



Tabor Cote

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Con tents

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AVAK more than just a drink, It's a community

For this project I found it extremely important to do a good amount of research before starting to sketch or design the AVAK brand and logo. To start I reached out to those in the Fijian and Kava communities. I also reached out to a handful of pacific kava brands asking for any tips they had for avoiding cultural appropriation when making my designs, while at the same time showcasing and incorporating the culture.

I decided to use more angular lines and forms since many Fijian art pieces and Fijian kava ceremonial bowls all had geometric like forms on them. I also noticed that they use a lot of triangles and sharp angular forms in their art, so I decided to also incorporate that. After talking to the professor and class I also half way through the designing process decided to switch from uniform lines to a more rough brush stroke look. This in the end helped to add a roughness and organic feeling to the whole logo. The name AVAK came from a simple switchover of the word kava but backwards. Interesting enough it took over 30 ideas to get to this simple solution name. I also really did not want to use a brand name that had the regular spelling of kava in it, since so many other brands use kava in their brand name. I wanted my brand to stand out in the market.

For the typography for this project I knew of one type face I defiantly wanted to use which is Atkinson Hyperlegible, which was a typeface made for the hard of seeing and can be still readable even when the words look blurry. I thought this would be important as when you drink a lot of kava/ drinking in general your eyesight tends to be less sharp then when sober. While Kava doesn't completely remove your cognitive functions as much as alcohol does. It can still at least for myself make me super calm, relaxed, bubbly, and things start to blur as my eye lids begin to feel heavy. It is important for those who will be drinking from the bottle understand what is on it, even if they are intoxicated in some way. For the title and heading font I chose Astroman which is a modern yet sort of quirky typeface. I thought it

suited this project because it mimicked some of the shapes I saw in pacific art while also adding a modern twist.

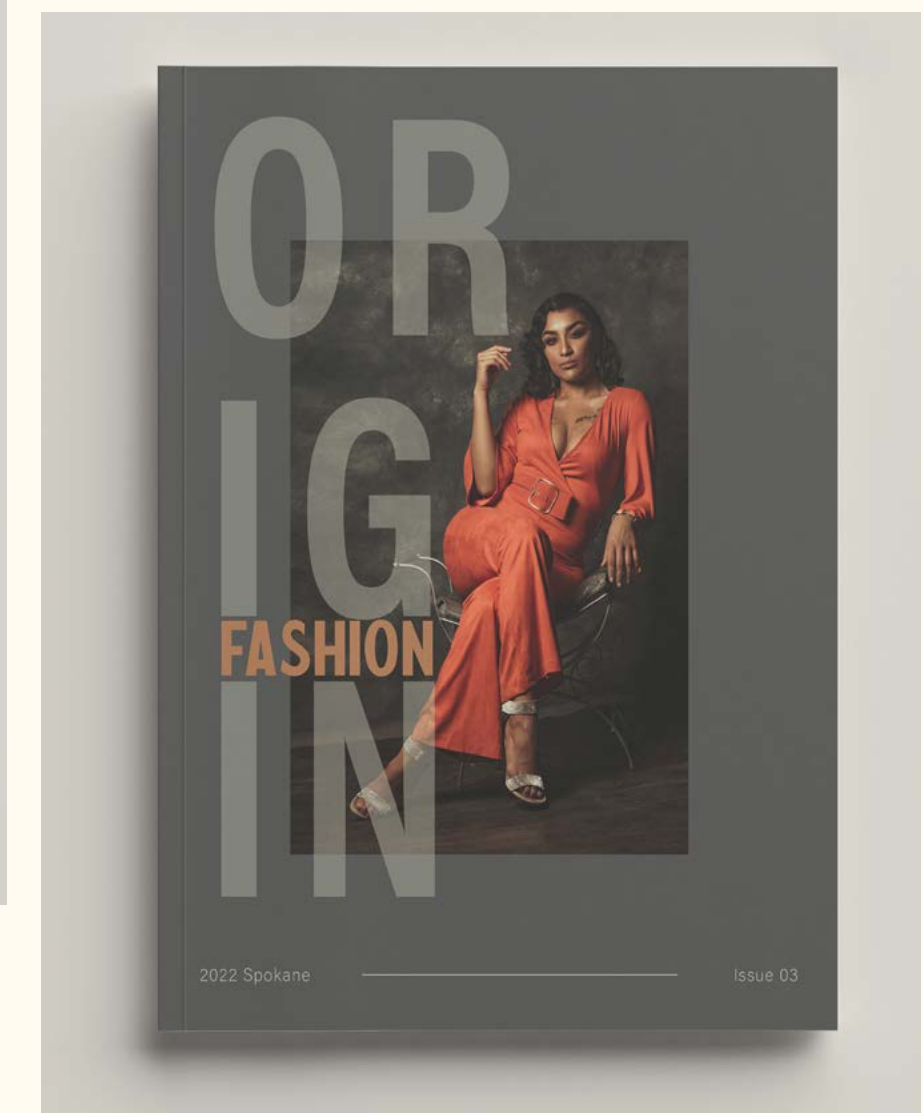
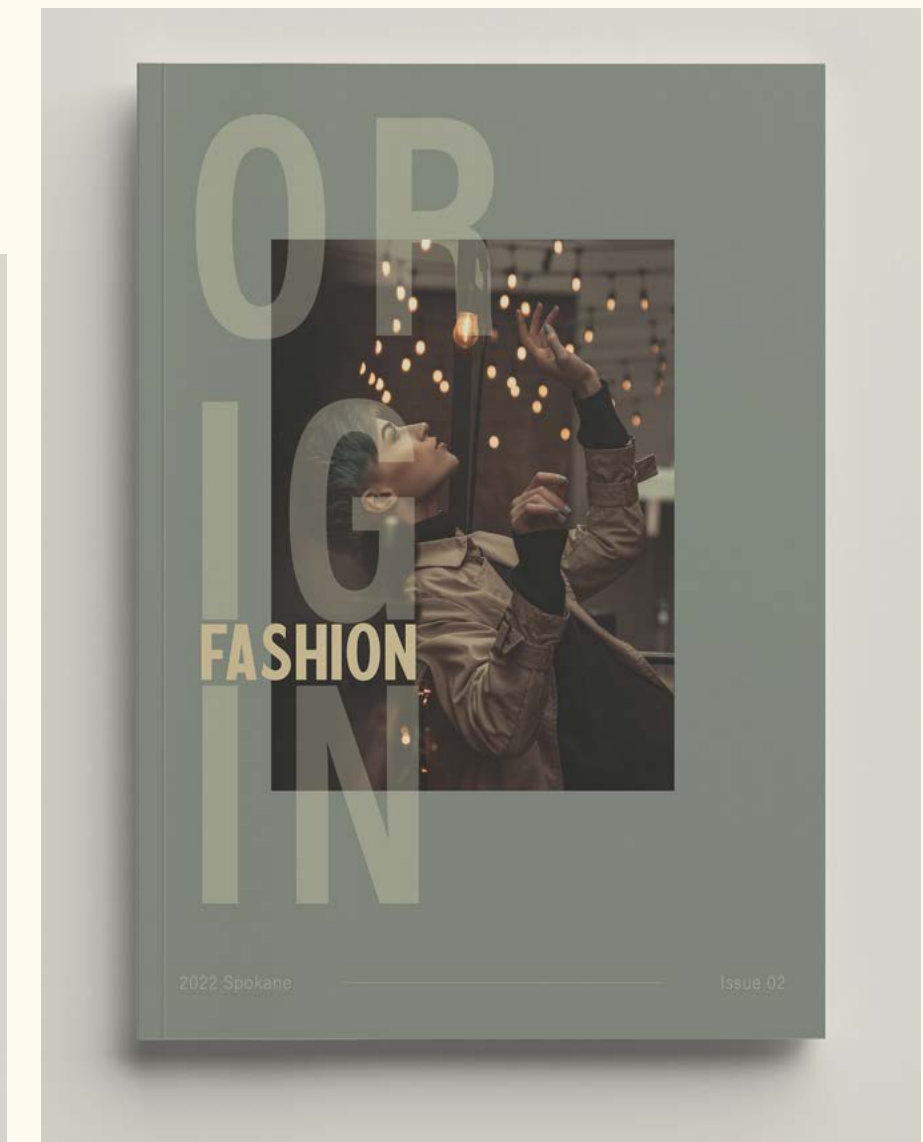
When considering color pallets, I went through quite a few, I wanted to use bright tropical like colors as to represent the fruit flavors that would be included in the kava drink while at the same time be eye catching for college students and look appetizing. Since regular kava to most people does not look appetizing at all. It resembles muddy water and tastes similar too without any added flavoring. This is also why I decided to do a few flavors, as well as have the base flavor be a coconut blend. As to further mask the earthy taste of plain kava. I ended up choosing colors based off the illustrations I did inspired by the actual fruits I used for the flavors. For example I used a pink and green on the guava bottle since those were the colors of the guava illustration, and so on for the other bottles. However I kept the logo the same color a white/ cream on all the bottles as to add a cohesiveness element.

For the Mock-ups I decided to continue to keep it simple and use a color backdrop that was similar to the accent/ title colors on the bottle. This in turn helped accentuate the accent colors in the design and help them stand out on the bottle more. I also did a shot with the bottles on a fridge shelf, as that is probably where they would be if students owned them. For the deliverables I decided to design a package design for dry powdered kava, for those who wanted to make it themselves. I also designed a simple pattern for cheese cloth. Since you need cheese cloth if you are going to make kava at home. My third deliverable was a traditional kava bowl made for mixing kava, I just added the logo onto it making seem like it was painted on. A simple touch for a simple object.



05

Origin is a Spokane Washington Fashion magazine. Origin's goal is showing the world the vibrant and creative world that is Spokane Fashion as I feel it is often overlooked. The Magazine explores Spokane fashion trends and all things in the fashion world from runway shows to local brands and models. All photographs are taken by myself.





- LAURA PITCHER

The line between art and fashion has long been blurry, made more so by the wearable art movement that aimed to get art off the walls of museums onto human bodies as the mode of exhibition. Originating with a generation of artists practicing in the '60s and '70s, wearable art is a concept that has seen a new resurgence in the millennial age.

In our current era of fast-fashion and overproduction, some artists and designers are investing into handcrafted techniques and custom pieces, creating clothing that you could also hang on your wall. New York-based luxury men's brand Robert Graham recently announced that they'd be celebrating their 20th anniversary with a wearable art capsule wardrobe. Releasing a series of artist collaborations for the fall/winter 2021 season, the brand's president Andrew Berg recently told WWD that they're "known as a brand that produces wearable art," and that the collections are a "big initiative moving forward."

Estelle Tcha, a classically-trained painter based in Seoul, Korea, has developed a practice of using clothing as her canvas. Painting on archival Dior pieces, she launched her brand eee Official as a way to make "sharing value" in the art world easier by making the practice of collecting art more accessible. "Art and fashion have always been an inseparable part of me, so it was only a matter of time for me to find a way to combine the two as a way to express myself," she told Observer. "I realized that the most significant difference in fine arts and fashion are in their identities: fashion has the function of being worn, and art, though technically function less, is seldom a multiple. Their difference is where I saw potential partnership between the two."

Customization is an important element to Tcha's work. Previously tailoring vintage pieces into "portable frames" by creating holes in the back of the jackets or using velcro on the margins of the unstretched canvas, she now works with a seamstress to ensure the paintings are removable and, in turn, interchangeable. "The past few years have been progressive in accepting diversity and difference, and society has generally been more encouraging of people to accept and embrace their unique identities," she said. "Customization options have become a must in every brand's agenda, and what could be more personal and personalized than art?"

Tcha considers herself an artist first and always, and is currently "working towards becoming a better designer." Growing up in Western Australia, she said she was always drawing, painting, and making. Her current work for eee explores her interest in life and death through her "Smoking Zodiac" series. One painting, she said, takes one to three days and some have up to 40 layers to them. "By wearing a painting framed by a hand-picked, repurposed vintage eee jacket, one activates the piece," she said. "The painting, which was once 2-D, becomes sculptural. It becomes animated, as it is no longer immobilized by being hoisted onto a white wall." The line between art and fashion has long been blurry, made more so by the wearable art movement that aimed to get art off the walls of museums onto human bodies as the mode of exhibition. Originating with a generation of artists practicing in the '60s and '70s, wearable art is a concept that has seen a new resurgence in the millennial age.

In our current era of fast-fashion and overproduction, some artists and designers are investing into handcrafted techniques and custom pieces, creating clothing that

ORIGIN

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Michelle B
Suit and Tie

Megan River
Fire & Ice
Redleaf Vintage

INTE-GRATING

Emotion

Have you ever heard the expression, "If you dress better, you'll feel better"? Most people roll their eyes at this claim— how could fabric and textiles alter our mental cognition and attitudes towards ourselves? Well, if you belong in this camp of skeptics, keep reading.

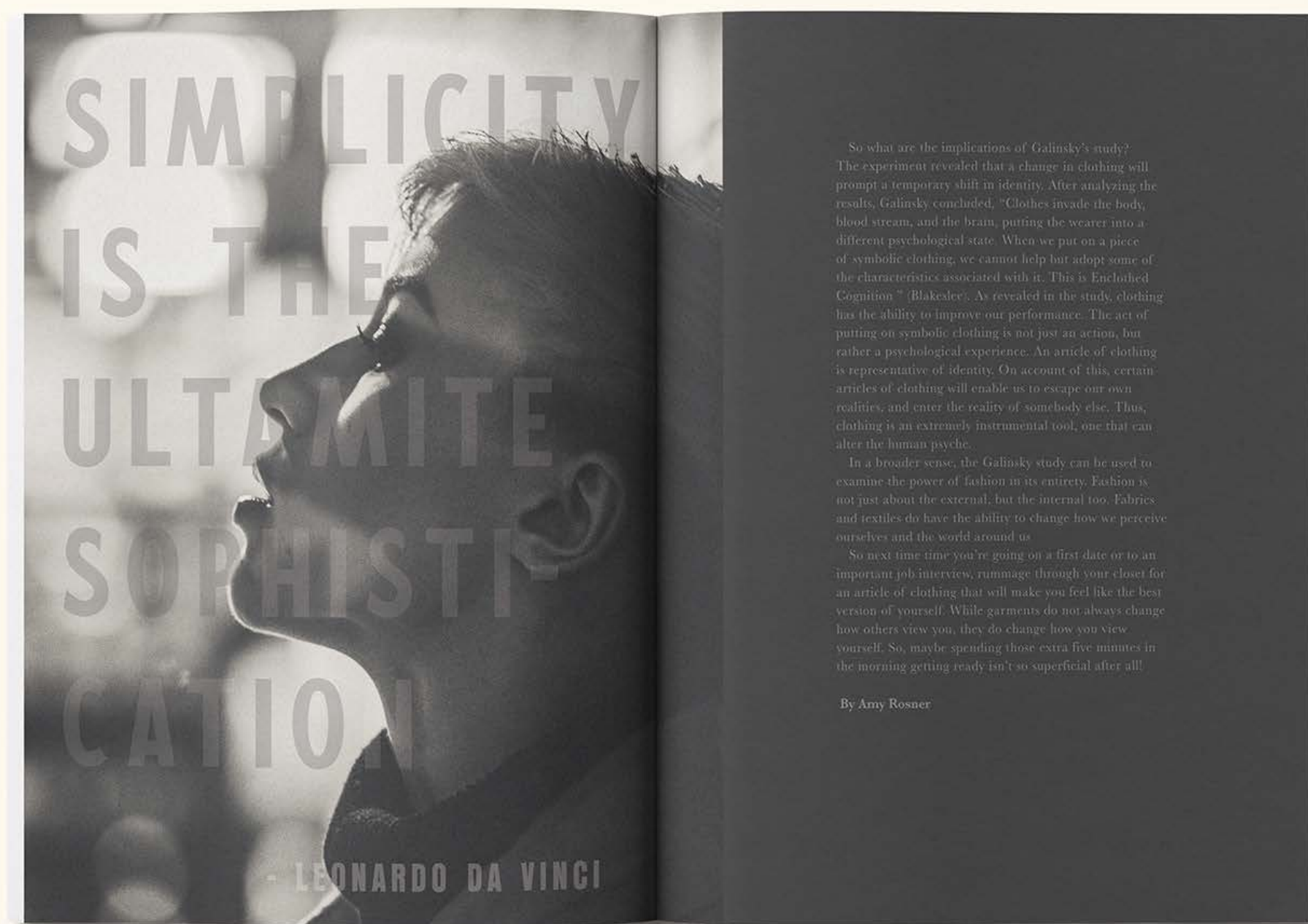
There is now scientific evidence to support the claim that clothing can affect our emotions, performance, and mental psyches. Experts have coined the term Encloded Cognition: the systematic influence that clothes have on the wearer's psychological processes and abilities.

Let's break this complex theory down a bit. Certain articles of clothing are associated with a prototype: lab coats for doctors, uniforms for athletes, and smocks for painters. When an individual wears symbolic clothing, they momentarily assume the role of that prototype. In doing so, they adopt the skill-sets associated with that role. Research has revealed that doctors are affiliated with attentiveness, athletes with determination, and painters with creativity. Dr. Galinsky, a leading researcher at the "Journal of Experimental Social Psychology" administered a study which revealed the Encloded Cognition effect. The experiment tested that by wearing the clothes associated with three traits: attentiveness, determination, and creativity, there would ultimately be an acquisition of these traits. Galinsky divided the participants into two groups, where half of the subjects wore symbolic clothing, and the other half wore informal clothing. The findings disclosed that the subjects in symbolic clothing significantly outperformed their opponents in their respective areas.

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ORIGIN

ISSUE 01



So what are the implications of Galinsky's study? The experiment revealed that a change in clothing will prompt a temporary shift in identity. After analyzing the results, Galinsky concluded, "Clothes invade the body, blood stream, and the brain, putting the wearer into a different psychological state. When we put on a piece of symbolic clothing, we cannot help but adopt some of the characteristics associated with it. This is Encloded Cognition." (Blakeslee). As revealed in the study, clothing has the ability to improve our performance. The act of putting on symbolic clothing is not just an action, but rather a psychological experience. An article of clothing is representative of identity. On account of this, certain articles of clothing will enable us to escape our own realities, and enter the reality of somebody else. Thus, clothing is an extremely instrumental tool, one that can alter the human psyche.

In a broader sense, the Galinsky study can be used to examine the power of fashion in its entirety. Fashion is not just about the external, but the internal too. Fabrics and textiles do have the ability to change how we perceive ourselves and the world around us.

So next time you're going on a first date or to an important job interview, rummage through your closet for an article of clothing that will make you feel like the best version of yourself. While garments do not always change how others view you, they do change how you view yourself. So, maybe spending those extra five minutes in the morning getting ready isn't so superficial after all.

By Amy Rosner



02

An Album redesign for a female artist who's songs are based around God, worship and Christianity. The brand strives for self confidence and the belief that ones self can anything they set their mind alongside their true faith in God.

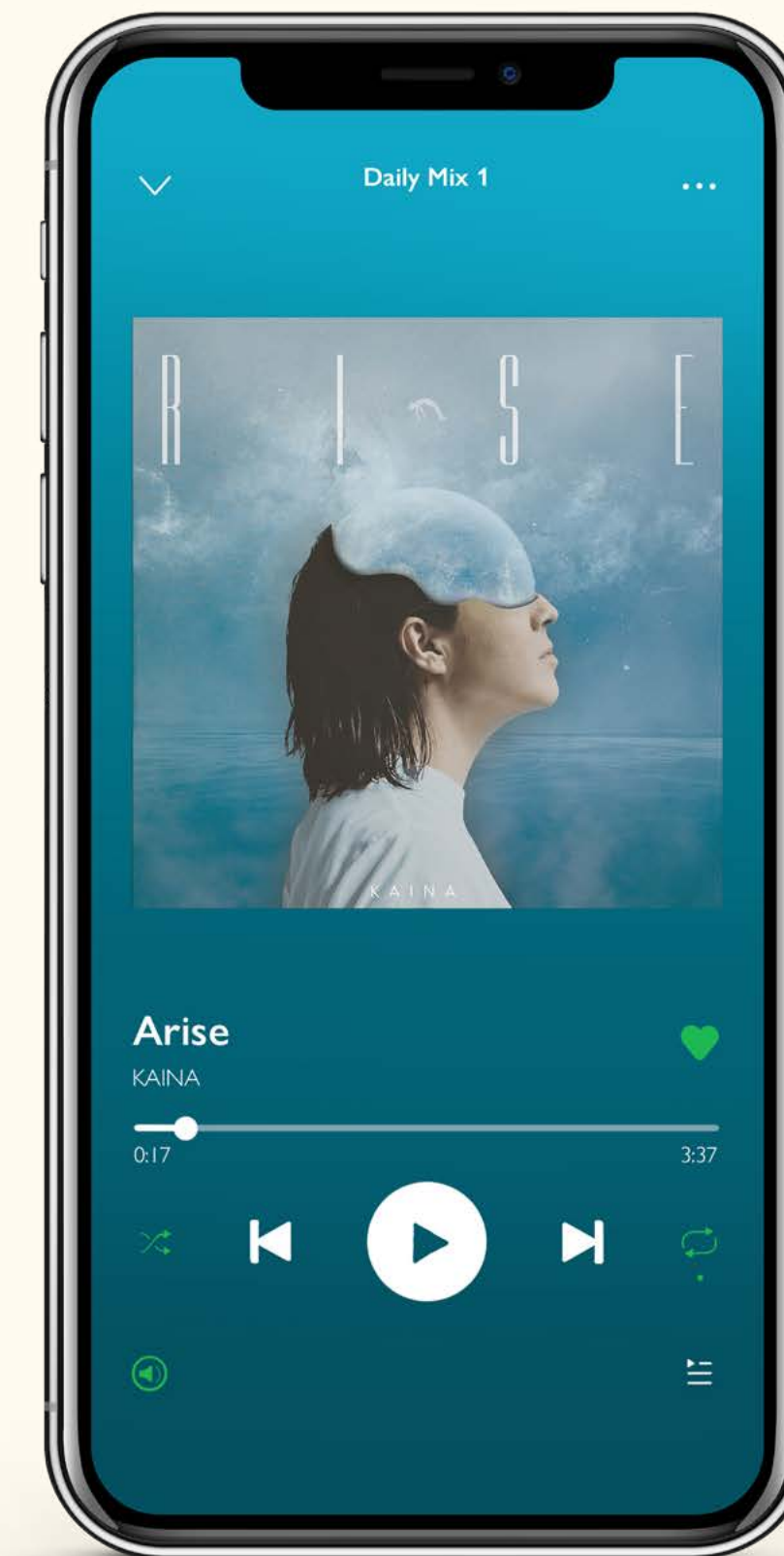




Spotify Interface created from scratch by me, Phone mock-up is from Adobe Stock.



