



LAVA SPICES CASE STUDY

Nhi Nguyen
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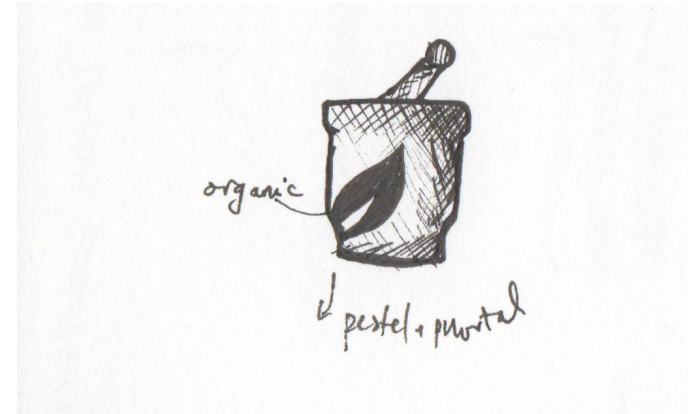


► **BRAINSTORMING**

With the deep understand of the brand distribution, a series of sketches have been done in order to explore ideas, and visualize the possible outcome of Lava Spices logo.

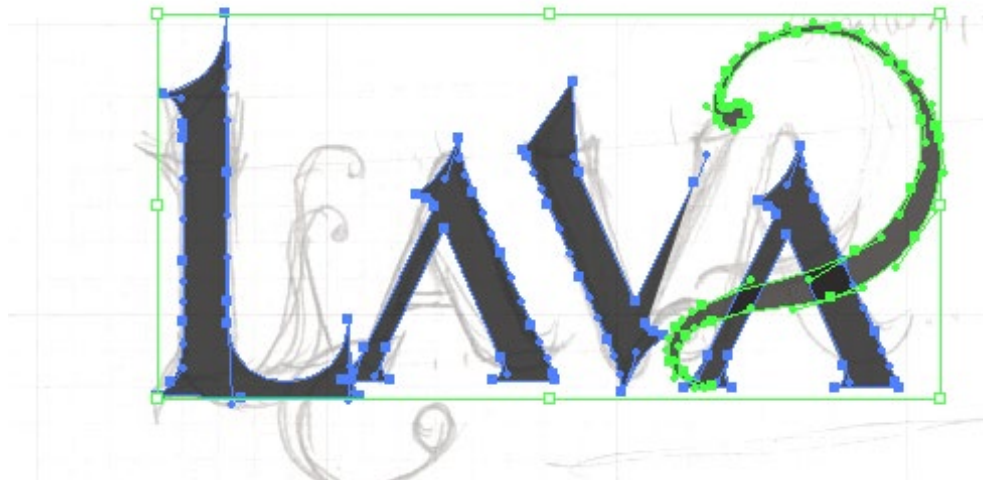
LAVA SPICES CASE STUDY

Logo Development



► THOUGHTFUL SELECTION

Out of hundred sketches, a total of 3 distinct ideas were selected for the potential logo for Lava Spices.



► **DIGITALIZING**

After choosing the three logo ideas, the sketches were modified by using illustrator in order to create a high quality vector file of the logo. This step allow the idea flourish in harmony with other design elements to create different version.



LAVA



LAVA
SPICES FROM PARADISE

► **GET THE BEST IDEA**

The logotype idea has been chosen to create the final logo for Lava Spices. The logo idea was simple yet highly visualize the artisan and elegant of the brand image. The logo come with different version for different purpose of the branding process.

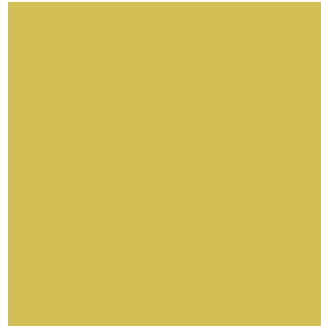
LAVA SPICES CASE STUDY
Supporting Graphic Exploration



