

# PROJECT #1: RECTILINEAR FORMS

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## **INITIAL IDEAS**

possible brands / directions

initial idea #1 • not selected

# NOODLES FOR NATURE

## Savor the Simplicity, Embrace the Outdoors

'Noodles for Nature' will be a brand that intertwines the simplicity and peace of nature with the comfort of mac 'n cheese using clean ingredients. The sustainable packaging and design will be a nod to the natural world, embracing earth tones, recyclable textures, and gentle organic patterns.

Every box will have a name related to the outdoors, like 'Forest Farfelle' and 'Summit Spirals,' and each package purchased will give back to the world we live in and share!



**Keywords:** Nature · Simple · Organic · Sustainable



initial idea #2 • not selected

# A, B, CHEESE

## Where Every Bite Spells Fun

'A, B, Cheese' will be a fun and elementary package design that will bring back playful childhood nostalgia, for kids and adults young at heart. The packaging will have vibrant energy, adorned with crayon scribbles that evoke memories of creative escapades and excitement.

The mac 'n cheese package will be complete with names such as, 'Toybox Tricolor Mac' to 'Crayon-Crafted Cheddar.'



**Keywords:** Playful · Childhood · Imagination · Innocent



initial idea #3 • selected!

# GROOVY & GOOEY

## Be Funky, Be Flavorful, Be You

'Groovy & Gooney' will be all about embracing the joy and uniqueness in everyone. Each box of mac 'n cheese will be a canvas of vibrant patterns and illustrative elements that pop with color and excitement, standing out in the aisle and grabbing attention of people passing by.

With an array of playful flavors, from 'Glorious Garlic' to 'Jammin' Jalapeno,' every quirky mac 'n cheese variety carries a name that mirrors its eclectic taste.



**Keywords:** Funky · Illustrative Elements · Patterns · Loud



# **GROOVY & GOOEY**

brand story, brand considerations



## GROOVY & GOOEY :: BRAND STORY

hey there! get ready to dive into a world of crazy funky flavors!



we are GROOVY & GOOEY, the mac & cheese brand that is here to brighten up your plate and your day! started by siblings, we are on a mission to spread the pure joy of cheesy, creamy goodness, with a huge side of funk and flair.



we believe life should be just as unique and flavorful as our mac & cheese varieties. so embrace your inner funk, and savor the groove in every bite you take with **GROOVY & GOOEY!**



visit us at [grooveandgoo.com](http://grooveandgoo.com) or follow us @groovyandgoeey