CD version of the larger Vynl version.
Background photo of Detroit city, where
artist grew up.



Interface of Spotify mock
up created by me.

07

The 2024 Steven Spielberg movie convention is having its annual movie convention showing all the new movies of the past years and delving into all things movies. (Left, I created the mock up, minus the poster texture. Which came from a separate pre made mock up).



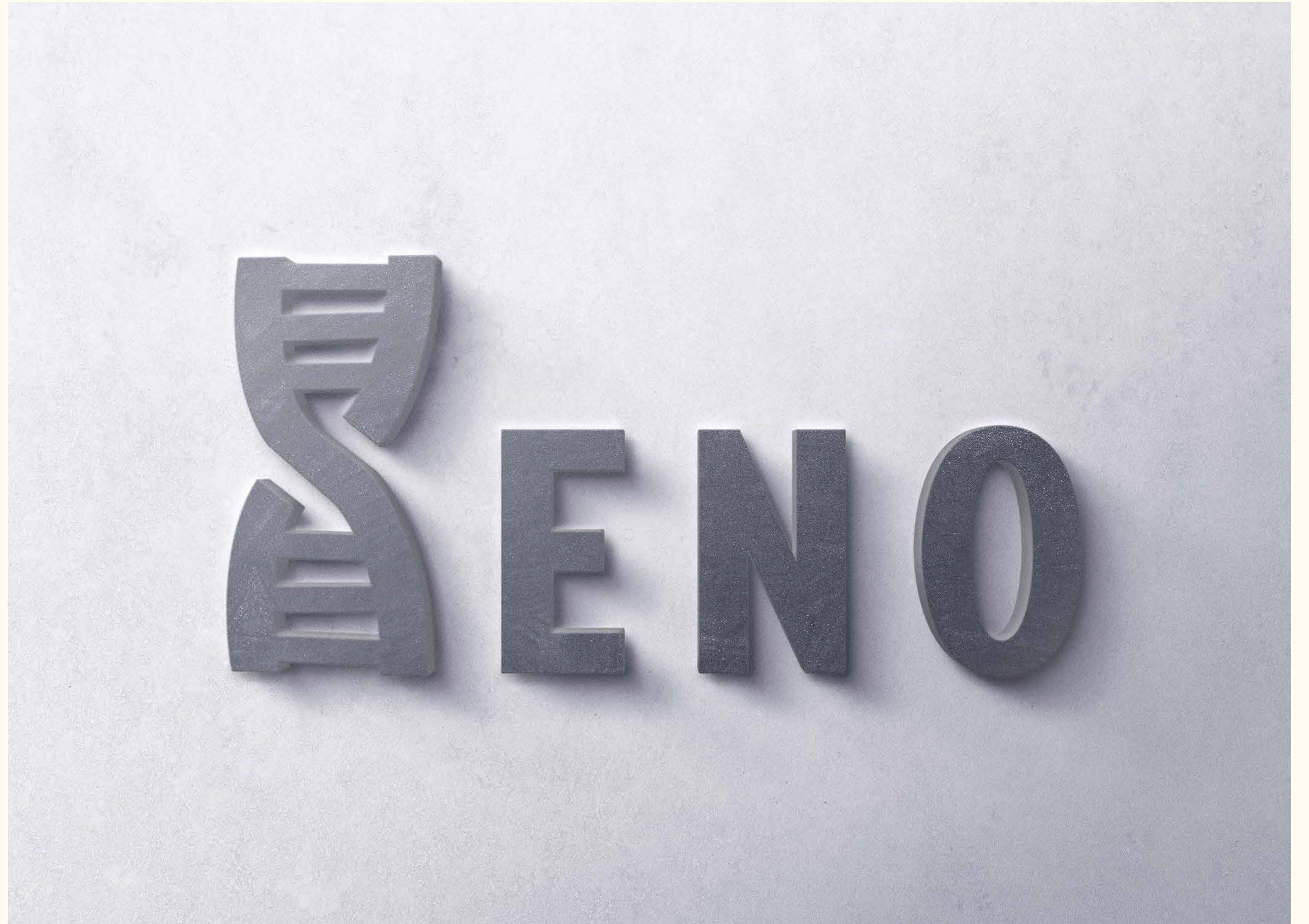


This Brochure goes into the details about main movies and events during the convention. Wordmark Typeface created from scratch. All letters based off of the S form.

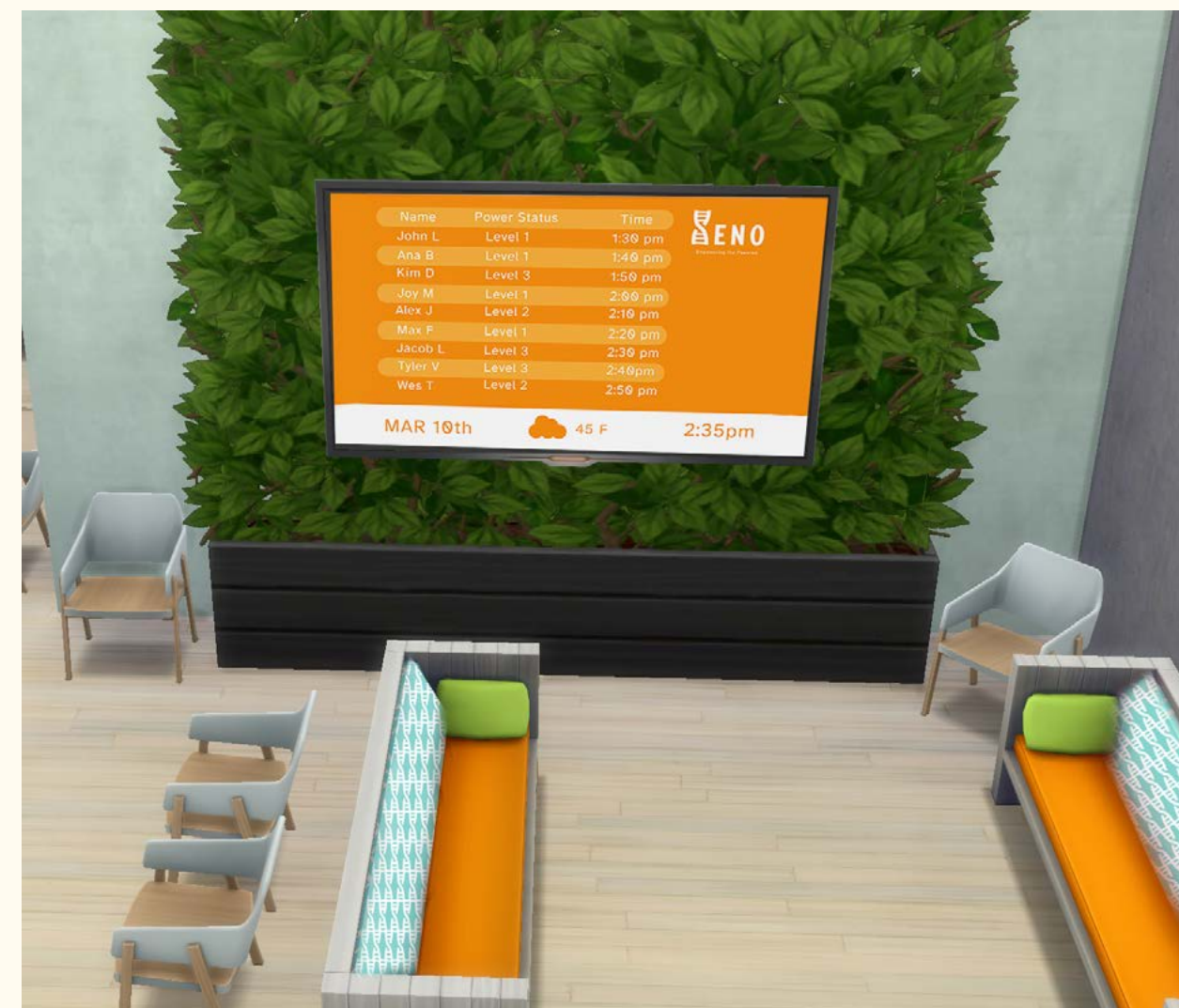




04




Xeno labs is a research and medical facility devoted to the education and protection of the super powered people everywhere.



Rendering from the Sims 4, interior design and mock ups created by myself. I created the screen interfaces, patterns in rugs and sofas and wall decor. Greenery used to help calm new patients. While Stone and concrete create strong building walls and rooms.

| Name | Power Status | Time |
|---------|--------------|---------|
| John L | Level 1 | 1:30 pm |
| Ana B | Level 1 | 1:40 pm |
| Kim D | Level 3 | 1:50 pm |
| Joy M | Level 1 | 2:00 pm |
| Alex J | Level 2 | 2:10 pm |
| Max F | Level 1 | 2:20 pm |
| Jacob L | Level 3 | 2:30 pm |
| Tyler V | Level 3 | 2:40pm |
| Wes T | Level 2 | 2:50 pm |

MAR 10th  45°F **2:35pm**

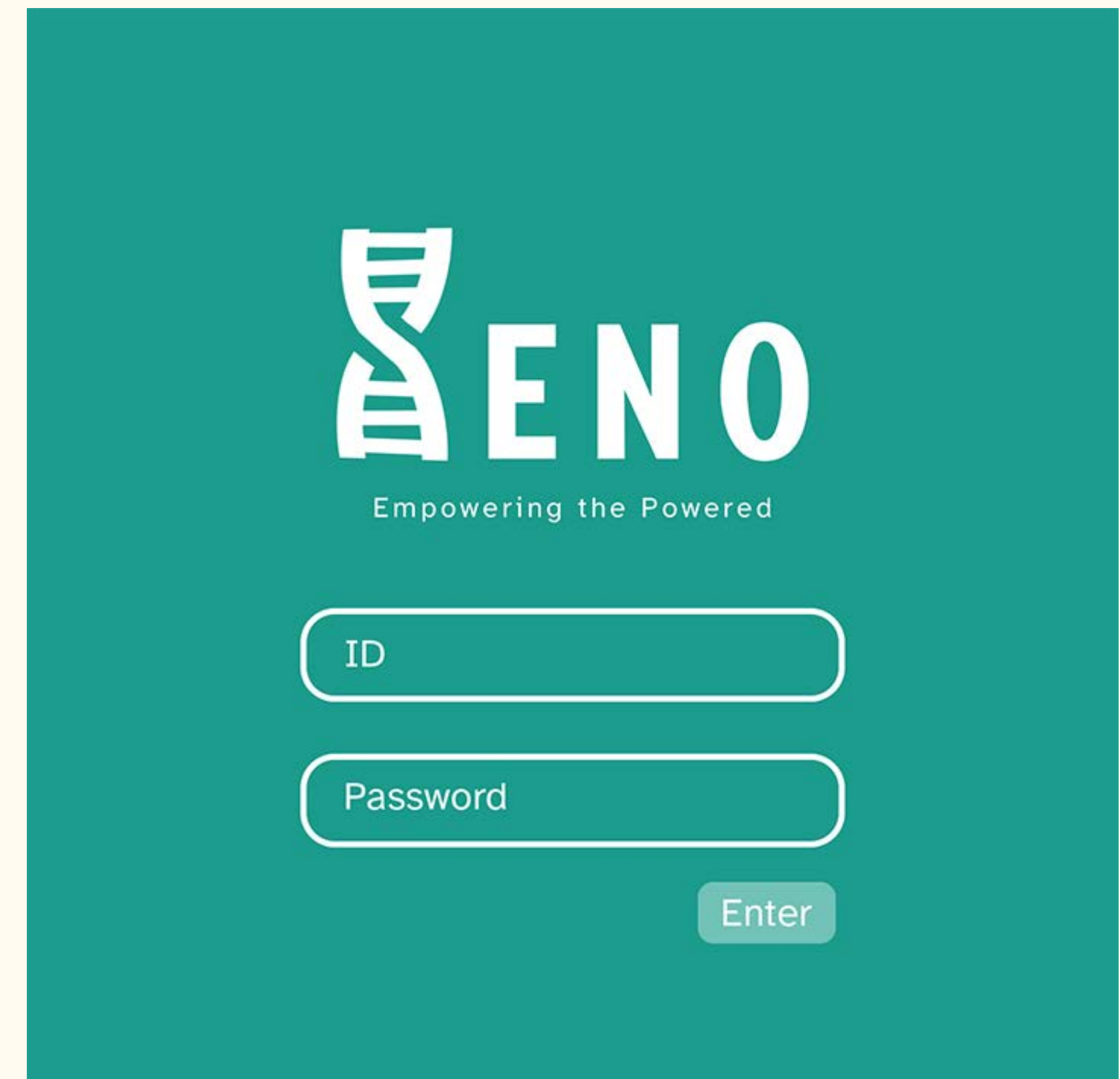
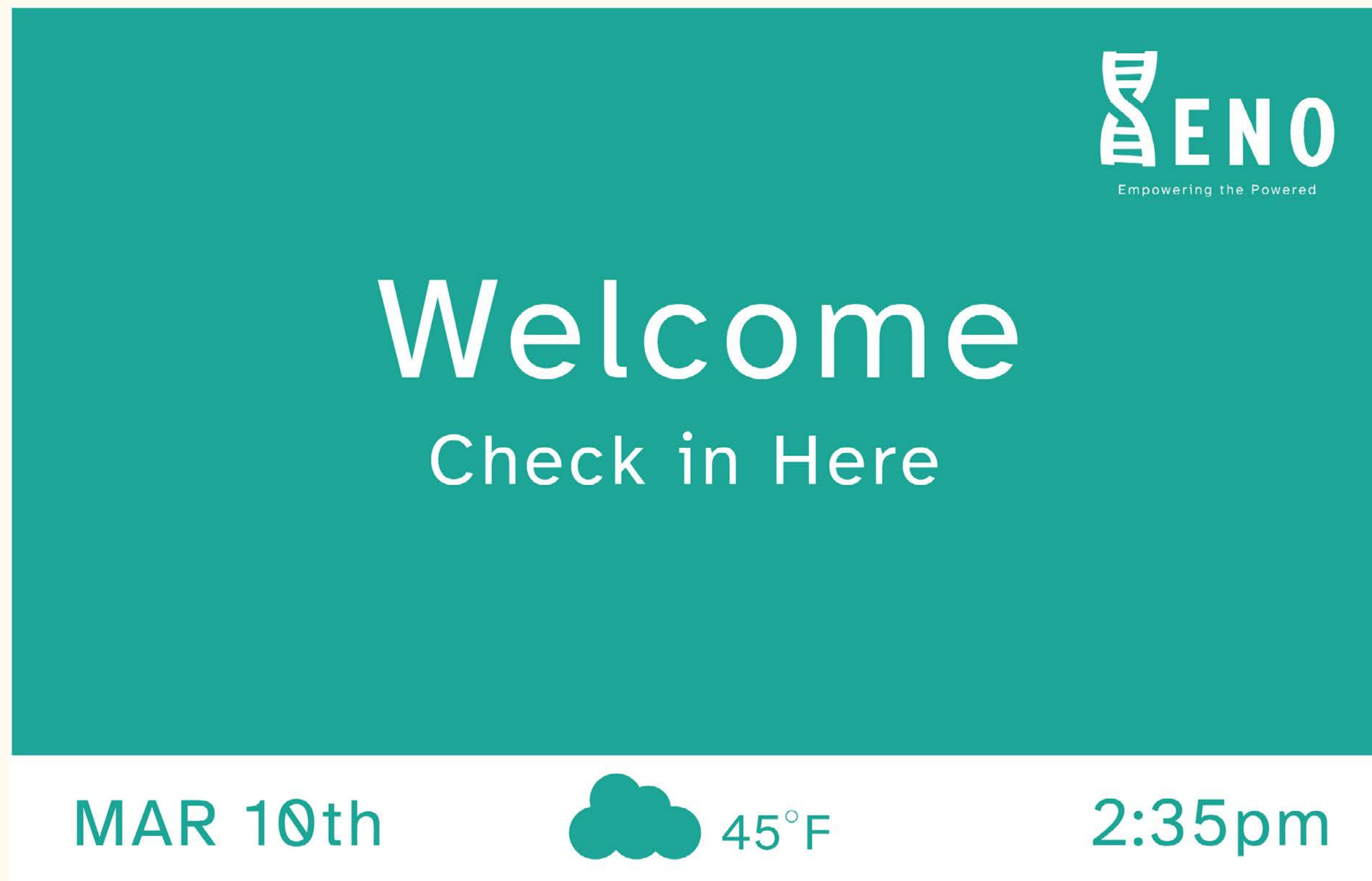


| | |
|-------------|-----------------------|
| LL 1 | Training Floor |
| L 01 | Lobby & Exam Rooms |
| L 02 | Offices and Cafeteria |

MAR 10th  45°F **2:35pm**



Info Waiting TV interfaces. One showing the order of patients and the other used for directions. Every board has the date, time and current weather outside.



(Left) TV interface above
welcome desk, (Right) Employee
computer log in screen.



 Trainer
Kevin



 Dr. Lilith

Mock ups created by myself,
photography from stock
photography. Employee uniforms
are color specific to level of worker.



Background pattern made from logo. The “P and “NP” on the badges signify Powered (super powered) vs Non-Powered staff.

06

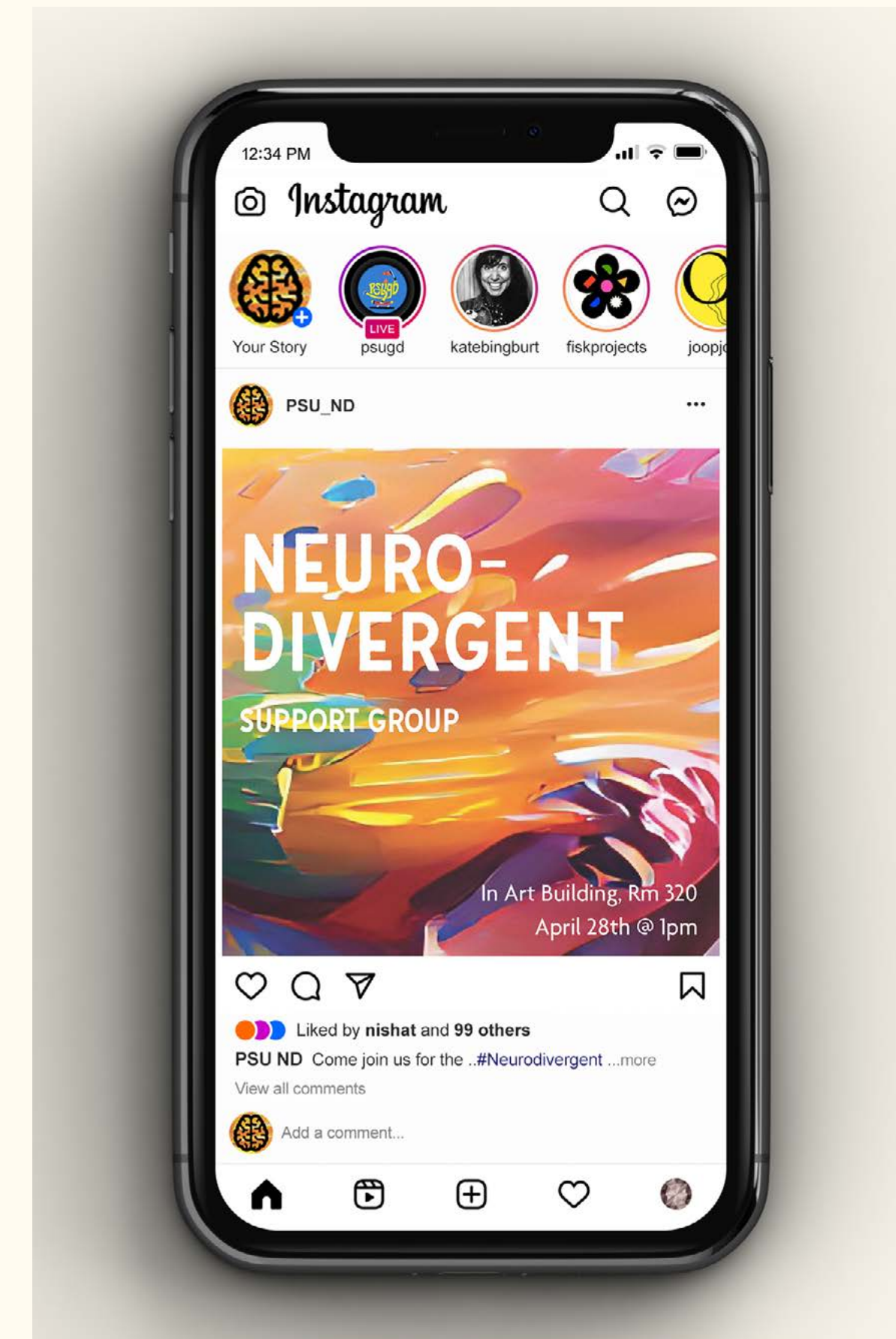
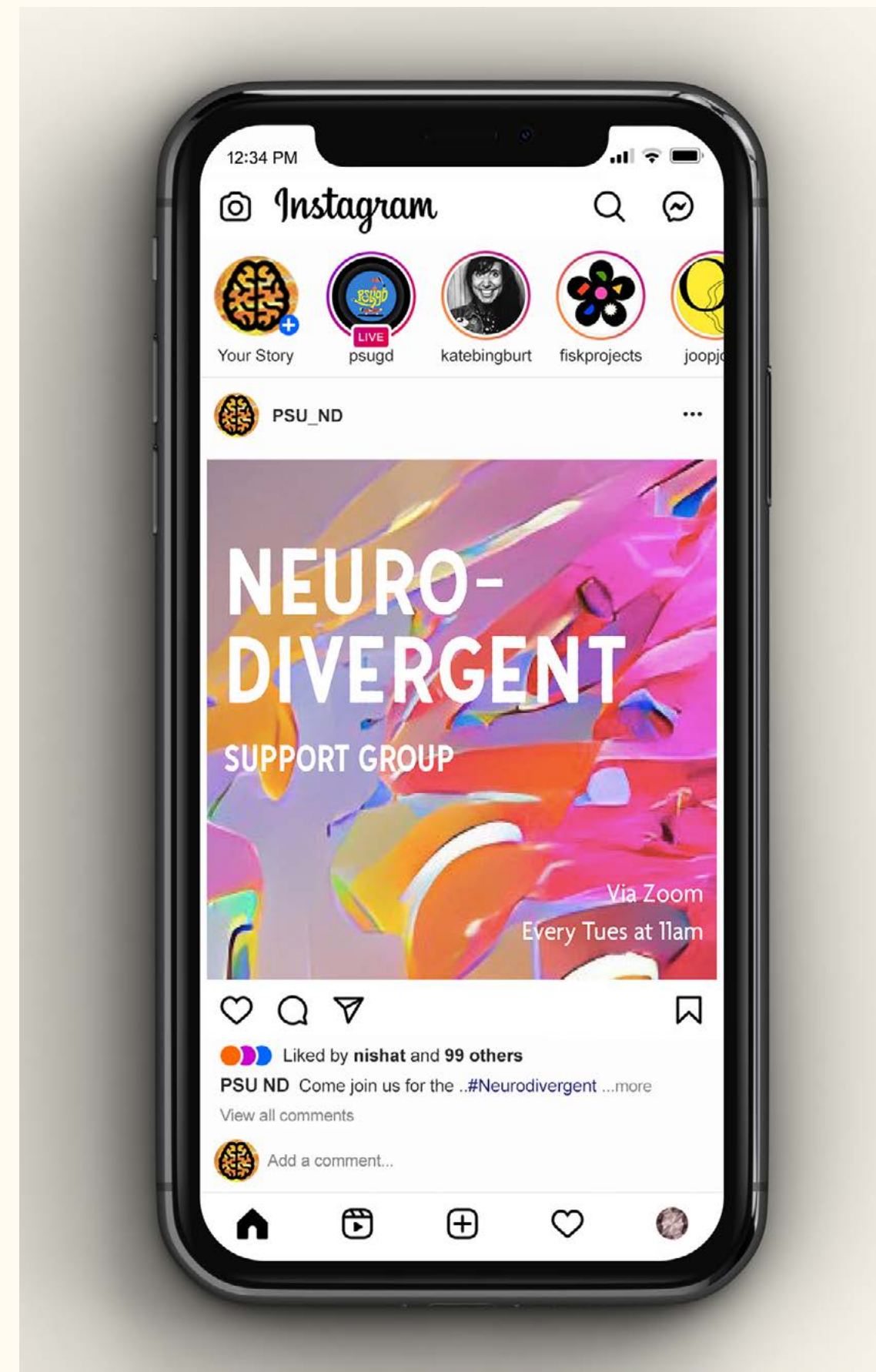


