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Hello! My Name is Shelby Burns.

I am a Graphic Communication Student. Concentrating in UX/UI. And of course.......... A Kombucha Lover!
When you compare wineries to Kombucha companies, there is a significant opportunity in the market for more Kombucha brands. This project aims to establish comprehensive design guidelines, determine the most environmentally friendly printing method for packaging, create initial packaging concepts that incorporate labeling for those with visual impairments, and create initial packaging concepts, including the completion of the beverage product itself.

I would like to take advantage of creating the brand identity: logo, label, and packaging for “BurnsBucha,” a Kombucha company my sister and I envision establishing.
**Objective**

**Logo Objective:**
Design a universally appealing logo for GRC. Measure success by conducting a survey among GRC email recipients, analyzing responses to ensure widespread acceptance and positive reception.

**Package Design Objective:**
Develop a visually appealing package for kombucha with an integrated visual impairment scanner for enhanced accessibility.

Ensure DEI principles are effectively incorporated by consulting with Colleen, leveraging her expertise from GRC 337. Seek guidance on implementing the scanner feature. Conduct weekly meetings with my sister and a recent graduate student for ongoing feedback and collaboration to signify progress in package design.

**Label Objective:**
Create a distinctive label design for the kombucha cans. Evaluate success through a survey posted on the “BurnsBucha” Instagram account, analyzing feedback to verify that the label design serves its intended purpose effectively.
# Time Line

<table>
<thead>
<tr>
<th>BurnsBucha Branding</th>
<th>Oct '23</th>
<th>Nov '23</th>
</tr>
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<tbody>
<tr>
<td><strong>Research</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work on Proposal Presentation</td>
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<td>0%</td>
</tr>
<tr>
<td>Post journey intro on Instagram</td>
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<td>0%</td>
</tr>
<tr>
<td>Start Logo Concepts</td>
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<tr>
<td><strong>Branding - logo</strong></td>
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<td></td>
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<tr>
<td>Group Check In @ 3:00 pm</td>
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<td>0%</td>
</tr>
<tr>
<td>Post Baby Scoby on Instagram</td>
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<td>0%</td>
</tr>
<tr>
<td>Social Poll on Instagram - Logo</td>
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<td>0%</td>
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<td>Finalize High Resolution Logo Files</td>
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<td>0%</td>
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<tr>
<td><strong>Branding - Packaging</strong></td>
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<td></td>
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<tr>
<td>Design 3 concepts for packaging</td>
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<td>0%</td>
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<tr>
<td>Add Naviscan to package design</td>
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<td>0%</td>
</tr>
<tr>
<td>Work on can label cohesively</td>
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<td>0%</td>
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<tr>
<td>Social Poll on Instagram - Packaging...</td>
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<td>0%</td>
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<tr>
<td><strong>Mockups - Revisions</strong></td>
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<tr>
<td>Make everything look good together</td>
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<td>0%</td>
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<tr>
<td><strong>Physical Prototypes</strong></td>
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<td></td>
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<td>Use Consberg label to print the pack...</td>
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<td>0%</td>
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<td>Print can label design</td>
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<td>Complete high quality prints</td>
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<td><strong>Final Project Presentation</strong></td>
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<td>Project Showcase Presentation</td>
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<td>0%</td>
</tr>
<tr>
<td>Reflection</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>
Research

Strength to Adopt:
- I find the emphasis on “Compliance with Labeling Regulations” in this resource to be crucial. Ensuring that our packaging adheres to all relevant regulations, including accurate ingredient lists and nutrition facts, will be essential. It’s a strength we should definitely incorporate to build consumer trust and satisfaction.

Weakness to Improve:
- The mention of the “Complexity of Sugar Content” caught my attention. I understand that determining sugar content can be tricky due to changes during fermentation. To improve our project, we should address this issue by providing clear and transparent information about sugar content on our packaging, potentially specifying both pre-fermentation and post-fermentation sugar levels, if applicable.

