



le petite  
Process Book

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# Research

Le Petite is a French dessert company that strives to bring you a unique sorbet experience. Le Petite represents the elegance of the historical macaroon and the spirit of the energetic French youth. The concept grew from macaroon ice cream sandwiches and by introducing a variety of fruity sorbet, Le Petite has created a unique combination never seen before.



## Biomimicry

Biomimicry is the study of nature for to solve human problems. Nature is simply-complex, organic, self-sustaining and recyclable, diverse, fully functional, and beautiful. Le Petite applies biomimicry to not only its branding, but also product design.

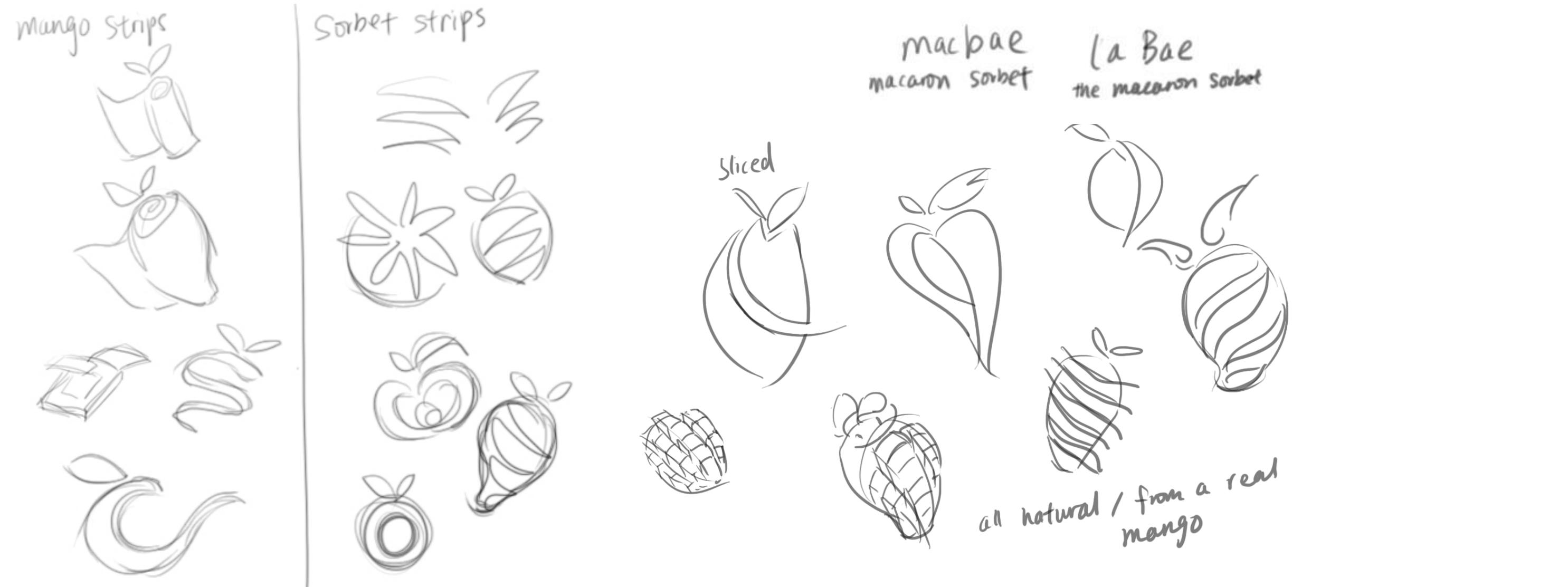


## Fruits and seeds

Le Petite closely studies the shape of fruits and their seeds. The company realizes the potential of seeds and their unique design for growth and reproduction. Our brand mimics the shape for product storage.

## Logo Research

Le Petite started off purely as a fruit sorbet company. Many product variations were tested, including sorbet strips and sliced dried fruit. Eventually, macaroon sorbet was chosen and we experimented with the organic shapes of fruits and shells.