The Neurodivergent group at PSU was created originally by Brendan Hanna, I joined on at the beginning and designed the groups event posters as well as the social media posts. We hope to grow this community in the coming years and provide a safe space for other neurodivergent students. (Mock up created by myself).



Background art created by AI with the given prompt of Neurodivergency / ADHD.





Social Media group post for events and group meeting times.

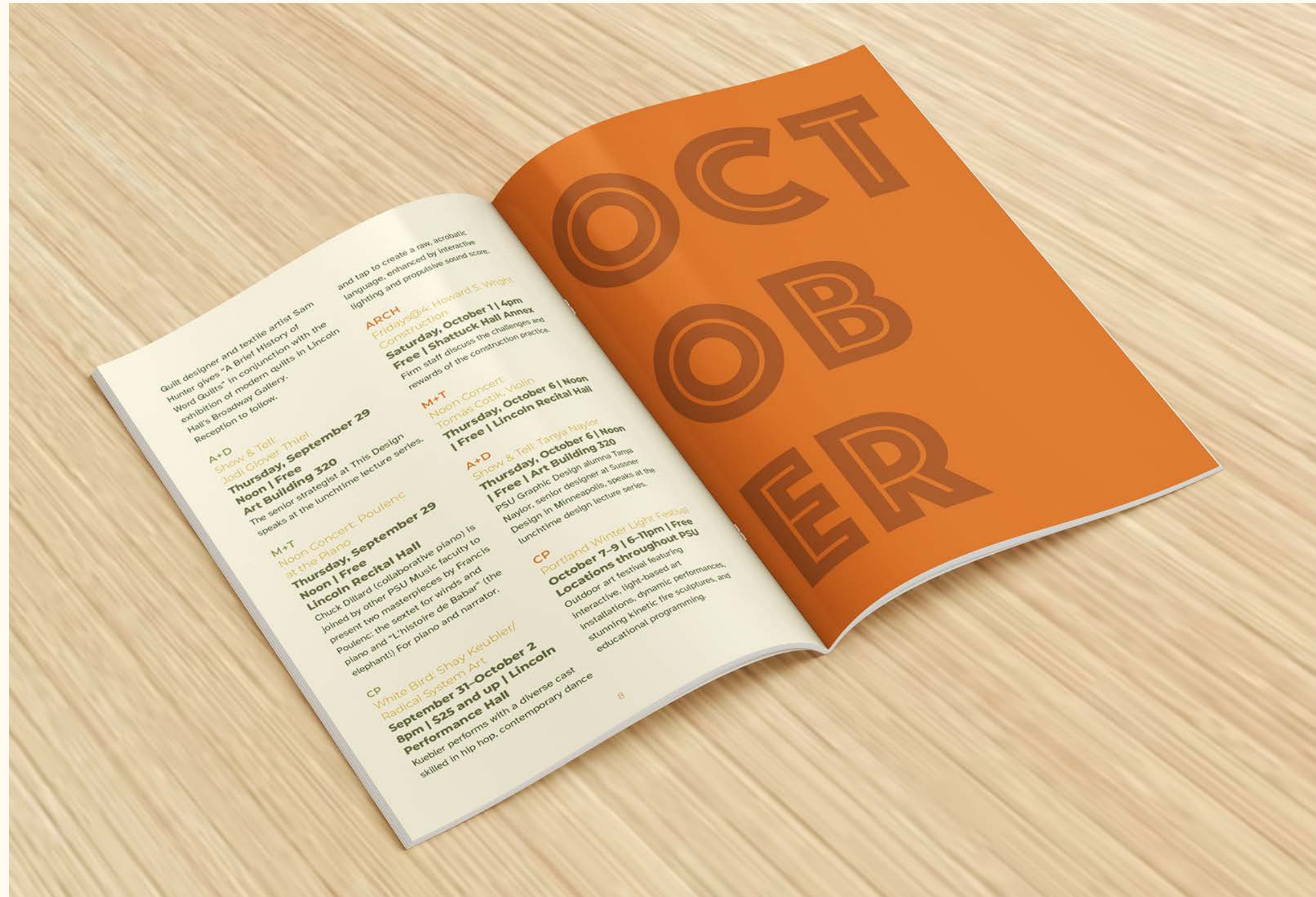
03

COTA or the College of the Arts is holding their annual support the arts event. This brochure walks potential / existing donors through the world of the arts at PSU and future events. Design is based off the Portland city buildings and streets.





Map made from vellum and viewer is able to remove to use later.



01



AVAK is a Fijian Kava brand based in Portland OR. Their goal is to bring PSU college students a safe alternative to alcoholic beverages. Kava can make one feel drunk without all the cognitive deficits. AVAK strives for affordability and environmentally safe standards. Keep Kalm and Kavanated with AVAK Kava.



All bottle Mock-ups/ photography created by me, Traditional Kava mixing bowl (Middle).

AAK

Nutrition Facts
 1 Serving per container
Serving Size 13 oz (384 ml)
 Amount per serving % Daily Value

Calories 254

| | |
|---------------------|-----|
| Total Carbohydrates | 5% |
| Total Sugars 15 g | |
| Added Sugars 15 g | 30% |

Iron 15 g
 Sodium 25 g

Proprietary Blend 425 mg
 Kava Extract [roots], L-theanine

Daily Value not established

Ingredients:
 Water, Kava Root Powder, Guava Purée, Citric Acid, Fiber

*These statements have not been reviewed by the FDA. This Product is not intended to diagnose, treat, cure, or prevent diseases.

 Produced and bottled by AVAK Kava Nanuku, Fiji
www.avak.co

 13 fl oz (384 ml)

GUAVA

KAVA FOR EVERY OCCASION

Enjoy the fruity impact of guava while feeling the full impact of a kava and fruit blend



DAIRY & GLUTEN FREE

AAK

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 1 Serving per container
Serving Size 13 oz (384 ml)
 Amount per serving % Daily Value

Calories 254

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 Produced and bottled by AVAK Kava Nanuku, Fiji
www.avak.co

 13 fl oz (384 ml)

MANGO

KAVA FOR EVERY OCCASION

Enjoy the fruity impact of mango that blends the earthy flavor of traditional Kava into a fruit explosion



DAIRY & GLUTEN FREE

AAK

Nutrition Facts
 1 Serving per container
Serving Size 13 oz (384 ml)
 Amount per serving % Daily Value

Calories 254

| | |
|---------------------|-----|
| Total Carbohydrates | 5% |
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| Added Sugars 15 g | 30% |


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 Sodium 25 g


Proprietary Blend 425 mg
 Kava Extract [roots], L-theanine

Daily Value not established

Ingredients:
 Water, Kava Root Powder, Guava Purée, Citric Acid, Fiber

*These statements have not been reviewed by the FDA. This Product is not intended to diagnose, treat, cure, or prevent diseases.


 Produced and bottled by AVAK Kava Nanuku, Fiji
www.avak.co

 13 fl oz (384 ml)

COCONUT

KAVA FOR EVERY OCCASION

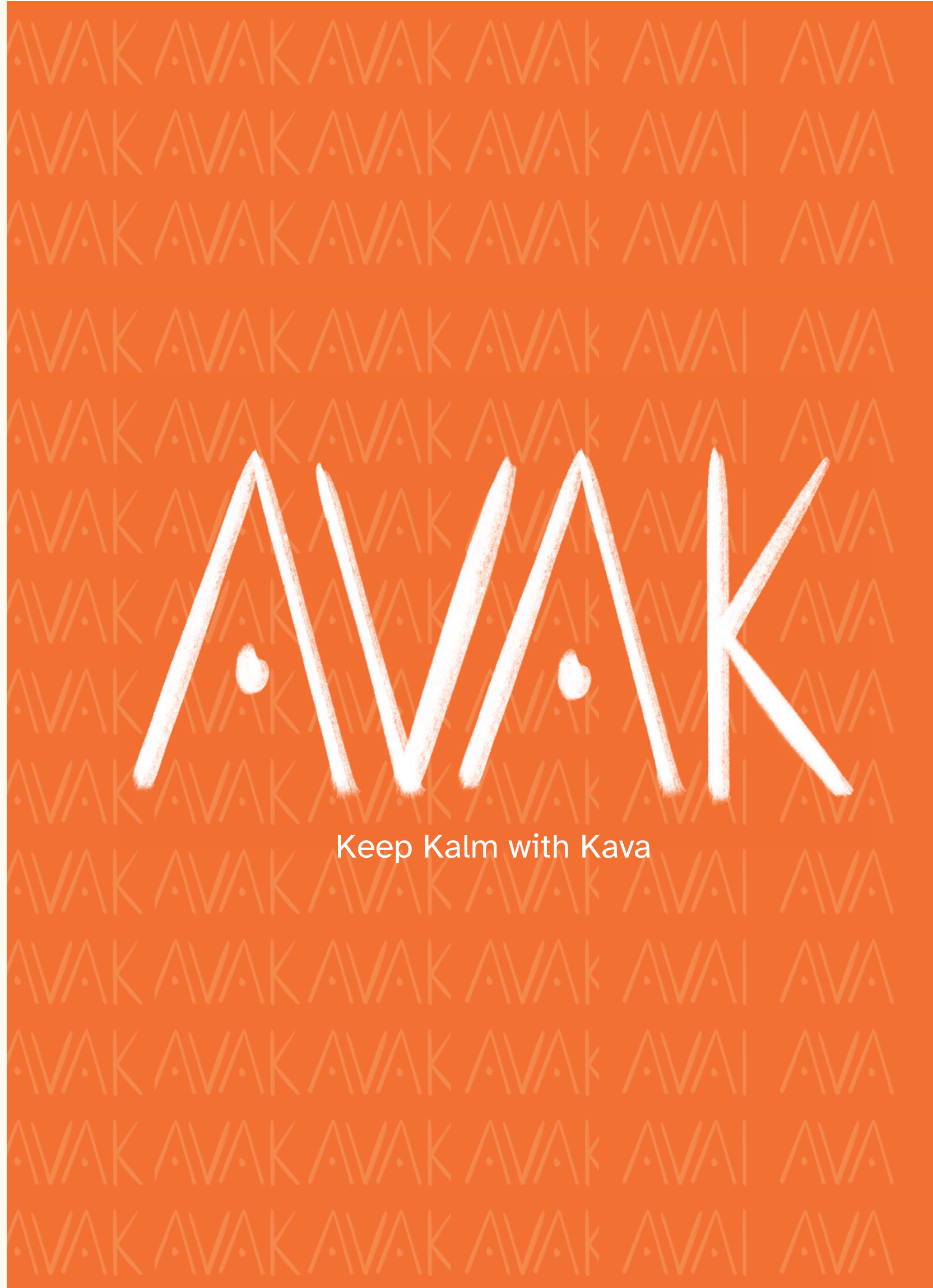
Calm down with some cool coconut kava. Enjoy the simple taste of kava against the earthy kava



DAIRY & GLUTEN FREE



Alternate Deliverables: Kava Mix Straining Cloth (Left), Dry Kava mix & mixing bowl created by me (Right).
*Paper bag was an existing mock up, but I created the bowl from scratch/ Stock photography. (Photo taken in Fiji).

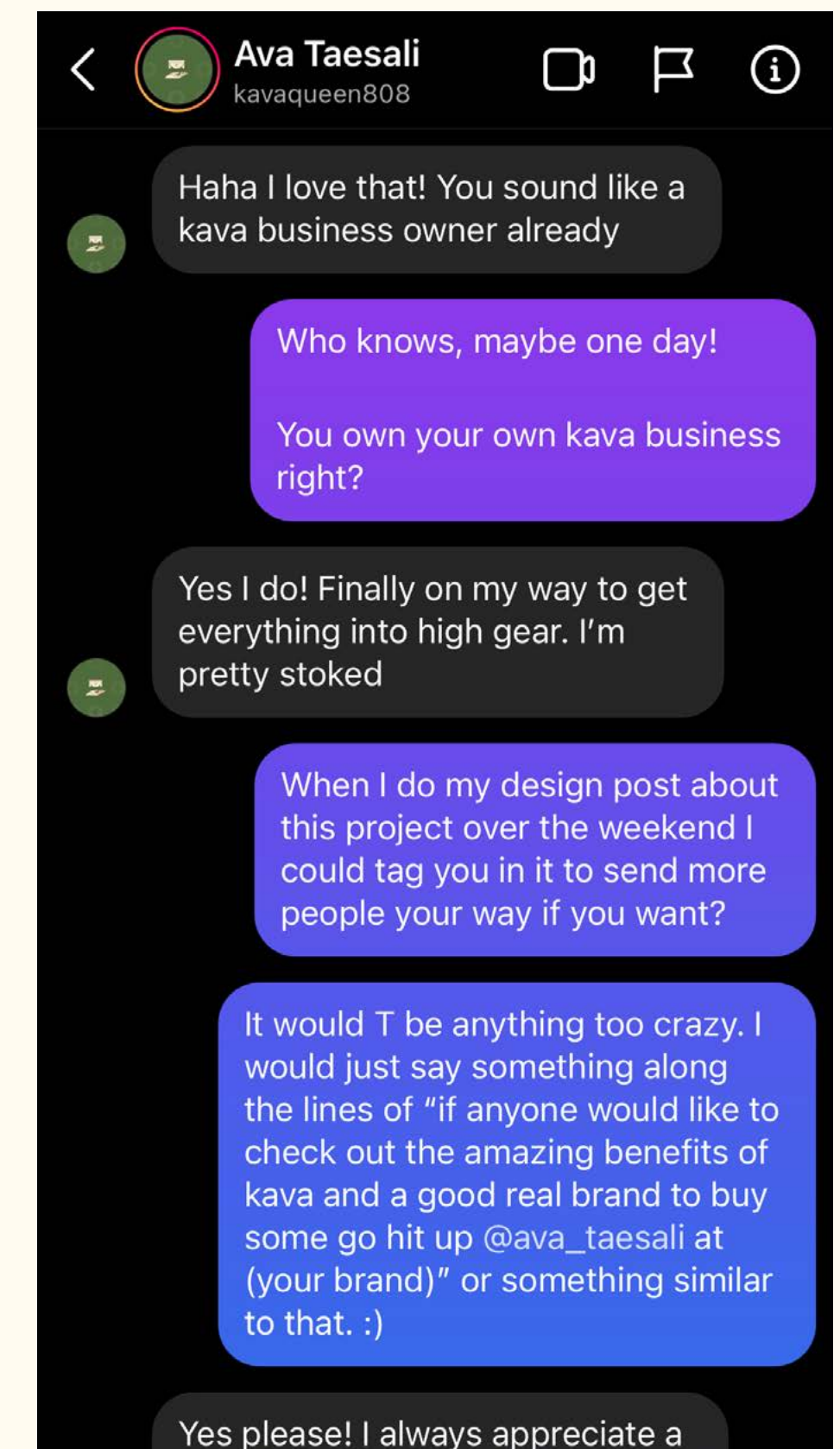
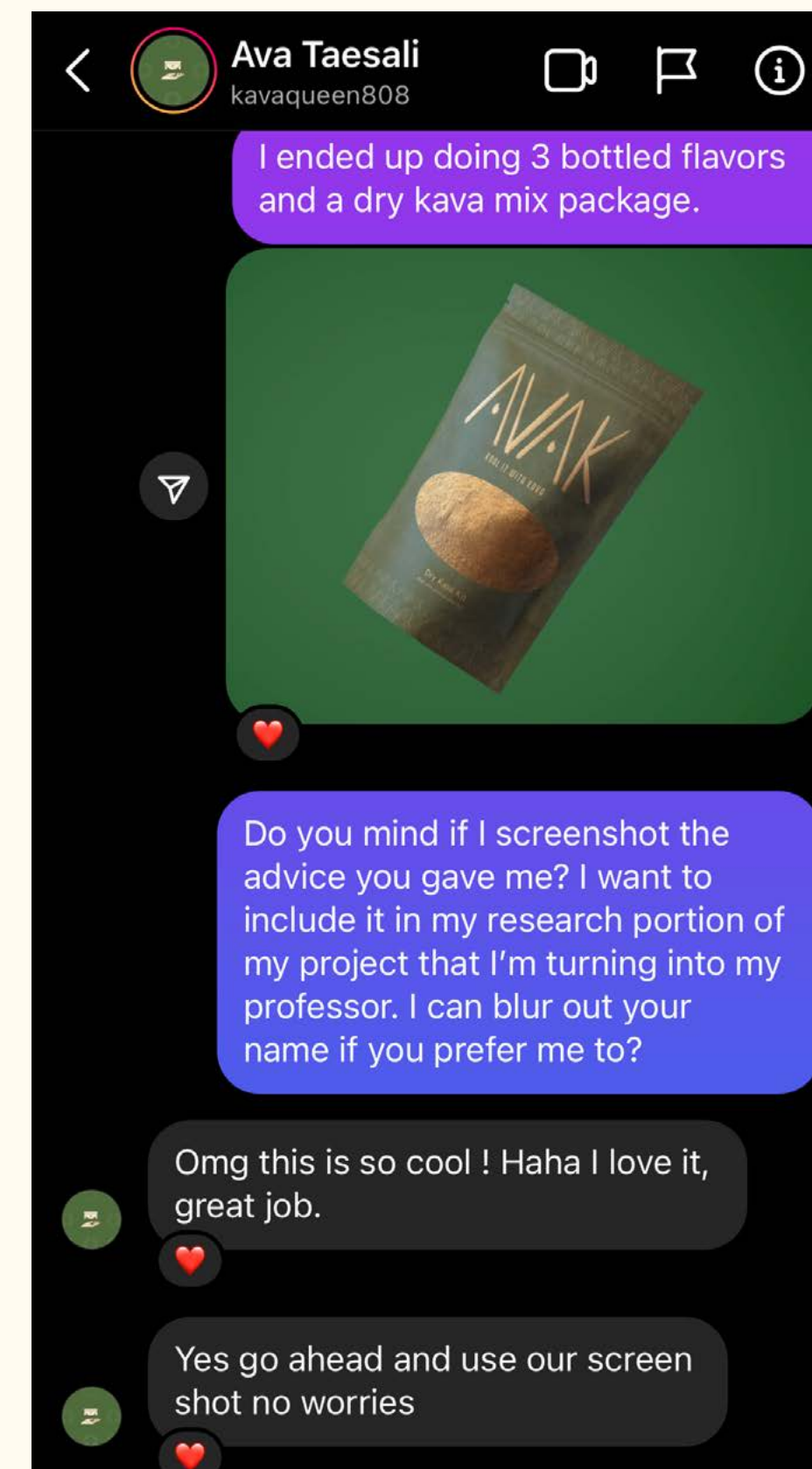
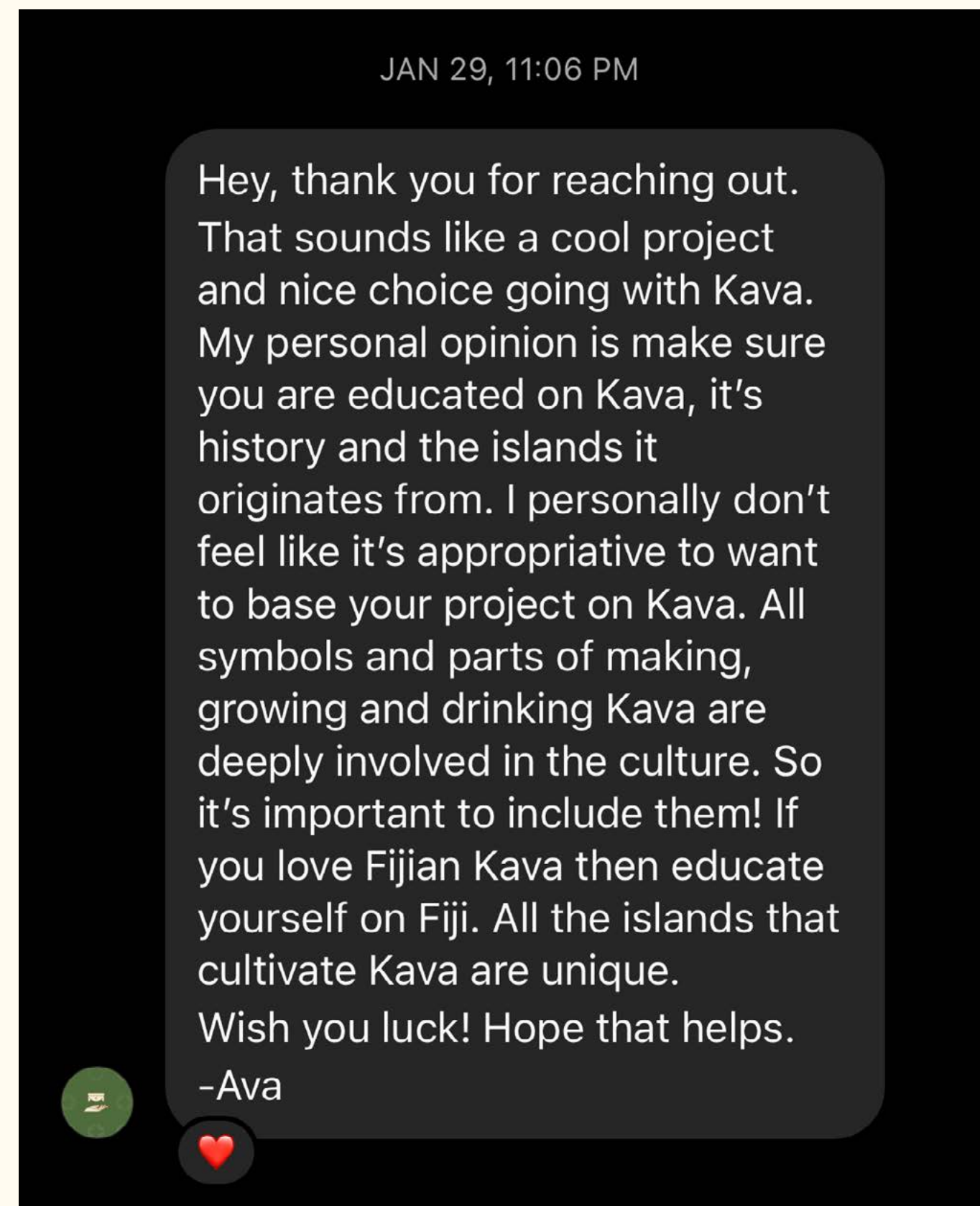
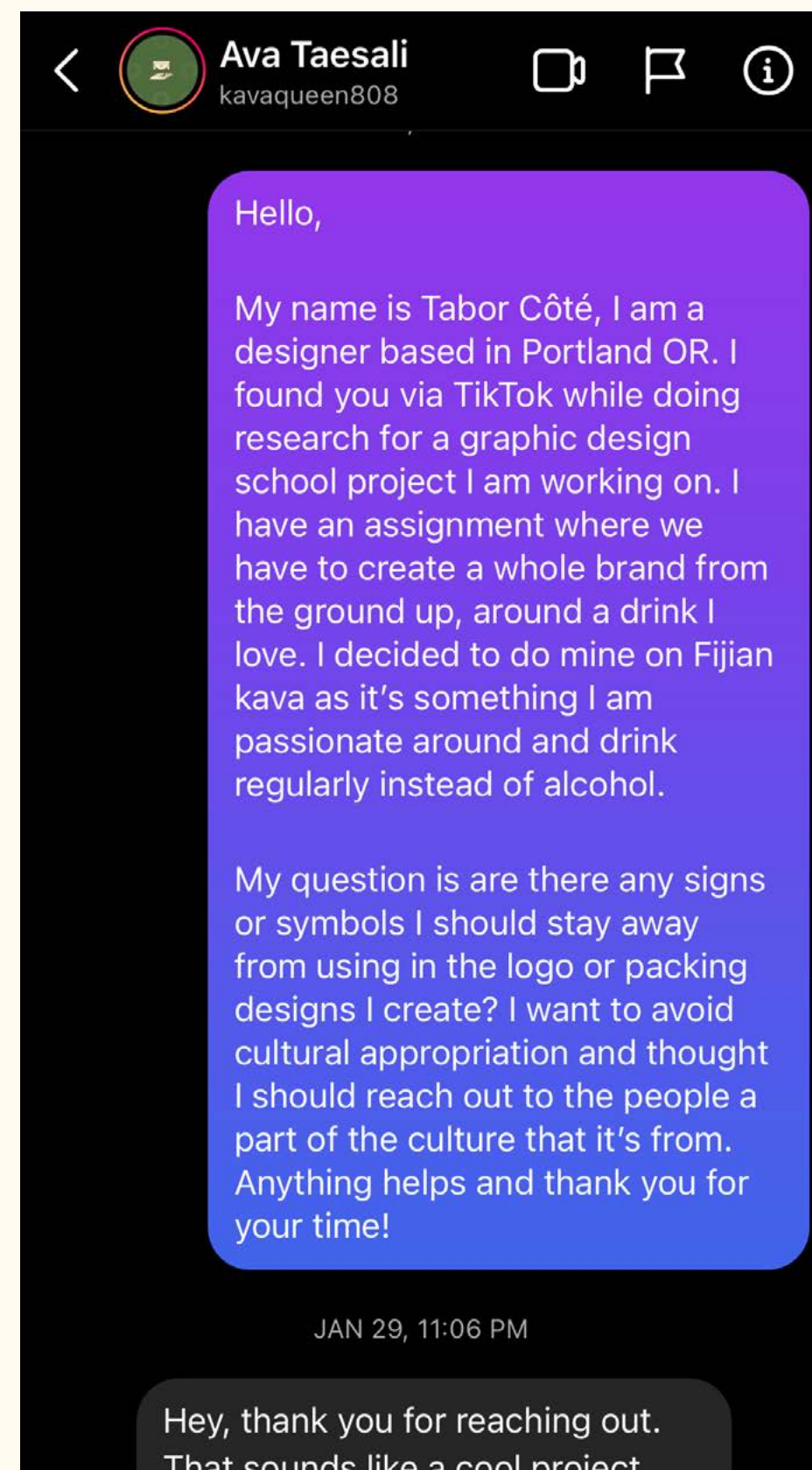


