



VITAE

SILKE - SUZE

WAT IS HET?



HARD SELTZER



VITAMINE TEKORT



VERMINDERD KATER



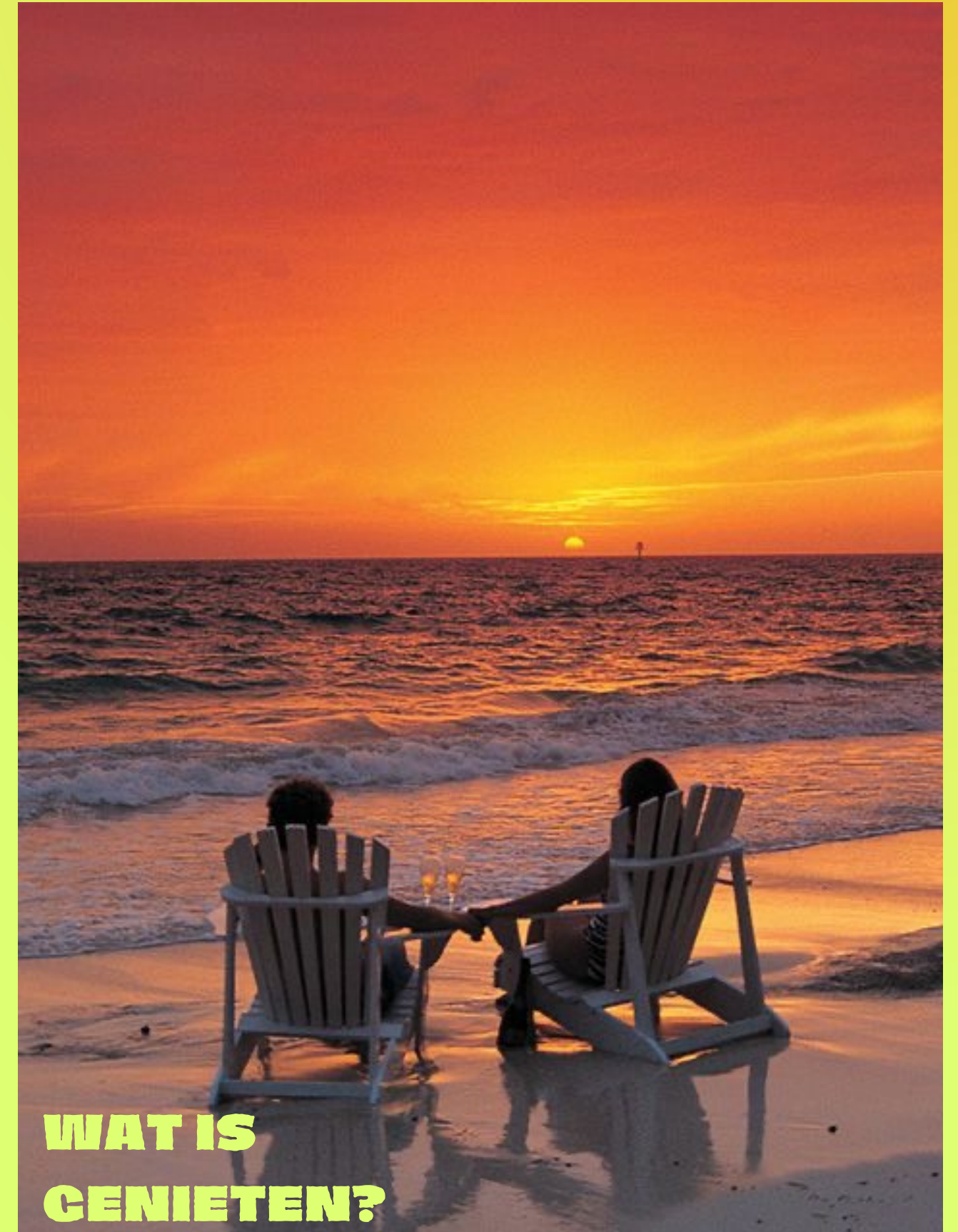
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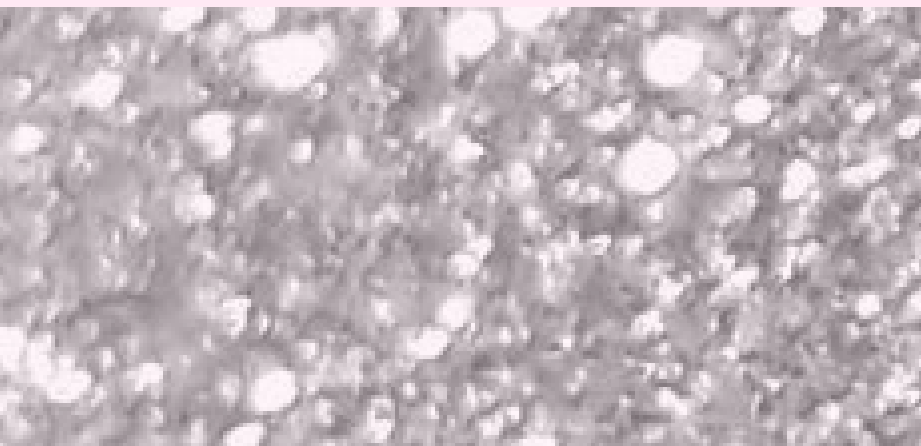
