

# Bloomorphosis

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# Briefing

Must create a visual identity for the Bloom Festival 2025. Signals a focus on nature and design. Introduces a series of energy drinks – Collab, developed especially for the festival.

*Original can designs*



# Target Audience

**Collab's target audience is health-conscious individuals who seek a clean, energizing boost.**

Ex. someone who cares about wellness, clean health products, and is mindful about skincare, especially since Collab highlights collage as a key ingredient.

**For the Bloomorphosis Bloom Festival x Collab collaboration, target audience hones in on the festival-goers within Collab's original target group.**

Ex. someone looking for refreshing, clean drinks with a burst of energy to keep them feeling fresh and vibrant throughout the event.

# Brand Identity

## What makes us different?

Naturally functional sodas designed around transformation — clean, bright, and built to evolve.

## Brand personality

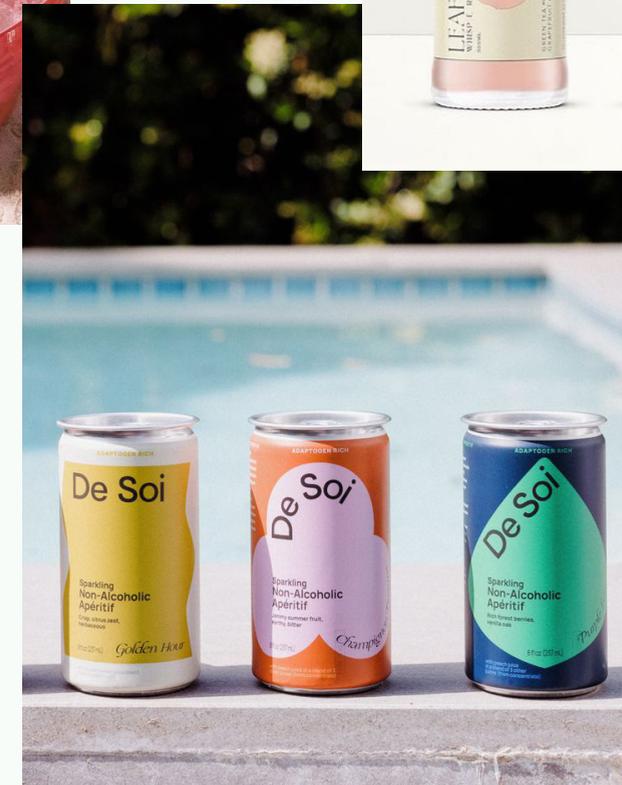
Clear, energizing, thoughtful

## Core values

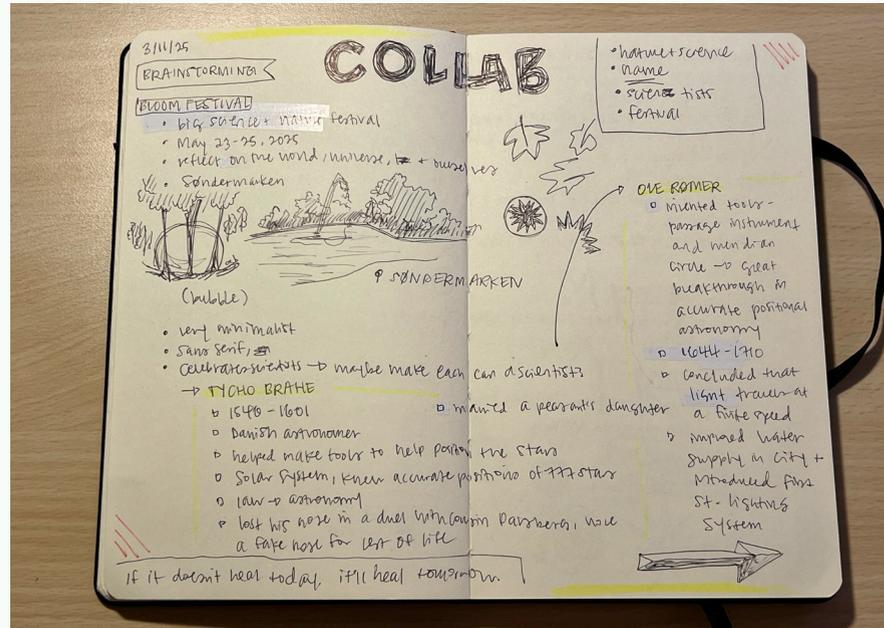
Transformation, clarity, joy

# Research and Inspiration

Minimalistic?