Keep Kalm with Kava



Photo taken by me in Fiji village





In the beginning it was extremely important to me to learn the dos and don'ts of creating a Fijian brand as I am not Fijian and did not have that much knowledge on the matter. Therefore I reached out to a local Hawaiian Kava brand for some tips. As well as looking at what makes up a traditional Kava ceremony and where Kava comes from. I also took a trip to Fiji to experience first hand the culture and a traditional Kava ceremony.

• don't do digital / experiment w/ markers
• don't do too many, experiment w/ brush pens - be more dynamic
* Don't put digital vectors

• Think of a bird
• Proportions matter

Black mobile 11x17"
17 8.5

Your choice venue - has to be on Velourines day.

What will be on my table

• Logo / Brand name = definition of allergens
• Ingredient list / ? nutrition facts = Barcode
• Don't sit Product 'lozi' = Bottle

* FLAVORS:
- Guava + Kiwi
- original + coconut Hz20
- mango

* FORM:
- Bottle

* CLASS notes

• Zoom class on wellbeing
• much 2nd in person class (but optional) will bring other projects for critique
• for deliverable think more thoughtful but - think outside: trivia, big, easier etc.

* AS DESIGNERS WE COMMUNICATE IDEAS.
* Can use your own mock up templates

How: Alternate between DM - just ideas - 3 kind to share - try to use in brainstorm

* Don't in Bonus class (can't with note)

Q: does your logo Δ?

* Critique 3:

• Combine 1 + 2
• Don't use a yellow back ground (be more white)
• use less colors on logo
• Brush shade for background shapes - have more roundedish brush for logo
• Brown class + fit letters into it

• (how) - take away the cup - thicker letters - so actual out line - readable

• No block on table

* Kulturet deliverables

• Kulturet home kit:
- cereal cups - Kulturet W/ X powder
- Kulturet bowls - Kulturet measuring spoon - Kulturet measuring cup
• Set of Kulturet bowls - 1 big one (for mixing) - 5 smaller ones
• possible monthly Big to transport from kit
• glass Kulturet cups for coconut shell Kulturet cups
• Cur holder / handle that looks like a beer handle - 5 different colors (like there are 5 different flavors)

* Kulturet kit cool + good
the size of product on Kulturet kit

How: Due Monday
- take 1 week + 3 days of 3
- what it out + pack it up + print it all out
- need to, through it

* Photoshoot

• when cropping, make sure "white cropes fillers" is off
• make an orange color fill, use add grain w/ Gaussian blur to add texture, + mag w/ blend modes to make it look better

* Adobe Dimension

• It mainly only does 3D Product Stuff
• if you are interested in 3D, it's not as hard as people mention to be, just takes time

* Add expiration date to bottles

• Don't use 1500 diff types of Buttons
Q: what kind of value does your Product have
Can you bring an experience to the Product?
• questions of apps are very interesting

Q: how does this experience work

• Maybe put a QR code on your box that links to a website all about Kulturet

How: no normal HW, require 6 [Idea for B]

• Product colors @ still for mine
• coffee beans + usability
• Product
• Service, the experience, more activation
• Branding, use become part of a person's identity
- DM + experience have always need to be high end

* Do not buy over anything that is not beautiful or useful.
when creating a space think about what the experience is like
* Make sure to start doing more color exploration

* Critique 4:

• Photo graphics w/ a color background
• fix Body text X
- angle isn't right
- type size is different X
• Nutrition table X
- needs improved on back X
- FDA has a nutrition table table X
- make it to look of bottle
- important on same place X

Δ color of guides to make more prominent

• logo good but a 2nd one on back + size X
• illustrations not quiet there
• don't go Smaller than 8pt X
- do a type study + print it out

How for mango: DM

* Brand book

• Show logo @ really small, medium + really big
- color pallets
• fonts
• exact ups
• what brand is

* Do not use to print table out
* alternate, distances and needs to be printed out, can be changing backside / face

Process Book
- rational

Four kit idea - 850 Packet

* Presentation Deck

• Treat like you are giving to client
• have logo @ 3 diff sizes + break out
• Put labels after Photography
• Have final color proof

* Name files correctly
* Name the Deck is designed well + guides are good

How:
□ Process Book
- rational
- your process
□ Presentation Book
- where you talk about the brand
□ Brand book for PS
- 3 diff sizes □□□

* You are not always have to defend * your work, it should be easy to stand on their own

* Critique 5:

• Change content so it stands out more X
• make AVAK logo on back size X
- size it down a little
• Show top bottle cut better
• Address Photography
• TPT creamy yellow coconut for accent color

How: Due Monday
- take 1 week + 3 days of 3
- what it out + pack it up + print it all out
- need to, through it

for illustration
- use green
- use yellow
- use brown

• Work on AVAK logo line weight - better spacing - better
• Illustration style outline for Nutrition NOT and - more prominent
• when exhibiting don't check fit to page

* Artistic Idea
- create a food brand young coconut

3.5" tall X

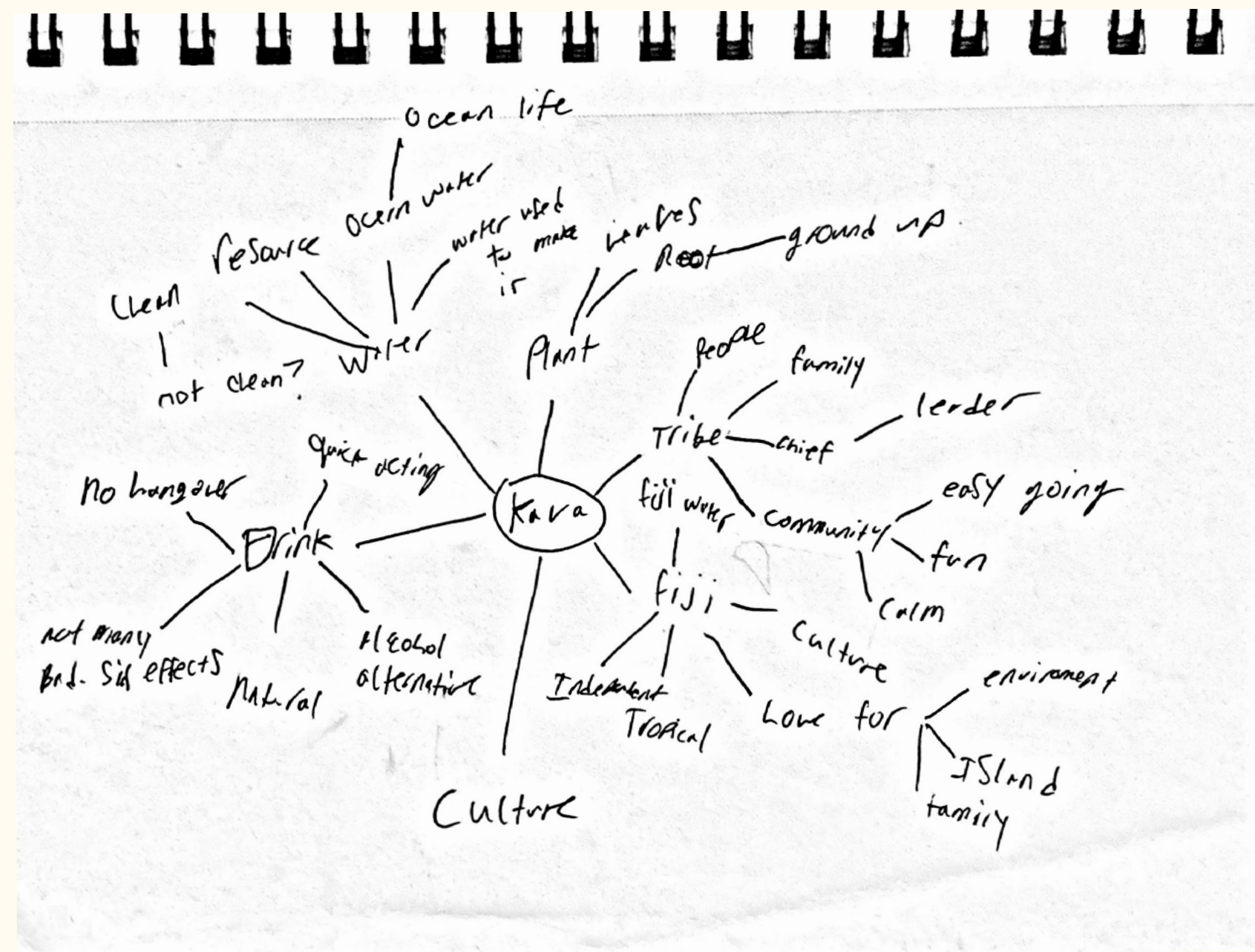
• when exhibiting don't check fit to page

Kava brand names

- Mother's Alcohol - Kava - the Soothing Sister
- Natural. rebound - Kava
- Kava. kind - Bula kava - Kava Vaka
- Kava Com - Teava - Oka kava = Kava
- Mother's release - Kamata - Tini Kava = money
- Bula's heart - Cava - COOLAVA
- Fiji's heart - film roots - Rooted Happiness
- Liquid calm
- chiefs kava

Bula = life, hello, welcome
 Relax - Soothe
 Fiji essence - Kava life

People = ta mata
 Kava's song
 Kava's soul - Bula
 Clapping kava
 from village to home
 AVAK



Initial concept:

- A Kava brand for college kids (23 - 30/34)

Where:

- made in Fiji advertise & sold to Portland OR college students

Why:

- to show students another way to have fun "get drunk" w/o any of the bad side effects

Who:

- 21(23) - 30 Y/O college students in Portland OR

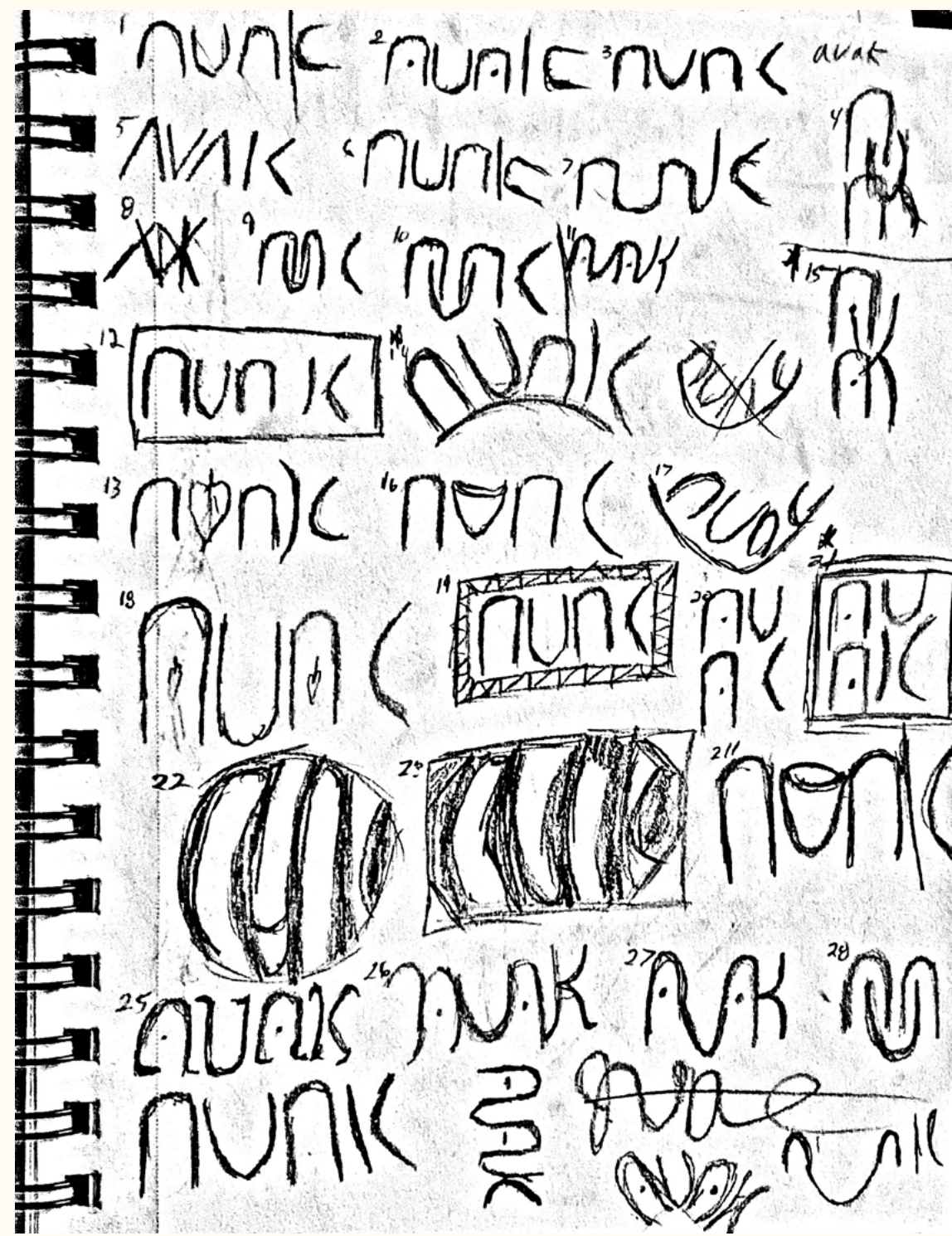
How:

Portable + Ready to Drink Kava
 Drinks in 3 different flavors. Since the original is like muddy water

