

# K-lixer

Raw Living Flavours

Sanne van Os

# Table of ontents

## Research



## Devise



## Translate

### **Dit is een titel**

dit is een subtitel

Harcilio te rere culluptae et laut voles quis corumquin-  
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## Create



# Kombucha

## Research

### What is Kombucha?

Kombucha is a fermented tea created by adding a symbiotic culture of bacteria and yeast (SCOBY) to sweetened tea. The bacteria and yeasts convert the sugars in the tea into various acids and other compounds, resulting in a slightly effervescent drink. Kombucha often has a slightly sour taste and can vary in flavor profiles depending on the tea and added flavorings used.

### Where does Kombucha come from?

The most famous story of Kombucha's origins dates back to the Qin Dynasty (221 BC) in China. It is said that Emperor Qin Shi Huangdi was the first to make and drink Kombucha. Since we know that both fermentation and tea were popular in China, it stands to reason that it started there. From China the drink spread to other parts of Asia, Russia and Eastern Europe. In recent years, kombucha has gained popularity worldwide, including in the Netherlands, where it is prized for its refreshing taste and the possible health benefits attributed to fermented foods.

### Why has there been a real kombucha hype in the Netherlands for several years?

The increasing popularity of kombucha in the Netherlands can be attributed to a growing interest in healthy food and drinks. Kombucha is often praised for its supposed health benefits, such as the presence of probiotics that can be beneficial for gut health. In addition, people appreciate the diverse flavors and the ability to brew kombucha at home. The trend also fits into the broader movement of consumers looking for natural and artisanal products.

### What kind of brand is K-lixer?

K-lixer may be a brand that specializes in the production of kombucha, a fermented tea. The brand name "K-lixer" may suggest a mix of

the letter "K" from kombucha and the word "elixir," which could be associated with a healthy, refreshing drink with potential wellness benefits.

### What does K-lixer stand for; what is their identity and promise?

K-lixer's identity could revolve around offering high-quality, artisanal kombucha with a focus on natural ingredients and traditional fermentation techniques. The brand's promise could lie in delivering a refreshing, healthy drink that is not only tasty, but also potentially contributes to overall health and well-being. Core values can include sustainability, craftsmanship and a positive impact on consumer health.

### Association in text and image based on brand/core values and the origin of kombucha:

K-lixer could communicate about the rich tradition of kombucha, the careful brewing process and the natural ingredients they use. Image associations can focus on natural landscapes, healthy lifestyle images and possibly images that emphasize fermentation and brewing craft.

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# Competitor Research

## Research Vigo Kombucha

### Colours

Vigo Kombucha offers different flavor variants with characteristic colors. The original flavor is represented by a white flower, while the açai flavor is associated with a red flower and the schisandra variant with an orange flower. They do not have a label color but show the colors of the drink.

### Logo

Brand name and logo is centrally located on the front. Logo is a flower that radiates naturalness and health.

### Typography

In this design they have chosen sans-serif fonts, resulting in a casual, informal, friendly and very accessible look. It gives a youthful impression and makes recognition easier. All their text is also white except for the flavor name.

### Proposition

Vigo kombucha's proposition is that it contains healthy herbs that help your health. That it is a kombucha drink so it ferments. There is also a subtle sparkle.

Various icons underline the health benefits of this product. It is completely vegan, contains antioxidants, supports metabolism and strengthens the immune system. Moreover, it consists exclusively of natural ingredients, without added sugars, colorings or chemicals.



# Competitor Research

## Research

### Butcha Kombucha

#### Colours

Butcha Kombucha has flavor variant colors. Blood orange & bergamot has an orange packaging. Ginger & kafier lime has a yellow packaging and hops & grapefruit has a pink packaging. Their label color is beige. Blurred circles have also been used.

#### Logo

They have opted for a word mark. Brand name is centrally located on the front.

#### Typography

The script fonts are considered personal and elegant as the overall look itself promotes a dedicated approach and familiarity. This is also reflected in the logo.

A combination of serif and sans-serif fonts has been chosen for plain text. This creates both an informal and formal feeling. In my eyes it radiates luxury.

#### Proposition

They brew our kombucha with a 'flavor first' approach. Our kombucha is fermented for approximately 2 to 3 weeks. By keeping their fermentation process alive and wild, the yeasts and bacteria provide the perfect environment to take over and produce an intriguing palette of flavors and aromas that characterize their drinks.

Refreshing as a soft drink, but with the complexity and depth of flavor that you normally only expect from an alcoholic drink.



# Competitor Research

## Organoleptic research

### Captain Kombucha Zero original

#### Colours

Transparent yellow.

#### Smell

Smells a bit like apple cider vinegar or vinegar, but it is just that.

#### Taste

Cold green tea with bubbles.

#### Brightness

It is quite clear compared to other kombuchas.



### Captain Kombucha Zero Lemon & Ginger

#### Colours

It is light yellow and transparent.

#### Smell

It smells like vinegar.

#### Taste

The taste is sour and quite intense.

#### Brightness

It's a cloudy drink.



### Captain Kombucha Zero Passievrucht

#### Colours

It is light yellow and transparent.

