

Visual Identity and Packaging Design for Coffee Substitute Beverage from Durian Seeds

Kezia Glenaldo

Department of Visual Communication Design, Faculty of Design,
Universitas Pelita Harapan, Indonesia
kglenaldo@gmail.com

Kartika Magdalena Suwanto

Department of Visual Communication Design, Faculty of Design,
Universitas Pelita Harapan, Indonesia
kartika.suwanto@uph.edu

Rerry Isfandriani

Department of Visual Communication Design, Faculty of Design,
Universitas Pelita Harapan, Indonesia
rerry.isfandriani@lecturer.uph.edu

ABSTRACT

Coffee is a ubiquitous part of daily life worldwide, yet it can cause digestive issues for some individuals. This concern has sparked interest in gentler alternatives such as Ducoff, a coffee substitute crafted from discarded durian seeds. Developed by students at Pelita Harapan University, Ducoff boasts minimal caffeine content ($0.48\text{mg} \pm 0.02\%$), making it suitable for those sensitive to caffeine. Beyond health considerations, Ducoff promotes sustainability by repurposing durian seeds, appealing to environmentally-conscious consumers. Collaborating with a Visual Communication Design student, Ducoff's visual identity and packaging emphasize modernity and clarity. The design criteria of Ducoff highlight informative communication, premium aesthetics, portability, durability, and the preservation of product freshness.

Keywords: Coffee Substitute, Durian Seeds, Visual Identity, Packaging Design

INTRODUCTION

Coffee, far more than just a drink, has become deeply integrated into our daily routines—from jumpstarting our mornings to fueling late-night study sessions. Its complex flavors have captivated billions; however, coffee can lead to digestive issues for some (Larsson & Wolk, 2020). This has led to a growing interest in developing coffee alternatives that offer a gentler experience.

Ducoff, a coffee alternative drink crafted from durian seeds, presents a promising solution. Invented and developed by a team of students from the Food Technology Major at Pelita Harapan University: Evelyn Wijaya, Lola Kalonica Theodora, Kesya Christyanti, and Samuel, Ducoff boasts a significantly lower caffeine content ($0.48\text{mg} \pm 0.02\%$) compared to conventional coffee, making Ducoff an ideal choice

for those sensitive to caffeine. Additionally, Ducoff's utilization of discarded durian seeds represents a commitment to reducing food waste and positively contributing to the environment.

Like any product, Ducoff targets a specific consumer: men aged 25-35 residing in the busy Jabodetabek area. Ducoff provides their need for convenience with its drip bag packaging, perfect for a quick break as it offers a moment of relaxation amidst their hectic schedules. While the price may be slightly higher than conventional coffee (around 10,000 rupiah per sachet and over 100,000 rupiah per pack), Ducoff targets individuals with stable incomes who value quality and convenience.

Recognizing the importance of visual communication for the product's success, the team collaborated with a Visual Communication Design student at Pelita Harapan University, Kezia Glenaldo, to create a suitable and appealing visual identity and packaging for Ducoff. The final design for Ducoff should not only capture the attention of the target audience but also communicate the product's benefits and story. Ideally, the visual identity and packaging is important in creating a positive impression, promoting brand recognition and consumer connection (Bucher & Melendez, 2013).

LITERATURE REVIEW

Visual Identity

Visual identity encompasses elements such as logos, colors, typography, and design style that collectively reflect the essence and core values of a brand. Wheeler emphasizes the importance of consistency in using these visual elements across all touchpoints, including products, packaging, advertising, and digital media, to ensure that the brand can be easily recognized and trusted by consumers. The process of developing a visual identity should involve thorough research, clear strategy, innovative design, as well as planned implementation and management to achieve effective and sustainable outcomes (Wheeler, 2013).

Packaging Design

Packaging is one of the primary marketing tools used to shape the product image and provide added value (Kotler, 2017). According to Kotler, packaging serves not only to protect the product but also functions as a powerful marketing tool by providing information, attracting consumer attention, and differentiating the product from competitors. In this regard, packaging also requires appropriate design. The design of packaging is also an integral part of the brand's visual identity (Wheeler, 2013). Packaging design is crucial in building a consistent and strong brand perception, as well as how packaging can be used to communicate the values and benefits of the product to consumers.

Packaging Design for Coffee

Packaging design for coffee products plays a crucial role in attracting consumers and preserving the quality of the coffee. According to Delahaye et al. (2020), effective coffee packaging must not only ensure freshness through barriers

to moisture and light but also reflect the product's brand identity and appeal to consumer preferences. Modern coffee packaging often incorporates features like resealable closures, transparent windows to showcase the coffee beans, and eco-friendly materials to align with growing environmental concerns. Additionally, design elements such as color schemes, typography, and imagery are strategically used to communicate the coffee's origin, roast profile, and unique flavor characteristics. By combining functionality with appealing visual elements, coffee packaging can enhance consumer trust and differentiate the product in a competitive market (Delahaye et al., 2020).

