core identity. A central label was developed featuring the official league logo, the copy "Official Hydrator of the League," and the tagline "Sweat Until the Last Inning," reinforcing the bond between the brand and baseball. Gatorade's iconic lightning bolt remained as the main visual element, changing color according to flavor, while a baseball player silhouette and field line graphics added clear sports context. The result was a series of collectible, high-quality reusable bottles that allow fans to support their favorite team while using a product designed for athletic performance.

THE INSIGHT: Explain why this is innovative/differentiating/award-worthy.

Baseball is a fundamental part of Venezuelan culture. This project understands that fans experience their team and their league as part of their everyday lives. By turning a Gatorade bottle into a collectible object representing each team, the design transforms sports hydration into an extension of baseball passion. The innovation lies in how a functional package becomes an emotional connector, strengthening Gatorade's role as an essential ally of sports in Venezuela.

THE DESIGN: What specific aesthetic choices were made and why? (inspiration, typefaces, color, shapes, etc.)

The design was built using iconic elements from baseball and Gatorade's visual identity. A silhouette of a batter in action was incorporated to convey movement and energy. Baseball field lines were used as a background texture to clearly frame the sports context. Gatorade's signature lightning bolt remained the focal point, adapting its color to each flavor and team. The color palette was customized to reflect each team's official colors, enabling personalization while maintaining a unified visual language. The clean and direct composition ensures harmonious coexistence between the Gatorade and league logos, reinforcing the message of official sponsorship.

THE IMPACT: What were the measurable results? (Media coverage, social reach, etc)

Results pending.

LinkedIn Caption –

Design is a team sport.

Every element has a position.

Every detail has a role.

And when everything works together, you hit it out of the park.

That's exactly what we did with the **Gatorade x Venezuelan Baseball League** special edition, marking a sponsorship that connects Gatorade with seven of the eight teams in the league.

We designed a system where the Gatorade brand and league identity could share the same field:

a commemorative label featuring the LVBP logo, a dynamic batter silhouette, and graphics inspired by the baseball diamond, alongside collectible bottles customized with each team's colors.

Because in baseball and in design, success comes from alignment, precision, and passion.

For us, this project is a total home run.