#### Smell

Passion fruit and vinegar.

#### Taste

It's not bad, but the passion fruit does make the taste better.

#### Brightness

It is very bright compared to other flavors.



# Competitor Research

## Organoleptic research

### Zonnatura Gember

#### Colours

It resembles apple juice in color.

#### Smell

It smells like ginger.

#### Taste

As if apple cider vinegar and ginger come together.

#### Brightness

It is not clear and there appear to be dust particles floating in the drink.



### Batu Ginger & lemon.

#### Colours

Color was a dark yellow. A kind of apple juice color.

#### Smell

It smells sharp but musty.

#### Taste

It tastes sharp but also sweet and stale.

#### Brightness

It's a cloudy drink.



# Target Audience

## Research

### Personal goals

- Get more exercise
- Healthy food
- Live as CO2 neutral as possible

### Dislikes and frustrations

- Throwing away food
- Climate pollution and how people don't change it
- People who don't want to communicate with each other

### Introduce

Hi, I'm Laura de Winter, an 18-year-old stocker from bustling Utrecht. As a thoughtful and calm personality, I find it important to find balance in my busy life. My days are filled with maintaining the shelves in the supermarket and ensuring an orderly and organized presentation of products.

My calm character is reflected in my spare time, in which I enjoy moments for myself. I love relaxing with a good book or taking a quiet walk around the city. Health is a priority for me, and I am always looking for ways to improve my well-being.

As a thoughtful person, I am interested in new ideas and trends, especially when it comes to nutrition and health. I am open to new experiences and am always looking for ways to improve my lifestyle. That's why I would like to get acquainted with products that are not only tasty, but also good for my well-being.

In my search for healthy and tasty options, I am curious about products such as kombucha. I've heard that it is not only refreshing, but can also have positive effects on health. I am looking for a drink that suits my quiet lifestyle and my pursuit of well-being. Kombucha seems to be the perfect choice to give my days a healthy and tasty twist.

## Laura de Winter



**Nature comes before our laziness!**

Age: 18 years  
 Occupation: Vakkenvuller  
 Relationship: Single  
 Place of residence: Utrecht  
 Characterization: Sweet  
 Characterization: Quiet

Attention  
 Social  
 Chatty

### On offline media behavior



### Living situation and interests

Property: Rental property  
 Income: €3.500 - €4.500  
 Political preference: Partij voor de Dieren  
 Supermarket: Organic & local supermarkets  
 Kleding: Organic fabrics that are not bad for nature  
 Hobbies: Cooking, reading books and drawing  
 TV program: NOS