#666161



#A4C65E



#D2BF55



#C16C5D



#C35663

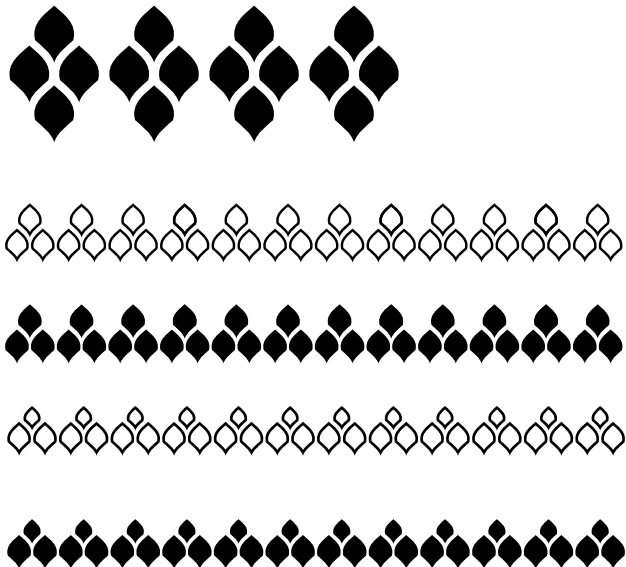


► **COLORS AND TYPEFACE**

Because Lava Spices is an organic food brand, so the color palette and the typeface choice should create a warm, friendly and lighthearted feeling.

With that consideration, the color palette of Lava Spices was created base on the original color of the spices with slightly desaturated. And Baskerville typeface, which has the artisan appeal, was the typeface that appropriate with the brand distribution.

LAVA SPICES CASE STUDY
Supporting Graphic Exploration

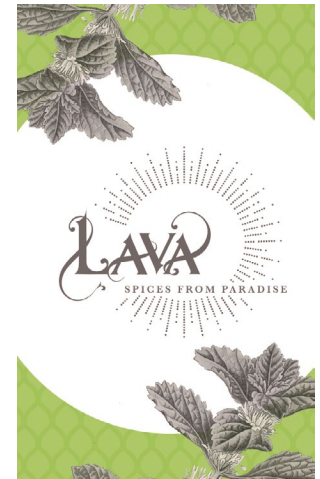


▶ **GRAPHICS**

In order to support the brand distribute, which is “Made in Hawaii”, an abstraction of Hawaiian Turmeric was created. It can be used in different ways as an supporting graphic for the brand.

Variety botanical illustration of the spices were used as the main graphic element to achieve the natural and artisan appeal of the product.

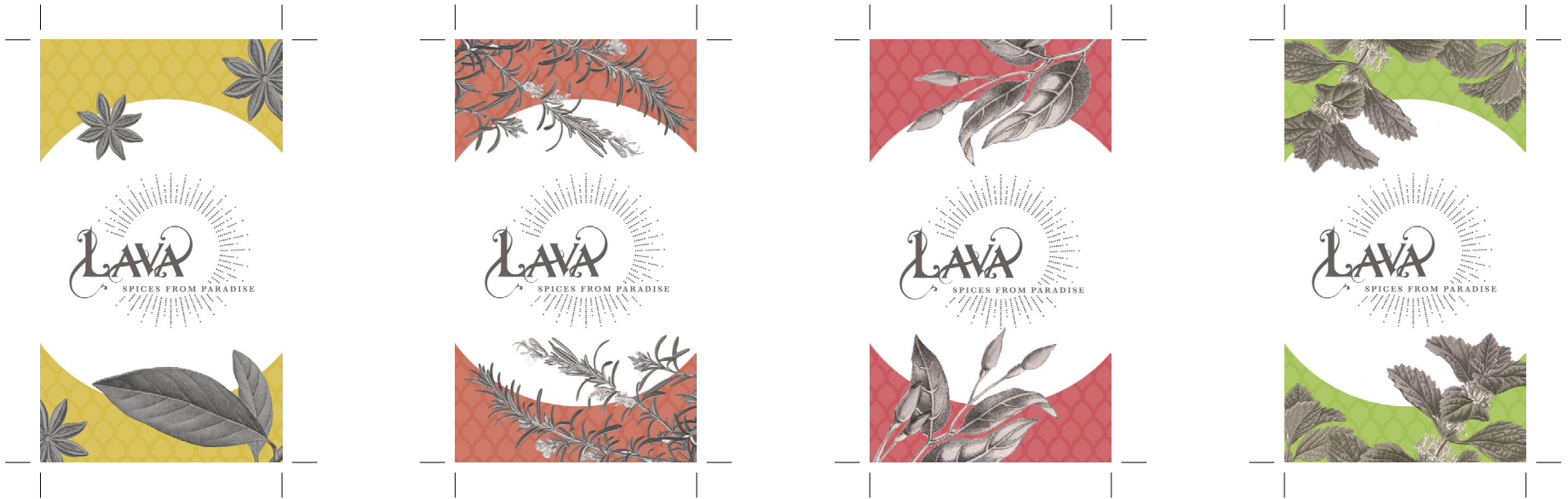
LAVA SPICES CASE STUDY
Stationery Development



► STATIONERY EXPLORATION

The supporting graphic elements of the brand were used in different ways to create two distinct stationery design.

