

FICTION

Culture Shock Brand Identity and Packaging  
NextNW CASCADIA CREATIVE AWARDS

WHOLE FRUIT KOMBUCHA  
**CULTURE  
SHOCK**

**BREWED IN SEATTLE WITH LOCALLY  
SOURCED FRUIT, FOR A REFRESHING  
LOW CALORIE EXPERIENCE**

*Culture Shock is a small independent producer of kombucha based in Seattle, WA. They hit the scene with a mission: shake up the kombucha aisle and build a brand as bold as their brew. Using only organic whole fruits—no fake flavors, no shortcuts—they needed an identity that could scale fast, break through visual clutter in the beverage aisle, and own their difference. The challenge? Stand out in a saturated market and signal quality with swagger. Our job: turn their values into a brand that demands attention.*

W H O L E F R U I T K O M B U C H A  
CULTURE  
SHOCK













**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
MARIONBERRY

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
MANGO

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
GINGER

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
BLUEBERRY

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
MANGO HOPS

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
CAFFEINE FREE HIBISCUS

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
CRIMSON MERMAID

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
SMOKED

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
OMEGRA

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
GOLDEN GRIFFIN

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
LAST UNICORN

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
GNOME'S DELIGHT

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
NYMPH'S NECTAR

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
SIREN'S SONG

**CULTURE SHOCK**  
WHOLE FRUIT KOMBUCHA  
DRAGON'S BARREL

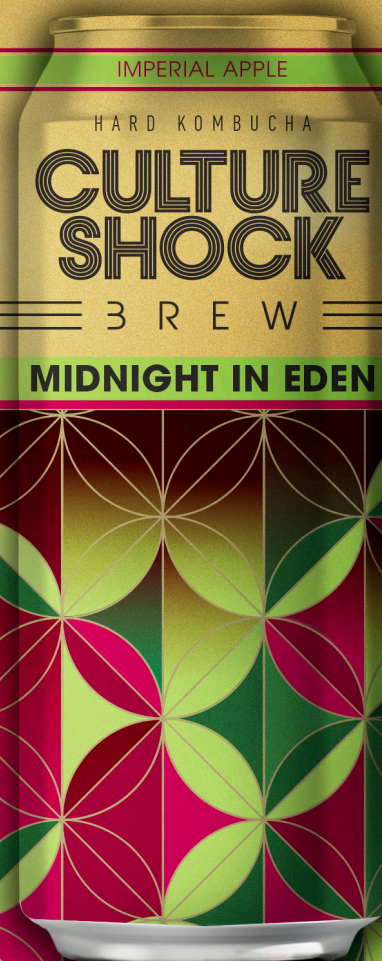
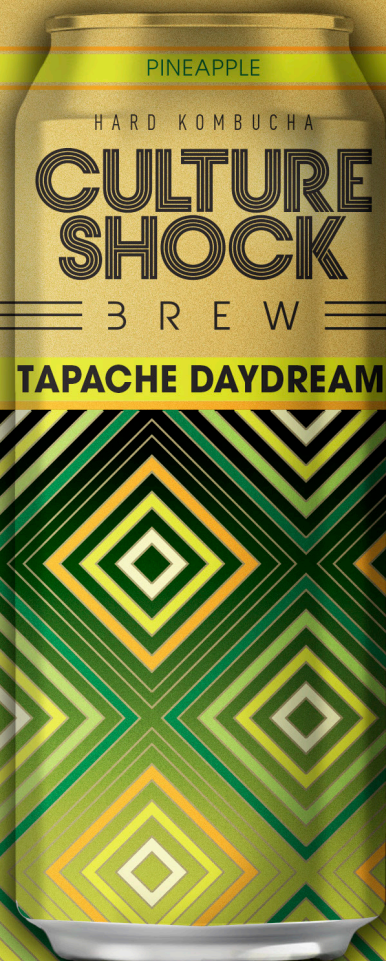
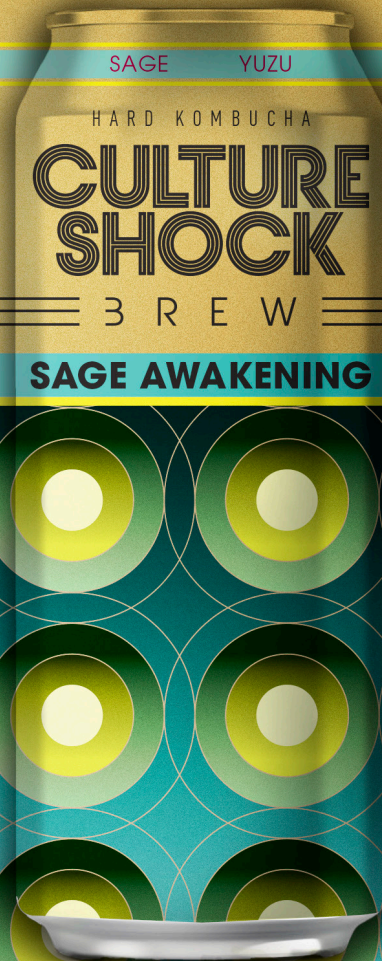
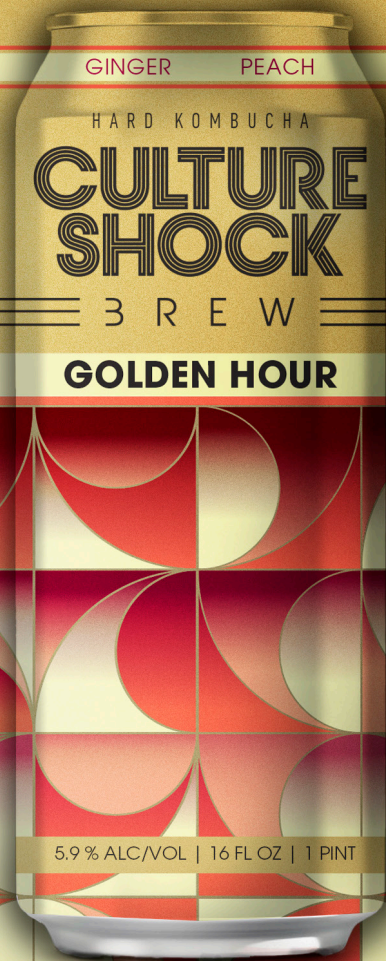














**FICTION**

thank you for your consideration