### Personality



### Favoriete merken





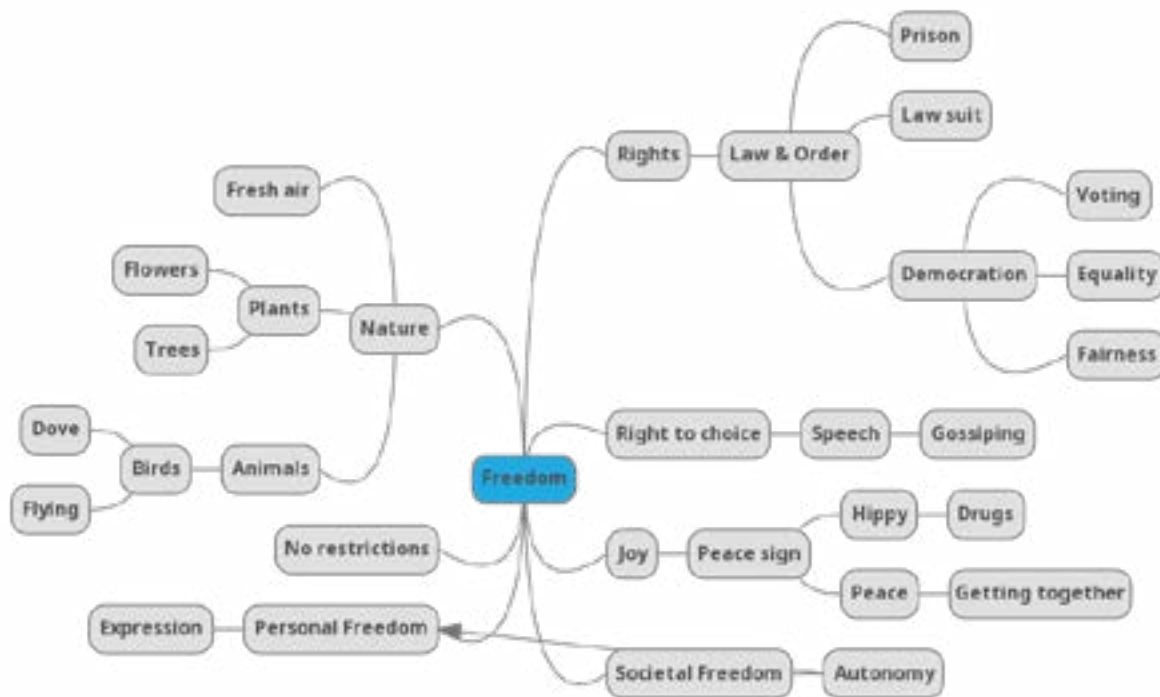
# Target Audience

Moodboard



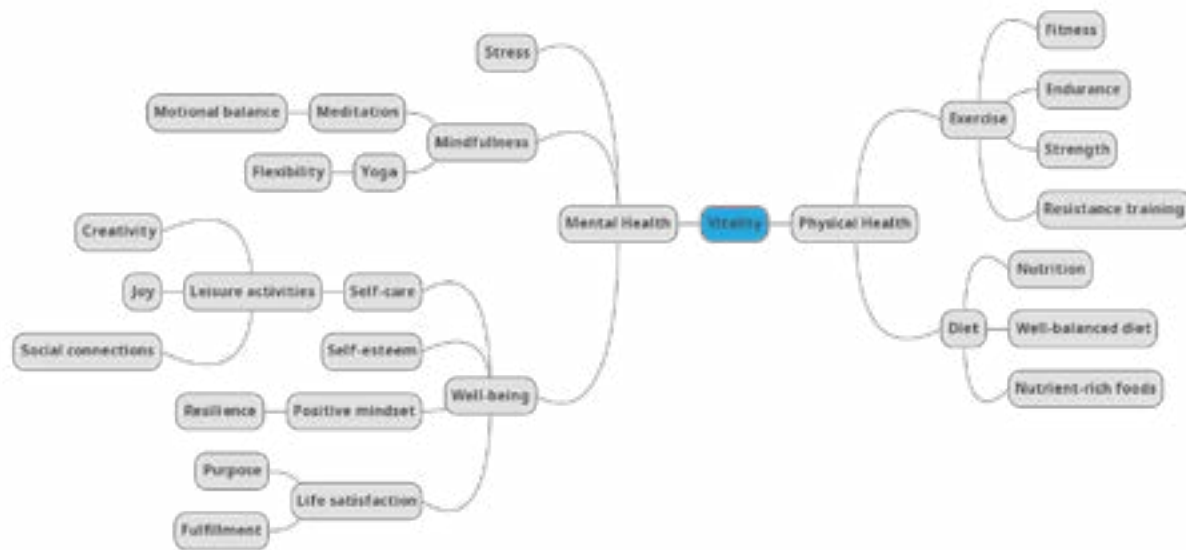
# Core Values Research

## Freedom



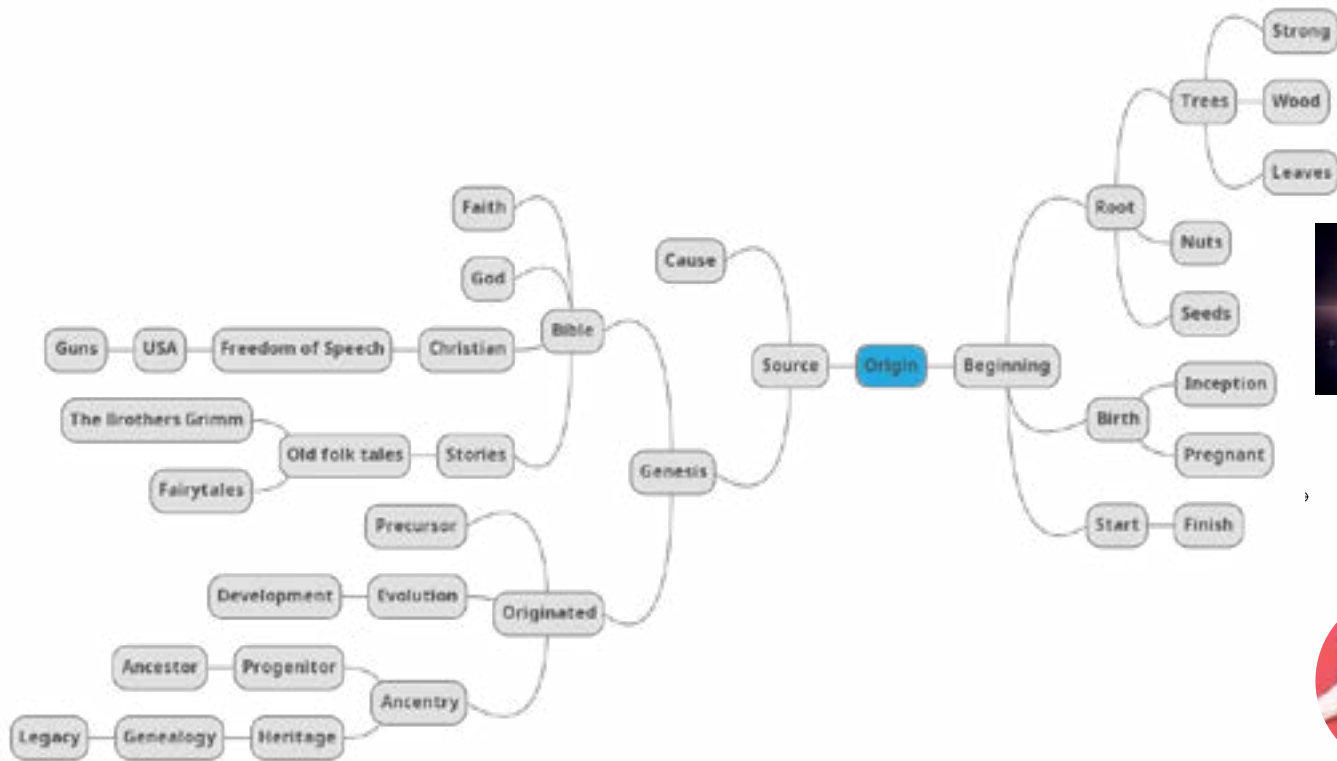
# Core Values Research

## Vitality



# Core Values Research

## Origin





# Moodboard

## Devise

Here I have carefully put together a moodboard, on which you can find various inspiring packaging designs. This mood board provides a visual guideline for the direction I want to work in for the K-Lixer brand.

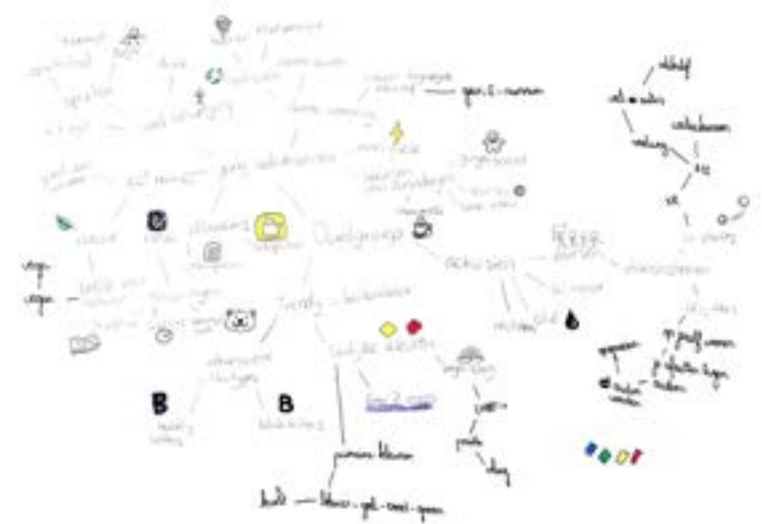
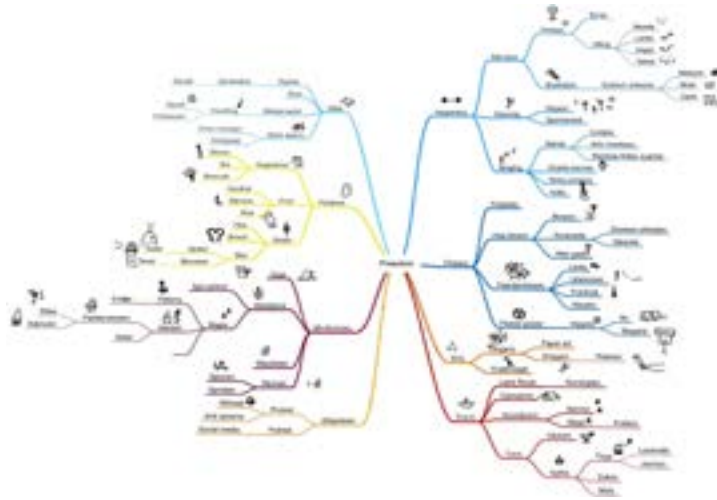
Through this moodboard I try to capture the atmosphere and appearance of the K-Lixer packaging. It not only provides inspiration, but also acts as a powerful tool to communicate and share ideas with the team. This process of exploration and visual identification will ultimately form the basis for a thoughtful and attractive packaging design that reflects the essence of K-Lixer.



# Association sheets

## Devise

Here you see my association sheets. I have chosen to further develop the following topics: target group, freedom, vitality, K-Lixer and tea. I then added sketches to visually explore my ideas.



# Form study

## Devise

Here you can see my shape studies for K-Lixer. I used different materials, including markers, watercolor, acrylic paint, charcoal and pastel chalk. The choice of black colors was made because of the optimization for scanning, which makes them easier to adjust in Adobe programs.





# Digital illustration

## Devise

Here I have further developed various sketches using the gradient map in Photoshop. My focus was mainly on selecting sketches that best fit K-Lixer's character. I also wanted to investigate which color palettes could possibly be effective for the packaging.





# Concept

## Devise

I want to use a font with serifs for the K-lixer titles and a skewed font for plain texts.

For my concept I strive for a luxurious appearance and I have developed two ideas. The first idea involves using patterns that represent each flavor while referencing kombucha's Asian heritage. Each pattern tells a story about the flavors found in the packaging.

My second idea is to visually represent the flavors through illustrations. These illustrations are placed on a dark background to create a strong contrast. This ensures an attractive and luxurious presentation of the different flavors.



# Second oncept

## Devise

For my concept I strive for a luxurious appearance and I have developed two ideas.

My second idea is to visually represent the flavors through illustrations. These illustrations are placed on a dark background to create a strong contrast. This ensures an attractive and luxurious presentation of the different flavors.