# Research and Inspiration

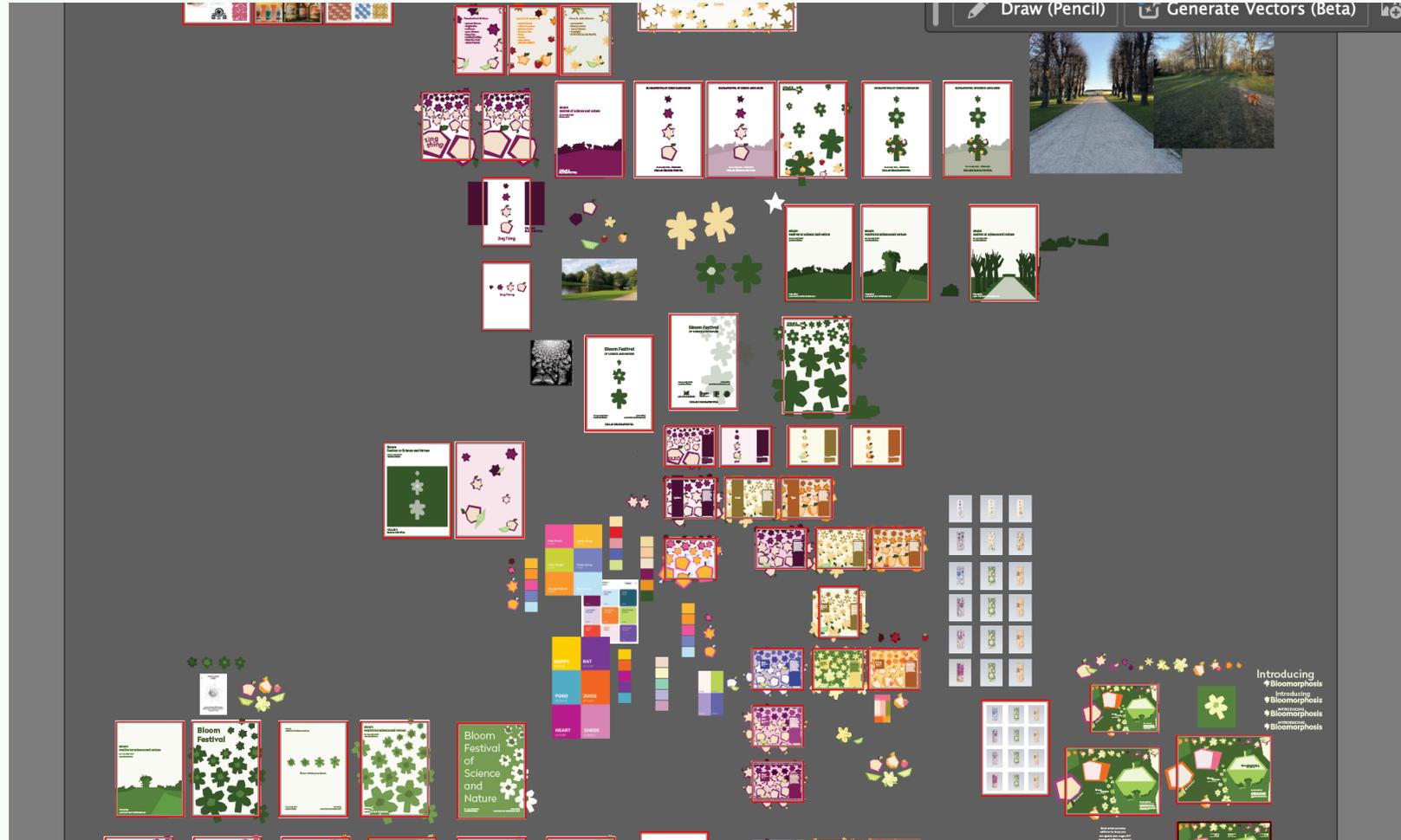


Landscape idea

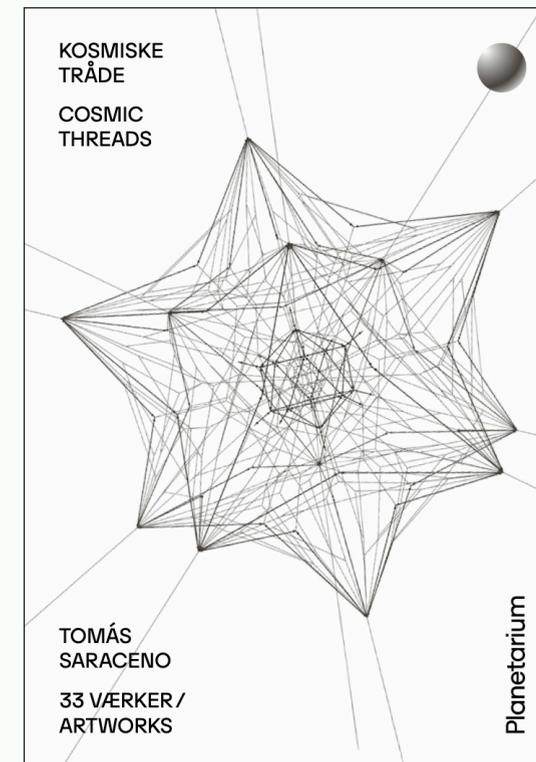


Minimalistic design

# Ideation and Concept Development



*Cosmic Threads*

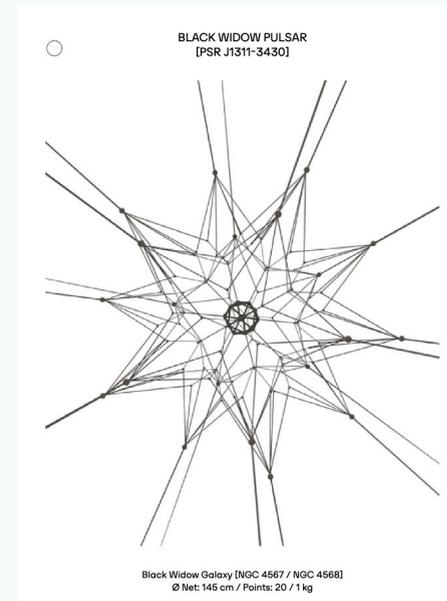


Metamorphosis

