

★
LIVE BRIGHT.
DRINK LUMI.

★
LUMI

PREMIUM SPARKLING FRUIT BEVERAGE



REAL FRUIT. REAL REFRESHMENT.



REAL FRUIT
JUICE



SPARKLING
REFRESHMENT



NO ARTIFICIAL
FLAVORS



RECYCLABLE
PACKAGING



NATURAL
INGREDIENTS



ORANGE
BURST



LEMON
LIME



WATERMELON
CHILL



BERRY
SPLASH



MANGO
PASSION



TROPICAL
MIX



CHILL IT ★



FEEL IT ★



LOVE IT ★



SHARE IT ★



LIVE IT ★

SCAN TO
DISCOVER
MORE



@DRINKLUMI

CHOOSE YOUR VIBE.
CRACK OPEN LUMI.



LUMI

NEW
LAUNCH

SPARKLING FRUIT BEVERAGE

THE SPARKLING REVOLUTION

Starts Now!



REAL FRUIT JUICE



SPARKLING
REFRESHMENT



NO ARTIFICIAL
FLAVORS



NO ADDED
PRESERVATIVES



PREMIUM
QUALITY

BOLD FLAVORS. PURE REFRESHMENT.

MADE TO SPARKLE. MADE FOR YOU.

NOW AVAILABLE

LUMI

PREMIUM SPARKLING FRUIT BEVERAGE

LIVE BRIGHT. DRINK LUMI.

Crafted with real fruit juice and a sparkle that refreshes, LUMI is your everyday essential for a brighter you.



REAL FRUIT JUICE

Made with real fruit juice for authentic taste.



SPARKLING REFRESHMENT

Perfectly sparkling for a crisp, refreshing experience.



NO ARTIFICIAL FLAVORS

Pure taste. Nothing artificial.



RECYCLABLE PACKAGING

Good for you, better for the planet.



NATURAL INGREDIENTS

Carefully selected ingredients for premium quality.



CHOOSE YOUR VIBE.



ORANGE BURST

Zesty & bright like sunshine.



LEMON LIME

Citrusy & crisp for all day.



WATERMELON CHILL

Cool & juicy refreshment.



BERRY SPLASH

Juicy & bold berry blend.



MANGO PASSION

Tropical & smooth with a twist.



TROPICAL MIX

A tropical fusion of happiness.



SCAN TO
DISCOVER MORE



@DRINKLUMI

CRACK OPEN LUMI.
REFRESH. RECHARGE. REPEAT.

LUMI

PREMIUM SPARKLING FRUIT BEVERAGE

EVERY SIP. PURE GOODNESS.

REAL FRUIT JUICE. SPARKLING REFRESHMENT.
MADE FOR EVERY MOMENT.



REAL FRUIT
JUICE



SPARKLING
REFRESHMENT



NO ARTIFICIAL
FLAVORS



RECYCLABLE
PACKAGING



NATURAL
INGREDIENTS



REAL FLAVORS. REAL MOMENTS.



ZESTY & BRIGHT



COOL & JUICY



JUICY & BOLD



TROPICAL & SMOOTH



EXOTIC & REFRESHING



CITRUSY & CRISP



CHILL IT

Refresh your day.



FEEL IT

Taste the freshness.



LOVE IT

Savor the sparkle.



SHARE IT

Good vibes only.



LIVE IT

Brighten every moment.

LIVE BRIGHT. DRINK LUMI.



PERFECT FOR
ANY OCCASION



ON THE GO
REFRESHMENT



PARTIES &
GATHERINGS



WORKOUT
COMPANION

SCAN TO DISCOVER MORE



@DRINKLUMI

★ REFRESH. RECHARGE. REPEAT. ★

LUMI

PREMIUM SPARKLING FRUIT BEVERAGE

REFRESHINGLY REAL. DELICIOUSLY YOU.

Real fruit juice. Sparkling refreshment.
Made for your everyday.



REAL FRUIT
JUICE



SPARKLING
REFRESHMENT



NO ARTIFICIAL
FLAVORS



RECYCLABLE
PACKAGING



NATURAL
INGREDIENTS



 ORANGE BURST 330ml Zesty & bright like sunshine. 	 LEMON LIME 330ml Citrusy & crisp for all day. 	 WATERMELON CHILL 330ml Cool & juicy refreshment. 	 BERRY SPLASH 330ml Juicy & bold berry blend. 	 MANGO PASSION 330ml Tropical & smooth with a twist. 	 TROPICAL MIX 330ml A tropical fusion of happiness. 
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MADE FOR EVERY MOMENT



 **PRE & POST WORKOUT**
Rehydrate. Recharge.



 **PARTIES & GATHERINGS**
Good times. Great flavors.



 **ON THE GO**
Refreshment anytime,
anywhere.



 **FOCUS & CHILL**
Stay focused. Stay fresh.

LOVE LUMI?
SHARE YOUR MOMENT
TAG US @DRINKLUMI



SCAN TO
DISCOVER MORE

**LIVE BRIGHT.
DRINK LUMI.**

★ REAL INGREDIENTS • REAL REFRESHMENT • REAL YOU ★

LUMI

PREMIUM SPARKLING FRUIT BEVERAGE



GOODNESS THAT SPARKLES.

SAVINGS THAT SHINE.

REAL FRUIT JUICE. SPARKLING REFRESHMENT.
MADE FOR EVERY YOU.

LIMITED TIME OFFER

BUY 2

GET 1 FREE

SAVE MORE. SIP MORE. ✨



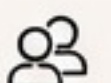
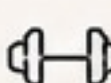
 REAL FRUIT JUICE Authentic taste in every sip.	 SPARKLING REFRESHMENT Crisp, clean & invigorating.	 NO ARTIFICIAL FLAVORS Pure taste. Nothing artificial.	 RECYCLABLE PACKAGING Good for you, better for the planet.	 NATURAL INGREDIENTS Carefully selected. Premium quality.	 FEEL GOOD CHOICE Light, refreshing & guilt-free.
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★ CHOOSE YOUR FLAVOR. FIND YOUR VIBE. ★

 ORANGE BURST Zesty & bright like sunshine.	 LEMON LIME Citrusy & crisp for all day.	 WATERMELON CHILL Cool & juicy refreshment.	 BERRY SPLASH Juicy & bold berry blend.	 MANGO PASSION Tropical & smooth with a twist.	 TROPICAL MIX A tropical fusion of happiness.
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DON'T MISS OUT!

STOCK UP. SIP HAPPY.

 PERFECT FOR ANY OCCASION	 ON THE GO REFRESHMENT	 PARTIES & GATHERINGS	 WORKOUT COMPANION	 SCAN TO ORDER NOW!
---	--	---	--	---

FOLLOW US @DRINKLUMI   

★ LIVE BRIGHT. DRINK LUMI. | REFRESH. RECHARGE. REPEAT. ★

LUMI

PREMIUM SPARKLING FRUIT BEVERAGE

REAL FRUIT. REAL VIBES.

Crafted with real fruit juice and sparkling refreshment for a brighter, bolder you.



REAL FRUIT
JUICE



SPARKLING
REFRESHMENT



NO ARTIFICIAL
FLAVORS



RECYCLABLE
PACKAGING



NATURAL
INGREDIENTS



REFRESH MORE, PAY LESS!