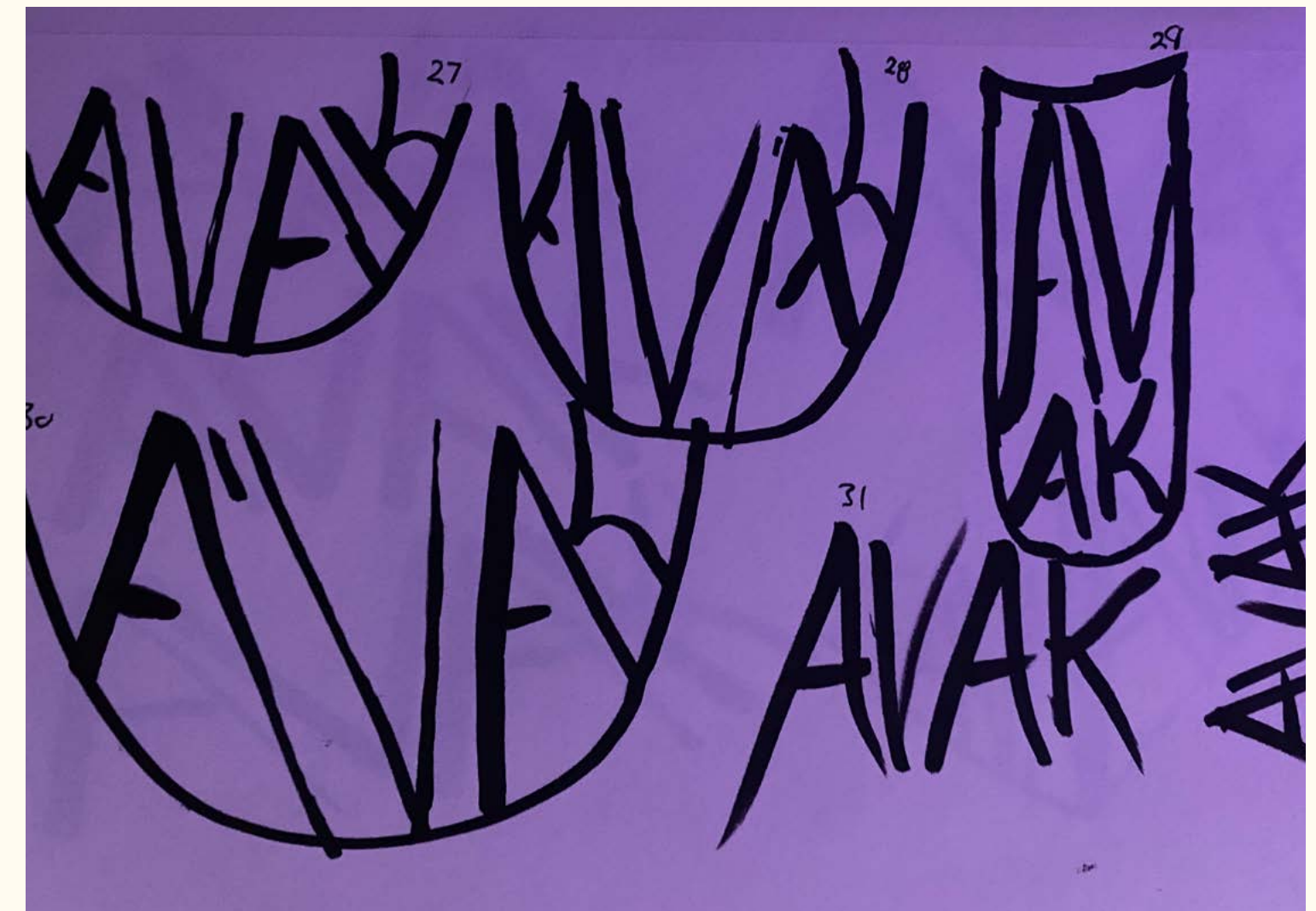
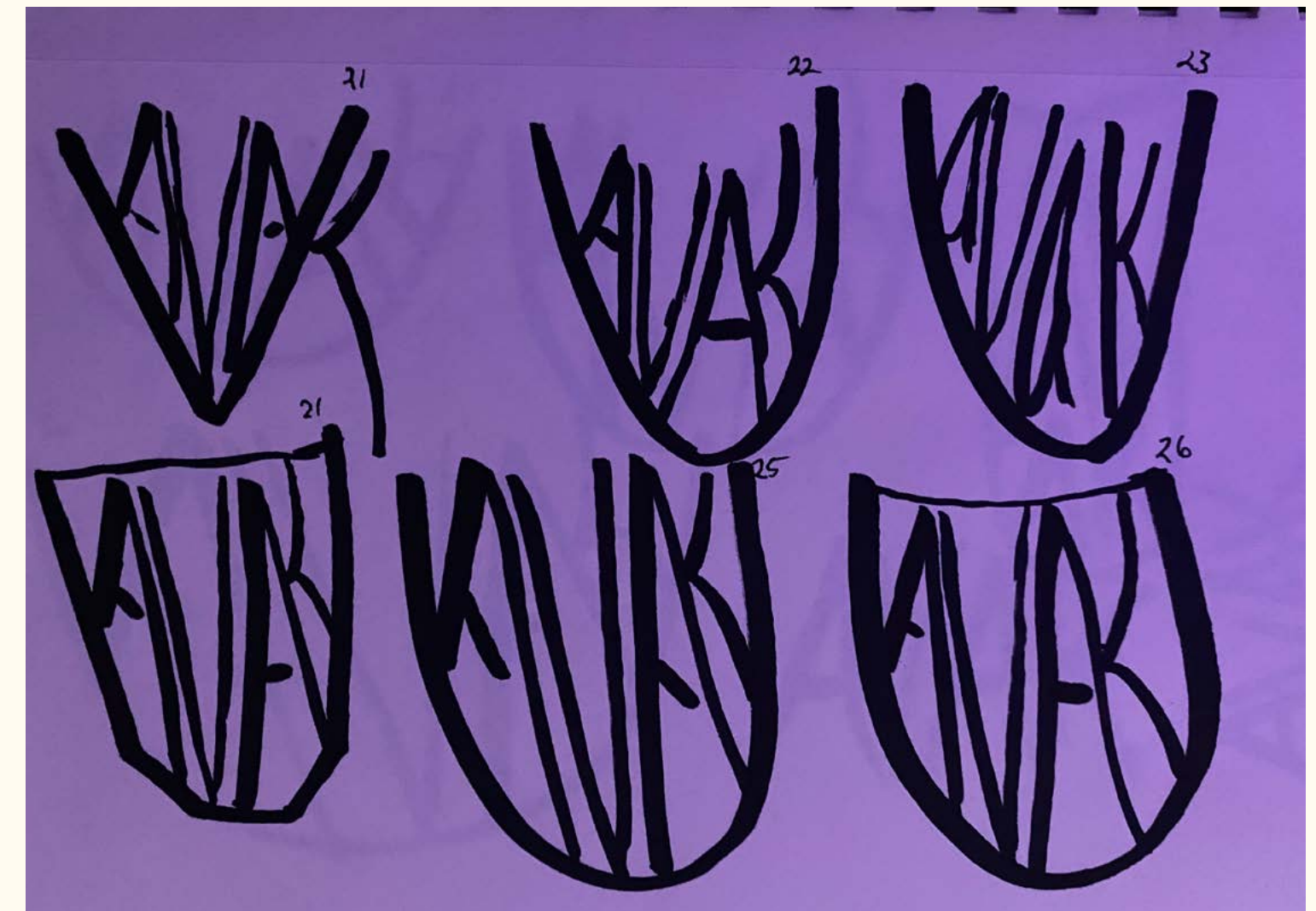
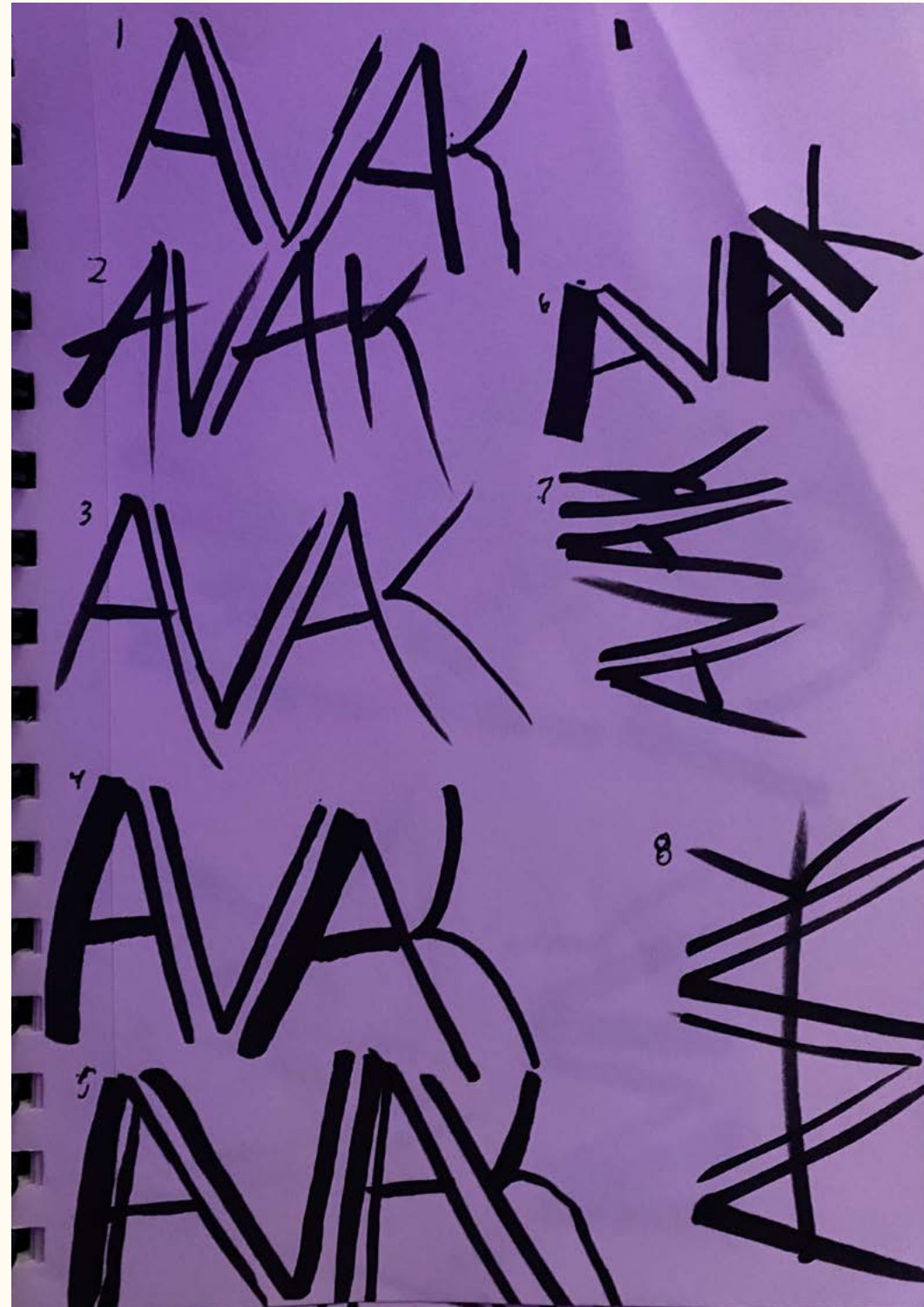
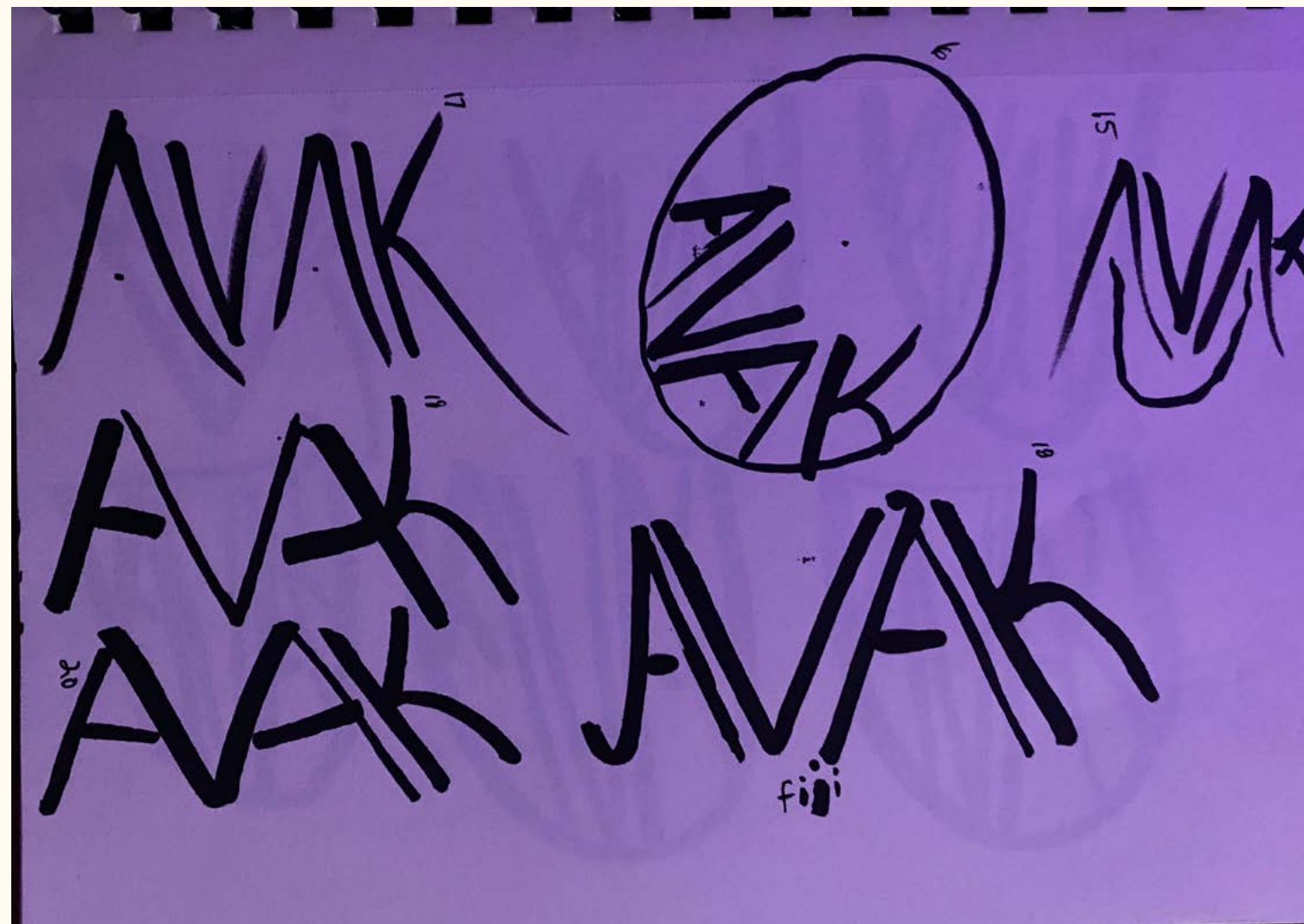
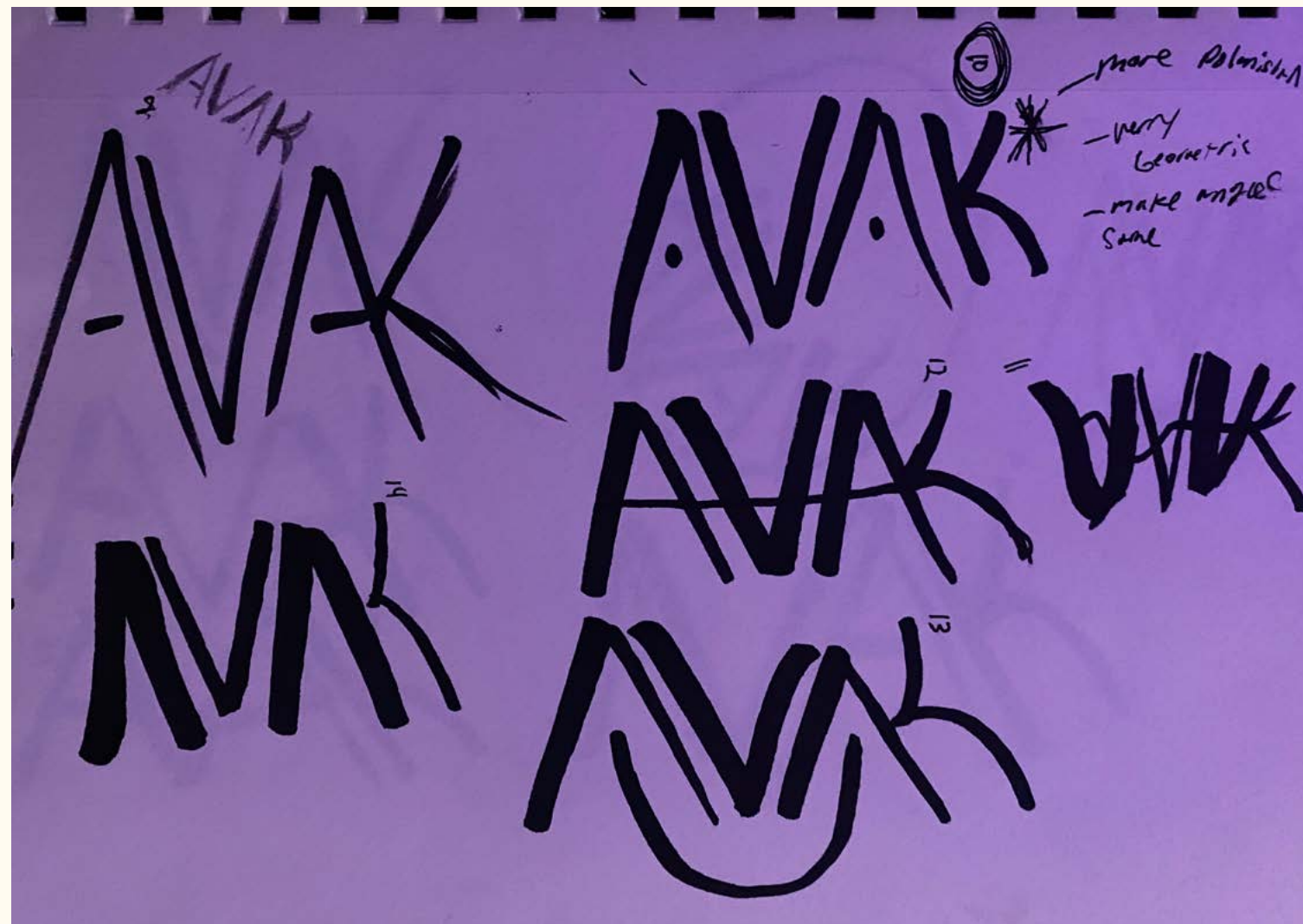


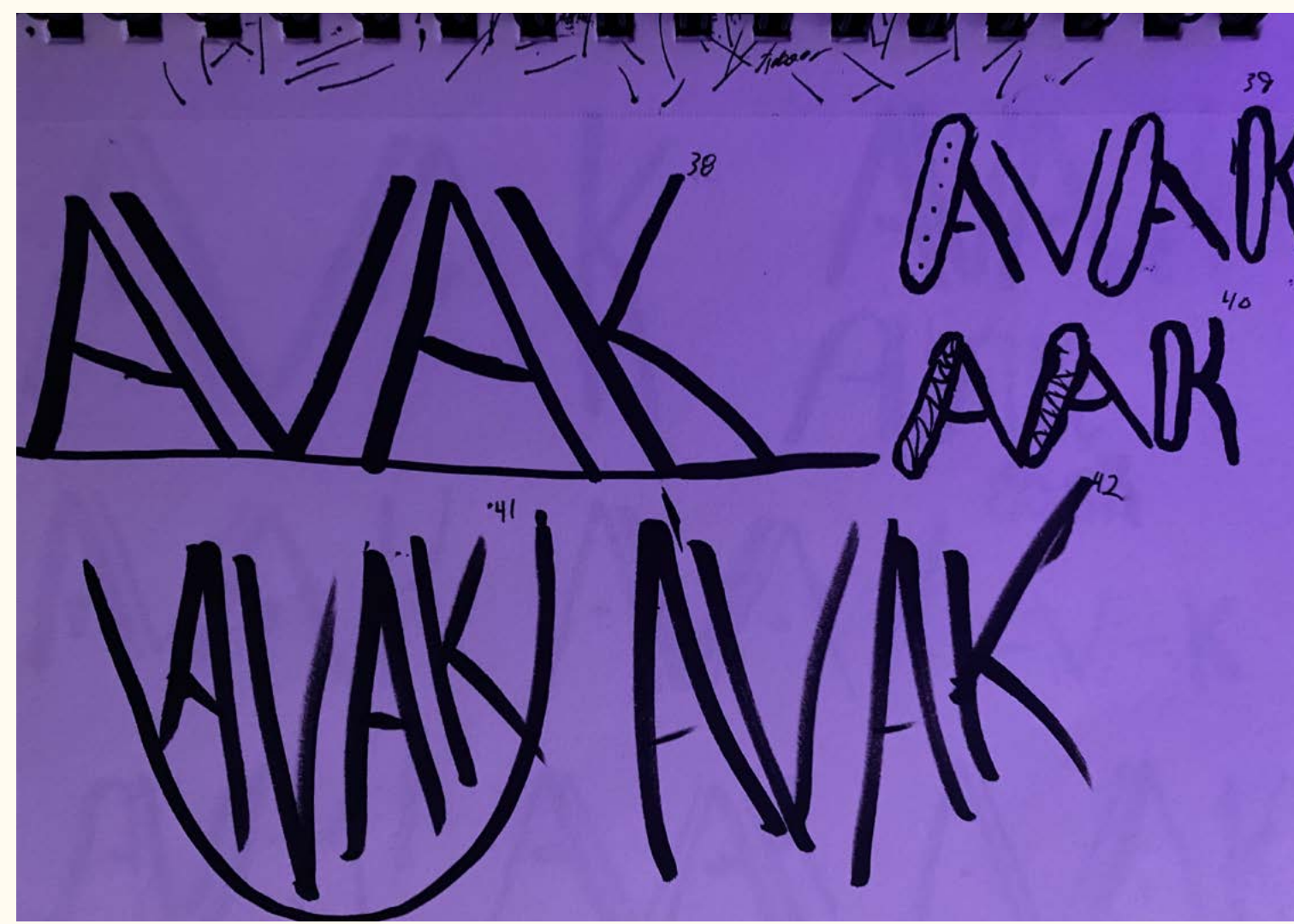
I ended up combining these two mood boards in order to come up with my final design. I liked the bottle materials and bottle shapes from option one. While the bright saturated colors and bold lines drew me to option two.