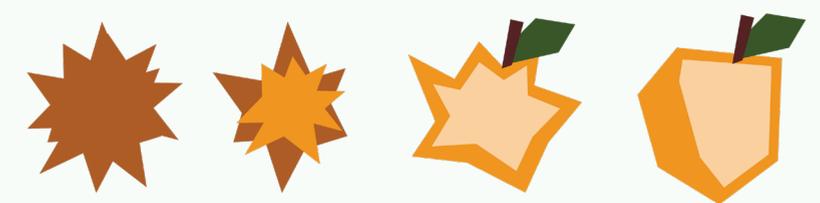
# Visual Elements Development



black widow pulsar (psr j2051-0827)  
**PASSIONFRUIT**



black widow pulsar  
**APRICOT**



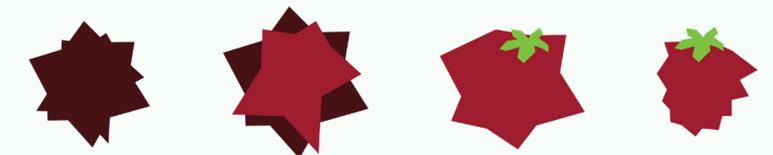
x-ray binary  
**ELDERFLOWER**



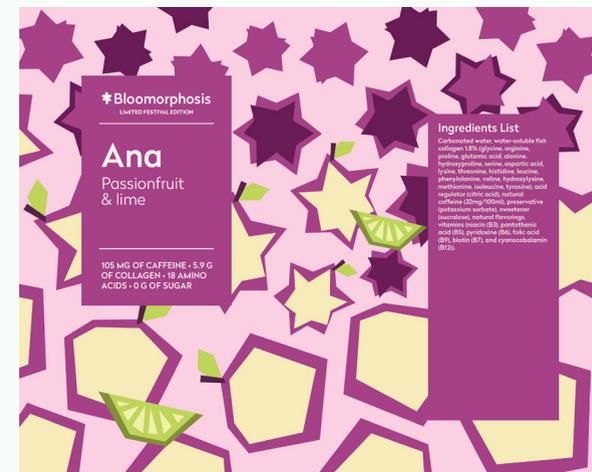