## BRAND CONSIDERATIONS

**flavor variations:** gooey cheddar, jammin' jalapeno, glorious garlic.

**price:** \$5.00 per box.

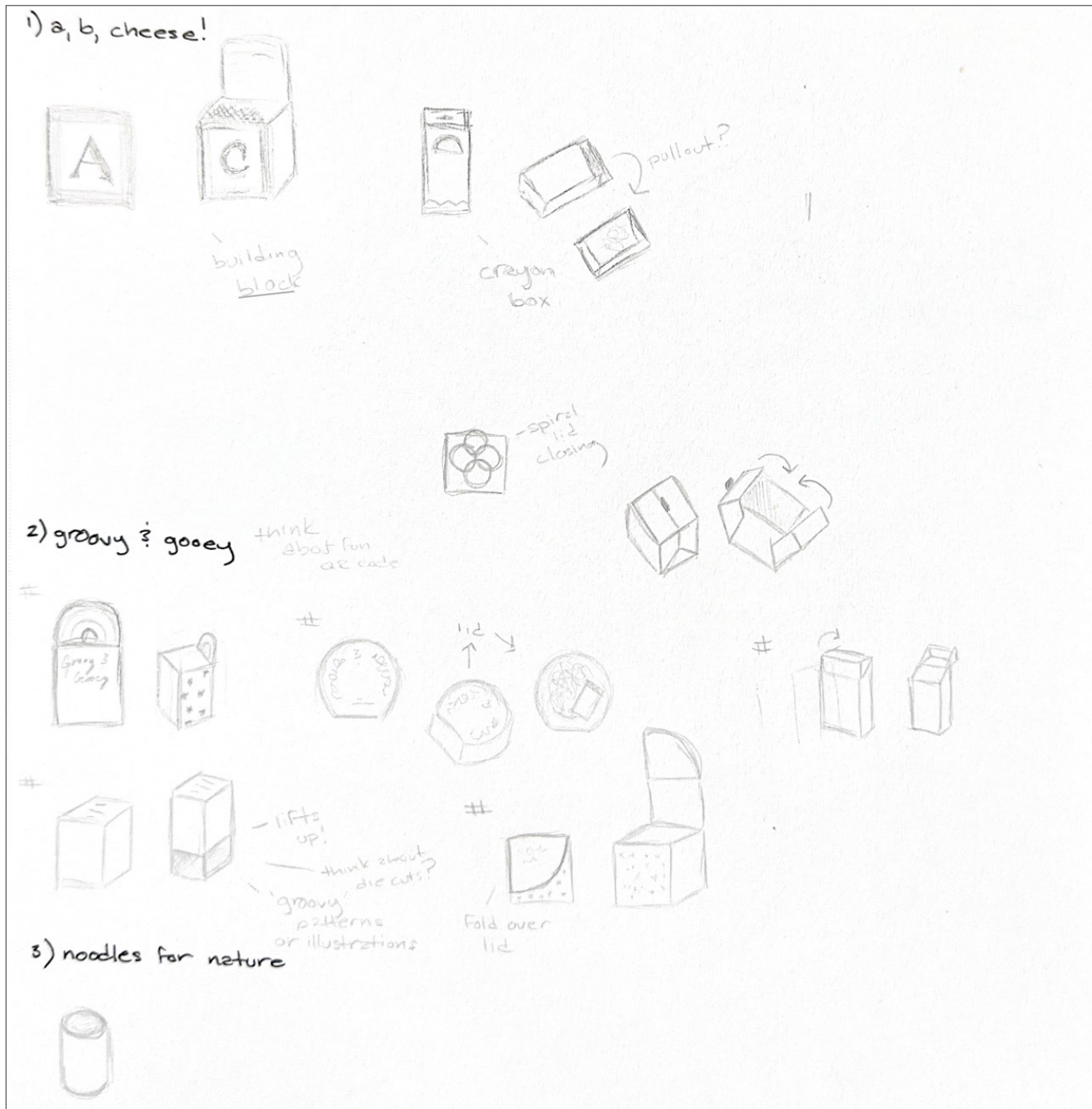


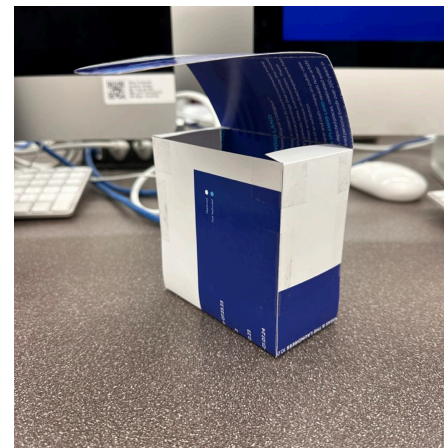
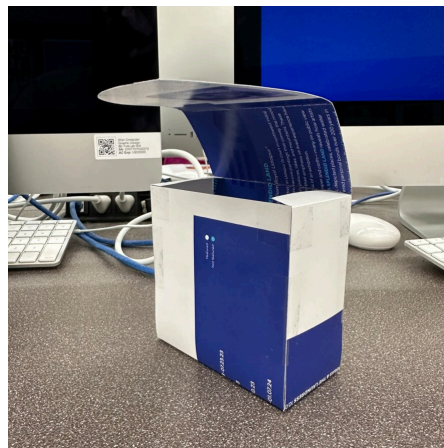
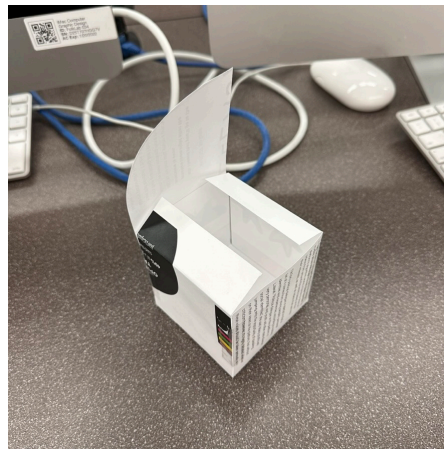
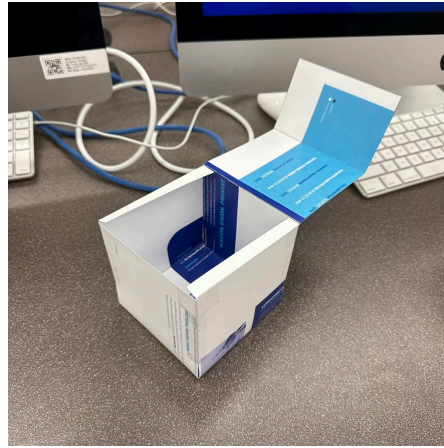
# **INITIAL SKETCHES & MODELS**