BUY 2 GET 1 FREE

LIMITED TIME ONLY! ✨



✦ CHOOSE YOUR FLAVOR. CHOOSE YOUR VIBE. ✦

ORANGE
BURST



Zesty & bright
like sunshine.

LEMON
LIME



Citrusy & crisp
for all day.

WATERMELON
CHILL



Cool & juicy
refreshment.

BERRY
SPLASH



Juicy & bold
berry blend.

MANGO
PASSION



Tropical & smooth
with a twist.

TROPICAL
MIX



A tropical fusion
of happiness.



PRE & POST WORKOUT
Rehydrate. Recharge.



PARTIES & GATHERINGS
Good times. Great flavors.



ON THE GO
Refreshment anytime,
anywhere.



FOCUS & CHILL
Stay focused. Stay fresh.

READY TO
FEEL THE LUMI?
GRAB YOURS TODAY! ✨

AVAILABLE AT



SUPERMARKETS



CONVENIENCE
STORES



ONLINE
PLATFORMS



SCAN TO
ORDER NOW!

FAST. EASY. REFRESHING.

✦ FOLLOW US @DRINKLUMI



LIVE BRIGHT. DRINK LUMI.

REFRESH. RECHARGE. REPEAT. ✦

LUMI

PREMIUM SPARKLING FRUIT BEVERAGE

WITH YOU. FOR YOU. ALWAYS LUMI.

Thank you for being part of
our journey! 



LUMI LOYALTY CLUB

MORE SIPS. MORE REWARDS. MORE JOY.



EARN
POINTS



UNLOCK
REWARDS

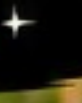


GET ACCESS
EXCLUSIVE
PERKS



FEEL
THE LUMI
LOVE



REAL FLAVORS.
REAL MOMENTS.
REAL US. 

OUR COMMUNITY. OUR HEART.



★★★★★

"Orange Burst is my
daily pick-me-up!"

– Neha P.

 Verified Buyer



★★★★★

"Lemon Lime is the
perfect balance of
citrus and refreshment."

– Arjun M.

 Verified Buyer



★★★★★

"Watermelon Chill is
super juicy and
so refreshing!"

– Priya S.

 Verified Buyer



★★★★★

"Berry Splash is bold,
fruity and totally
addictive."

– Rohan D.

 Verified Buyer



★★★★★

"Mango Passion is
tropical bliss in
every sip!"

– Ananya P.

 Verified Buyer



★★★★★

"Tropical Mix tastes
like a vacation
in a can!"

– Karan V.

 Verified Buyer

HOW TO EARN POINTS



MEMBER EXCLUSIVES



BIRTHDAY
SURPRISES



EARLY ACCESS
TO NEW FLAVORS



EXCLUSIVE
OFFERS



DOUBLE POINT
DAYS

THE MORE YOU SIP, THE MORE YOU SAVE!

100
PTS

10% OFF

250
PTS

20% OFF

500
PTS

30% OFF

1000+
PTS

40% OFF

SIX FLAVORS. ENDLESS VIBES. ONE LUMI.

 MADE WITH
REAL FRUIT JUICE

 NO ARTIFICIAL
FLAVORS



ORANGE
BURST

LEMON
LIME

WATERMELON
CHILL

BERRY
SPASH

MANGO
PASSION

TROPICAL
MIX

LET'S KEEP THE GOOD VIBES GOING!

REORDER NOW

YOUR FAVORITE FLAVORS ARE
JUST A CLICK AWAY.



FAST
DELIVERY



SECURE
PAYMENT



EASY
REORDER

THANK YOU

You inspire us to keep creating
refreshment you love.

FOLLOW US @DRINKLUMI



SCAN TO ORDER AGAIN!

WE'RE HERE FOR YOU!

Reach out anytime.
hello@drinklumi.com

LIVE BRIGHT. DRINK LUMI.



REAL
FRUIT JUICE



SPARKLING
REFRESHMENT



RECYCLABLE
PACKAGING



SUSTAINABLY
MADE



MADE FOR
EVERY YOU

LUMI

PREMIUM SPARKLING FRUIT BEVERAGE



OUR JOURNEY. OUR COMMUNITY. OUR LUMI FAMILY.

Thank you for making LUMI a part of your everyday. Together, we sipped, shared and created thousands of real, refreshing moments.

Here's to many more!



THANK YOU FOR
A **REFRESHING** YEAR!

2024 IN A SIP

1M+
HAPPY SIPPER

5M+
CANS ENJOYED

30+
CITIES REACHED

100K+
5-STAR LOVE

★ WHAT MAKES LUMI, LUMI. ★



REAL FRUIT JUICE
Authentic taste in every sip.



SPARKLING REFRESHMENT
Crisp, clean & invigorating.



NO ARTIFICIAL FLAVORS
Pure taste. Nothing artificial.



RECYCLABLE PACKAGING
Good for you, better for the planet.



NATURAL INGREDIENTS
Carefully selected. Premium quality.



MADE FOR YOU
Light, refreshing & guilt-free.

YOU. OUR INSPIRATION. OUR BIGGEST SUPPORTERS.



MY DAILY REFRESH!



BERRY SPLASH = LOVE!



BESTIE SIPs!



FOCUS. SIP. REPEAT.



VACAY VIBES!



GOOD TIMES. LUMI TIMES!

REAL REVIEWS. REAL LOVE.

ORANGE BURST



"Zesty, bright and so refreshing!"

– Priya S.
 Verified Buyer

LEMON LIME



"Perfect balance of citrus with a crisp finish."

– Arjun M.
 Verified Buyer

WATERMELON CHILL



"Cool, juicy and absolutely my favorite."

– Neha K.
 Verified Buyer

BERRY SPLASH



"Bold berry flavor. Love it!"

– Rohan D.
 Verified Buyer

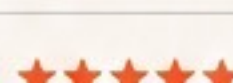
MANGO PASSION



"Tropical bliss in a can. So smooth!"

– Ananya P.
 Verified Buyer

TROPICAL MIX



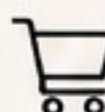
"A tropical vacation in every sip!"

– Karan V.
 Verified Buyer

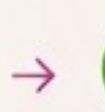
LOYALTY THAT REWARDS YOU.

- Earn points every time you sip
- Unlock exclusive offers
- Birthday surprises
- Be the first to try new flavors

EARN. REDEEM. ENJOY.



BUY
Earn points



COLLECT
More points



REDEEM
Exciting rewards

COME BACK FOR MORE REFRESHMENT!

Your favorite flavors are always just a click away.

ORDER NOW

SCAN TO ORDER NOW!



SIX FLAVORS.
ENDLESS VIBES.
ONE LUMI.



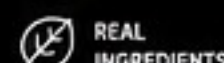
Thank you for choosing real.
Thank you for choosing LUMI.

LET'S KEEP LIVING BRIGHT.
TOGETHER.

FOLLOW US @DRINKLUMI



LIVE BRIGHT. DRINK LUMI.



REAL INGREDIENTS



RECYCLABLE PACKAGING



SUSTAINABLE CHOICES



MADE FOR EVERY YOU

LUMI

SPARKLING FRUIT BEVERAGE

REAL FRUIT JUICE
PURE REFRESHMENT

SOMETHING SPARKLING IS COMING

A REFRESHING EXPERIENCE.
FRUITY. BOLD. DIFFERENT.