LAVA SPICES CASE STUDY
Stationery Development

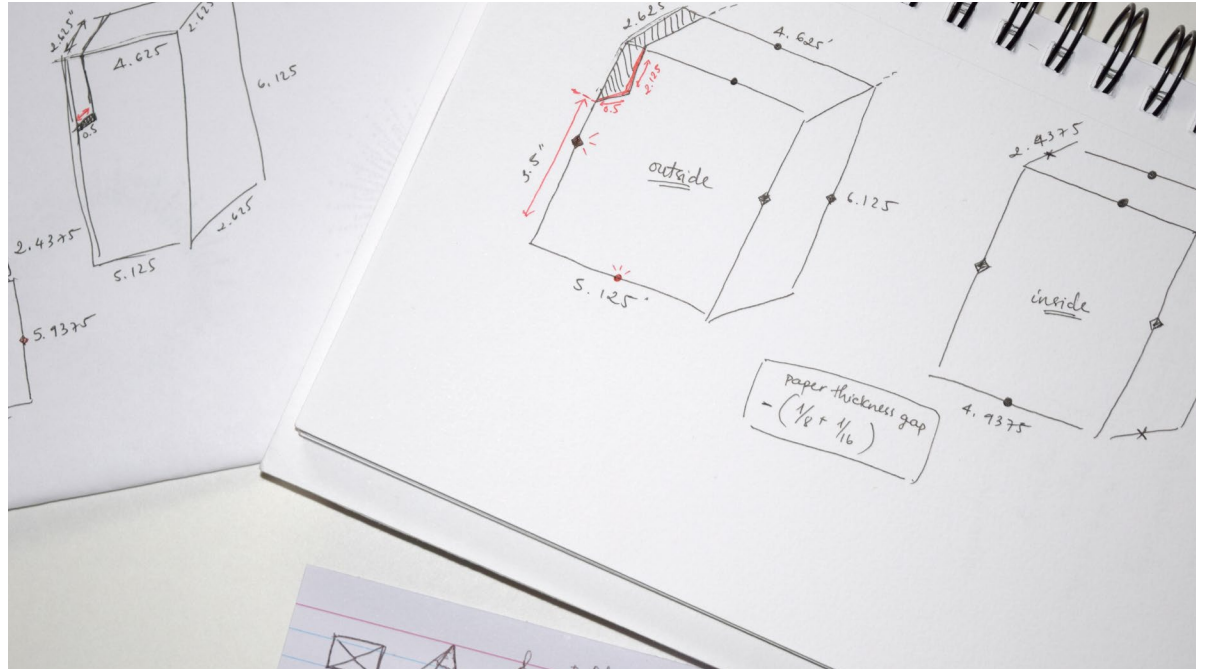


► APPROPRIATE SELECTION

Considering the brand distribution and the potential use of the stationery in the branding process, the final stationery has been chosen.

