



Coolture

Situation

The non-alcoholic beverage market — in Uzbekistan and worldwide — is oversaturated. Dozens of brands and hundreds of SKUs fight for consumer attention every single day. In this constant noise, standing out on the shelf is almost impossible.

Challenge

Enter Coolture — a lightly sparkling fruit water with bold, unconventional flavors. The mission: to build a brand with a name, identity, and packaging design that speaks to everyone — from trend-driven youth to ambitious office workers (core audience: 18–35) — and resonates equally well across cultures and languages.

Idea

The brand was born from a powerful wordplay:

Coolture = “Culture” + “Cool.”

Culture — the values, habits, and codes that bring people together.

Cool — freshness, freedom, energy, style, and drive.

This double meaning became the foundation of our visual identity. Forget cliché fruit images — we went for bold typography and a vibrant flavor palette. The packaging became a graphic manifesto: striking, modern, and impossible to ignore.

Result

Coolture is not just another drink — it's a new cultural code in the category. Currently in its launch phase and gearing up for export, the brand is set to become a fresh and fearless player on the international stage.



Culture

+

Cool

=

Coolture



Coolture

isn't about taste — it's about self-expression.

Music, sports, content — everyone speaks their own language, and Coolture speaks them all. On the dance floor, at the skate park, in the streets, or even in the office — Coolture is wherever brightness is born.

PEACH

PITAYA

LIME

KIWI

MINT

PEAR

APPLE

COLOR SCHEME

RASP-
BERRY

BLUE-
BERRY

GRAPE

MELON

CHERRY

COCOA

BANANA











Thanks for watching!