STAY TUNED

07

DAYS

12

HRS

45

MINS



FOLLOW US

BE THE FIRST TO KNOW.



SPARKLING
FRUIT BEVERAGE



ZESTY
ORANGE



LEMON
BURST



WATERMELON
CHILL



MIXED
BERRY



MANGO
MINT

01

BRAND STORY

LUMI

SPARKLING FRUIT BEVERAGE

BRIGHT FLAVORS.
BOLD ENERGY.
PURE REFRESHMENT.

LUMI is a sparkling fruit beverage crafted to bring vibrant flavor, natural ingredients, and uplifting energy to every moment. Made for those who live brightly and choose refreshment that feels as good as it tastes.



REAL FRUIT
EXTRACTS



NATURAL
INGREDIENTS



SPARKLING
REFRESHMENT



FEEL GOOD
ENERGY



VIBRANT
FLAVORS



NATURAL
GOODNESS



ENERGY
THAT SHINES



SUSTAINABLE
CHOICES

Every can of LUMI is a celebration of flavor, color, and feeling alive. For every moment that matters.

**LIVE BRIGHT.
DRINK LUMI.**



02

MOODBOARD &
CREATIVE DIRECTION

INSPIRED BY
NATURE.
DRIVEN BY
ENERGY.
MADE TO
SHINE.

LUMI captures the feeling of bright
sunshine, fresh fruits, and spontaneous
moments. A celebration of flavor,
color, and movement that brings
positivity and refreshment to
everyday life.



REAL FRUIT
EXTRACTS



SPARKLING
REFRESHMENT



NO ARTIFICIAL
COLORS



SUSTAINABLE
PACKAGING

LUMI

LIVE BRIGHT.
DRINK LUMI.

FRUIT INSPIRATION



SPARKLING & REFRESHING



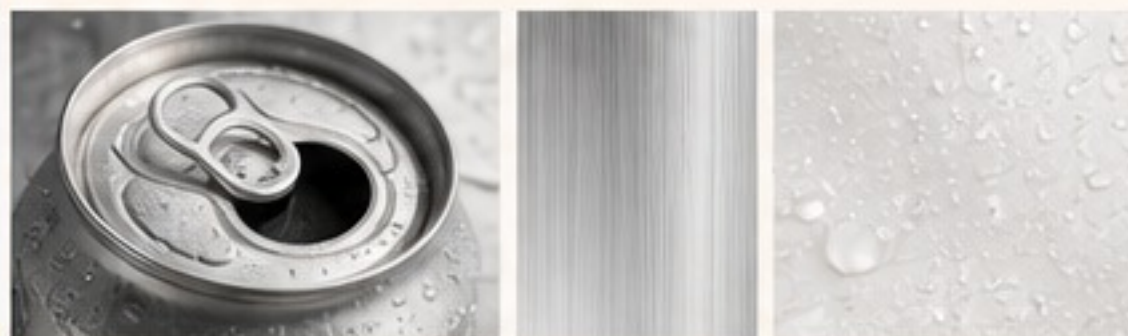
PACKAGING INSPIRATION



COLOR PALETTE



MATERIAL & FINISH



GRAPHIC ELEMENTS



TYPOGRAPHY INSPIRATION

**BOLD
FRESH
REAL**

ENERGY IN EVERY SIP

POPPINS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

POPPINS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

LIFESTYLE & FEELING



BRAND KEYWORDS

VIBRANT

FRESH

PLAYFUL

REFRESHING

POSITIVE

BOLD

03



LOGO DESIGN & LOGO SYSTEM

A BOLD IDENTITY THAT SPARKLES WITH ENERGY.

The LUMI logo is crafted to reflect brightness, freshness, and joy. With a custom wordmark and a spark icon, it captures the essence of a sparkling fruit beverage that brings light to every moment.



PRIMARY LOGO

LUMI

LIVE BRIGHT. DRINK LUMI.

SECONDARY LOGO

LUMI SPARKLING FRUIT BEVERAGE

LOGO SUBMARK



MINIMUM SIZE

LUMI
20 mm

U
10 mm

LOGO LOCKUP

LUMI
SPARKLING FRUIT BEVERAGE

COLOR VARIATIONS



ICON / MONOGRAM



APP ICON

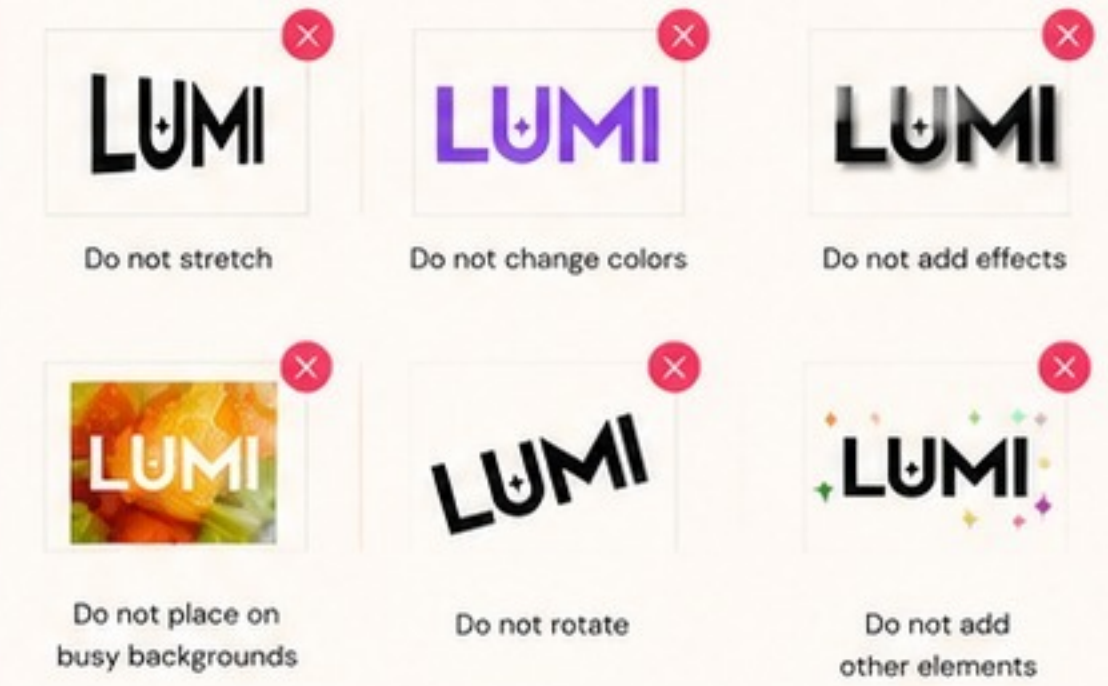


CLEAR SPACE



The clear space around the logo is equal to the height of the "U" in the logo.

INCORRECT USAGE



BRIGHT

A sparkle that represents light, energy & positivity.



FRESH

Inspired by real fruits and natural ingredients.



JOYFUL

Made to bring happiness to every moment.



SPARKLING

Bubbles represent the fizzy, uplifting experience.



FRUITY

Bold, vibrant, and full of real flavor.



SUSTAINABLE

Thoughtful choices for a better planet.



04

COLOR PALETTE

VIBRANT
COLORS.
REAL FRUIT.
PURE ENERGY.

Our color palette is inspired by nature's brightest fruits. Each hue is bold, juicy, and full of life—reflecting the refreshing energy inside every can of LUMI.



