

Logo's

MixBox

Primary Logo

MixBox

Secondary Logo



Lettermark



Brandmark

Bar-quality cocktails, no fuss. MixBox delivers premium kits to your door, making mixology easy and fun. **Top ingredients, bold recipes, and eco-friendly packaging** —big flavor, small footprint. Now in Antwerp, soon across Flanders and the Netherlands!

Brand Keywords

Funny

Local

Transparent

Low-carbon Footprint

Smart

Casuel Chique

Eco

Trendy

Friendly

Sustainability

Color Palette

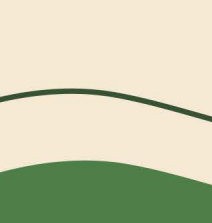
Primary Colors



Forest Green
#375333



Leaf Green
#4E7F47



Spring Green
#89AE48

Accent Colors



Golden Ochre
#BE9F33



Sunshine Gold
#E9C754



Cherry Red
#DB1D3F

Typography

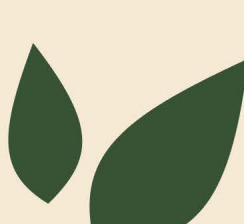
Source Serif Pro
Bold - Titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Geologica
Light - Bodycopy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Icons



Overview



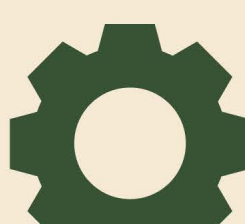
My Box



Recipes



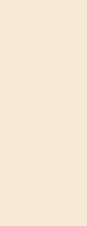
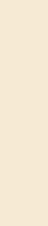
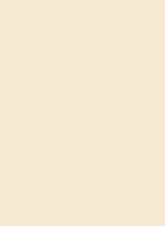
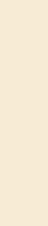
Notifications



Settings

Overview My box Recipes Notifications Settings

Navigation (With labels)



Navigation (No labels)

Tone of Voice

“Shake, sip, enjoy—bar-quality cocktails, no bartender required.”

Our Tone of voice includes: playful, stylish, and approachable + a bit of humor

Packaging



Local & Seasonal



Sweet & Sour



Dark & Stormy



Surprise Surprise

Brand Personality

Casual

Elegant

Detailed

Minimalist

Mainstream

Quirky

Innovative

Traditional

Luxury

Affordable

Product Photos



Jessica Rabbit Cocktail
TEQUILA & ESPADIN MEZCAL
Alcohol



Devine Long Drink
DESIGN, UX, DEVELOPMENT
Non Alcohol