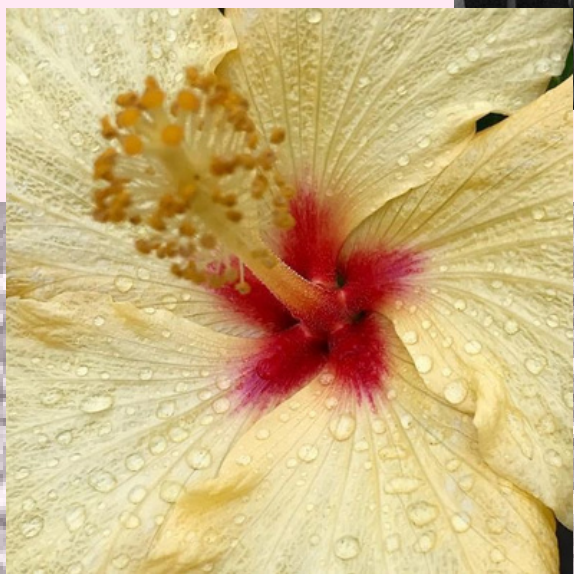
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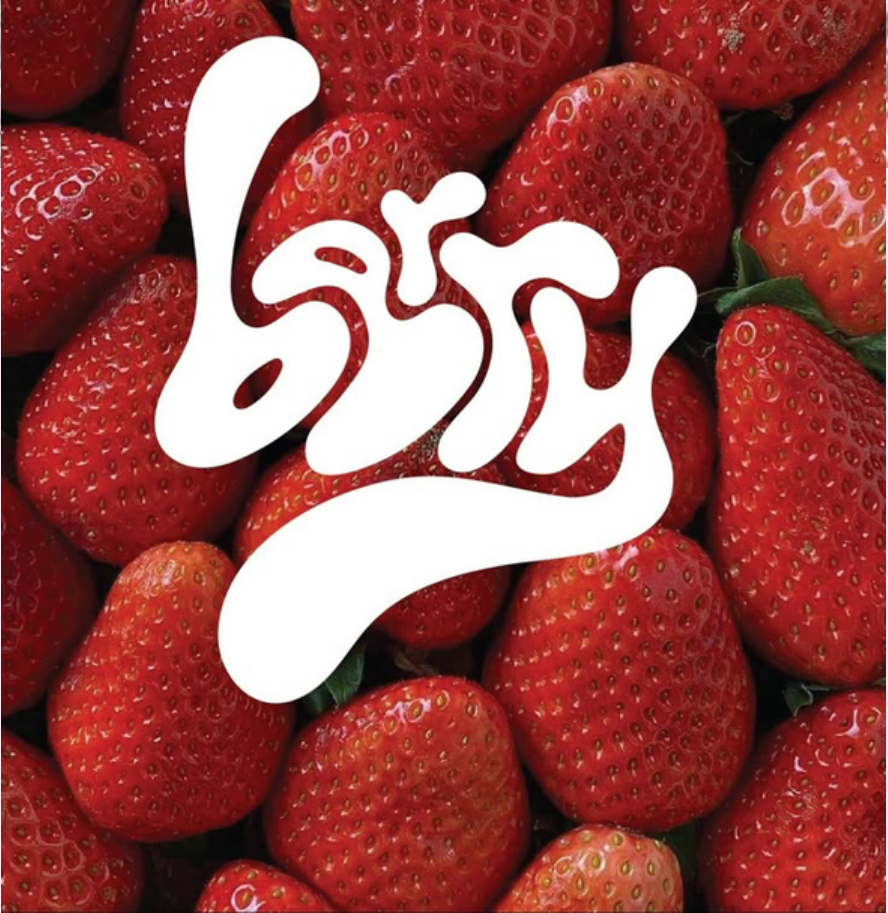
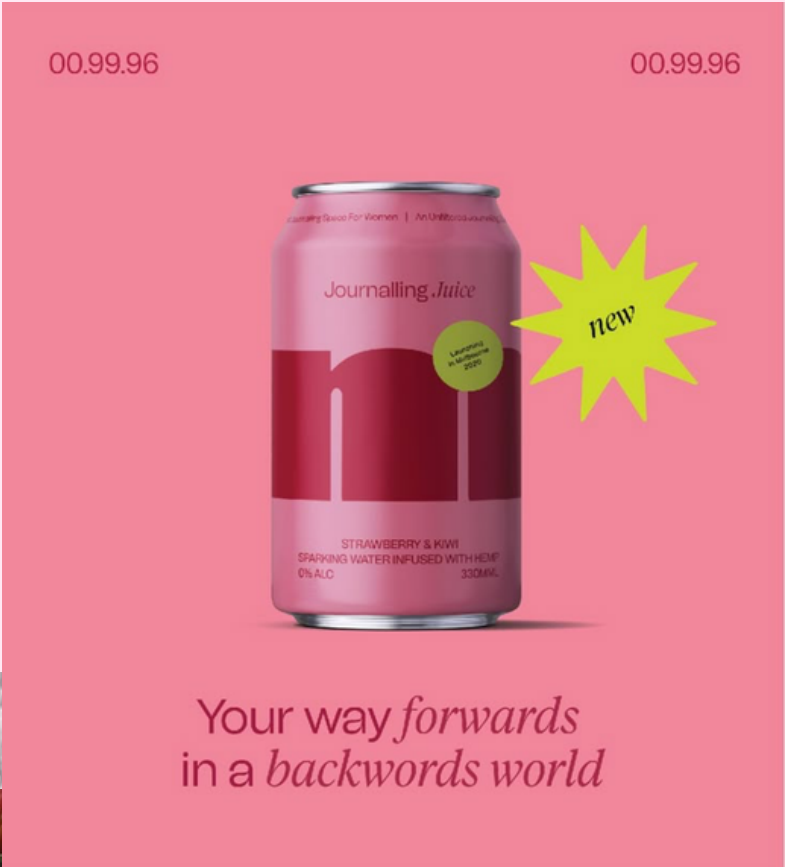
**GENIET VAN HET MOMENT,
ZONDER ZORGEN.**