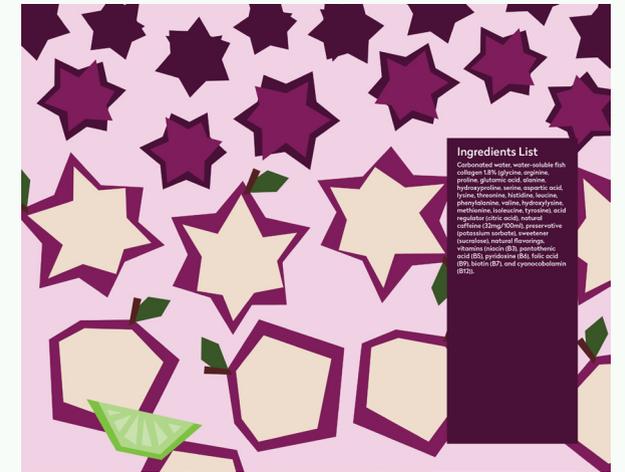
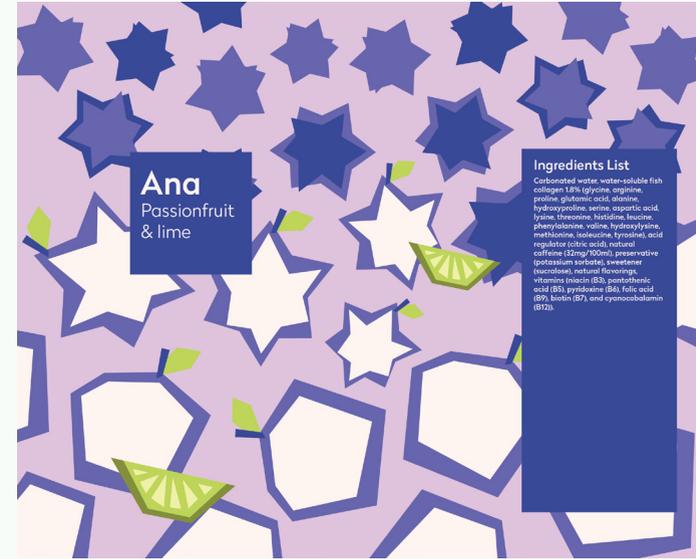
heliacal rising 267  
**LIME**



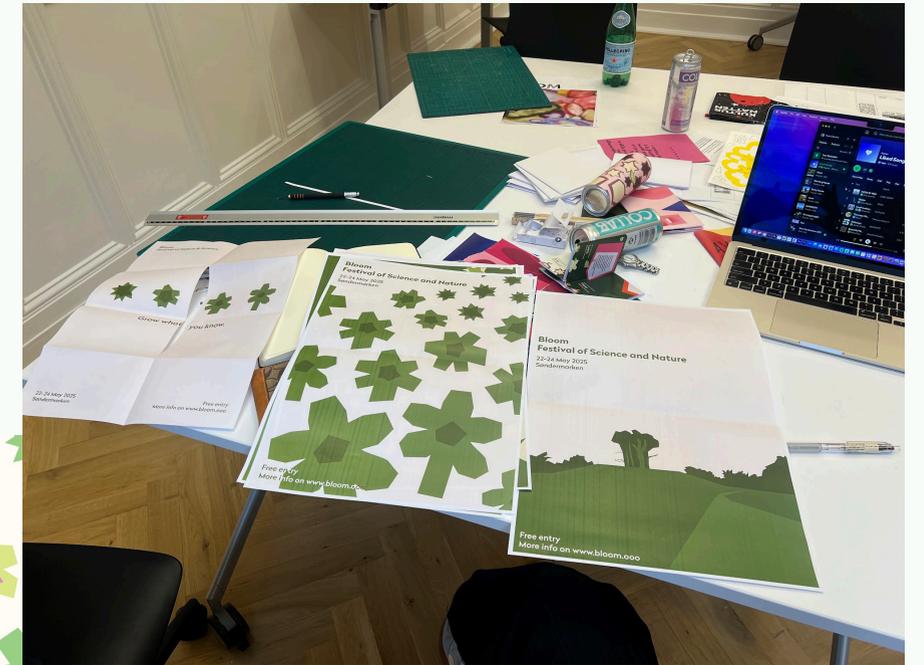
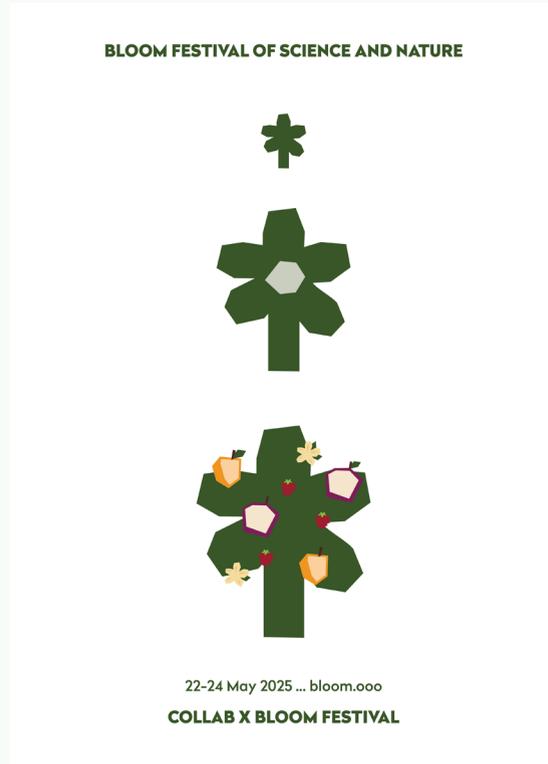
monster star  
**RASPBERRY**