Premium Packaging Design

Premium packaging design is crucial for conveying luxury and enhancing the perceived value of high-end products. According to Cova and Cova (2021), premium packaging is characterized by its use of high-quality materials, sophisticated finishes, and elegant design elements that reflect the product's exclusivity. Key aspects include the use of materials such as embossed paper, foil stamping, and custom shapes that provide a tactile and visual sense of luxury. Additionally, premium packaging often incorporates detailed design features such as intricate graphics, high-resolution imagery, and refined typography to elevate the product's status and appeal to discerning consumers. This strategic approach not only reinforces the brand's premium positioning but also enhances the overall consumer experience and satisfaction (Cova & Cova, 2021).

METHODOLOGY

The development of Ducoff's visual identity and packaging design adheres meticulously to Wheeler's structured framework, which comprises five distinct phases (Image 1). It commences with an extensive research phase aimed at elucidating the brand's vision, strategy, objectives, and underlying values that are to be conveyed through its visual identity. This foundational phase ensures that the subsequent design efforts are grounded in a deep understanding of the brand's essence and market positioning.

Following this research, the second phase involves formulating a comprehensive brand strategy by identifying key themes and concepts that encapsulate Ducoff's unique identity. These strategic insights guide the third phase, where these concepts are visually interpreted and synthesized into a cohesive brand identity. Here, the emphasis is on creating designs that not only resonate with the target audience but also differentiate Ducoff from its competitors in a crowded marketplace.

Moving forward, the fourth phase centers on the refinement and execution of the chosen designs across various touchpoints, ensuring consistency and clarity in every visual representation of the brand. Lastly, the fifth phase focuses on crafting a robust brand launch strategy aimed at the target demographic, fostering brand awareness and establishing guidelines that uphold the integrity and standards of Ducoff's visual identity (Wheeler, 2023).

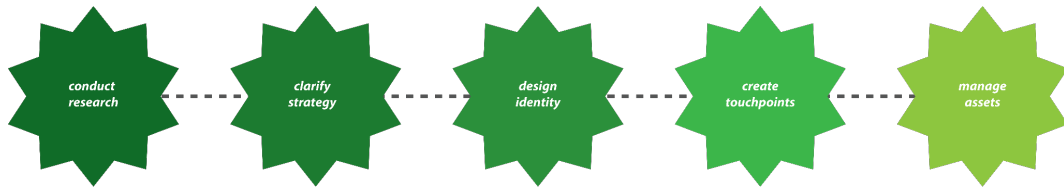


Image 1 The Diagram of Design Methodology. (Source: Author's Documentation, 2023)

RESULT & DISCUSSION

Based on analysis, Ducoff's design needs can be summarized as follows:

1. The design should be informative in order to communicate the product. This will convey a sense of trustworthiness, which can also be achieved through a premium look and feel.
2. The packaging should prioritize portability to suit the busy, on-the-go, lifestyles of the target audience. This means it should be easy to carry, ideal for brewing at home or in the office.
3. The packaging needs to be durable to ensure the product remains undamaged during transport, whether it's tossed in the bag or stacked on store shelves.
4. The primary packaging should effectively shield the product from light and air exposure to preserve product freshness.



Image 2 Exploration's Moodboard. (Source: Author's Documentation, 2023)

Based on the identified needs, two design alternatives have been developed, each centered on specific keywords that aligns with Ducoff's brand identity. Each alternative will showcase a logo, primary packaging, and secondary packaging.

Alternative 1 - Modern, Minimalist, and Premium



Image 3 Secondary Packaging Alternative 1. (Source: Author's Documentation, 2023)

The first design alternative embodies modern, minimalist, and premium look. The modern approach mirrors the innovative spirit of Ducoff's product. The minimalist look appeals to men who tend to value simplicity and clarity in their choices. The premium look reflects the quality of Ducoff, setting it apart from the competitors and portraying the brand's dedication to delivering the best experience.

Regarding the logo, the choice of incorporating the Celsius symbol in the letter "O" in the logo not only creates a unique visual appeal but also creatively highlights the importance of temperature in the product creation process. The typeface used is Power Grotesk, which has a geometric feel, adding a modern touch. Its simple form also provides a clean, elegant, and professional appearance. The use of white color in the logo was chosen to convey simplicity and cleanliness, reflecting the minimalist and modern feel.