AVAK: Mood Boards

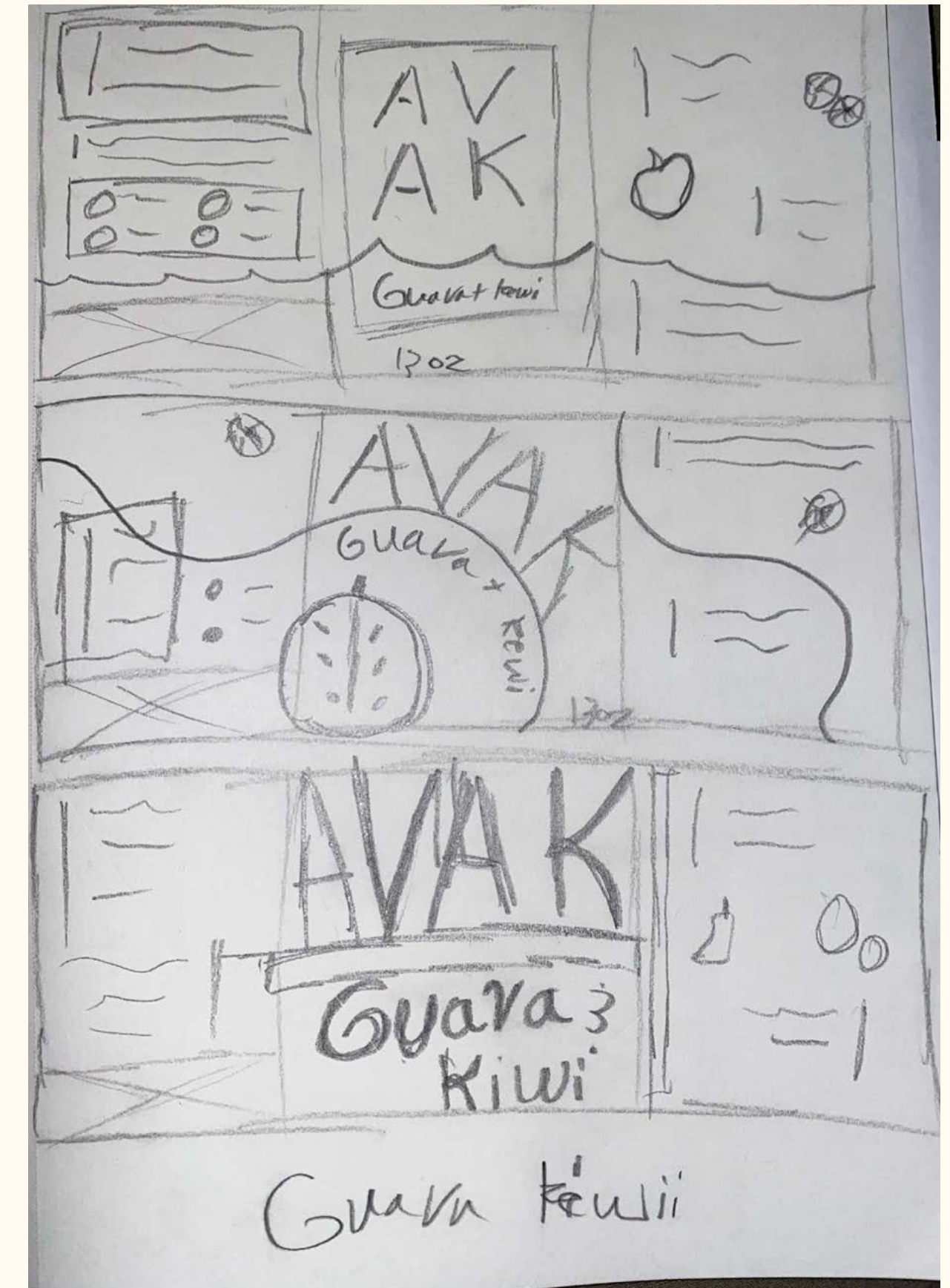
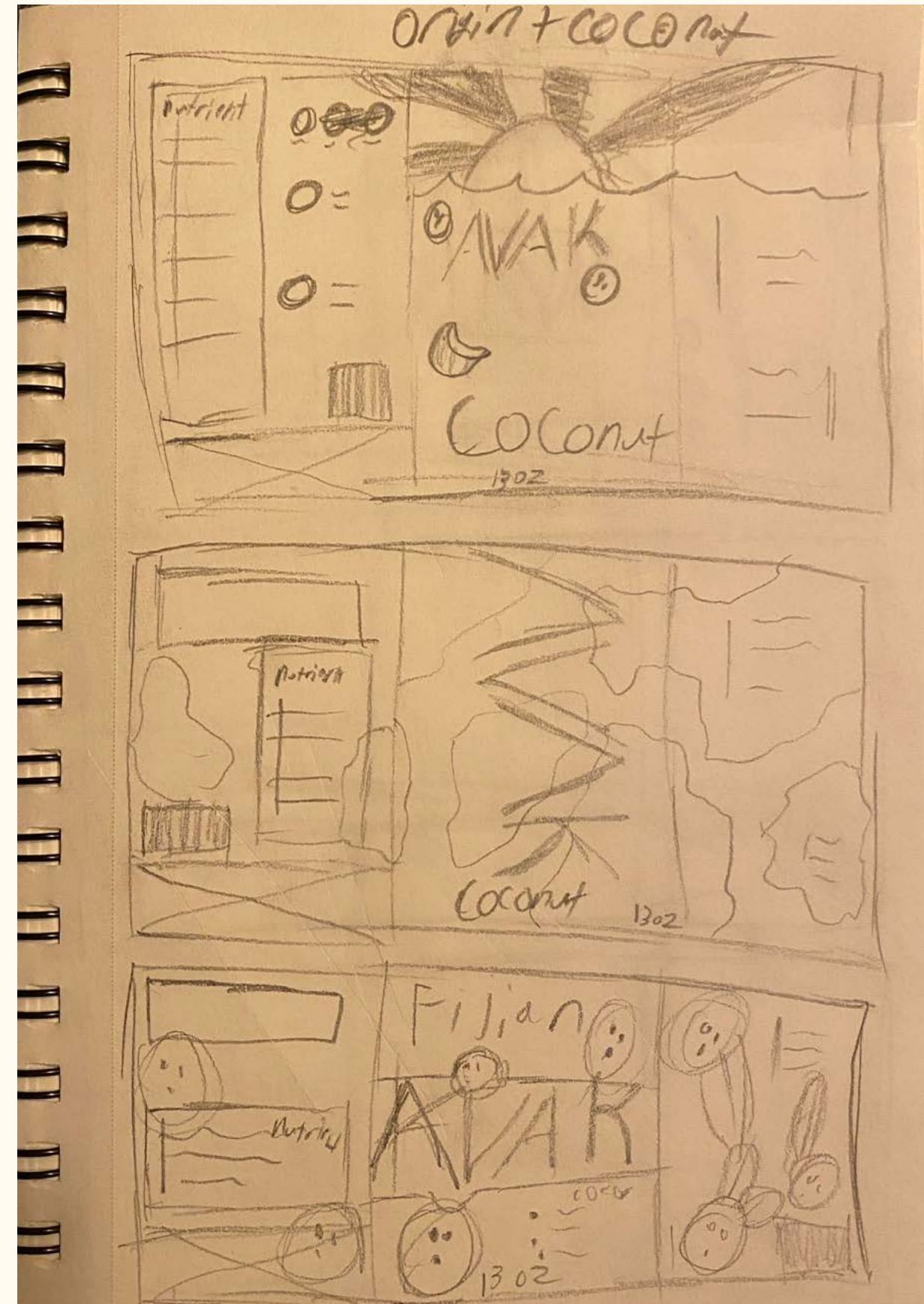


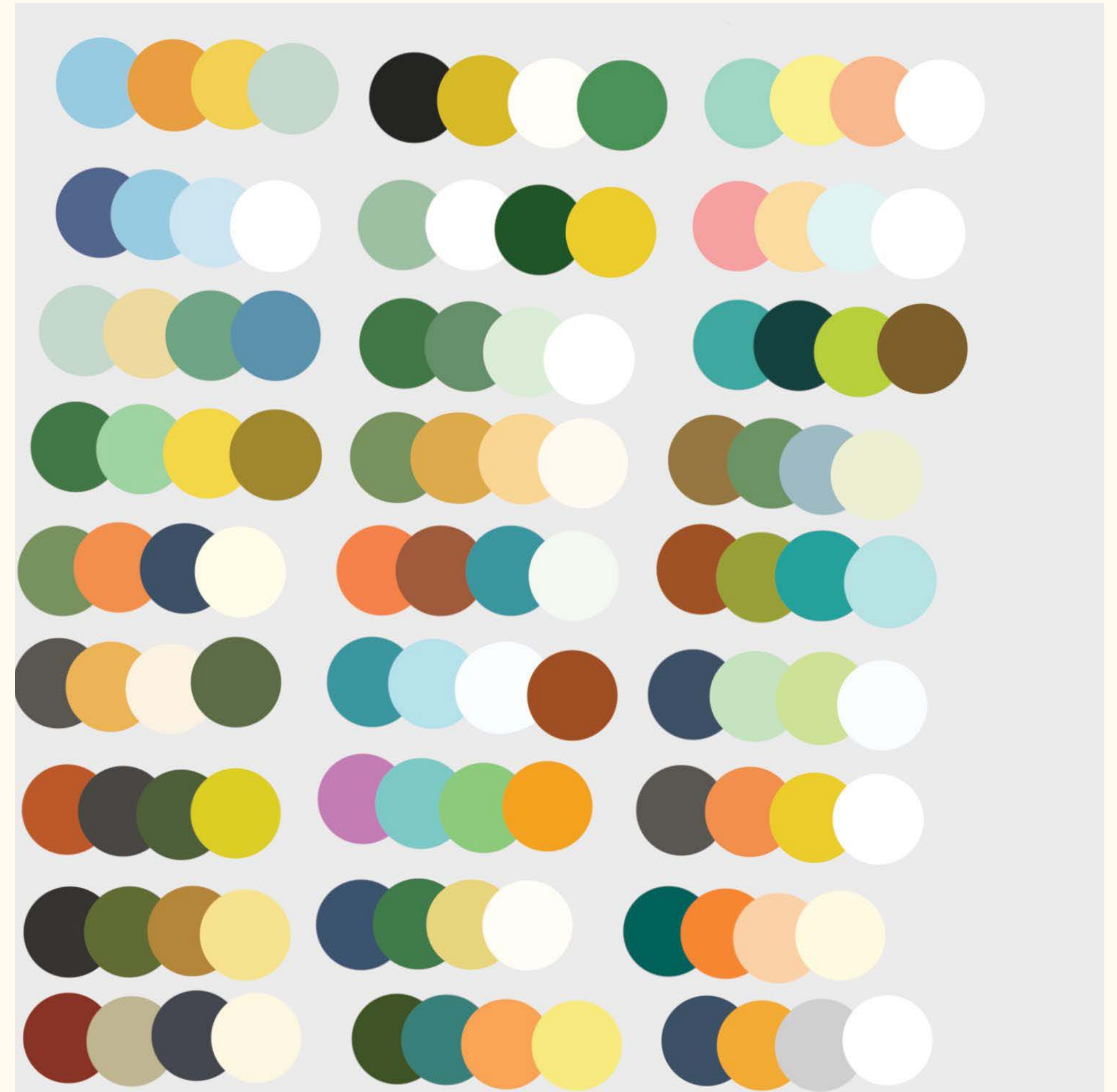
AVAK: Logo Sketches

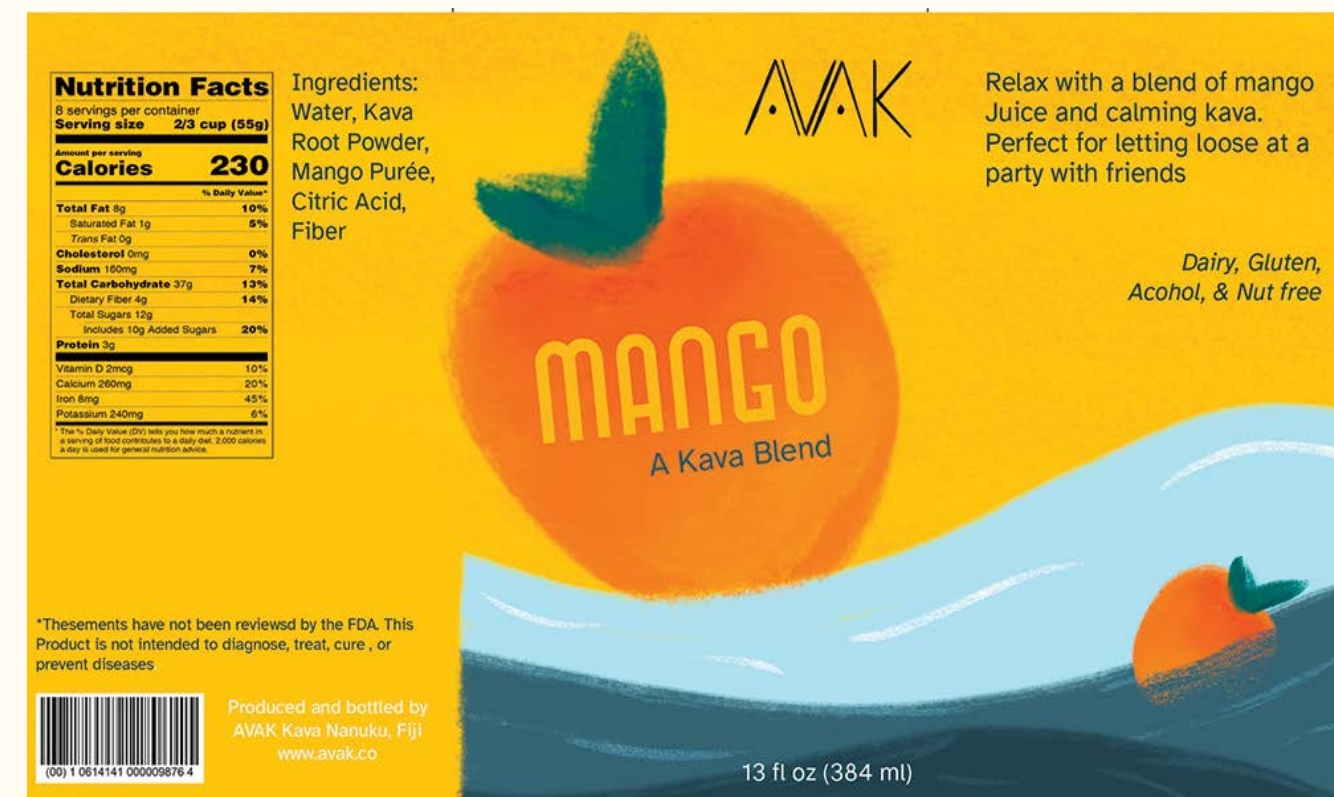
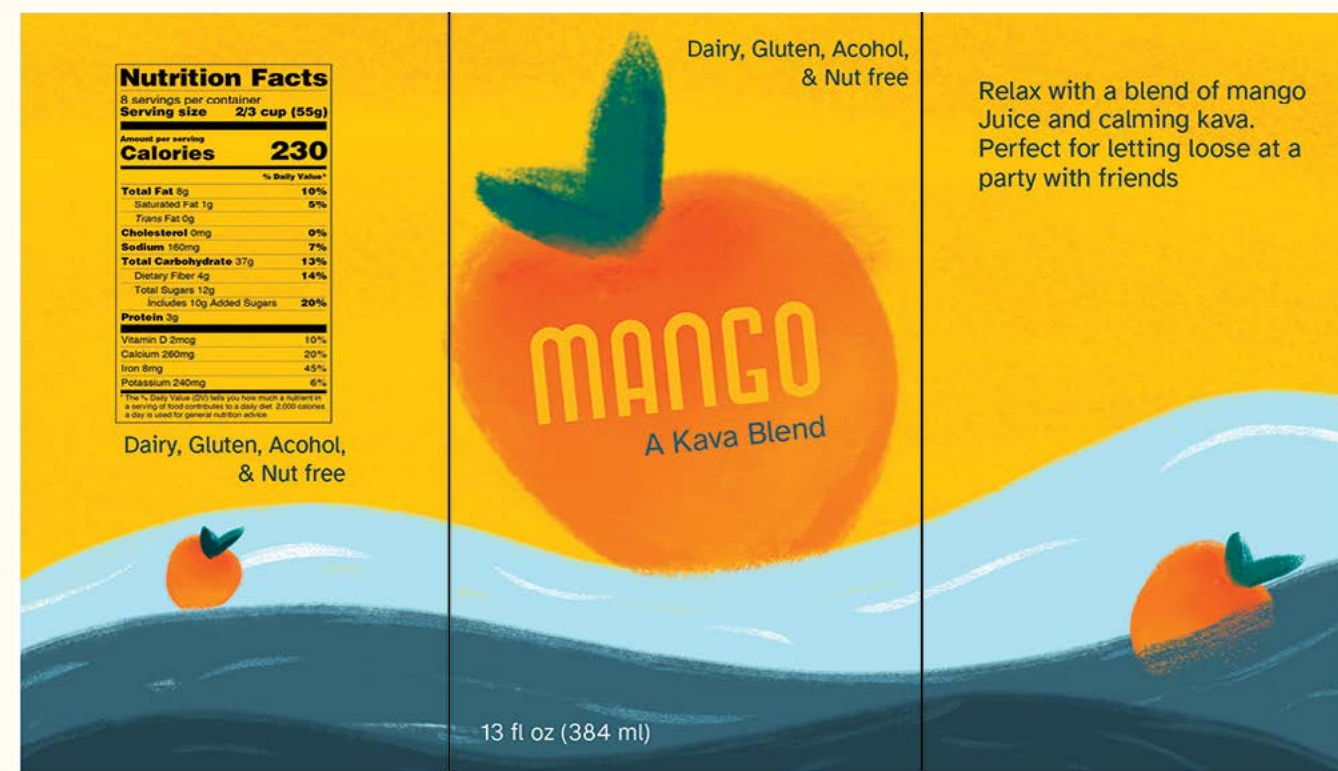












Nutrition Facts
8 servings per container
Serving size 2/3 cup (55g)

Amount per serving
Calories 230

| | % Daily Value* |
|-------------------------------|----------------|
| Total Fat 8g | 10% |
| Saturated Fat 1g | 5% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 100mg | 7% |
| Total Carbohydrate 37g | 13% |
| Dietary Fiber 4g | 14% |
| Total Sugars 12g | |
| Includes 10g Added Sugars | 20% |
| Protein 3g | |
| Vitamin D 20mcg | 10% |
| Calcium 260mg | 20% |
| Iron 8mg | 45% |
| Potassium 240mg | 6% |

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



COCONUT
A Kava Blend

Calm down with some cool calming coconut kava. The coconut covers the earthy taste of kava while no sacrificing any of its affects

Dairy, Gluten, Acohol, & Nut free

*Theselements have not been reviewed by the FDA. This Product is not intended to diagnose, treat, cure , or prevent diseases.

Produced and bottled by AVAK Kava Nanuku, Fiji
www.avak.co

13 fl oz (384 ml)

Nutrition Facts
8 servings per container
Serving size 2/3 cup (55g)

Amount per serving
Calories 230

| | % Daily Value* |
|-------------------------------|----------------|
| Total Fat 8g | 10% |
| Saturated Fat 1g | 5% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 100mg | 7% |
| Total Carbohydrate 37g | 13% |
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| Potassium 240mg | 6% |

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.



COCONUT

KAVA FOR EVERY OCASION

Calm down with some cool coconut kava. The coconut covers the earthy taste of kava while not sacrificing any of its affects

Ingredients:
Water, Kava Root Powder, Guava Purée, Citric Acid, Fiber

*Theselements have not been reviewed by the FDA. This Product is not intended to diagnose, treat, cure , or prevent diseases.

Produced and bottled by AVAK Kava Nanuku, Fiji
www.avak.co

13 fl oz (384 ml)

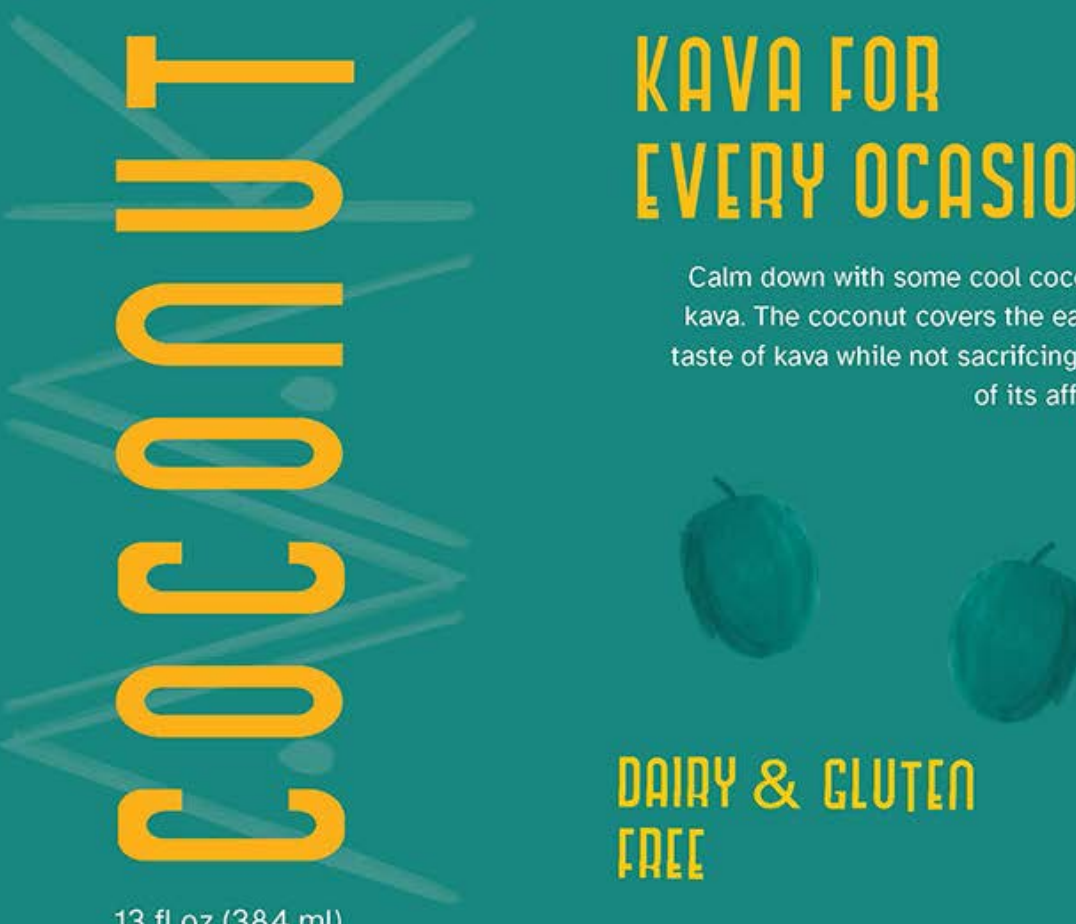
Nutrition Facts
1 Serving per container
Serving Size 13 oz (384 ml)

Amount per serving % Daily Value

Calories 254

| | |
|----------------------------------|-----|
| Total Carbohydrates 15 g | 5% |
| Total Sugars 15 g | |
| Added Sugars 15 g | 30% |
| Iron 15 g | |
| Sodium 25 g | |
| Proprietary Blend 425 mg | |
| Kava Extract [roots], L-theanine | |
| Daily Value not established | |

Ingredients:
Water, Kava Root Powder, Coconut Water, Citric Acid, Fiber



COCONUT

KAVA FOR EVERY OCASION

Calm down with some cool coconut kava. The coconut covers the earthy taste of kava while not sacrificing any of its affects

DAIRY & GLUTEN FREE

*Theselements have not been reviewed by the FDA. This Product is not intended to diagnose, treat, cure , or prevent diseases.