# Style guide

## Devise

I want to use a font with serifs for the K-lixer titles and a skewed font for plain texts.

For my concept I strive for a luxurious appearance and I have developed two ideas. The first idea involves using patterns that represent each flavor while referencing kombucha's Asian heritage. Each pattern tells a story about the flavors found in the packaging.

My second idea is to visually represent the flavors through illustrations. These illustrations are placed on a dark background to create a strong contrast. This ensures an attractive and luxurious presentation of the different flavors.



Dit is een titel

Platte tekst



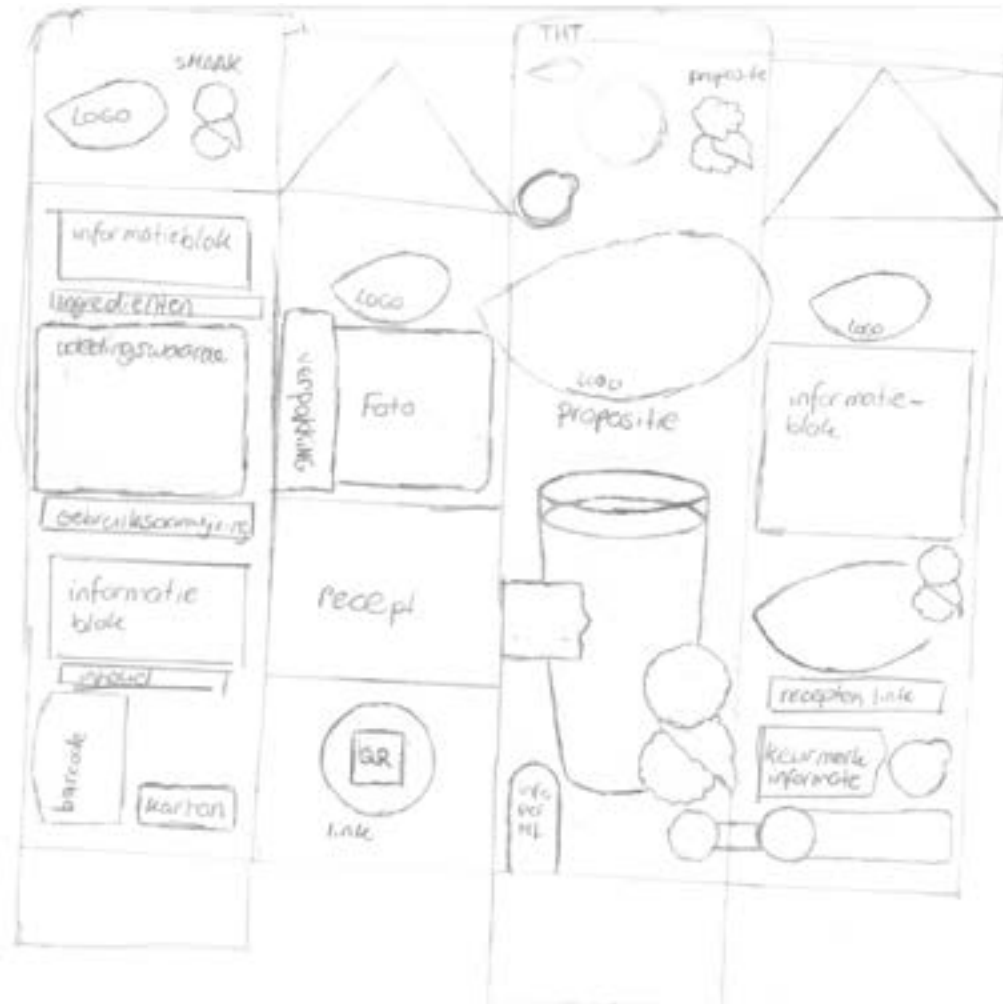


# Packaging analysis

## Devise

In my analysis, I thoroughly examined the packaging of Optimel Framboos Drinking Yoghurt. I have accurately identified where the different logos are positioned, how the texts are placed and which specific textual elements are used. I also described the general shape and appearance of the packaging.