PRIMARY PALETTE



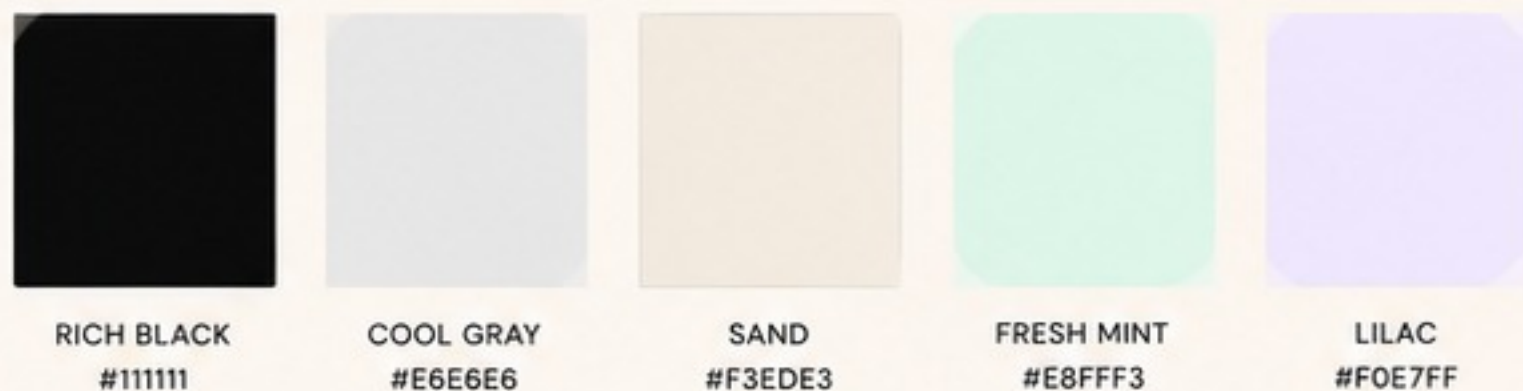
GRADIENT SYSTEM



GRADIENT USAGE EXAMPLES



SECONDARY PALETTE



COLOR USAGE

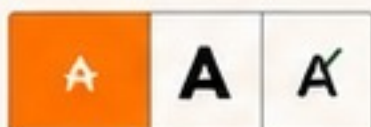


Orange Burst	20%
Lemon Lime	20%
Watermelon Chill	20%
Berry Splash	15%
Mango Passion	15%
Neutrals	10%

COLOR IN ACTION – OUR FLAVORS



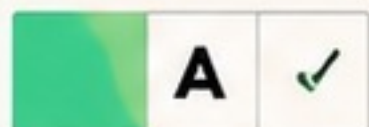
ACCESSIBILITY



WCAG AAA

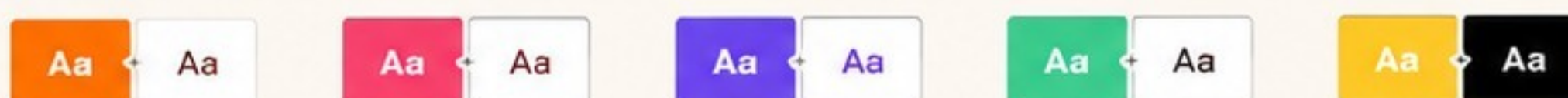


WCAG AAA



WCAG AA

COLOR COMBINATIONS



LUMI

LIVE BRIGHT.
DRINK LUMI.



VIBRANT
FLAVORS



NATURAL
GOODNESS



REAL FRUIT
EXTRACTS



SPARKLING
REFRESHMENT



FEEL GOOD
ENERGY

05
TYPOGRAPHY
SYSTEM

BOLD TYPE.
BRIGHT VIBES.
CLEAR MESSAGE.

Our typography is modern,
energetic, and highly legible.
It reflects LUMI's bold personality
and vibrant flavor in every word.
Built for impact. Designed
for connection.



PRIMARY TYPEFACE

POPPINS

BOLD • MODERN • ENERGETIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

Thin
Light
Regular
Medium
SemiBold
Bold
ExtraBold

SECONDARY TYPEFACE

MONTSERRAT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () _ +

Light
Regular
Medium
SemiBold
Bold

Clean. Geometric. Versatile.

TYPE IN ACTION



TYPE HIERARCHY EXAMPLE

REFRESHING
FLAVORS.
REAL ENERGY.

MADE WITH REAL FRUIT EXTRACTS.
LUMI is a sparkling fruit beverage crafted
to brighten your day and keep you moving.



TYPE STYLES

HEADLINES
H1
POPPINS EXTRABOLD
ALL CAPS
TRACKING -1%

SUB HEADLINES
H2
POPPINS BOLD
ALL CAPS
TRACKING 0

TAGLINES
H3
POPPINS SEMIBOLD
ALL CAPS
TRACKING 2%

BODY TEXT
Body
MONTEERRAT REGULAR
SENTENCE CASE
LEADING 150%

CAPTIONS
Caption
MONTEERRAT MEDIUM
ALL CAPS
TRACKING 5%

TYPOGRAPHIC TREATMENTS

**BOLD
STATEMENT**
FOR MAXIMUM IMPACT

**Color
Highlight**
TO EMPHASIZE WORDS

Outline
FOR STYLISH ACCENTS

**ALL CAPS
SPACING**
FOR PREMIUM FEEL

DO'S

LUMI
KEEP IT BOLD
AND LEGIBLE

**LIVE
BRIGHT.**
USE COLOR TO
CREATE HIERARCHY

**REFRESH
YOUR DAY**
USE STRONG CONTRAST
FOR CLARITY

**100%
REAL FRUIT**
HIGHLIGHT KEY MESSAGES
WITH SIZE & WEIGHT

DON'TS

Lumi
DON'T USE MIXED
CASE LOGOS

live bright.
DON'T USE LOW
CONTRAST COLORS

REFRESHING
DON'T USE THIN FONTS
FOR HEADLINES

Live Bright.
DON'T OVERUSE
EFFECTS OR OUTLINES



LIVE BRIGHT.
DRINK LUMI.