packaging explorations



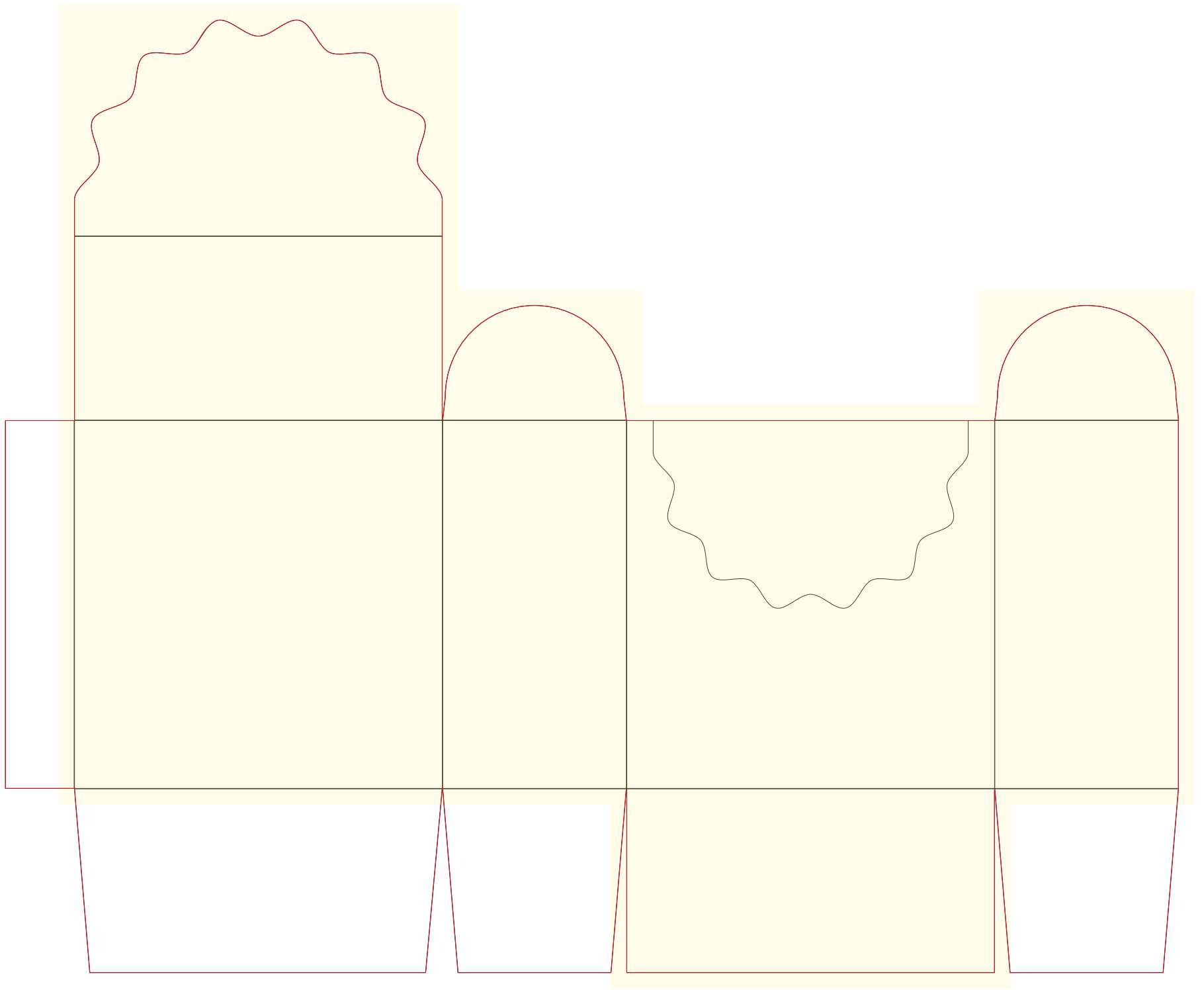
# INITIAL SKETCHES





**FINAL TEMPLATE / DIE-CUT**

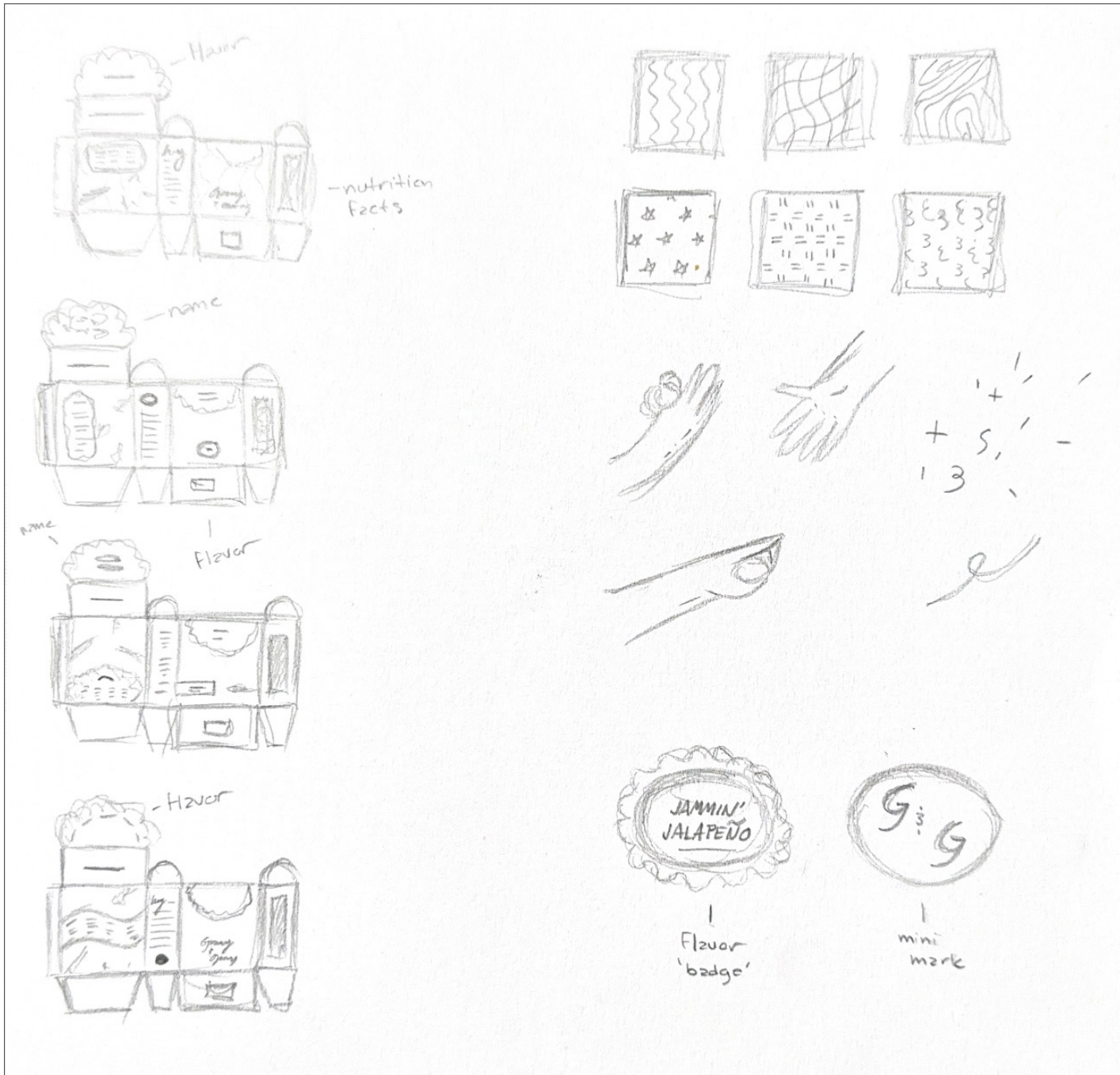