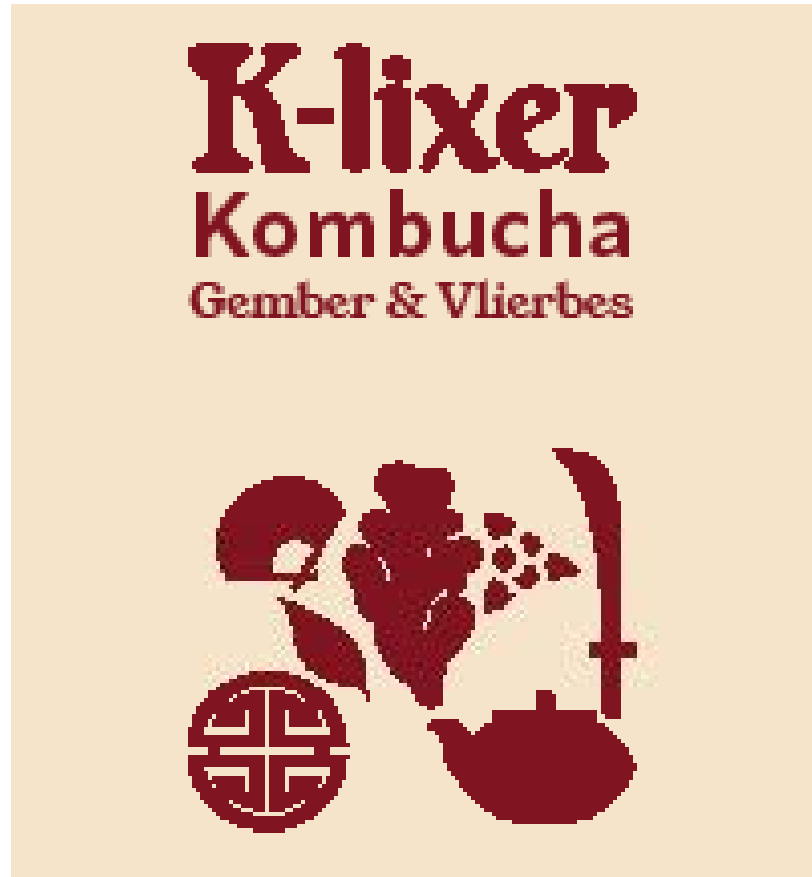
In the analysis I paid attention not only to the visual layout, but also to the hierarchy of the information on the packaging.



# Sketches packaging

## Devise

Here you see the beginning of my packaging design. My intention is to integrate Chinese symbols with the different flavors of K-Lixer Kombucha. This way, consumers can not only immediately recognize the flavor they are purchasing, but also understand the cultural background of kombucha.



# Process logo design

## Devise

I would like to share my process for developing two logos for K-Lixer. The first logo proposal is on the left. I consciously chose to let the 'K' run underneath the rest of the text. A subtle but meaningful adjustment can be seen at the tip of the 'i', which has been transformed into a tea leaf. This creates a visual link to tea, which is a key ingredient in kombucha.

On the right you can see my second logo proposal. In this design the emphasis is mainly on the use of various fonts. I aimed to create a quirky combination that reflects the unique flavors of kombucha. On the next page I will elaborate on this concept and develop it further.



# Process logo design #2

## Devise

### Feedback

I asked teacher for feedback and his suggestion was as follows: 'Print it out and see if the fonts portray the same thing.' I then printed the design at a larger size and thoroughly evaluated it to understand how I could improve it.

With this valuable feedback, I carefully analyzed the differences between the fonts used. My focus was on finding alternative fonts that had similar curves and graceful elements. After careful selection and comparison, I finally arrived at the logo for Kombucha.

K-LIXER  
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K-lixer  
K-lixer

K-lixer

K-lixer

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K-lixer

# Letter experiment

## Translate

I have the type specimen for the advertorial for K-lixer here. Here you can first see which font I chose, then I play with the corps. Finally, I put them all together and play with the text hierarchy.

### Lettertypen

Lato Black  
Lato Black *Italic*  
Lato Heavy  
Lato Heavy *Italic*  
Lato Bold  
Lato Bold *Italic*  
Lato Semibold  
Lato Semibold *Italic*  
Lato Medium  
Lato Medium *Italic*  
Lato Regular  
Lato Italic  
Lato Light  
Lato Light *Italic*  
Lato Thin  
Lato Thin *Italic*  
Lato Hairline  
Lato Hairline *Italic*

Merriweather Black  
Merriweather Black *Italic*  
Merriweather Bold  
Merriweather Bold *Italic*  
Merriweather Regular  
Merriweather *Italic*  
Merriweather Light  
Merriweather Light *Italic*

Outfit Black  
Outfit Bold  
Outfit Medium  
Outfit Regular  
Outfit Light  
Outfit Thin

Bitter Black  
Bitter Black *Italic*  
Bitter Bold  
Bitter Bold *Italic*  
Bitter Medium  
Bitter Medium *Italic*  
Bitter Regular  
Bitter Italic  
Bitter Light  
Bitter Light *Italic*  
Bitter Thin  
Bitter Thin *Italic*

### Dit is een titel

dit is een subtitel

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'Een streamer, citaat of quote is een stukje tekst waardoor je geprikkeld wordt het artikel te gaan lezen'

Inter Black  
Inter Extrabold  
Inter Bold  
Inter Semibold  
Inter Medium  
Inter Regular  
Inter Light  
Inter Thin  
Lato ExtraLight

Roboto Black  
Roboto Black *Italic*  
Roboto Heavy  
Roboto Heavy *Italic*  
Roboto Bold  
Roboto Bold *Italic*  
Roboto Semibold  
Roboto Semibold *Italic*  
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Roboto Italic  
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Roboto Thin  
Roboto Thin *Italic*

Lora Bold  
Lora Bold *Italic*  
Lora Semibold  
Lora Semibold *Italic*  
Lora Medium  
Lora Medium *Italic*  
Lora Regular  
Lora Italic

Montserrat Black  
Montserrat Black *Italic*  
Montserrat Heavy  
Montserrat Heavy *Italic*  
Montserrat Bold  
Montserrat Bold *Italic*  
Montserrat Medium  
Montserrat Medium *Italic*  
Montserrat Regular  
Montserrat Regular *Italic*  
Montserrat Light  
Montserrat Light *Italic*  
Montserrat Thin  
Montserrat Thin *Italic*

Noto Sans Black  
Noto Sans Black *Italic*  
Noto Sans Bold  
Noto Sans Bold *Italic*  
Noto Sans Medium  
Noto Sans Medium *Italic*  
Noto Sans Regular  
Noto Sans Regular *Italic*  
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Noto Sans Thin  
Noto Sans Thin *Italic*

### Onderzoek naar Corps

#### Inter 10/(14)

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secuptat.