## Logo Development

After many rounds of sketching and refining, the logo transformed from purely a fruit sorbet to macaroon sorbet. Initial stages of development consisted of just shells and seeds, but since it was too similar to hamburgers, we decided to incorporate the sorbet shape.



le petite fruit



le petite fruit



le petite

# Branding

Le Petite has a distinctive branding style with certain guidelines. In the following pages, there will be examples of acceptable and unacceptable usages of the official branding materials. It is important to adhere to these standards when representing the company for consistency and professionalism.



## Logo Dimensions

Le Petite is inspired by the shape and designs of fruits. The logo also incorporates the macaroon shells to symbolize the product. The logo has a ratio of 1:1 all around to form a perfect square.



3.5



2.3 in.



1.5 in.

1.2 in.

## Logo Concept

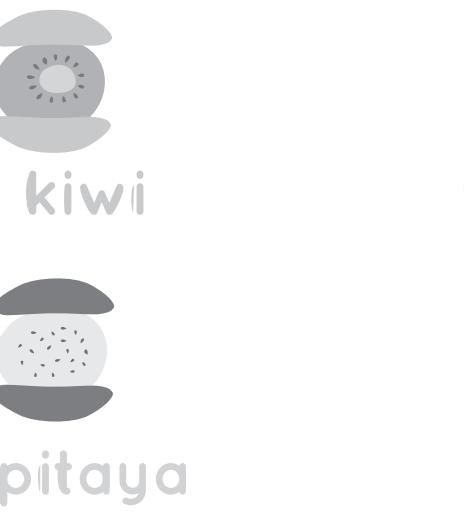
Each flavor has its own logo based on the fruit it represents. The six flavors are wintermelon, kiwi, passionfruit, guava, pitaya (dragon fruit), and a surprise flavor.



le melon



le melon



le kiwi



le kiwi



le passion



le passion



## Color Palette

Le Petite boasts a lively color palette, featuring three main colors for the official logo. There are also additional colors for individual fruit icons.



RGB (237, 20, 92)



RGB (147, 193, 62)



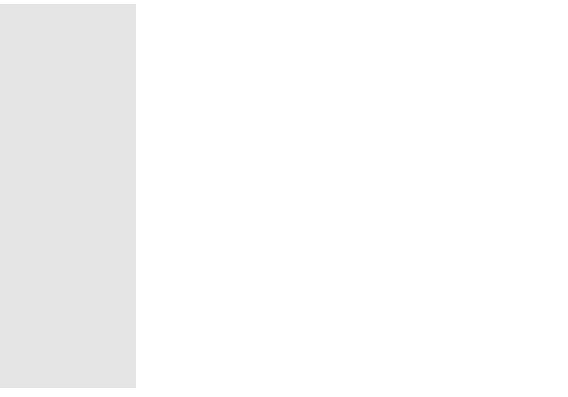
RGB (195, 212, 130)



RGB (224, 234, 21)



RGB (219, 191, 134)



RGB (229, 229, 229)

## Typography

The official logo uses Quicksand, a rounded Sans Serif font. Type used elsewhere is ITC Avant Garde.

Quicksand Bold

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Quicksand Regular

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

Quicksand Light

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

ITC Avant Garde

Gothic Std Bold

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

ITC Avant Garde

Gothic Std Demi

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

ITC Avant Garde

Gothic Std Medium

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

# Letterheads

Le Petite utilizes the standard letter size for its letterheads. The logo is a 1x1 square inch at the top left corner. Its fruit design is a 2x2 square inch on the bottom right corner.



ards an

x 2 inches and  
es.