BOLD
IDENTITY



CLEAN
READABILITY



FRIENDLY
PERSONALITY



ENERGETIC
IMPACT



MADE TO
CONNECT

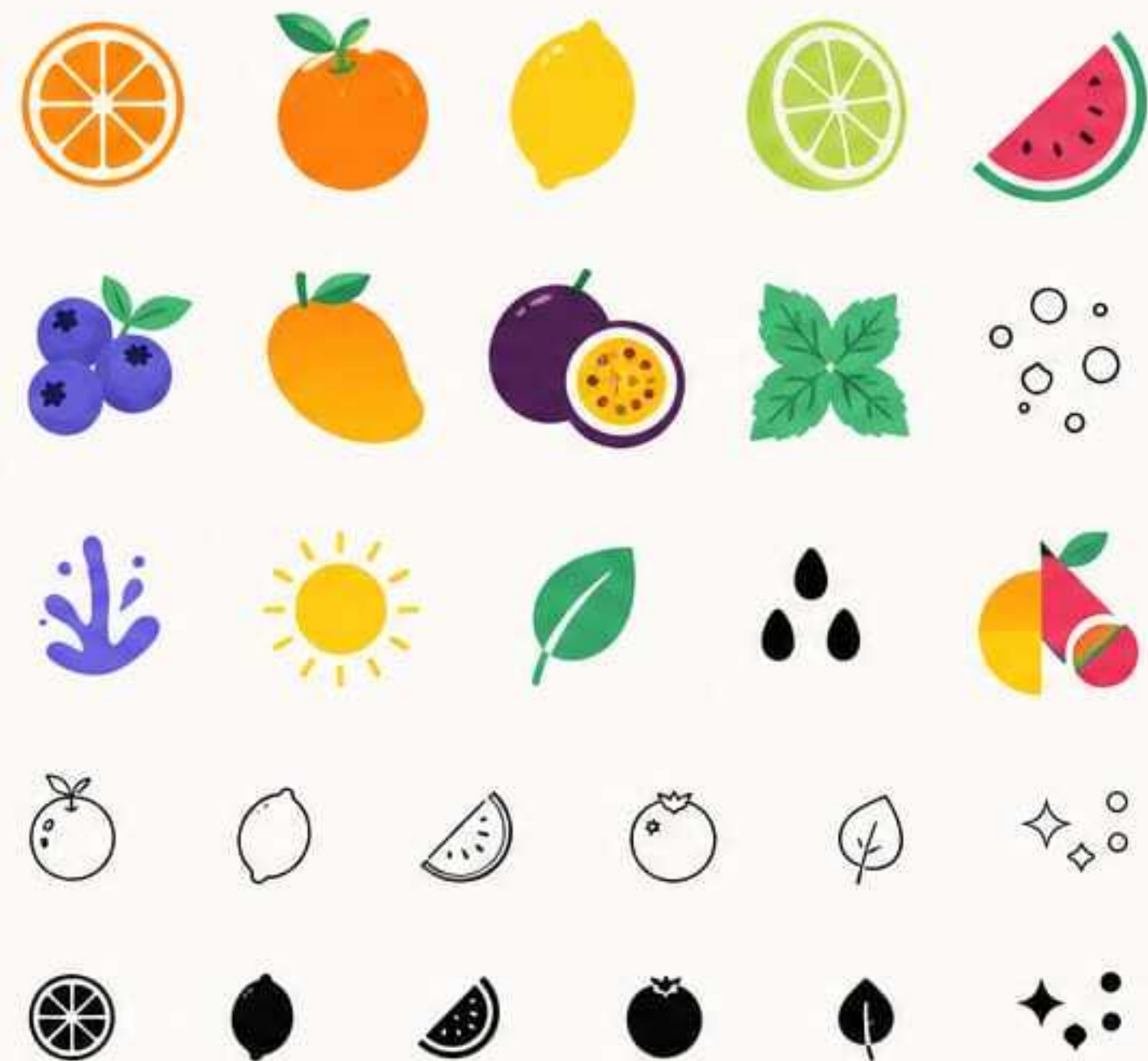
06

ILLUSTRATION STYLE

The LUMI illustration system transforms fresh fruit into bold geometric graphics, creating a playful yet premium visual language across every brand touchpoint. Simple forms, vibrant colors, and clean compositions reinforce freshness, energy, and consistency.



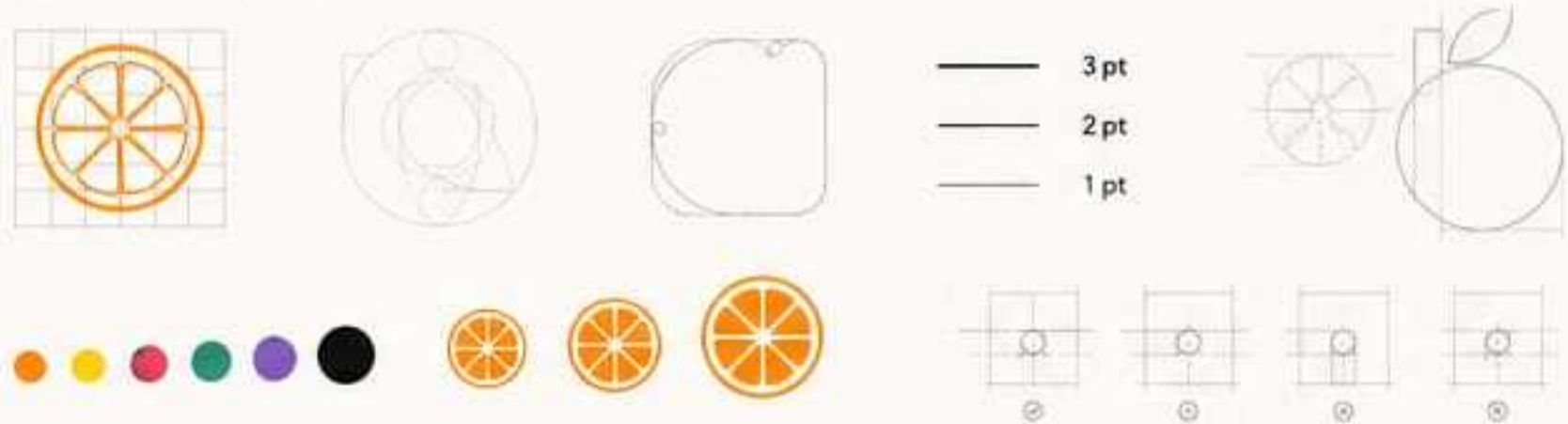
ILLUSTRATION LIBRARY



APPLICATION



ILLUSTRATION CONSTRUCTION



DO

- ✓ Consistent stroke
- ✓ Balanced spacing
- ✓ Minimal detail
- ✓ High contrast
- ✓ Clean curves

DON'T

- ✗ Photorealistic fruit
- ✗ Complex textures
- ✗ Uneven outlines
- ✗ Random colors
- ✗ Messy shapes

ILLUSTRATION PRINCIPLES



07 BRAND PATTERN

The LUMI pattern system transforms fruit-inspired illustrations into vibrant, repeatable graphics that strengthen brand recognition across packaging, merchandise, retail, and digital experiences. Every pattern is built from simple geometric forms that express freshness, movement, and energy.



PATTERN LIBRARY



PATTERN APPLICATIONS



PATTERN CONSTRUCTION

PATTERN GRID



REPEAT SYSTEM



SEAMLESS TILE



SCALE VARIATIONS



SPACING RULES



ROTATION EXAMPLES



PATTERN OVERLAYS



BRAND PRINCIPLES



Seamless Repeat



Geometric Simplicity



Bold Color



High Contrast



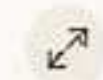
Flexible System



Recognizable Identity



Consistent Rhythm



Scalable Design

DO

- Consistent spacing
- Balanced repetition
- Bold fruit icons
- Clean geometry
- Limited color palette

DON'T

- Random scaling
- Overlapping icons
- Excessive detail
- Too many colors
- Uneven spacing

Packaging That Pops

The LUMI can system combines vibrant color, bold typography, and playful geometric fruit illustrations to create a shelf-ready identity. Each flavor has its own distinctive color while maintaining a cohesive visual language across the entire product family.

DESIGN HIGHLIGHTS

- ✓ Bold Typography
- ✓ Color-Coded Flavors
- ✓ Minimal Layout
- ✓ Premium Matte Finish
- ✓ Recyclable Packaging
- ✓ Strong Shelf Impact

PREMIUM SPARKLING
FRUIT BEVERAGE

LIVE BRIGHT.
DRINK LUMI.