BIG BRAND IDEA

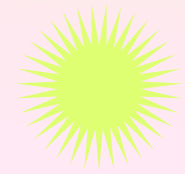
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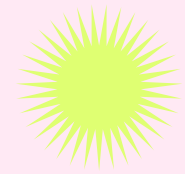




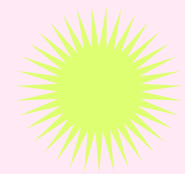
KEYWORDS



VERFRISSEND



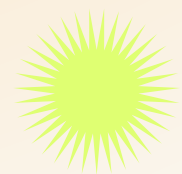
MOMENT



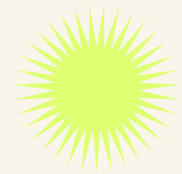
HAPPY

07

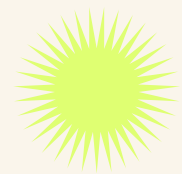
LOCO



VITAMINE D



OPVALLEND



ENERGIE

VITAE



■ 01

- ENERGIEK
- SPEELS
- ZELFVERZEKERD

■ 02

- JONG
- ACTIEF
- SOCIAAL



■ 03

- GENIETEN
- GEZONDHEID
- WELZIJN

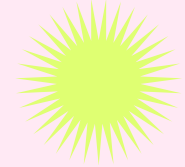
■ 04

- CASUAL
- HIP
- EIGENTIJDS

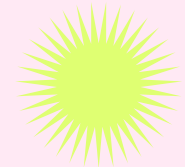
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TONE OF VOICE

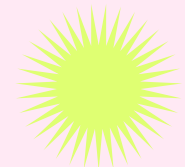
COMMUNICATIE



PROFESSIONEEL



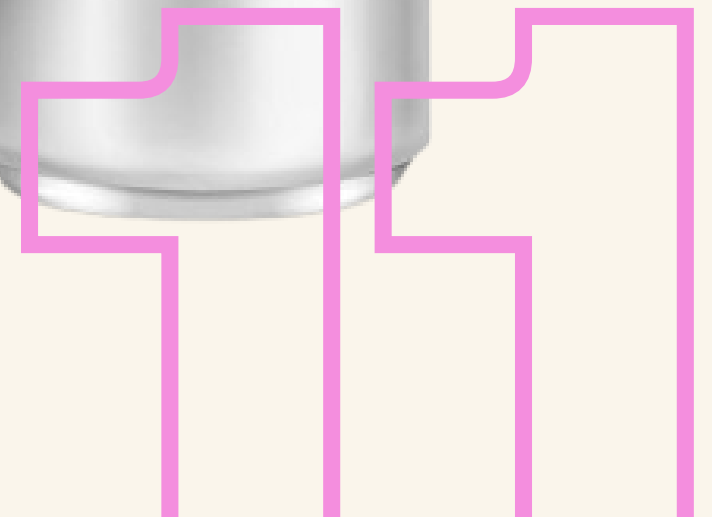
LUCHTIC



POSITIEF

10

KLEURENPALLET



12



**WIJ WILLEN
CRAAG
VROLIJKE,
ZOMERSE EN
FEESTELIJKE
FOTO'S. DENK
AAN BLIJE
GEZICHTEN,
DANSENDE
MENSEN EN
IJSKOUDE VITAE
IN DE HAND.**

SOORT BEELD

TYPOGRAFIE

■ Trial thick

- MINIMALISTISCH
- STRAK
- MODERN

13

SFEER



CEKLEURD



VROLIJK





15

16



LOCO UITINGEN



17

THANK YOU