**Design Report**

In this brief, I was to create a branding and packaging solution for a local grocer and wholefood retailer that specialises in non-animal products. These products would be made, labelled and packaged in a nearby industrial unit as well as selling through the physical shop, the company intends to also break into the online subscription box market, offering select own brand gourmet products.

With this brief, I began researching this new sector of market to understand what I would need to create. I looked at different brands that sell vegan, plant-based products such as Linda McCarney. These helped understand what the already big brands use with their design and brand looks.

To make my own brand, I began by brainstorming ideas for a name and settled on the idea of “bite” as my brand would provide ingredients to make deserts as their weekly subscription box. I then began sketching logo ideas. I decided to make the logo lowercase to suggest the calm and relax mood I wanted to give off. I also decided to make the logo in the style of stencil, chalk or eroded as I wanted to give a 'homemade' feel. This is where I attempted things with a pencil such as lightly scribble the paper to make the logo. I decided, I did not want to make the logo too bold or too Sans Serif/simple to keep within the style I had in mind. I then moved onto my colour scheme My idea for the colour scheme was to go for some colours that were light that were different but could all work together. These colours were all chose in the style of watercolours so that I could get that style in of watercolour yet still using the flat style I am aiming for. These are the five colour schemes I came up with that would work all well together so I could pick and chose different colours within each of them.

I then moved onto my packaging ideas for the subscription box, I came up with three different packaging ideas for the subscription box. These three unique boxes would have very different opening experiences and so I explored how each one would be opened and where the layout of typography would be. I knew from here on out that I definitely wanted to have slogans from the brand to present on the boxes as more funny side of the brand as well as something to read when only opened. From this I also explored what would go inside and so I found 10 different plant-based products to include ingredients inside to make them.

Using the previous colour scheme and font I researched - I began testing out different colours to work well with the brand development. These colours are all from the researched colour schemes and work very well in my opinion with the style of the font.

​I also added a cool background shape to each of the logos that was a darker shade of the background colour to keep the logo white. This shape was different each time and I think that works well with the branding. Possibly suggesting the further idea of the brand going 'back to the basics' with the shape, look and typography to represent the plant-based products also being 'back to basics' and simple.

Once I had finished that, I began working on the box. In the style of the branding, the box contained the information of how to create the product (recipe) and other information within the box to keep printing and waste to a minimum instead of including extra paper.

The products would be packed with simple paper bags to reduce waste and all the components would be 100% recyclable to help support a greener world.

Each snack would be in a custom box which would styled in that specific products colours such as seen below. To finish the branding side of the company, I created app icons and van styles to showcase the brand as much as possible – this would be shown to the client to show the full potential of the branding and look/feel of the company.

I believe my final outcome answers the brief as I was able to create what I wanted to. I believe it is an effective design as I wanted to make a bright and playful brand as shown with the typography and colour scheme. I enjoy that I was able to communicate it with my choices and have been able to create a strong identity for a new brand. If there was room for improvement I would look at including more style of boxes and packaging to maybe make something more unique to the company to further stand out from other companies in the same market.