PACKAGING FEATURES

-  330ml Slim Can
-  Matte Finish
-  Recyclable Aluminum
-  Flavor Color Coding
-  Premium Print Quality
-  Minimal Typography
-  Sustainable Packaging
-  High Shelf Visibility



FRONT LABEL



BACK PANEL



BARCODE



INGREDIENTS



PULL-TAB TOP



BOTTOM VIEW



SIDE GRAPHICS



ILLUSTRATION DETAIL

LUMI

LIVE BRIGHT.
DRINK LUMI.



RECYCLABLE



REAL FRUIT



SPARKLING



REFRESHING



NATURAL INGREDIENTS



SUSTAINABLE

A Cohesive Flavor Family

The LUMI packaging system creates instant shelf recognition through a unified design language. Every flavor has its own vibrant personality while remaining unmistakably part of the same premium beverage family.

DESIGN HIGHLIGHTS

- ✓ Strong Shelf Impact
- ✓ Unified Brand System
- ✓ Vibrant Color Coding
- ✓ Premium Matte Finish
- ✓ Consistent Packaging Architecture
- ✓ Instantly Recognizable



PREMIUM SPARKLING
FRUIT BEVERAGE

**LIVE BRIGHT.
DRINK LUMI.**

PACKAGING SYSTEM

- Unified Logo Placement
- Color-Coded Flavors
- Consistent Typography
- Modular Layout
- Geometric Fruit Graphics
- Matte Finish
- Sustainable Packaging
- Strong Retail Presence

FRONT LABEL COMPARISON



SIDE PANEL CONSISTENCY



NUTRITION PANEL LAYOUT



BARCODE PLACEMENT



CAN TOP DETAIL



FRUIT ILLUSTRATION VARIATIONS



FLAVOR COLOR SWATCHES



PACKAGING SCALE COMPARISON



LUMI

**LIVE BRIGHT.
DRINK LUMI.**



REAL FRUIT



SPARKLING



RECYCLABLE



SUSTAINABLE



REFRESHING



NATURAL INGREDIENTS

Packaging Beyond the Shelf

The LUMI shipping system extends the brand experience beyond retail. Every transport box is designed with sustainability, durability, and visual consistency, ensuring products arrive safely while maintaining a premium brand presence.

DESIGN HIGHLIGHTS

- ✓ Sustainable Materials
- ✓ Retail Ready
- ✓ Strong Structure
- ✓ Efficient Storage
- ✓ Premium Branding
- ✓ Easy Transport



DESIGNED TO SHIP.
BUILT TO STAND OUT.

FEATURES

- Recyclable Corrugated Board
- Eco-Friendly Printing
- Easy Carry Handles
- Stackable Design
- Protective Dividers
- Barcode Label
- QR Tracking
- Retail Ready



6-PACK ARRANGEMENT



12-PACK ARRANGEMENT



PROTECTIVE DIVIDER INSERT



BOX FRONT



BOX SIDE



OPEN INTERIOR



DIVIDER SYSTEM



CARRY HANDLE



SHIPPING LABEL



BARCODE



RECYCLE SYMBOL



BOX CONSTRUCTION



FLAT PACKED FOR EFFICIENCY



STACKABLE & WAREHOUSE READY



SECURE TRANSPORTATION



RETAIL READY DELIVERY

LUMI

LIVE BRIGHT.
DRINK LUMI.



RECYCLABLE



SUSTAINABLE



SHIPPING



PROTECTION



ECO-FRIENDLY



PREMIUM PACKAGING

A Refined Expression

The LUMI glass bottle collection offers a premium alternative to the signature cans while preserving the same bold identity. Transparent materials, vibrant beverages, and minimal labeling highlight freshness and craftsmanship.

DESIGN HIGHLIGHTS

- ✓ Crystal Clear Glass
- ✓ Premium Finish
- ✓ Minimal Labels
- ✓ Vibrant Beverage Colors
- ✓ Sustainable Packaging
- ✓ Elegant Product Family

SAME ENERGY.
NEW EXPERIENCE.

BOTTLE FEATURES

-  Premium Glass
-  Recyclable Material
-  Matte Cap
-  Color-Coded Labels
-  Minimal Branding
-  Sparkling Beverage
-  Sustainable Packaging
-  Retail Display Ready



FRONT LABEL



SIDE LABEL



BOTTLE NECK



CAP DETAIL



BOTTOM EMBOSSING



GLASS TEXTURE



CONDENSATION



BEVERAGE COLORS



LUMI

LIVE BRIGHT.
DRINK LUMI.



GLASS



RECYCLABLE



SPARKLING



FRESH FRUIT



SUSTAINABLE



PREMIUM QUALITY

MERCHANDISE COLLECTION

WEAR THE ENERGY.
LIVE THE BRAND.

Beyond the Beverage

The LUMI merchandise collection transforms the brand into a vibrant lifestyle experience. Every product reflects the same bold typography, playful illustrations, and energetic color system, creating a consistent identity across every touchpoint.



COLLECTION FEATURES

- Premium Cotton Apparel
- Sustainable Tote Bag
- Reusable Bottle
- Lifestyle Accessories
- Minimal Branding
- Color-Coded Graphics
- Durable Materials
- Cohesive Identity



01 T-SHIRT FRONT



02 T-SHIRT BACK



03 HOODIE SLEEVE DETAIL



04 TOTE BAG PRINT



05 BOTTLE BRANDING



06 NOTEBOOK COVER



07 CAP EMBROIDERY



08 STICKER SHEET



LIVE BRIGHT.
DRINK LUMI.



APPAREL



REUSABLE



SUSTAINABLE



LIFESTYLE



PREMIUM



CREATIVE

DESIGN HIGHLIGHTS

- ✓ Lifestyle Focus
- ✓ Premium Materials
- ✓ Consistent Branding
- ✓ Bold Typography
- ✓ Vibrant Colors
- ✓ Everyday Usability

STICKER COLLECTION & BRAND ASSETS

STICK IT.
SHARE IT.
LIVE BRIGHT.

Collectible Brand Expression

The LUMI sticker system transforms the brand into a fun, shareable visual language. Designed for merchandise, packaging, laptops, reusable bottles, and lifestyle accessories, every sticker reinforces the brand's energetic personality.



APPLICATIONS



DIE-CUT EDGE

GLOSSY FINISH

MATTE FINISH

COLOR PALETTE

ICON LIBRARY

TYPOGRAPHY STICKERS

SHAPE VARIATIONS

PRINT QUALITY



LIVE BRIGHT.
DRINK LUMI.



STICKER



SPARKLE



FRUIT



LIFESTYLE



CREATIVE



PREMIUM

DESIGN PRINCIPLES

- ✓ Bold Shapes
- ✓ Vibrant Colors
- ✓ Premium Vinyl
- ✓ Fun Personality
- ✓ Easy Recognition
- ✓ High Durability
- ✓ Brand Consistency
- ✓ Shareable Design

SOCIAL MEDIA CAMPAIGN

SCROLL. SIP. SHARE.

A Vibrant Digital Presence

The LUMI social media system extends the brand's energetic personality across digital platforms. Bold color, playful layouts, and fresh product photography create an engaging visual experience while maintaining consistency across every post.