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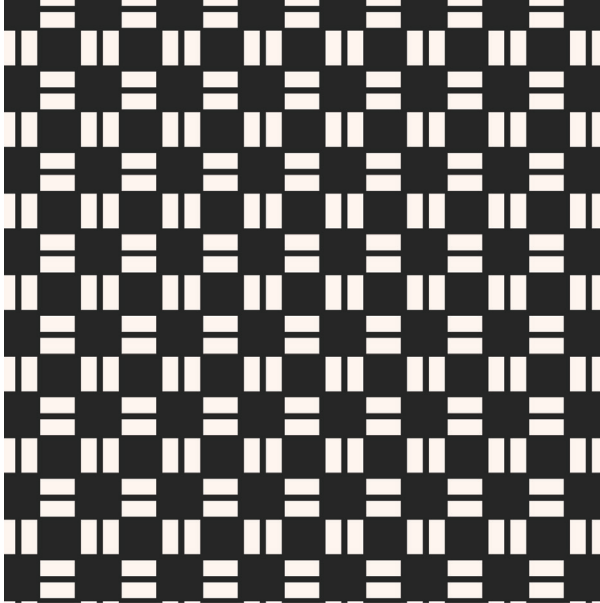
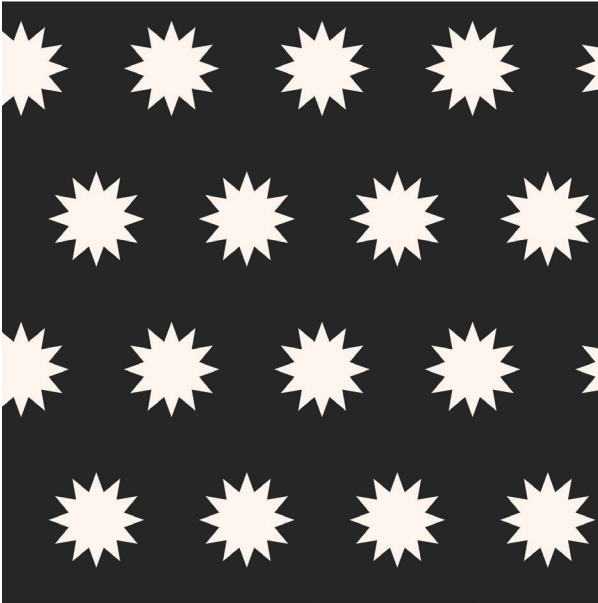
## **PATTERN & ILLUSTRATIONS**