Crimson Pro Black  
Crimson Pro Black *Italic*  
Crimson Pro Extrabold  
Crimson Pro Extrabold *Italic*  
Crimson Pro Bold  
Crimson Pro Bold *Italic*  
Crimson Pro Semibold  
Crimson Pro Semibold *Italic*  
Crimson Pro Medium  
Crimson Pro Medium *Italic*  
Crimson Pro Regular  
Crimson Pro Regular *Italic*  
Crimson Pro Light  
Crimson Pro Light *Italic*  
Crimson Pro Extra Light  
Crimson Pro Extra Light *Italic*

IBM Plex Serif Bold  
IBM Plex Serif Bold *Italic*  
IBM Plex Serif Semibold  
IBM Plex Serif Semibold *Italic*  
IBM Plex Serif Medium  
IBM Plex Serif Medium *Italic*  
IBM Plex Serif Regular  
IBM Plex Serif Regular *Italic*  
IBM Plex Serif Light  
IBM Plex Serif Light *Italic*  
IBM Plex Serif Extra Light  
IBM Plex Serif Extra Light *Italic*

Cormorant Bold  
Cormorant Bold *Italic*  
Cormorant Semibold  
Cormorant Semibold *Italic*  
Cormorant Medium  
Cormorant Medium *Italic*  
Cormorant Regular  
Cormorant Regular *Italic*  
Cormorant Light  
Cormorant Light *Italic*

### Dit is een titel

dit is een subtitel

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### Tussenkopje

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### KADERTEKST

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'Een streamer, citaat of quote is een stukje tekst waardoor is een stukje tekst waardoor



# Master sketches

## Translate

On this page you will find my first two page designs for the K-Lixer advertorial. My focus was mainly on creating a compelling and powerful presentation, with special attention to the written content. Considering that a page full of text can be intensive for the reader, I took extra care in designing the plain text to make it as interesting as possible.

<p><b>Kombucha verovert de veranda's van de stad</b></p> <p><b>Voor in grote steden is het Franse drankje populair. Tom Vollebregt en Charlotte Kriger vinden aan de weg van de kombucha (reel in de stad) in 2025 bereiden ze de gefragmenteerde thee wereld bij, maar nu is de tijd om te ontdekken hoe de kombucha community hier in ons klein landje.</b></p> <p><b>Alleen natuurlijke producten</b></p> <p><b>Maakt Kombucha</b></p> <p>Kombucha is een drank die ontstaat uit fermentatie van thee en gist. Door biering van thee met een symbiotische cultuur van bacteriën en schimmels, wordt de thee omgezet in een gezond en smaakvol drankje. Het is een natuurlijke manier om de gezondheid te verbeteren en de smaak van de thee te verbeteren. Het is een drank die ontstaat uit fermentatie van thee en gist. Door biering van thee met een symbiotische cultuur van bacteriën en schimmels, wordt de thee omgezet in een gezond en smaakvol drankje. Het is een natuurlijke manier om de gezondheid te verbeteren en de smaak van de thee te verbeteren.</p>	<p>Van en gisten 'vies' de stad in de Nederlandse provincies. Het is om de meer bekende. Zij hebben vinden is mogelijk, maar vanwege de toevloed van de overheid wordt het niet mogelijk. Dit is de reden waarom de kombucha community hier in ons klein landje.</p> <p><b>Alleen natuurlijke producten</b></p> <p><b>Maakt Kombucha</b></p> <p>Kombucha is een drank die ontstaat uit fermentatie van thee en gist. Door biering van thee met een symbiotische cultuur van bacteriën en schimmels, wordt de thee omgezet in een gezond en smaakvol drankje. Het is een natuurlijke manier om de gezondheid te verbeteren en de smaak van de thee te verbeteren.</p>
<p>60</p>	<p>Voorjaar 2024 Advertorial 61</p>