INSTAGRAM PROFILE



STORY TEMPLATE



REELS COVERS



CAROUSEL SWIPE



POST ENGAGEMENT

CAMPAIGN ELEMENTS

- Instagram Feed
- Story Templates
- Carousel Posts
- Product Launch Graphics
- Seasonal Campaigns
- Promotional Banners
- Animated Post Concepts
- Brand Quotes

CONTENT THEMES

- Fresh Ingredients
- Sparkling Refreshment
- Summer Lifestyle
- Product Highlights
- Behind the Brand
- Community Moments
- Limited Editions
- Daily Energy

DESIGN HIGHLIGHTS

- Bold Typography
- Bright Color System
- Cohesive Grid
- Minimal Layout
- Strong Brand Recognition
- Premium Photography



LIVE BRIGHT.
DRINK LUMI.



INSTAGRAM



STORY



REELS



COMMUNITY



LIFESTYLE



SPARKLING

WEBSITE UI & DIGITAL EXPERIENCE

DISCOVER.
EXPLORE.
REFRESH.

A Refreshing Digital Experience

The LUMI website combines vibrant visuals, bold typography, and intuitive navigation to create an engaging digital experience. Every interaction reflects the same energy and freshness found in the physical packaging.

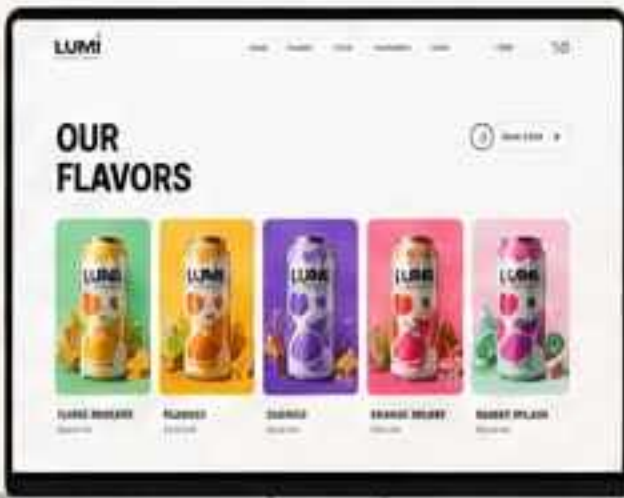


WEBSITE FEATURES

- Responsive Design
- Premium Product Pages
- Interactive Flavor Explorer
- Store Locator
- Sustainability Section
- Online Shop
- Smooth Animations
- Mobile Optimized



HOMEPAGE



FLAVOR COLLECTION



PRODUCT DETAIL



ABOUT BRAND



SHOPPING CART



MOBILE HOMEPAGE



MOBILE PRODUCT



CHECKOUT SCREEN

UI COMPONENTS

BUTTONS



COLOR PALETTE



TYPOGRAPHY



PRODUCT CARD



NAVIGATION BAR



ICONS



FORM FIELDS



LIVE BRIGHT.
DRINK LUMI.



WEBSITE



MOBILE



SHOPPING



SUSTAINABILITY



REFRESHMENT



DIGITAL

DESIGN HIGHLIGHTS

- ✓ Clean Navigation
- ✓ Vibrant Product Photography
- ✓ Consistent Brand Identity
- ✓ Premium User Experience
- ✓ Responsive Layout
- ✓ Modern UI

BILLBOARD ADVERTISEMENT

LIVE BRIGHT.
DRINK LUMI.

Refreshing Every Street

The LUMI outdoor campaign transforms urban spaces into vibrant moments of refreshment. Bold typography, energetic colors, and premium product photography create an unforgettable visual experience that commands attention from every distance.



CAMPAIGN FEATURES

-  Premium Outdoor Media
-  Large-Scale Typography
-  Hero Product Photography
-  Bold Color System
-  High Visibility
-  Memorable Brand Experience
-  Seasonal Campaign
-  Retail Awareness

ADVERTISING PRINCIPLES

- ✓ High Visibility
- ✓ Instant Recognition
- ✓ Strong Contrast
- ✓ Premium Photography
- ✓ Minimal Copy
- ✓ Bold Branding



BILLBOARD CLOSE-UP



TYPOGRAPHY DETAIL



FRUIT ILLUSTRATION DETAIL



WATER SPLASH DETAIL



LOGO PLACEMENT



PRODUCT CLOSE-UP



LIVE BRIGHT.
DRINK LUMI.



BILLBOARD



REFRESHMENT



SPARKLING



FRUIT



OUTDOOR



ENERGY

BUS STOP ADVERTISEMENT

REFRESH YOUR COMMUTE.
LIVE BRIGHT. DRINK LUMI.

Advertising That Stops People

The LUMI bus shelter campaign transforms everyday commuting into a refreshing brand experience. Bold colors, premium photography, and oversized product visuals ensure maximum visibility in high-traffic urban environments.



CAMPAIGN FEATURES

- Backlit Display
- Premium Product Photography
- Minimal Copy
- Strong Brand Recognition
- High Urban Visibility
- Vibrant Color System
- Day & Night Readability
- Memorable Visual Impact

DESIGN PRINCIPLES

- ✓ Maximum Visibility
- ✓ Minimal Copy
- ✓ Premium Photography
- ✓ Bold Color Contrast
- ✓ Strong Branding
- ✓ Instant Recognition
- ✓ Urban Readability
- ✓ Consistent Campaign System



FRONT VIEW



SIDE PERSPECTIVE



ILLUMINATED POSTER



TYPOGRAPHY DETAIL



FRUIT COMPOSITION



CAN CLOSE-UP



GLASS REFLECTION



LIGHTING EFFECT



LIVE BRIGHT.
DRINK LUMI.



BUS STOP



OUTDOOR



SPARKLING



FRUIT



REFRESHMENT



ENERGY

SUPERMARKET DISPLAY SYSTEM

STAND OUT.
GET NOTICED.
SELL MORE.

Designed for Retail Impact

The LUMI retail display system transforms shelf space into an unforgettable brand experience. Bold colors, premium packaging, and organized merchandising create strong visual impact while making flavor selection simple and engaging.



RETAIL FEATURES

- Custom Display Stand
- Refrigerated Shelf
- Color-Coded Flavor Blocks
- High Shelf Visibility
- Premium POS Materials
- Easy Product Access
- Sustainable Display Materials
- Strong Brand Recognition

DESIGN PRINCIPLES

- ✓ Strong Shelf Presence
- ✓ Easy Navigation
- ✓ Vibrant Color Blocking
- ✓ Premium Materials
- ✓ Organized Merchandising
- ✓ Retail Visibility
- ✓ Consistent Branding
- ✓ Shopper-Friendly Design



END-CAP DISPLAY



SHELF ORGANIZATION



FLAVOR ARRANGEMENT



PRICE TAG DESIGN



PROMOTIONAL SIGNAGE



DISPLAY GRAPHICS



CAN LINEUP



CUSTOMER EYE-LEVEL VIEW

ADDITIONAL RETAIL APPLICATIONS



COUNTER DISPLAY



MINI FRIDGE BRANDING



SHELF WOBBLER



HANGING BANNER



FLOOR GRAPHIC



PROMOTIONAL CUBE



LIVE BRIGHT.
DRINK LUMI.