sketches & initial exploration / final designs

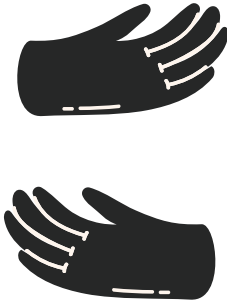
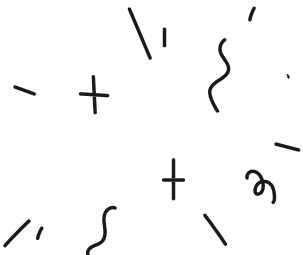
# LAYOUT & GRAPHICS SKETCHES



PATTERNS



ILLUSTRATIONS





## **INITIAL DESIGNS & MODELS**

plan view & elevation views

9.7.23





cheddar revolution



jammin' jalapeño



glorious garlic



cheddar revolution



jammin' jalapeño



glorious garlic

9.12.23  
CONTINUED

cheddar revolution



jammin' jalapeño



glorious garlic



9.12.23  
CONTINUED





cheddar revolution



glorious garlic



cheddar revolution



jammin' jalapeño



glorious garlic





cheddar revolution



jammin' jalapeño



glorious garlic

9.19.23  
CONTINUED





cheddar revolution



jammin' jalapeño



glorious garlic

## **FINAL DESIGNS**

final die-cut, photographs, models

# FINAL FLAT DESIGNS



cheddar revolution



jammin' jalapeño



glorious garlic

# FINAL 'CHEDDAR REVOLUTION' MODEL



# FINAL 'JAMMIN' JALAPEÑO' MODEL



# FINAL 'GLORIOUS GARLIC' MODEL





# FINAL THREE MODELS



## **TYPE & COLOR**

typography pairing & color palettes

body

**GT WALSHEIM**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

display & logo

**GARDENZ**

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9*

### CHEDDAR REVOLUTION



CMYK

27 4 9 0

99 93 6 0

3 47 100 0

3 1 0 0

0 0 0 90

### JAMMIN' JALAPEÑO



CMYK

45 0 100 0

70 44 100 40

0 89 84 0

3 0 4 0

0 0 0 90

### GLORIOUS GARLIC



CMYK

21 26 0 0

88 94 1 0

0 74 93 0

0 2 0 0

0 0 0 90

**END**

thank you