# Packaging Development



# Poster Development



# Magic Folder Development



# Animation



Drink it.  
Feel it.  
Bloom.

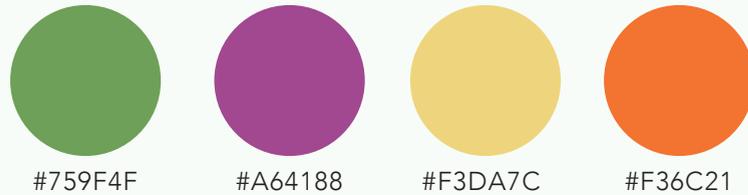
\*Bloomorphosis



# Final Design Choices

Font choice is Radikal (Medium and Light)

Color palette is as shown below – aiming to achieve summer-y essence



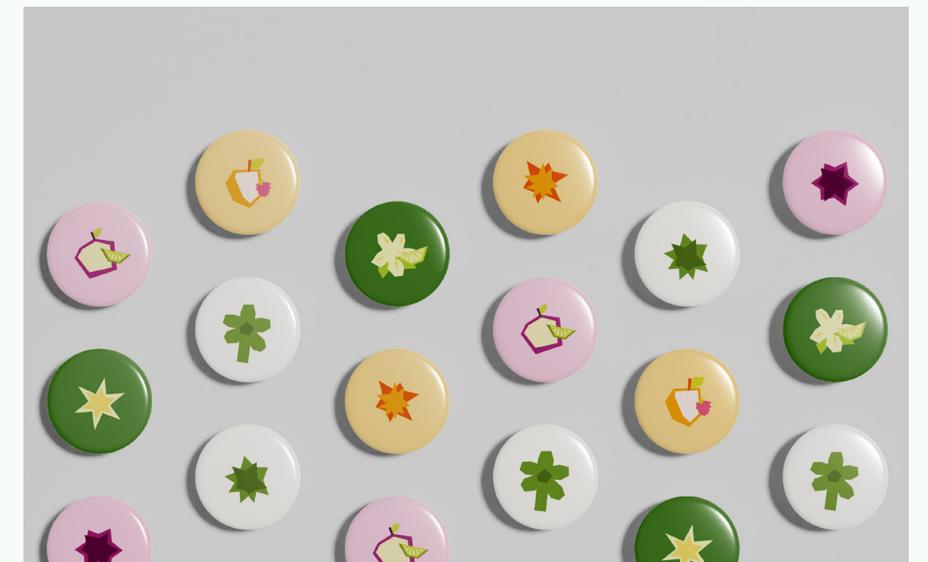
Example of packaging flat design is shown in for Ana (passionfruit & lime)

Ana flat packaging



**Final Design...**





# Reflection

## **Favorite part of the project?**

Resonating with Escher idea (lots of motivation to work hard / lots of passion), and creating mockups.

## **Most challenging part?**

Magic folder. Creating individual parts that must complete a whole (illustration) was difficult to visualize. Lots of trial & error.

## **What I would do differently?**

Spend more time on animation – happy with it, but I know I can do more.  
Something more Escher-related?

## **Main takeaway?**

Feeling passionate about something = makes the project more personal.  
Thoroughly enjoyed this project, makes me appreciate branding more.

**Thank You!**