RETAIL



SUPERMARKET



DISPLAY



SHOPPING



BEVERAGE



PREMIUM

PRODUCT PHOTOGRAPHY

CAPTURE THE REFRESHMENT.
EVERY DETAIL MATTERS.

Crafted to Refresh

Every LUMI product photograph is designed to express freshness, energy, and premium quality. Carefully controlled lighting, vibrant ingredients, and refined compositions create an irresistible visual experience.



PHOTOGRAPHY DIRECTION

- Premium Studio Lighting
- Natural Reflections
- Condensation Detail
- Floating Ingredients
- Dynamic Water Splash
- Matte Packaging Finish
- Clean Background
- Editorial Composition

DESIGN PRINCIPLES

- ✓ Premium Photography
- ✓ Perfect Lighting
- ✓ Realistic Condensation
- ✓ Luxury Composition
- ✓ Vibrant Ingredients
- ✓ Editorial Layout
- ✓ Brand Consistency
- ✓ High-End Finish



CONDENSATION MACRO



CAN TOP DETAIL



LOGO CLOSE-UP



FRUIT SPLASH COMPOSITION



WATER DROPLET TEXTURE



METALLIC FINISH REFLECTION



BRAND APPLICATIONS

ONE IDENTITY.
EVERY TOUCHPOINT.

A Complete Brand Experience

LUMI extends beyond beverage packaging into a cohesive lifestyle brand. Every touchpoint—from merchandise and retail packaging to digital experiences and promotional materials—shares one unified visual language built around freshness, energy, and simplicity.



BRAND TOUCHPOINTS

- Beverage Packaging
- Merchandise
- Shipping System
- Retail Display
- Social Media
- Website
- Outdoor Advertising
- Promotional Materials
- Lifestyle Accessories
- Print Collateral



- BRAND PRINCIPLES

 - Consistent Identity
A unified visual language across every touchpoint.
 - Premium Packaging
High-quality materials and vibrant design that stand out.
 - Lifestyle Branding
More than a drink—a brand people love.
 - Strong Recognition
Bold colors, simple forms, instant recall.
 - Sustainable Design
Thoughtful choices for a better planet.
 - Modern Simplicity
Clean, minimal, and purposeful.
 - Scalable System
Built to grow across markets and media.
 - Memorable Experience
Creating moments that connect and inspire.

CONSISTENT.
FLEXIBLE.
MEMORABLE.

Identity System

The LUMI identity system is built for clarity, flexibility, and recognition. From packaging to digital experiences, every element follows a consistent visual language that expresses freshness, energy, and premium quality.

LOGO SYSTEM

PRIMARY LOGO

SECONDARY LOGO

ICON MARK

HORIZONTAL LOGO

VERTICAL LOGO

MONOCHROME VERSIONS

LIGHT & DARK VERSIONS

LOGO RULES

CLEAR SPACE

Clear space around the logo is equal to the height of the star icon (x).

MINIMUM SIZE

Minimum size ensures legibility in all applications.

GRID CONSTRUCTION

Built on a precise grid for perfect alignment and visual balance.

ALIGNMENT RULES

Always align logo elements horizontally or vertically using the grid system.

CORRECT USAGE

Use approved logo versions with correct proportions, colors and spacing.

INCORRECT USAGE

Do not alter, distort, recolor, add effects or recreate the logo.

BRAND STANDARDS

- Logo Variations
- Clear Space
- Minimum Size
- Color System
- Typography
- Illustration Style
- Pattern Usage
- Photography Direction

COLOR SYSTEM

	Orange #FF7A00	Primary	35%
	Yellow #FFD23F	Secondary	20%
	Pink #FF4F7B	Accent	10%
	Purple #6A4CFF	Accent	15%
	Mint #3DDC97	Accent	15%
	White #FAFAFA	Neutral	3%
	Black #111111	Neutral	2%
	Light Gray #E0E0E0	Neutral	5%

TYPOGRAPHY SYSTEM

PRIMARY TYPEFACE

POPPINS EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE

MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

HEADLINES

THIS IS A HEADLINE

SUBHEADINGS

THIS IS A SUBHEADLINE

BODY TEXT

LUMI sparkling fruit beverages are crafted with real fruit, lightly sparkling water and no artificial anything.

CAPTIONS

Real fruit. Real energy. Real refreshment.

ICON SYSTEM

Fruit

Leaf

Sparkle

Water Drop

Recycle

Bottle

Can

Shopping Bag

Website

Sustainability

PHOTOGRAPHY STYLE

✓ Approved Style – Bright Natural Lighting

✓ Approved Style – Fresh Ingredients

✓ Approved Style – Premium Studio

- DO

 - ✓ Use consistent spacing
 - ✓ Keep backgrounds clean
 - ✓ Maintain color hierarchy
 - ✓ Use approved typography
 - ✓ Follow the grid system
- DON'T

 - ✗ Stretch the logo
 - ✗ Change brand colors
 - ✗ Use decorative fonts
 - ✗ Add heavy shadows
 - ✗ Overcrowd layouts

CAMPAIGN OVERVIEW

ONE BRAND.
ONE VISION.
ENDLESS REFRESHMENT.

A Complete Brand Ecosystem

LUMI is more than a sparkling beverage—it is a complete lifestyle brand. Every touchpoint, from packaging and merchandise to digital experiences and outdoor campaigns, works together through one cohesive visual identity built around freshness, optimism, and energy.



PROJECT HIGHLIGHTS

- Brand Strategy
- Logo System
- Color Palette
- Typography
- Illustration Style
- Pattern Design
- Packaging System
- Retail Experience
- Merchandise
- Social Media
- Website UI
- Outdoor Advertising
- Brand Guidelines



PACKAGING
Vibrant. Consistent.
Unmistakable.



MERCHANDISE
Designed for everyday
living.



RETAIL
Stand out on every shelf.
Drive attention.



WEBSITE
Engaging digital
experiences.



SOCIAL MEDIA
Content that connects
and inspires.



PHOTOGRAPHY
Fresh ingredients.
Premium quality.



ADVERTISING
Bold campaigns that
get noticed.



BRAND GUIDELINES
Clear rules. Strong
consistency.

BRAND VALUES

- FRESH
- PREMIUM
- SUSTAINABLE
- VIBRANT
- MODERN
- LIFESTYLE
- INNOVATIVE
- MEMORABLE

“Designed to inspire brighter moments through bold design and refreshing experiences.”



LIVE BRIGHT.
DRINK LUMI.



PROJECT SUMMARY

23
BRAND
PRESENTATION SLIDES

6
FLAVOR
VARIANTS

COMPLETE
PACKAGING SYSTEM

DIGITAL
EXPERIENCE

RETAIL
BRANDING

OUTDOOR
CAMPAIGN

MERCHANDISE
COLLECTION

BRAND
GUIDELINES

LIVE BRIGHT. DRINK LUMI.

A premium sparkling fruit beverage identity designed to bring energy, freshness, and optimism into everyday life through bold design, vibrant color, and timeless simplicity.

DESIGN PRINCIPLES

- ✓ Fresh Identity
- ✓ Premium Packaging
- ✓ Vibrant Color System
- ✓ Modern Typography
- ✓ Scalable Brand
- ✓ Sustainable Design
- ✓ Cohesive Visual Language
- ✓ Behance Featured Quality



LUMI

LIVE BRIGHT. DRINK LUMI.

BRAND IDENTITY & PACKAGING DESIGN CASE STUDY