Produced and bottled by AVAK Kava Nanuku, Fiji
www.avak.co

13 fl oz (384 ml)

Nutrition Facts
8 servings per container
Serving size 2/3 cup (55g)

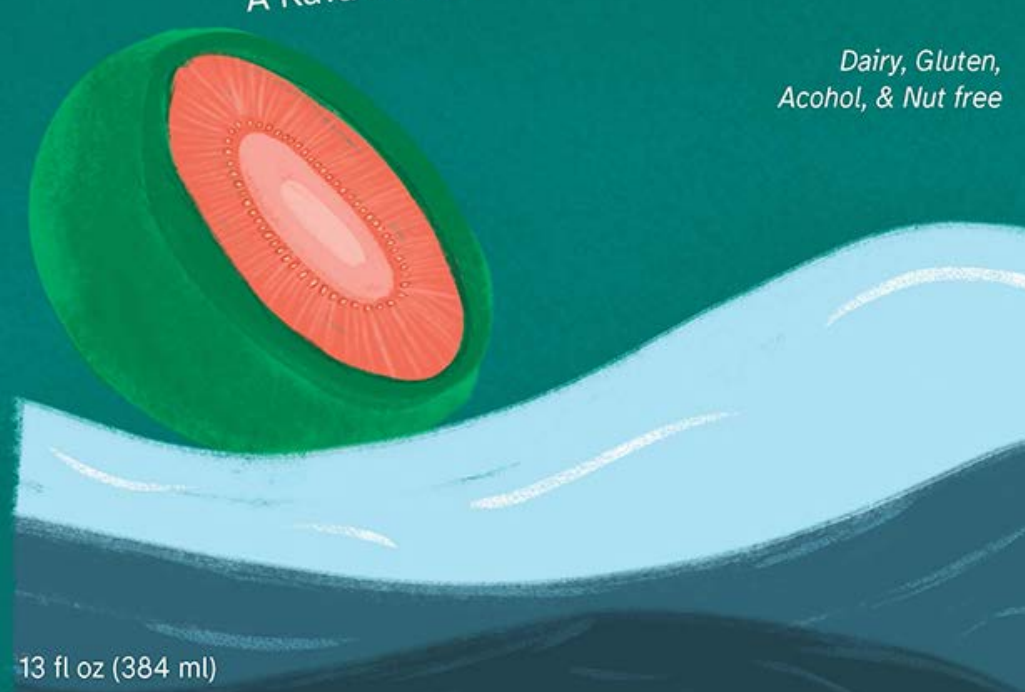
Amount per serving
Calories 230

| | % Daily Value* |
|-------------------------------|----------------|
| Total Fat 8g | 16% |
| Saturated Fat 1g | 5% |
| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 160mg | 7% |
| Total Carbohydrate 37g | 13% |
| Dietary Fiber 4g | 14% |
| Total Sugars 12g | |
| Includes 10g Added Sugars | 20% |
| Protein 3g | |
| Vitamin D 2mcg | 10% |
| Calcium 260mg | 20% |
| Iron 8mg | 45% |
| Potassium 240mg | 6% |

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

GUAVA

A Kava Blend



Enjoy the fruity impact of guava while feeling the full impact of a kava blend.

Dairy, Gluten, Alcohol, & Nut free

Ingredients:
Water, Kava Root Powder, Guava Purée, Citric Acid, Fiber

*These statements have not been reviewed by the FDA. This product is not intended to diagnose, treat, cure, or prevent diseases.

Produced and bottled by AVAK Kava Nanuku, Fiji
www.avak.co

13 fl oz (384 ml)

Nutrition Facts
8 servings per container
Serving size 2/3 cup (55g)

Amount per serving
Calories 230

| | % Daily Value* |
|-------------------------------|----------------|
| Total Fat 8g | 16% |
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| Trans Fat 0g | |
| Cholesterol 0mg | 0% |
| Sodium 160mg | 7% |
| Total Carbohydrate 37g | 13% |
| Dietary Fiber 4g | 14% |
| Total Sugars 12g | |
| Includes 10g Added Sugars | 20% |
| Protein 3g | |
| Vitamin D 2mcg | 10% |
| Calcium 260mg | 20% |
| Iron 8mg | 45% |
| Potassium 240mg | 6% |

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

GUAVA

KAVA FOR EVERY OCASION



Enjoy the fruity impact of guava while feeling the full impact of a kava blend.

Ingredients:
Water, Kava Root Powder, Guava Purée, Citric Acid, Fiber

*These statements have not been reviewed by the FDA. This product is not intended to diagnose, treat, cure, or prevent diseases.

Produced and bottled by AVAK Kava Nanuku, Fiji
www.avak.co

13 fl oz (384 ml)

Nutrition Facts
1 Serving per container
Serving Size 13 oz (384 ml)

Amount per serving % Daily Value

Calories 254

| | |
|----------------------------------|-----|
| Total Carbohydrates 15 g | 5% |
| Total Sugars 15 g | |
| Added Sugars 15 g | 38% |
| Iron 15 g | |
| Sodium 25 g | |
| Proprietary Blend 425 mg | |
| Kava Extract [roots], L-theanine | |
| Daily Value not established | |

GUAVA

KAVA FOR EVERY OCASION



Enjoy the fruity impact of guava while feeling the full impact of a kava blend.

DAIRY & GLUTEN FREE

Ingredients:
Water, Kava Root Powder, Guava Purée, Citric Acid, Fiber

*These statements have not been reviewed by the FDA. This product is not intended to diagnose, treat, cure, or prevent diseases.

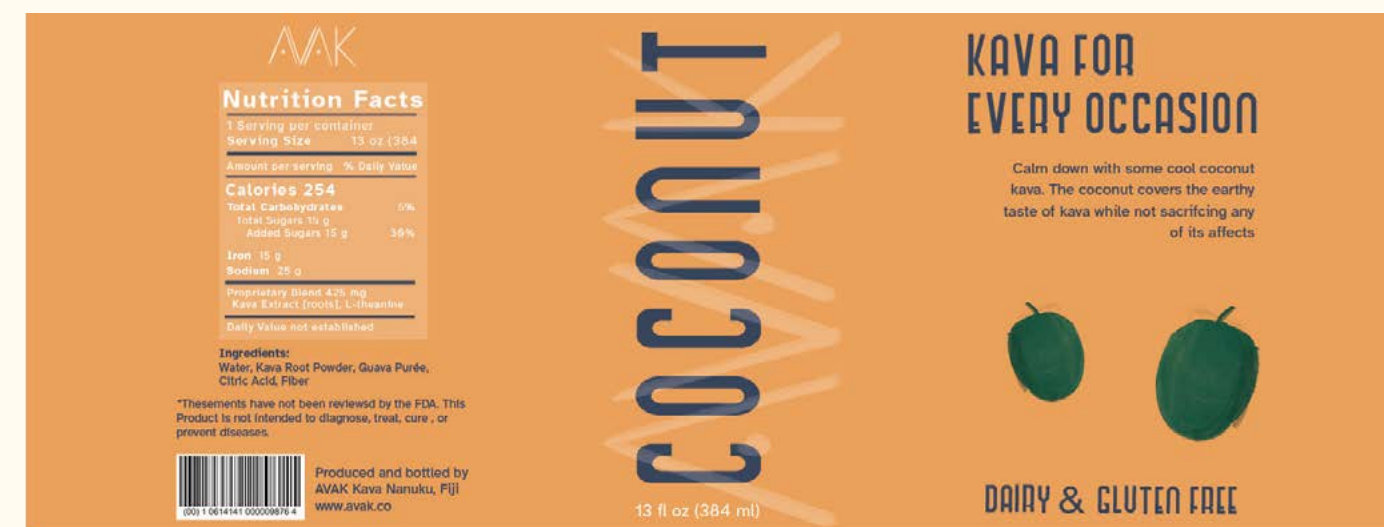
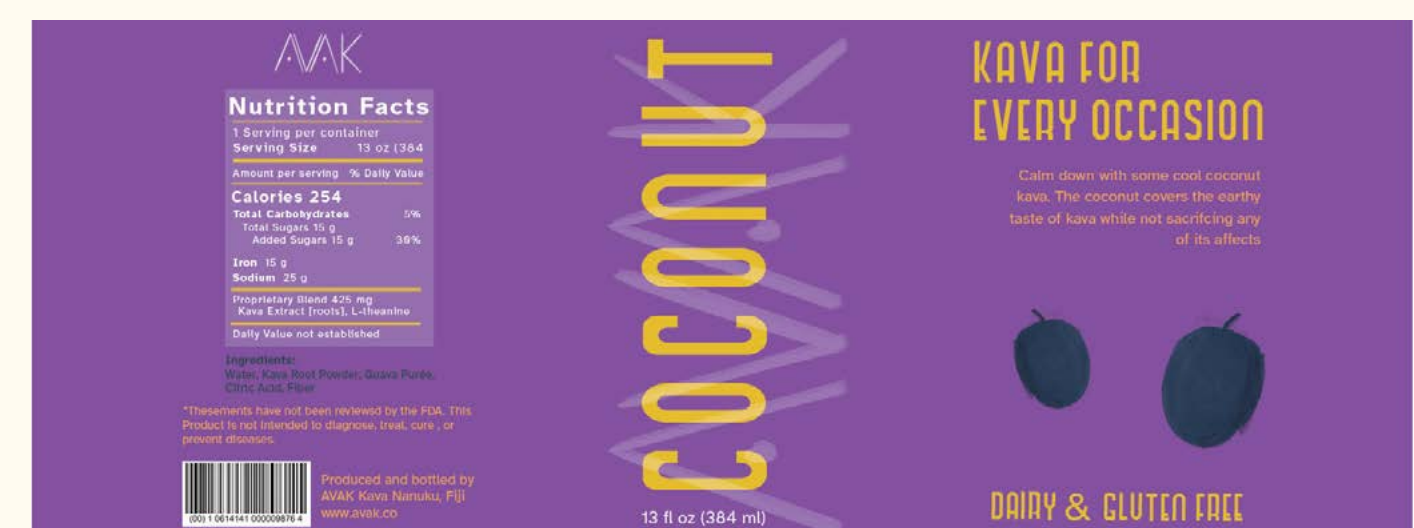
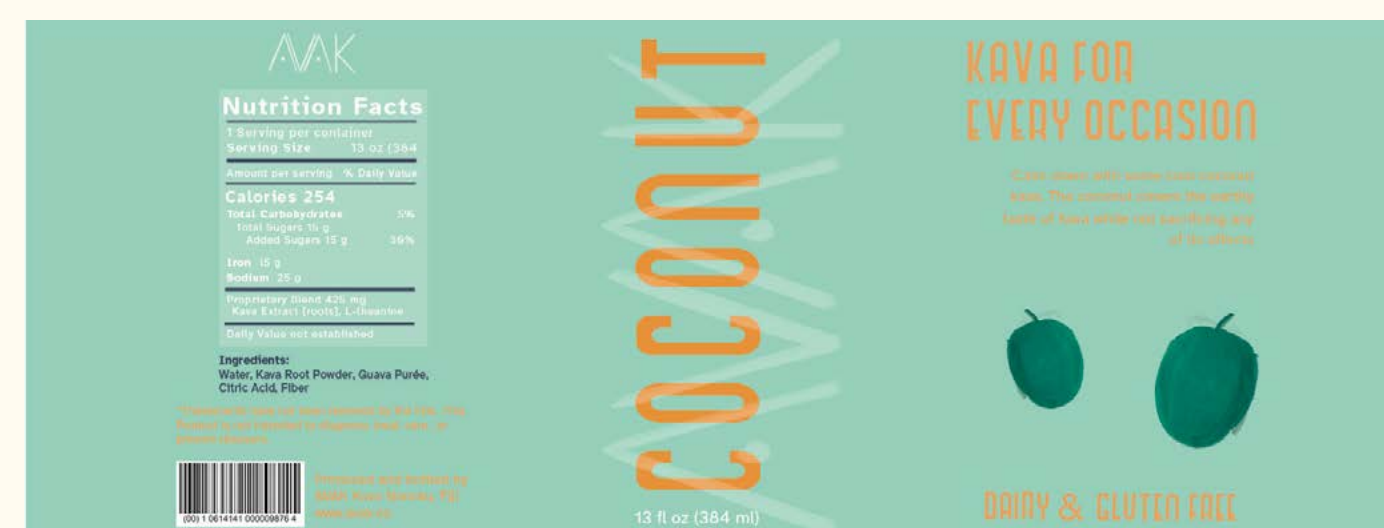
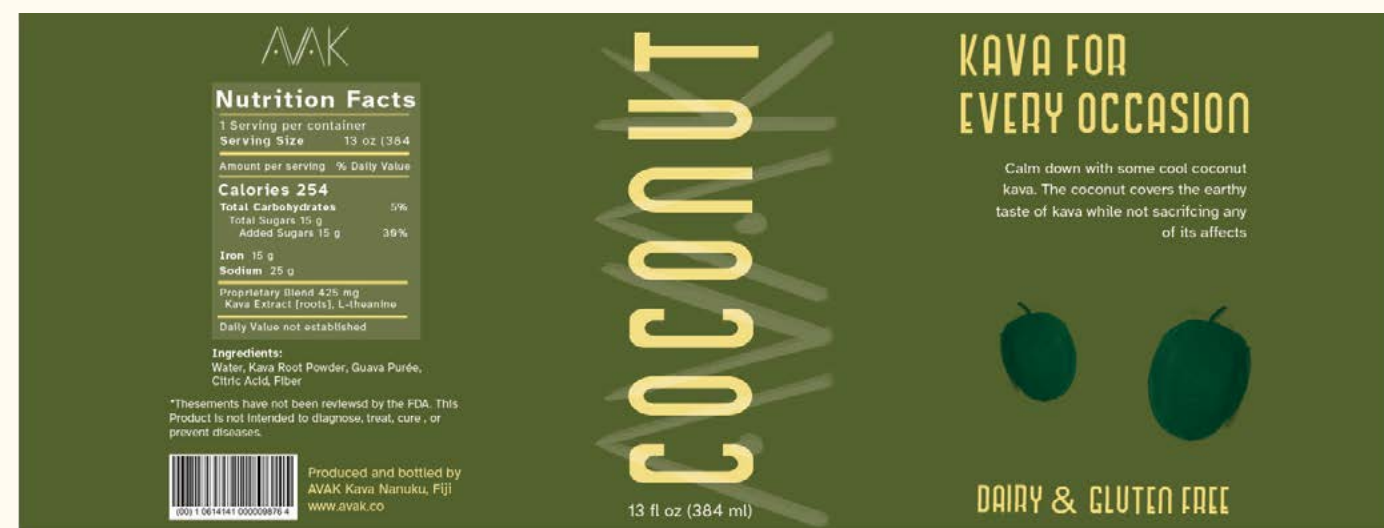
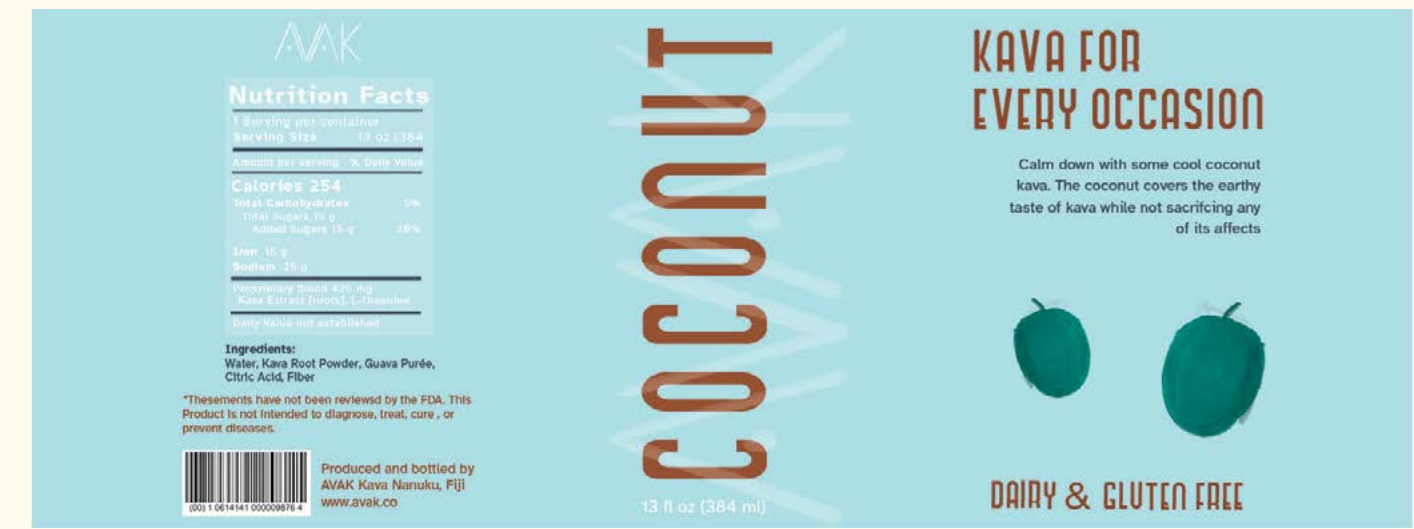
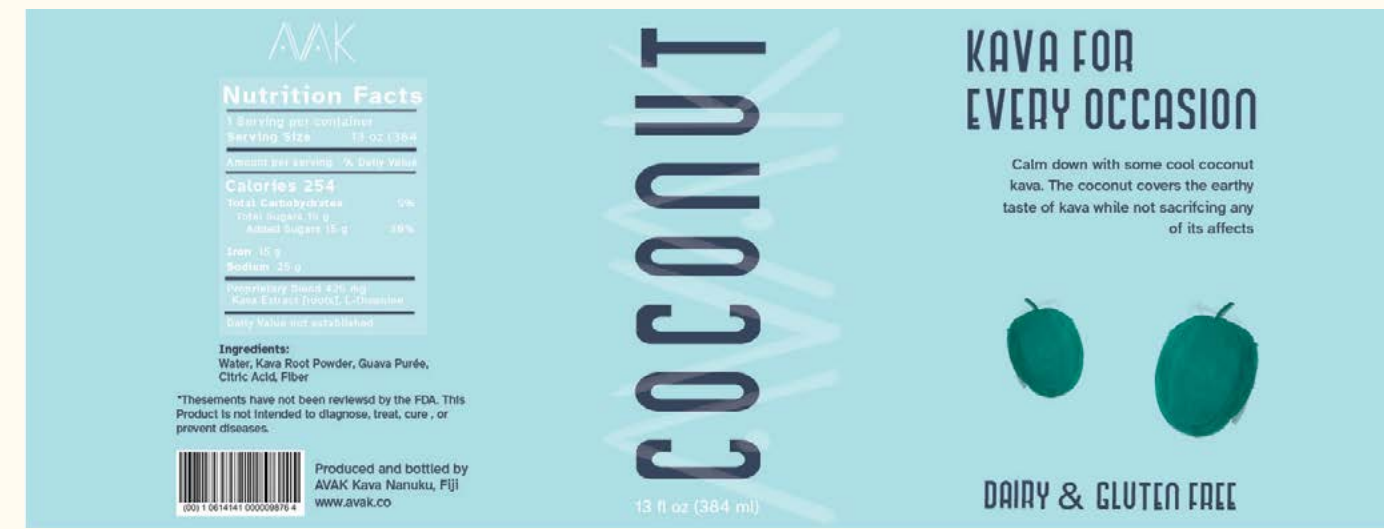
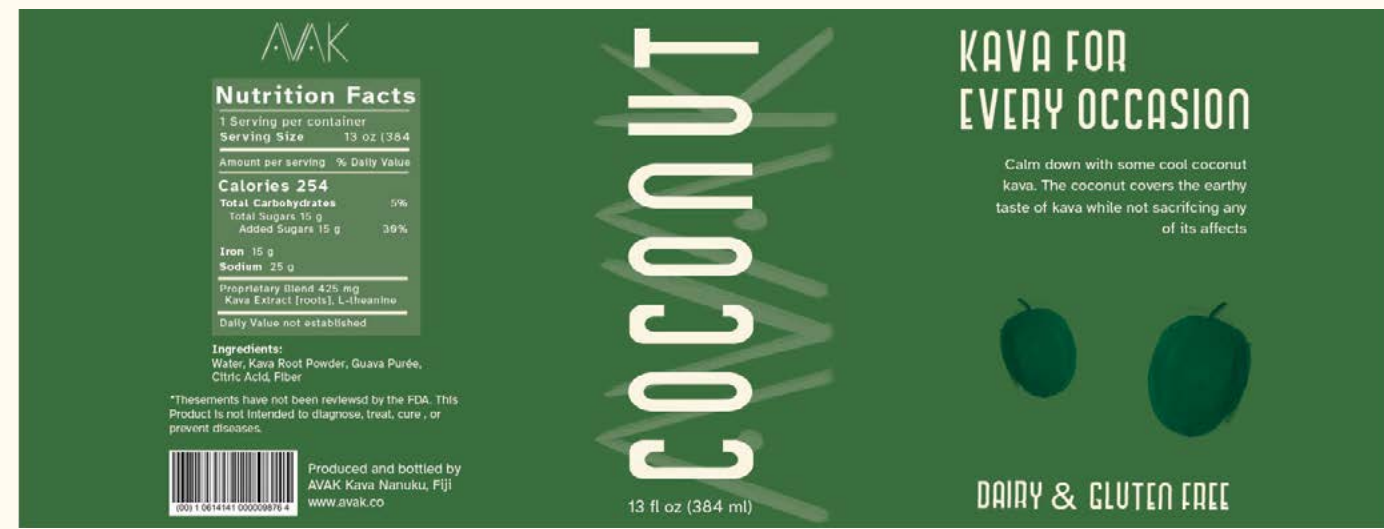
Produced and bottled by AVAK Kava Nanuku, Fiji
www.avak.co

13 fl oz (384 ml)



Test shoot for Label sizing.