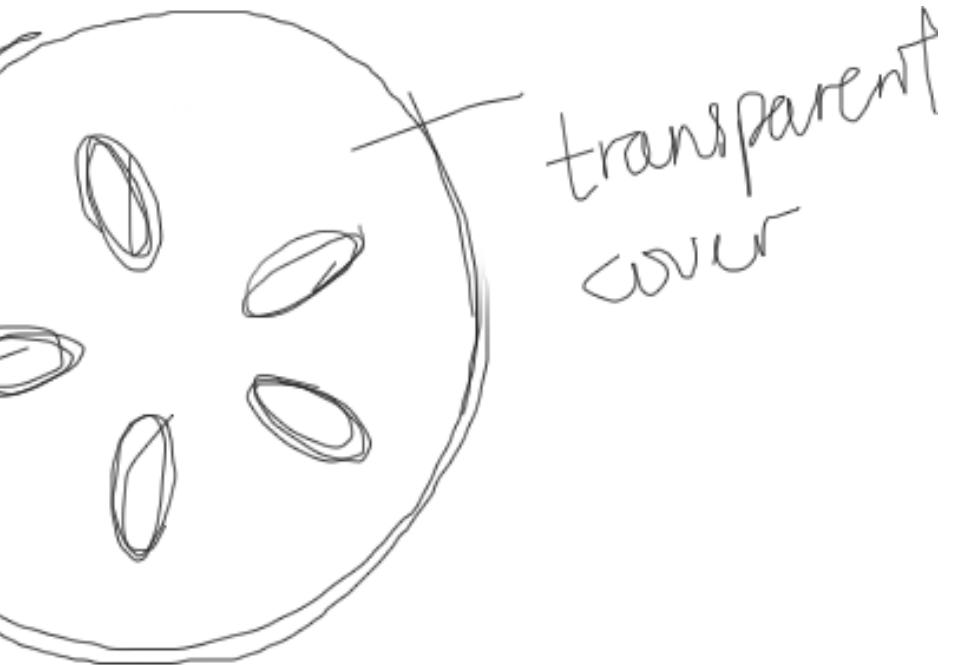
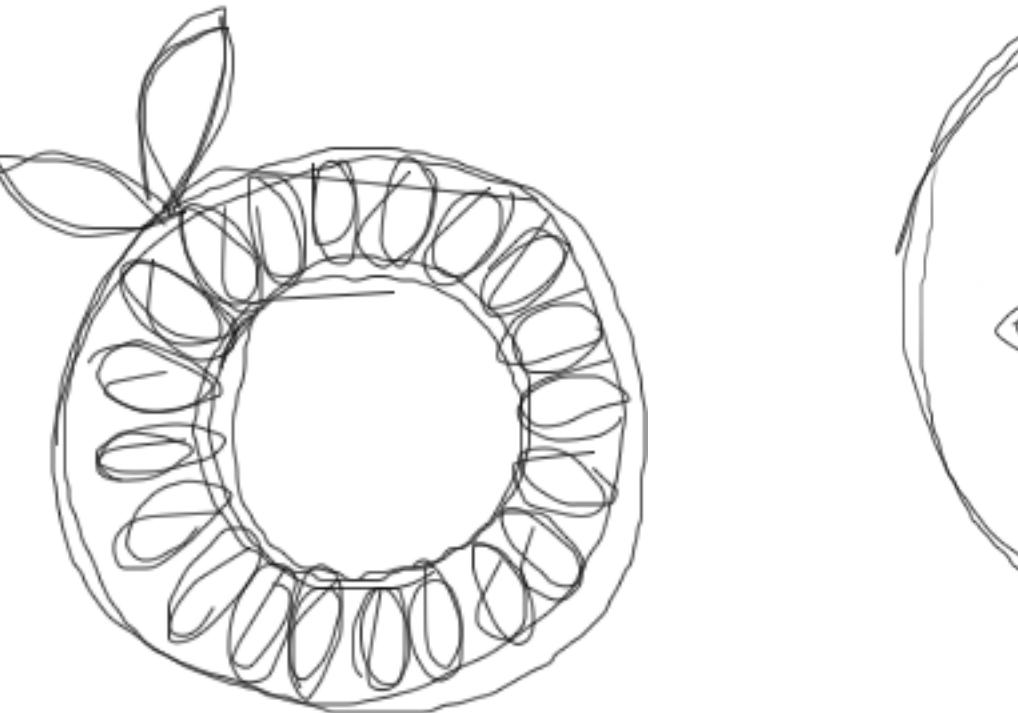
# Packaging

Le Petite emphasizes organic, fresh ingredients made from real fruit. Our packaging reflects the products that we're proud of and its unique shape is made from sustainable materials with environmental friendliness in mind.