Strength to Adopt:
- I appreciate the emphasis on “Simplicity and Readability” in label design mentioned in this resource. I believe that adopting this strength will be beneficial for our project. It ensures that our label design is clear, concise, and easily understandable to consumers, making it more effective in grabbing their attention.

Weakness to Improve:
- The resource also talks about the importance of “Sustainability and Transparency” in label design. To enhance our project, we should incorporate these trends by highlighting environmentally-friendly aspects of our packaging and being transparent about the sourcing of our Kombucha ingredients and production processes. It aligns well with current consumer preferences and industry trends.
Plan WBS Chart

Research
- Market Research
  - Explore Market Trends Report, Competitor Analysis, Target Audience Profile, Market Growth Projections
- Kombucha Consumer Analysis
  - Consumer Feedback Summary
  - Gather input from polls on Instagram
- Labeling Regulations and Inclusive Design Research
  - Compliance Checklist
  - Accessibility Guidelines
  - Packaging Research
  - Packaging Material Options Report

Redesign
- Logo Concepts
  - Create Initial Logo Concepts (3-5)
  - Create a social poll on Instagram
  - After the poll, establish a final Logo Design High-Resolution Logo Files.
- Guidelines
  - Play with Logo Variations that come from your initial logo - (color, black & white, etc.)
  - Have a design guideline sheet for the Typography, color, and typeface selection for Logo
- Packaging
  - From variations above display logo on packaging, (3-5 variations)
  - Include visual impairment scanner
  - Establish final packaging design
- Label
  - Label Concepts for One Flavor
  - (If time permits)
  - Final Can Label Design
  - Nutrition Facts and Ingredients Panel

Prototypes
- Develop Mockups for small 6 pack can Packaging, and for can label
- Print - and Edit/Revise Designs

Final Draft
- Obtain all physical packaging and labels
- Senior project showcase
“The third concept of the Burnsbutcha logo emerged as the favorite among 30 participants in an Instagram poll. Its popularity stemmed from its clarity, conciseness, and ease of readability.”

Explanation:

Using a poll on Instagram with a group of participants provides a more reliable indication of public opinion compared to a small sample size or personal preference. The term “poll” implies a structured and collective assessment, reflecting a broader consensus among a specific group of individuals. In this context, it’s a better approach because it involves gathering opinions from multiple people rather than relying on individual judgment. Therefore, referencing an “Instagram poll” gives more credibility to the outcome as it suggests a wider representation of preferences within the specified group.
LABEL RESULTS

Another Instagram poll was used for my label, out of the three that I drafted the ultimate favorite was the Blue Berry Pine can label. From there I went forward and drafted my package.
BURNSBUCHA
SMALL BATCH • HARD KOMBUCHA • SLO-ly MADE

BLUEBERRY PINE

6 PACK      ALC 5% VOL    12 FL

*KOMBUCHA is a fermented tea that has naturally occurring alcohol. DO NOT consume if you are avoiding alcohol due to pregnancy, allergies, sensitivities, or religious beliefs*
SUCCESSFUL ASPECTS:

My project served as an enriching experience, allowing for a comprehensive exploration into establishing a brand identity encompassing logo, label, and packaging. I also dived into a lot of legal questions when it comes to making an FDA approved beverage for sale, etc.

Utilizing past experiences and envisioned goals helped me work on the “feel” I wanted to incorporate into the project’s design elements.

1. Initial Design Focus:
   - The can label design is the main visualization of the brand/logo and design extensions. So I wanted to make sure the can label can be fluid and change from flavor to flavor while looking cohesive,

2. Revised Priorities:
   - I had to remind myself that this isn’t a kombucha making project but to really go back on the mindset to emphasize the design.

Areas for Improvement:
While progress was on schedule, a significant concern arose regarding the postponement of packaging design due to the initial focus on the can label. Acknowledging the need for a more balanced approach to maintain a cohesive timeline between design aspects and production goals for future projects. Emphasizing structured planning to ensure smoother project progression while adhering to set objectives.