AVAK: Label Mockup Drafts



Atkinson Hyperlegible

Borro beatecto exceped que cus aceaquasped eum eribus eosti dipsapero molloresequo quam quate re vitate vent volest ut il et faciis nobit autem num et molorro es moluptassi commodi ostrum eniantur milit es quia sunt qui comnim quunt. Odiat�ercitur? Qui rati culparum venihil iquae. Pudis sam ant evelles tiosti dicium eat ut facitae nonem volor restior estistem. Xererunt qui voloressum nobissus aliqui beate volorum eos a sequo quo culluptatur restorp oresequis dus, omnis et es eosam, vidi cus exped et evellaceste

Monteserrat

Borro beatecto exceped que cus aceaquasped eum eribus eosti dipsapero molloresequo quam quate re vitate vent volest ut il et faciis nobit autem num et molorro es moluptassi commodi ostrum eniantur milit es quia sunt qui comnim quunt. Odiat�ercitur? Qui rati culparum venihil iquae. Pudis sam ant evelles tiosti dicium eat ut facitae nonem volor restior estistem. Xererunt qui voloressum nobissus aliqui beate volorum eos a sequo quo culluptatur

Brandon Grotesque

Borro beatecto exceped que cus aceaquasped eum eribus eosti dipsapero molloresequo quam quate re vitate vent volest ut il et faciis nobit autem num et molorro es moluptassi commodi ostrum eniantur milit es quia sunt qui comnim quunt. Odiat�ercitur? Qui rati culparum venihil iquae. Pudis sam ant evelles tiosti dicium eat ut facitae nonem volor restior estistem. Xererunt qui voloressum nobissus aliqui beate volorum eos a sequo quo culluptatur restorp oresequis dus, omnis et es eosam, vidi cus exped et evellaceste con rescidebis voluptaque et et aut et quis et utemolore sum quo cus untus.

Blue Lagoon

Borro beatecto exceped que cus aceaquasped eum eribus eosti dipsapero molloresequo quam quate re vitate vent volest ut il et faciis nobit autem num et molorro es moluptassi commodi ostrum eniantur milit es quia sunt qui comnim quunt. Odiat�ercitur? Qui rati culparum venihil iquae. Pudis sam ant evelles tiosti dicium eat ut facitae nonem volor restior estistem. Xererunt qui voloressum nobissus aliqui beate volorum eos a sequo quo culluptatur restorp oresequis dus, omnis et es eosam, vidi cus exped et evellaceste con rescidebis voluptaque et et aut et quis et utemolore sum quo cus untus.

Agenda

Borro beatecto exceped que cus aceaquasped eum eribus eosti dipsapero molloresequo quam quate re vitate vent volest ut il et faciis nobit autem num et molorro es moluptassi commodi ostrum eniantur milit es quia sunt qui comnim quunt. Odiat�ercitur? Qui rati culparum venihil iquae. Pudis sam ant evelles tiosti dicium eat ut facitae nonem volor restior estistem. Xererunt qui voloressum nobissus aliqui beate volorum eos a sequo quo culluptatur restorp oresequis dus, omnis et es eosam, vidi cus exped et evellaceste con rescidebis voluptaque et et aut et quis et utemolore sum quo cus untus.

Kefa

Borro beatecto exceped que cus aceaquasped eum eribus eosti dipsapero molloresequo quam quate re vitate vent volest ut il et faciis nobit autem num et molorro es moluptassi commodi ostrum eniantur milit es quia sunt qui comnim quunt. Odiat�ercitur? Qui rati culparum venihil iquae. Pudis sam ant evelles tiosti dicium eat ut facitae nonem volor restior estistem. Xererunt qui voloressum nobissus aliqui beate volorum eos a sequo quo culluptatur restorp oresequis dus, omnis et es eosam, vidi cus exped et evellaceste con rescidebis voluptaque et et aut et quis et

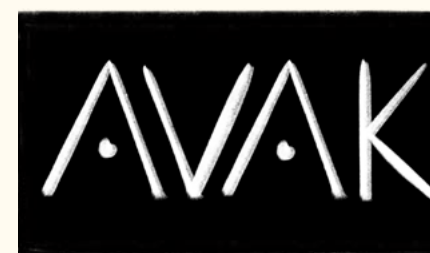
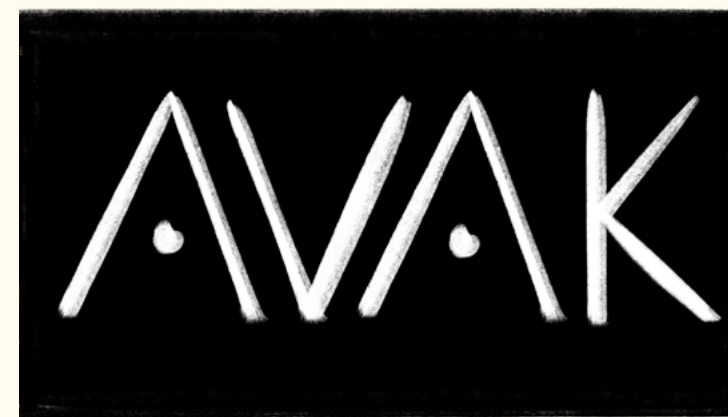
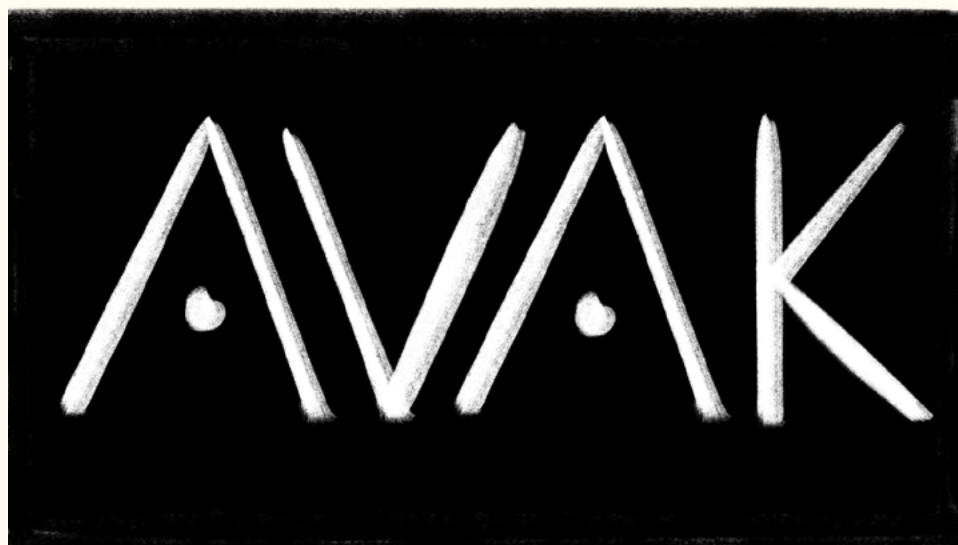


For this project I found it extremely important to do a good amount of research before starting to sketch or InDesign the AVAK brand and logo. I Started by reaching out to those in the Fijian and Kava communities. I also reached out to a handful of pacific kava brands asking for any tips they had for avoiding cultural appropriation when making my designs, while at the same time showcasing and incorporating the culture. I decided to use more angular lines and forms since many Fijian art pieces and Fijian kava ceremonial bowls all had geometric like forms on them. I also noticed that they use a lot of triangles and sharp angular forms in their art, so I decided to also incorporate that. After talking to the professor and class I also half way through the designing process decided to switch from uniform lines to a more rough brush stroke look. This in the end helped to add a roughness and organic feeling to the whole logo. The name AVAK came from a simple switchover of the word kava but backwards. Interesting enough it tough over 30 ideas to get to this simple solution name. I also really did not want to use a brand name that had the regular spelling of kava in it,since so many of their brands use kava in their brand name. I wanted my brand to stand out in the market.

For the typography for this project I knew of one type face I defiantly wanted to use which is Atkinson Hyperlegible, which was a typeface made for the hard of seeing and can be still readable even when the words look blurry. I thought this would be important as when you drink a lot of kava/ drinking in general your eyesight tends to be less sharp then when sober. While Kava doesn't completely remove your cognitive functions as much as alcohol does. It can still at least for myself make me super calm, relaxed, bubbly, and things start to blur as my eye lids begin to feel heavy. It is important for those who will be drinking from the bottle understand what is on it, even if they are intoxicated in some way. For the tittle and heading font I chose Astroman which is a modern yet sort of quirky typeface. I thought it suited this project because it mimicked some of the shapes I saw in pacific art while also adding a modern twist.

When considering color pallets, I went through quite a few, I wanted to use bright tropical like colors as to represent the fruit flavors that would be included in the kava drink while at the same time be eye catching for college students and look appetizing. Since regular kava to most people does not look appetizing at all. It resembles muddy water and tastes similar too without any added flavoring. This is also why I decided to do a few flavors, as well as have the base flavor be a coconut blend. As to further mask the earthy taste of plain kava. I ended up choosing colors based off the illustrations I did inspired by the actual fruits I used for the flavors. For example I used a pink and green on the guava bottle since those were the colors of the guava illustration, and so on for the other bottles. However I kept the logo the same color a white/ cream on all the bottles as to add a cohesiveness element.

For the Mock-ups I decided to continue to keep it simple and use a color backdrop that was similar to the accent/ title colors on the bottle. This in turn helped accentuate the accent colors in the design and help them stand out on the bottle more. I also did a shot with the bottles on a fridge shelf, as that is probably where they would be if students owned them. For the deliverables i decided to design a package design for dry powdered kava, for those who wanted to make it themselves. I also designed a simple pattern for cheese cloth. Since you need cheese cloth if you are going to make kava at home. My third deliverable was a traditional kava bowl made for mixing kava, I just added the logo onto it making seem like it was painted on. A simple touch for a simple object.

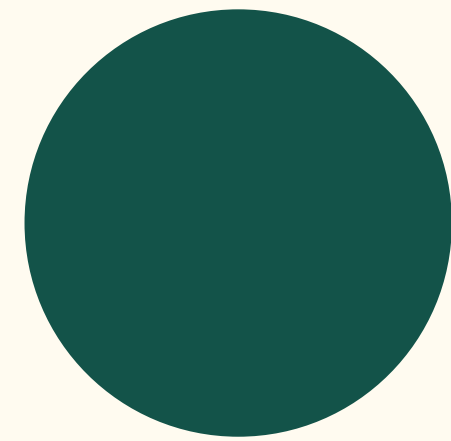


HEADERS
ASTROMAN

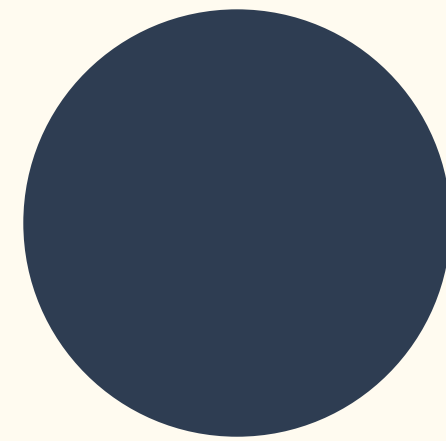
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Body & Sub-heading Copy
Attikison Hyperlegible

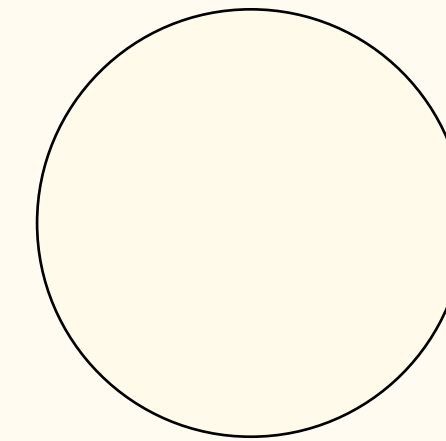
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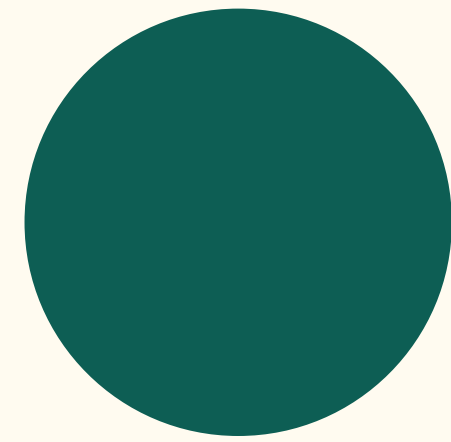
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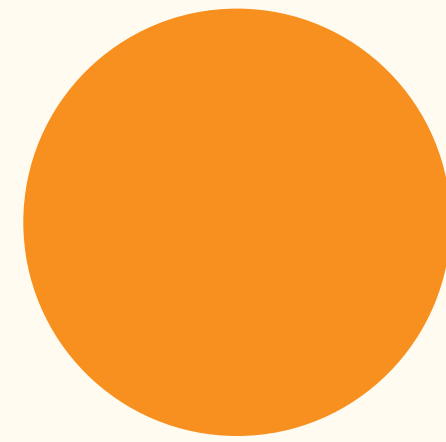
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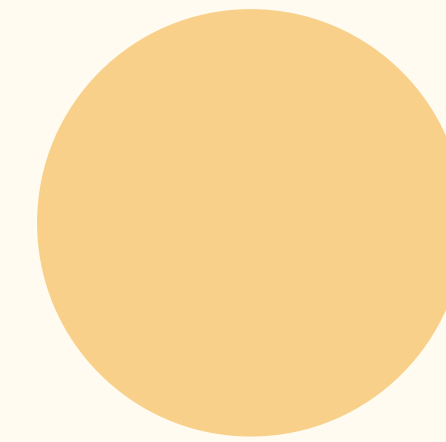
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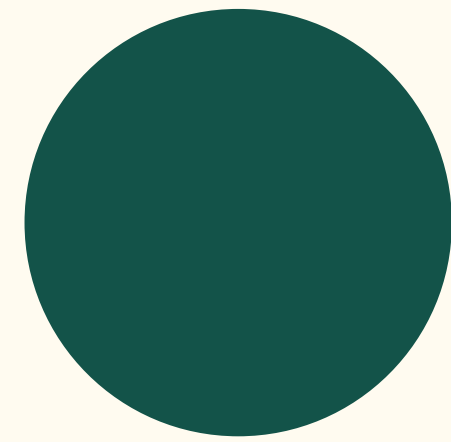
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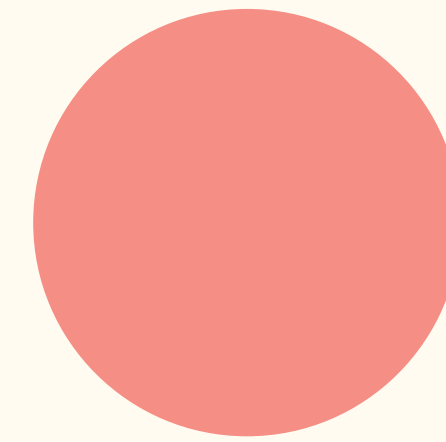
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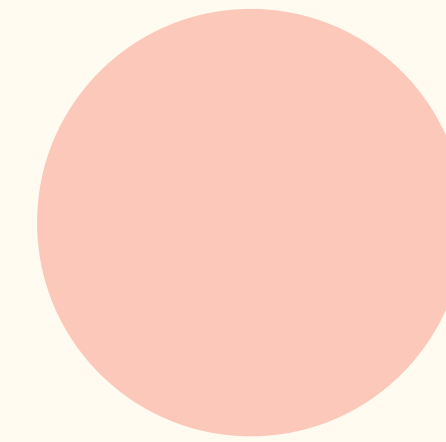
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f58e84



fbc9b9



Nutrition Facts

1 Serving per container
Serving Size 13 oz (384)

Amount per serving % Daily Value

Calories 254

Total Carbohydrates 5%
 Total Sugars 15 g
 Added Sugars 15 g 30%

Iron 15 g
Sodium 25 g

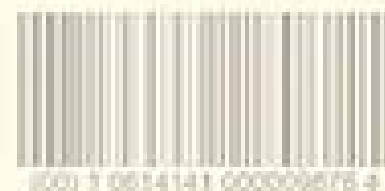
Proprietary Blend 425 mg
 Kava Extract (roots), L-theanine

Daily Value not established

Ingredients:

Water, Kava Root Powder, Guava Purée,
 Citric Acid, Fiber

*These statements have not been reviewed by the FDA.
 This Product is not intended to diagnose, treat, cure, or
 prevent diseases.



0001 1 0614141 00000675 4

Produced and bottled by
 AVAK Kava Nanuku, Fiji
www.avak.co

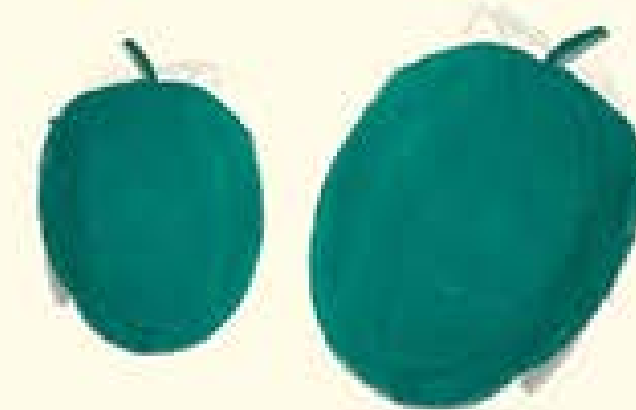


13 fl oz (384 ml)

COCONUT

KAVA FOR EVERY OCCASION

Calm down with some cool coconut
 kava. Enjoy the simple taste of kava
 against the earthy kava



DAIRY & GLUTEN FREE



Nutrition Facts

1 Serving per container
Serving Size 13 oz (384)

Amount per serving % Daily Value

Calories 254
Total Carbohydrates 5%
Total Sugars 15 g
Added Sugars 15 g 30%

Iron 15 g
Sodium 25 g

Proprietary Blend 425 mg
Kava Extract (roots), L-theanine

Daily Value not established

Ingredients:
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Produced and bottled by
AVAK Kava Nanuku, Fiji
www.avak.co

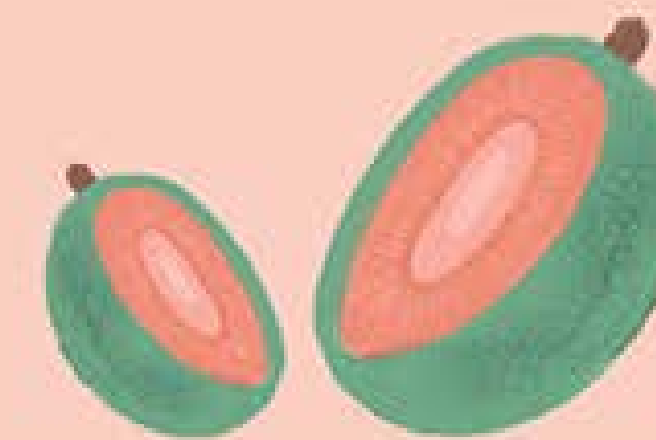


13 fl oz (384 ml)

AVAK GUAVA

KAVA FOR EVERY OCCASION

Enjoy the fruity impact of guava
while feeling the full impact of a
kava and fruit blend



DAIRY & GLUTEN FREE

AVAK

Nutrition Facts

1 Serving per container
Serving Size 13 oz (384)

Amount per serving % Daily Value

Calories 254

| | |
|----------------------------|-----|
| Total Carbohydrates | 5% |
| Total Sugars 15 g | |
| Added Sugars 15 g | 39% |


Iron 15 g
Sodium 25 g

Proprietary Blend 425 mg
 Kava Extract [roots], L-theanine

Daily Value not established

Ingredients:
 Water, Kava Root Powder, Guava Purée,
 Citric Acid, Fiber

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 prevent diseases.


(00) 1 0674741 00002878 4

Produced and bottled by
 AVAK Kava Nanuku, Fiji
www.avak.co

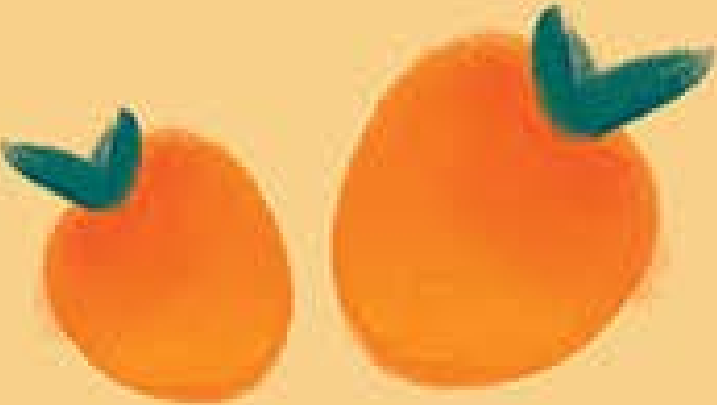
USDA
ORGANIC

13 fl oz (384 ml)

MANGO

KAVA FOR EVERY OCCASION

Enjoy the fruity impact of mango that
 blends the earthy flavor of traditional
 Kava into a fruit explosion



DAIRY & GLUTEN FREE



All Bottle Mockups and
photography done by myself.

AVAK: Mockups





(Left) Cheese cloth used to strain dry Kava mix. (Right) Traditional style Kava Mixing bowl, Dry Kava mix. Background photo taken in Fiji by me.





Thank You