Image 4 Packaging Alternative 1 Details. (Source: Author's Documentation, 2023)

Regarding the packaging, one of the key features is a pull-out card slot that provides educational information for consumers, like details about the product. This innovative card slot resolves the challenge of creating packaging that is both informative and minimalist, as the front of the package retains a simple and sleek appearance at first glance. The primary packaging employs aluminum foil to

preserve the drip bag's freshness, ensuring the product maintains its optimal flavor and aroma. While the secondary packaging is designed into a sturdy, stackable square box to ensure both durability and ease of storage.

The dominant black color on the packaging represents boldness and exclusivity. In addition, it also conveys a sense of solitude, aligning with the brand's identity. Meanwhile, the use of green strengthens the product's connection to durian seeds. The vibrant green acts as an eye-catching element, creating a striking contrast against the black background. For the visual itself, Photographs are used to provide real-world representations of the product and its ingredients, while geometric outline vector illustrations further accentuate the modern and minimalist aesthetic. Together, these elements not only communicate the product but also enhance its visual appeal, ensuring that Ducoff's packaging stands out while remaining true to its identity.

Alternative 2 - Organic, Friendly, and Premium



Image 5 Secondary Packaging Alternative 2. (Source: Author's Documentation, 2023)

The second design alternative embodies organic, friendly, and premium. The packaging is a form of Ducoff's commitment to environmental responsibility where the use of eco-friendly materials aligns with the brand's mission to reduce food waste, proving its dedication to a sustainable future. However, despite its eco-friendly focus, the packaging does not sacrifice the premium quality of the product. The packaging also prioritizes user experience, ensuring convenience for consumers with the side-opening design.

Regarding the logo, the sharp shape of a durian in the “O” of the logo directly connects the brand with its primary ingredient, durian, providing clarity about the product. The typeface used is Plain, which supports Ducoff’s clean concept. Prioritizing simplicity in the letterforms, this typeface ensures the logo remains clear, clean, and consistent. The use of white text in the packaging design aims to enhance readability and create a strong contrast against the dark background.



Image 6 Packaging Alternative 2 Details. (Source: Author’s Documentation, 2023)

The dominant green color on the packaging strengthens the product’s connection to durian seeds, adding a more organic touch that aligns with the overall concept and the addition of yellow exudes a sense of friendliness and positivity, portraying Ducoff as an approachable and welcoming brand. For the visual itself, the diagonal triangle elements, inspired by durian spikes, create a visually appealing and

distinctive pattern, while the geometric shapes and sharp lines convey a sense of strength and masculinity. Together, these design elements contribute to a cohesive visual identity for Ducoff.

CONCLUSION

Ducoff's design criteria emphasize key elements such as informative communication, premium aesthetics, portability, durability, and the preservation of product freshness. These factors collectively play a pivotal role in bolstering consumer trust, reinforcing brand identity, and enhancing market competitiveness. Alternative 1 emerges as Ducoff's preferred final design due to its modern, minimalist, and premium aesthetic that harmonizes seamlessly with the brand's identity. The design's emphasis on simplicity and clarity is particularly appealing to the target audience, especially men who value clean and elegant visuals in their product choices. The incorporation of the Celsius symbol within the logo's "O" creatively highlights the significance of temperature in the product's formulation, adding a distinctive visual element that underscores Ducoff's innovative approach. Furthermore, the use of the Power Grotesk typeface lends a contemporary touch with its geometric shapes, ensuring a polished and professional appearance.

In terms of packaging, Alternative 1 introduces innovative features such as a pull-out card slot, striking a balance between minimalism and informative content to cater to consumers seeking both simplicity and detailed product information. The primary packaging's use of aluminum foil guarantees freshness, while the secondary packaging, designed as a robust and stackable square box, enhances both durability and ease of storage. The dominant black color conveys boldness and exclusivity, aligning closely with Ducoff's brand identity, while touches of green reinforce the product's connection to durian seeds, anchoring it in its natural origins. Visual elements such as photographs and geometric illustrations effectively communicate the product's quality and ingredients, enhancing its shelf appeal and consumer attraction.

To provide clarity for future use, it is suggested that the methods employed in Alternative 1 be documented comprehensively, including the design process, material choices, and aesthetic decisions. This documentation will ensure that similar design principles can be replicated or adapted for future projects, maintaining consistency and reinforcing the brand's identity. Additionally, detailed guidelines on implementing innovative features and balancing minimalism with functionality should be established to guide future packaging designs, ensuring they meet both aesthetic and practical criteria effectively.

Overall, Alternative 1 effectively meets Ducoff's design criteria by delivering a visually captivating, informative, and premium packaging solution that preserves brand integrity and resonates with its intended audience.

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