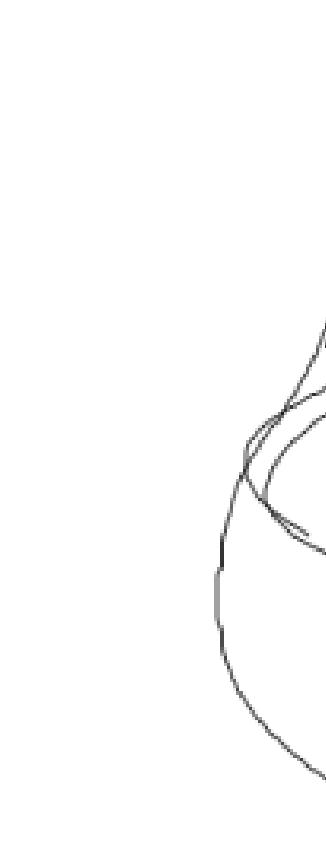


## Sketches

Le Petite is inspired by the shape of fruits and seeds. Initial ideas consisted of packaging shaped like the fruit itself. The company experimented with different fruit shapes and concepts.



transparent  
cover



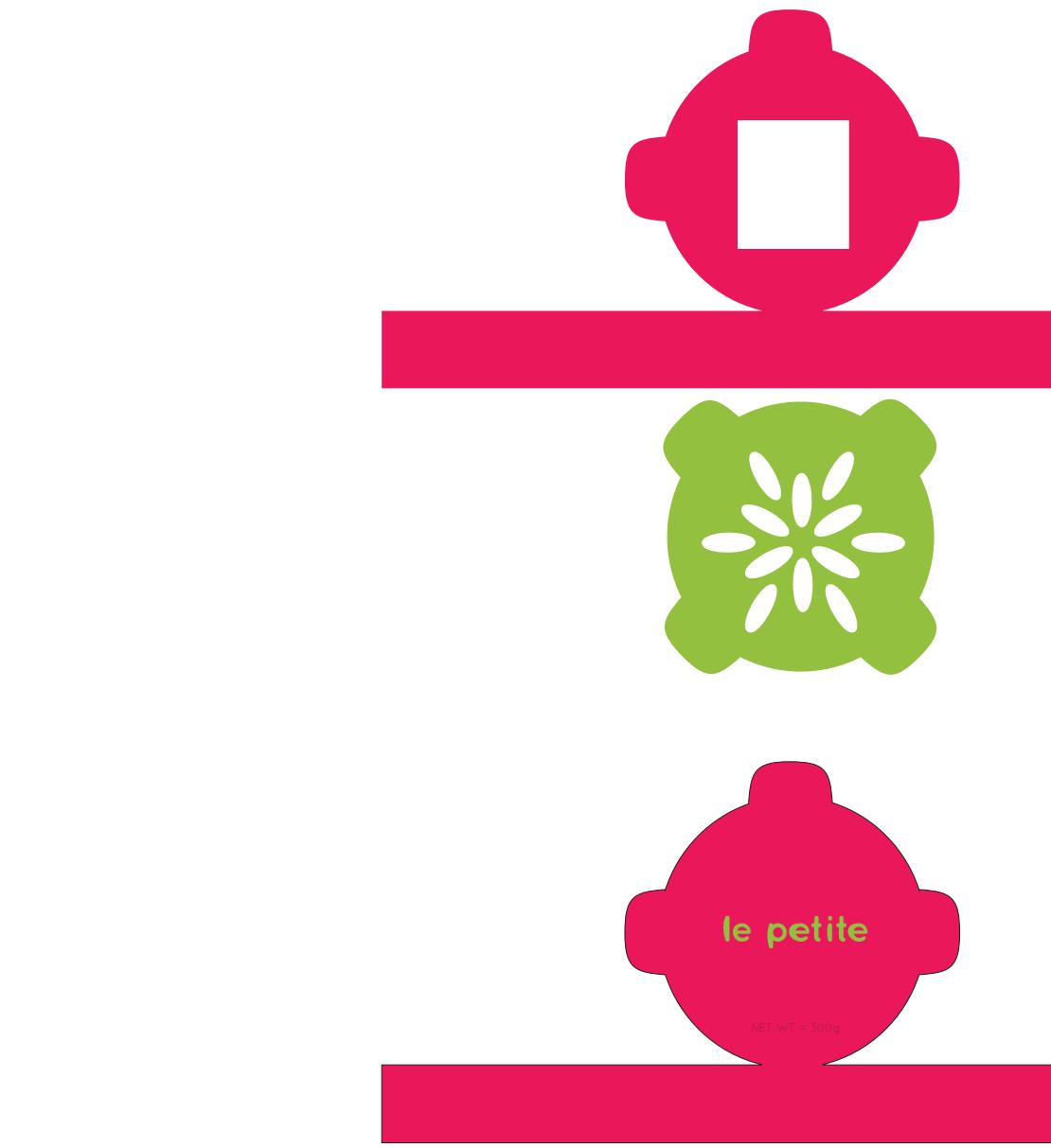
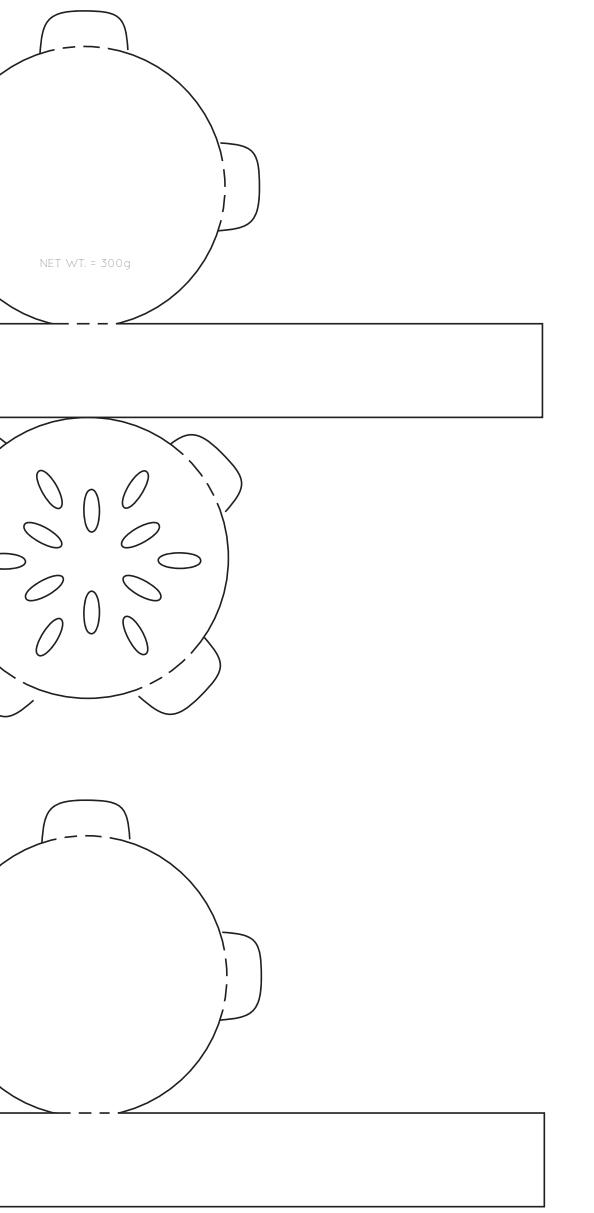
## Prototypes

Initial prototypes were created out of paper and tape. The concept is modeled after the logo and is a rounded box. The macaron sorbet products are placed in the holes shaped like seeds.



## Dielines

After sketching and prototyping, these are the dielines created for the final packaging.



## Final Packaging

The final packaging is made out of matboard and matte paper. The product uses a laser cutter to etch out the shape and everything is put together with glue.



## Final Packaging

The middle part of the container is removable and has twelve slots for the macarons. Each flavor has two slots and are positioned directly across from one another.



# Marketing

Le Petite has a marketing strategy that consists of both physical and digital devices. It has a variety of promotional materials for billboards, road signs, posters, etc. The company also has a strong social media presence online, and its digital content strengthens the overall branding.



## Billboards and Signs

Marketing devices such as billboards, road signs, and merchandise are used to promote the brand.