LAVA SPICES CASE STUDY

Packaging Exploration

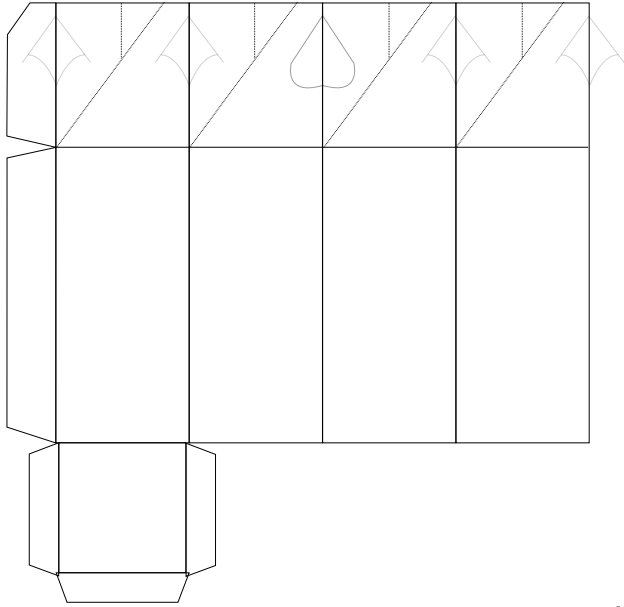


► BLANK MOCK-UP IDEAS

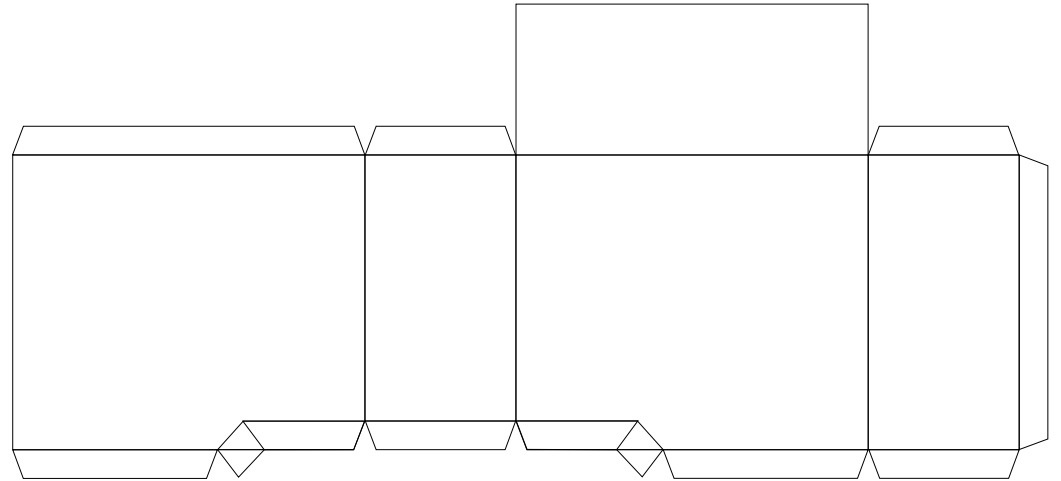
Variety of packaging ideas were created base on the dimension of the glass spice jar, and how it can effectively function in real life.

With the purpose of create a unique, luxury spices brand, each spice jar labeled with appropriate design for its flavor. The package also include box for single spice jar and a set of two spice jar.

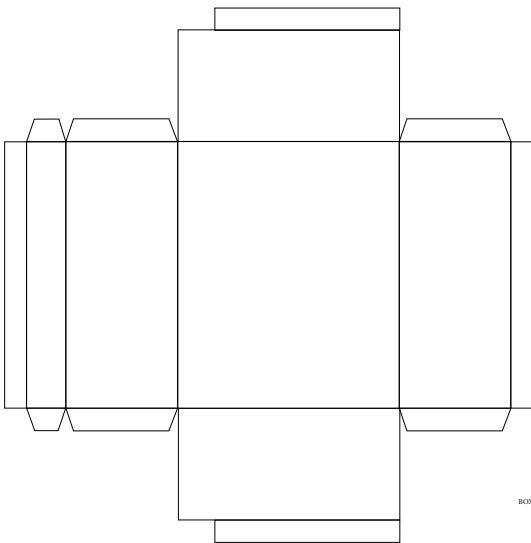
LAVA SPICES CASE STUDY
Packaging Exploration



BOX-JAR-BACK



BOX-SET-OUTSIDE--BACK



BOX-SET-INSIDE-BACK

► **BLANK MOCK-UP TEMPLATE**

Base on the package ideas. The box mock-up templates were create through the process of exploring, dedicate measuring and adjusting.

The 100lb card-stock and mat-board was used for the package.

LAVA SPICES CASE STUDY

Packaging Exploration



▶ **BLANK MOCK-UP PACKAGE**

Base on the package template. The blank mock-up packages were made in order to define errors and modify them before adding graphic.

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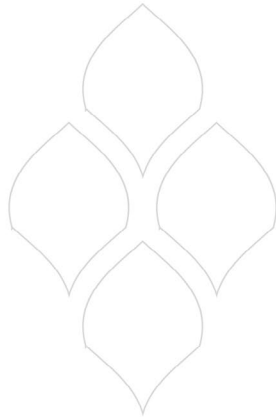
Packaging Exploration



SPICES FROM PARADISE
LAVA

*A way to eat.
The way to live.*

We are here to fill your life with honest-to-goodness good food. The kind of food that you remember, deep down. Fresh. Wholesome. Brimming with flavor and life. It can only be found in organically and locally grown foods from Hawaii.



▶ ADDING GRAPHICS

After satisfy with the most efficient mock-up idea direction. The supporting graphic elements of the brand were cooperated to create a consistent design for the packages. Then, the design were scaled and reorganized to fit in the final blank mock-up template.





► **MODIFIED AND FINAL PRINTING**

After finished the design process, the whole branding products have been review and modified, in order to ensure the coherence and eliminate mistake through out the project.

The final products were print with high quality printer on mat ink-jet paper.

LAVA SPICES CASE STUDY

Final Product: Stationery



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Final Product: Packages

