

VELA Launch

VELA is launched — four pieces off one locked system. The can design is the object it all rests on: three flavors, one architecture, each naming its real ingredient and every claim correct and flavor-exclusive. The 30-second spot makes the anti-chalk promise the way a promise should be made — visually, in the pour, before a word appears. The retail sell sheet argues the hardest room first, clean-label proof where a grocery buyer decides. And the week-one social kit is postable the day you ship it, sized for Instagram and TikTok with a LinkedIn cut of the founder angle. One point of view the category is too polite to have: no chalk, said out loud.

1. **The Can System — Three Flavors, One Family** ([can/vela-three-can-lineup.png](#)): The object the whole launch rests on. Vanilla Oat, Cold Brew, Yuzu Citrus — one architecture, three worlds, every claim correct and flavor-exclusive. Open this first.
2. **The 30-Second Spot** ([film/vela-spot-30s.mp4](#)): The launch film. The whole ad is the pour — chalky enemy clings, VELA pours clean — the anti-chalk promise made visual, not asserted. Closes on the wordmark and promise line.
3. **Retail Sell Sheet — Buyer's One-Pager** ([sell-sheet/sell-sheet.pdf](#)): Grocery/natural-retail argument on one page. Four reasons to clear shelf, the lineup at a glance, clean-label proof up top. Hand this across a buyer's desk. The Commercial Terms block is held for your distribution numbers.
4. **Week-One Social Kit — Captions & Hashtags** ([social/caption-kit.pdf](#)): Six caption slots with real, in-use hashtags, platform-flexible notes for IG / TikTok / LinkedIn. Postable the week it ships.

Filed under Extras (reference and supporting material):

- **Can — Vanilla Oat** ([Extras/vela-vanilla-oat.png](#)): Full face, print-ready.
- **Can — Cold Brew** ([Extras/vela-cold-brew.png](#)): Full face — the only can carrying the 80mg caffeine line.
- **Can — Yuzu Citrus** ([Extras/vela-yuzu-citrus.png](#)): Full face — 'sparkling-adjacent,' never a carbonation claim.
- **Social — Announce (Instagram 4:5)** ([Extras/Social - Announce/slot1-announce-ig-4x5.png](#))
- **Social — Announce (TikTok 9:16)** ([Extras/Social - Announce/slot1-announce-tiktok-9x16.png](#))
- **Social — Founder/Anti-Chalk (LinkedIn)** ([Extras/slot1-founder-linkedin-1200.png](#))
- **Social — Vanilla Oat (Instagram 4:5)** ([Extras/Social - Vanilla Oat/slot2-vanilla-ig-4x5.png](#))
- **Social — Vanilla Oat (TikTok 9:16)** ([Extras/Social - Vanilla Oat/slot2-vanilla-tiktok-9x16.png](#))

- **Social — Cold Brew (Instagram 4:5)** (Extras/Social - Cold Brew/slot3-coldbrew-ig-4x5.png)
- **Social — Cold Brew (TikTok 9:16)** (Extras/Social - Cold Brew/slot3-coldbrew-tiktok-9x16.png)
- **Social — Yuzu Citrus (Instagram 4:5)** (Extras/Social - Yuzu Citrus/slot4-yuzu-ig-4x5.png)
- **Social — Yuzu Citrus (TikTok 9:16)** (Extras/Social - Yuzu Citrus/slot4-yuzu-tiktok-9x16.png)
- **Social — Pour Test / Anti-Chalk Hook (Instagram 4:5)** (Extras/Social - Pour Test Anti-Chalk Hook/slot5-pourtest-ig-4x5.png)
- **Social — Pour Test / Anti-Chalk Hook (TikTok 9:16)** (Extras/Social - Pour Test Anti-Chalk Hook/slot5-pourtest-tiktok-9x16.png)

Everything here also arrives as one zip: the Download kit.