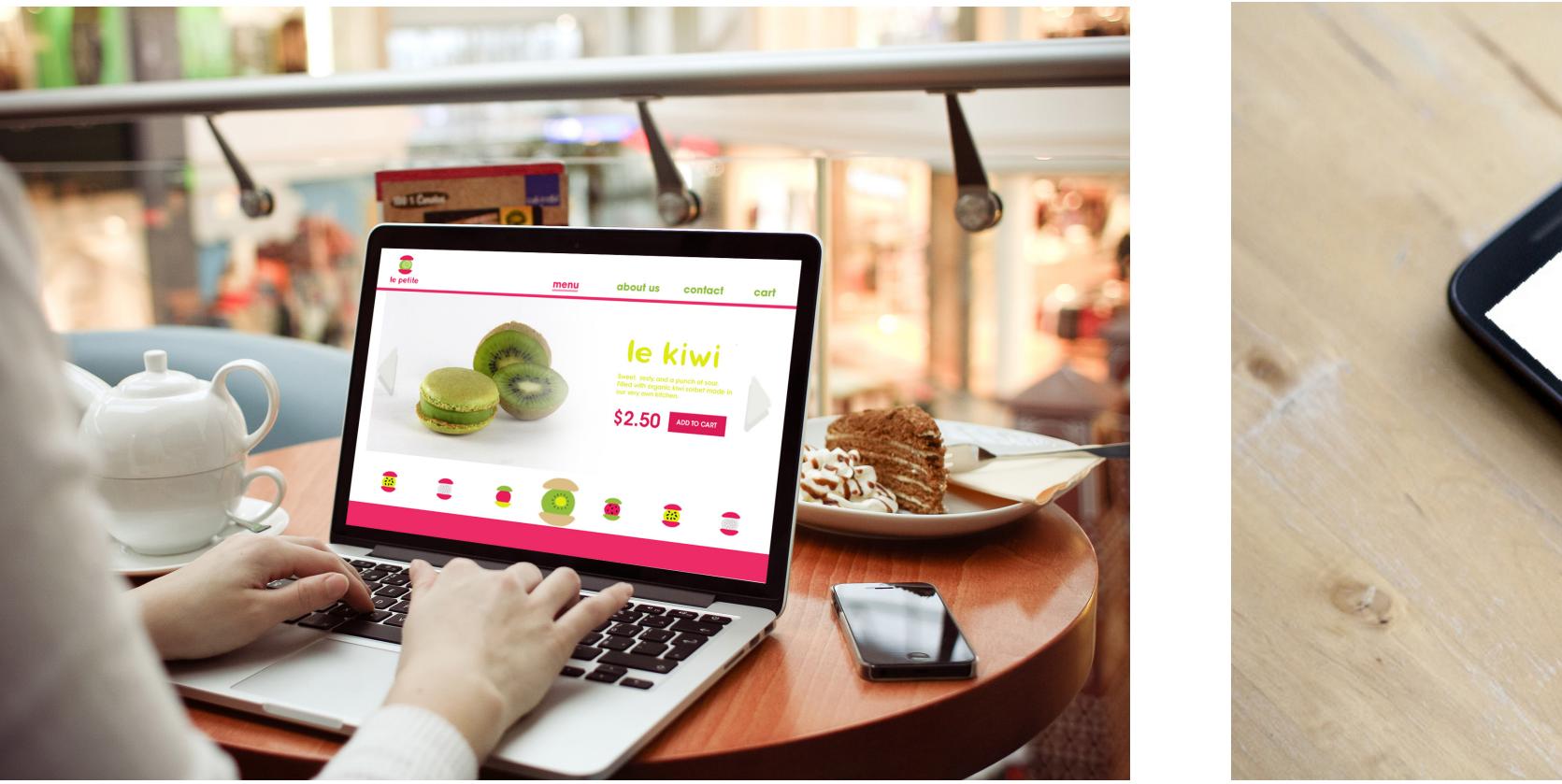
## Merchandise

Le Petite has a collection of merchandise that represents the company's aesthetics as well as brand identity.



# Digital Marketing

Le Petite has a strong online presence that can be viewed across many different platforms. It is responsive and adaptable to any device on the market.



**Ivy Liao  
DES 116  
SPR16**