

7UP Destinos Guatemala

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

7UP Destinos Guatemala convierte paisajes icónicos en latas coleccionables de identidad local.

PARAGRAPH

7UP Destinos Guatemala celebra cuatro de los destinos más icónicos del país a través de una serie de latas conmemorativas ilustradas. Tikal, El Paredón, Antigua y Lago Atitlán se traducen en composiciones visuales que capturan la esencia de cada lugar, manteniendo coherencia con la identidad de 7UP. El sistema convierte la lata en un objeto coleccionable que conecta cultura, territorio y marca.

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

El reto consistía en representar destinos visualmente diversos dentro de un sistema coherente, respetando las limitaciones técnicas de impresión en lata y la identidad cromática de 7UP. Era necesario capturar la riqueza paisajística de Guatemala sin perder legibilidad, impacto en anaquel ni consistencia de marca.

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

La solución fue desarrollar un sistema ilustrativo adaptable que permite representar cada destino con un lenguaje visual consistente. Se integraron composiciones dinámicas donde los paisajes conviven con la marca, utilizando una paleta controlada con acentos distintivos y un color base que unifica la serie. Esto permitió diferenciar cada lata sin romper la coherencia del sistema.

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

Los consumidores conectan emocionalmente con lugares que reconocen o aspiran visitar. Cuando una marca logra capturar la identidad de estos destinos, transforma un producto cotidiano en un objeto de conexión cultural y colección.

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

El diseño se basa en ilustraciones que reinterpretan los paisajes de Guatemala con un enfoque contemporáneo y geométrico. Cada lata presenta una perspectiva distinta del destino, incorporando elementos icónicos y manteniendo como constante la presencia de montañas en el fondo, creando un hilo visual entre las piezas. La paleta combina los verdes y amarillos de 7UP con acentos vibrantes, mientras que la composición respeta las limitaciones técnicas de impresión sin sacrificar riqueza visual. También siempre se ven en el encuadre gente habitando estos espacios.

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

La serie posiciona a 7UP como una marca conectada con la cultura local, impulsando el interés por coleccionar las latas y fortaleciendo la relación emocional con los consumidores. El proyecto sienta las bases para expandir la plataforma a más destinos dentro del país y otros países.

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

7UP Destinos Guatemala turns iconic landscapes into collectible cans celebrating local identity.

PARAGRAPH

7UP Destinos Guatemala celebrates four of the country's most iconic destinations through a series of illustrated, limited-edition cans. Tikal, El Paredón, Antigua, and Lake Atitlán are translated into vibrant compositions that capture the essence of each place while staying true to 7UP's visual identity. By integrating people into each scene, the design brings these locations to life, turning each can into a collectible object that connects culture, place, and brand.

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

The challenge was to represent visually diverse destinations within a cohesive system, while working within the technical constraints of can printing and 7UP's established color palette. The design needed to capture Guatemala's rich landscapes and energy without compromising clarity, shelf impact, or brand consistency.

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 flexible illustration system that adapts to each destination while maintaining a unified visual language. Each composition integrates landscape, architecture, and human presence, conveying a sense of celebration and liveliness. A controlled palette with a distinctive base color ensures consistency, while allowing each can to stand out as part of a cohesive series.

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

People connect more deeply with places when they feel alive. By portraying destinations as inhabited and celebratory, the design moves beyond scenery and captures the emotional energy of each location.

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

The design is built around bold, contemporary illustrations that reinterpret Guatemala's landscapes through geometric compositions. Each can presents a

unique perspective of its destination, consistently featuring mountains in the background as a unifying visual thread. Human figures are integrated into every scene, reinforcing the idea of shared experiences and celebration. The palette combines 7UP's signature greens and yellows with vibrant accents, while respecting the technical limitations of can printing without sacrificing visual richness.

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

The series positions 7UP as a brand connected to local culture, encouraging collectibility and strengthening emotional engagement with consumers. It also establishes a scalable platform with potential to expand into additional destinations.

LinkedIn Caption –

If you've got 7UP, you don't need a passport.

With 7UP Destinos Guatemala, we turned four of the country's most iconic landscapes into a collectible design system.

Tikal, El Paredón, Antigua, and Lake Atitlán, each reimaged through bold, contemporary illustrations that capture not just the place, but the energy of these magical places.

A unified visual language brings the series together:

Beautiful mountains, shifting perspectives, and people in every scene celebrating, exploring, living the moment. That's what 7UP is all about.

The system balances consistency and variation and just enough contrast to make each destination stand out while belonging to something bigger.

Great design can transport you to far away places and it makes you feel like you're already in it.

From landscape to label, 7UP turns destinations into experiences.