<p><b>Kombucha verovert de veranda's van de stad</b></p> <p><b>Voor in grote steden is het Franse drankje populair. Tom Vollebregt en Charlotte Kriger vinden aan de weg van de kombucha (reel in de stad) in 2025 bereiden ze de gefragmenteerde thee wereld bij, maar nu is de tijd om te ontdekken hoe de kombucha community hier in ons klein landje.</b></p> <p><b>Alleen natuurlijke producten</b></p> <p><b>Maakt Kombucha</b></p> <p>Kombucha is een drank die ontstaat uit fermentatie van thee en gist. Door biering van thee met een symbiotische cultuur van bacteriën en schimmels, wordt de thee omgezet in een gezond en smaakvol drankje. Het is een natuurlijke manier om de gezondheid te verbeteren en de smaak van de thee te verbeteren.</p>	<p><b>Dit is een titel</b></p> <p><b>K-lixer de onsterfelijkheidsthee</b></p> <p><b>Kombucha verovert de veranda's van de stad</b></p> <p><b>Voor in grote steden is het Franse drankje populair. Tom Vollebregt en Charlotte Kriger vinden aan de weg van de kombucha (reel in de stad) in 2025 bereiden ze de gefragmenteerde thee wereld bij, maar nu is de tijd om te ontdekken hoe de kombucha community hier in ons klein landje.</b></p> <p><b>Alleen natuurlijke producten</b></p> <p><b>Maakt Kombucha</b></p> <p>Kombucha is een drank die ontstaat uit fermentatie van thee en gist. Door biering van thee met een symbiotische cultuur van bacteriën en schimmels, wordt de thee omgezet in een gezond en smaakvol drankje. Het is een natuurlijke manier om de gezondheid te verbeteren en de smaak van de thee te verbeteren.</p>
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<p>66</p>	<p>Voorjaar 2024 Recepten 67</p>



# Design Advertorial

## Create

Here is my final design for the advertorial. The colors red and beige, which I also use in my K-Lixer products, were deliberately chosen. With the recipes, my goal was to have the photos draw attention first, followed by an easy-to-read recipe.



## Kombucha verovert de terrassen

K-Lixer de onsterfelijkheidsthee

60 Voorjaar 2024 Advertorial



### Aleen natuurlijke producten

Kombucha is een van de meest populaire dranken ter wereld. Het wordt gemaakt van natuurlijke ingrediënten zoals thee, suiker en gist. Het is een gezonde drank die kan helpen bij het verbeteren van de spijsvertering en het versterken van het immuunsysteem.



### Onsterfelijkheid

Onsterfelijkheid is een belangrijk aspect van kombucha. Het is een natuurlijke manier om de groei van schimmels en bacteriën te voorkomen. Dit kan worden bereikt door het gebruik van natuurlijke ingrediënten en het handhaven van een stabiele omgeving.



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### Van dit formaat zijn er misschien maar tien in Europa.

Salades met kombucha zijn een populaire keuze voor mensen die op zoek zijn naar gezonde en smaakvolle opties. Deze salades zijn vaak gemaakt van verse ingrediënten en worden afgewerkt met een heerlijke dressing.




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## Salades met kombucha

Deze salades zijn gemaakt van verse ingrediënten en worden afgewerkt met een heerlijke dressing. Ze zijn niet alleen gezond, maar ook heerlijk smaken.



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## SALADE VAN VIJFKRUIDEN-EEND & CAVOLO NERO MET SESAMCASHEWS

64 Voorjaar 2024 Recepten



## JAPANESE BAVETTES-SALADE MET KOMBUCHA & LOTUS-CHIPS

65 Voorjaar 2024 Recepten



## KIPSALADE MET SESAM-MISODRESSING

66 Voorjaar 2024 Recepten



## SALADE VAN GARNALEN, MANGO & ZWARTE RIJST MET KOKOS-KOMBUCHADRESSING

67 Voorjaar 2024 Recepten



## POMPOEN-BIMISALADE MET PITTIGE TOFU

68 Voorjaar 2024 Recepten



# Packaging

## Create

These are my dies, complete with score lines and cutting lines, as well as a version without these lines. I mainly focused on the presentation of the flavors to the customer and how this becomes a streamlined series of flavor variants, each marked with different colors. On the next page you will find the latest addition to the range of flavor variants.



# Packaging #2

## Create

These are my dies, complete with score lines and cutting lines, as well as a version without these lines. I mainly focused on the presentation of the flavors to the customer and how this becomes a streamlined series of flavor variants, each marked with different colors. On the next page you will find the latest addition to the range of flavor variants.



# Packaging #3

## Create

This is the last flavor variant:  
Mom & Raspberry.





# Packaging Photos

## Create

Here you can see photos of the packaging that I designed. These designs will later be printed on higher quality paper so you can get a realistic idea of what they will look like. On the next page you will find the last variant of the flavor pack



# Packaging Photos #2

## Create

Here I present the latest packaging from Mom & Raspberry.

I also designed the packaging in 3D using the Blender program. This gives the customer a better idea of the product.



Link naar verpakking  
3D Mom & Raspberry



Link naar verpakking  
3D Granes & Flowers



Link naar verpakking  
3D Ginger & Berry





# Website

## Create

I would like to present my website, of which I share a screenshot here. While building the site I gained valuable experience with WordPress. I have worked to ensure that the website functions smoothly, both on tablets and mobile phones.

I'm especially proud of the overall layout and consistency with the branding of my project. However, I ran into a challenge, namely the fact that not everything was possible in WordPress. For example, I wanted to ensure that the Raw Living Flavours video also played smoothly on mobile devices, but unfortunately this resulted in only the YouTube video being displayed.

The packaging used here comes from Blender 3D and I made it myself.



[Link naar website](#)