

Elephant Garlic Branding

Spice World Inc.

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DES 360-001



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Elephant Garlic Label Directions



Mood Board

Label Direction #1



amazon meal kits

WE DO THE PREP. YOU BE THE CHEF.

No recipe hunting. No ingredient shopping. No unnecessary prep.



WE DO THIS...

CHEF-DESIGNED,
EASY-TO-FOLLOW
RECIPES

BLACK GARLIC

GARDEN FRESH GOURMET. SWEET ONION SALSA. NET WT. 16 OZ (1LB) 454g. NO ARTIFICIAL PRESERVATIVES. GARDEN FRESH GOURMET. SWEET ONION SALSA. NET WT. 16 OZ (1LB) 454g. NO ARTIFICIAL PRESERVATIVES. GARDEN FRESH GOURMET. SWEET ONION SALSA. NET WT. 16 OZ (1LB) 454g. NO ARTIFICIAL PRESERVATIVES.

MILD Sweet Onion Salsa Diced Tomatoes, Onion, Jalapeno Peppers, Cilantro & Garlic. NO Artificial Flavors or Preservatives. GARDEN FRESH GOURMET. SWEET ONION SALSA. NET WT. 16 OZ (1LB) 454g. NO ARTIFICIAL PRESERVATIVES.

THE LEADER OF BLACK GARLIC

MOST DONE

Ideations

Label Direction #1



Finalized Tag Front & Back



Finalized Tag Inside

What is the Difference?

Elephant garlic is a **sweeter, milder, much larger** version of regular garlic. Those differences combined with the hints of **onion flavor** make it a very **unique** product. It is a perfect substitute for anyone who doesn't like a lot of garlic! Learn about the **many fun ways** to use elephant garlic in your next dish.

Ways to use

Elephant Garlic

- Roasted Garlic Bread Spread
- Deep Fried Garlic Chips
- Pizza Topping
- Element in Pasta Sauce
- Element in Stuffing
- Raw in Salads

Visit spiceworldinc.com for more details!

Mood Board

Label Direction #2

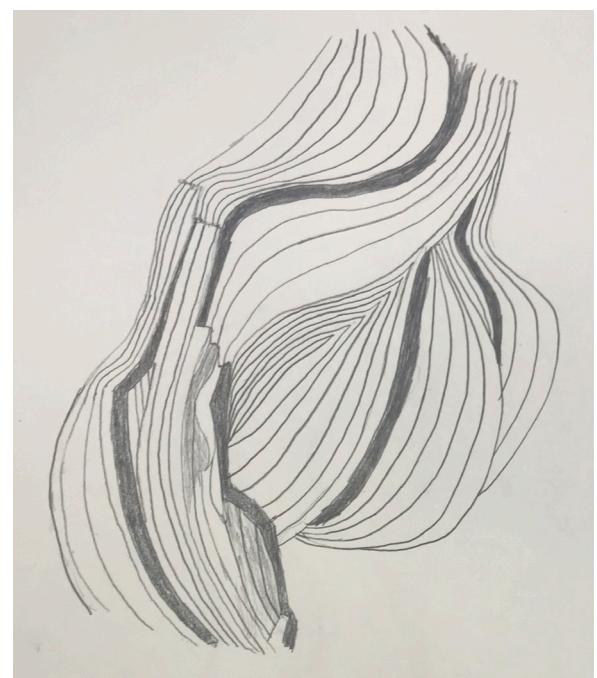
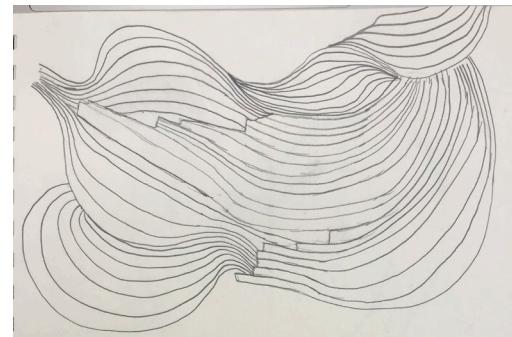
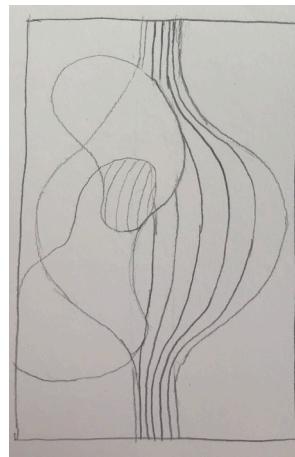
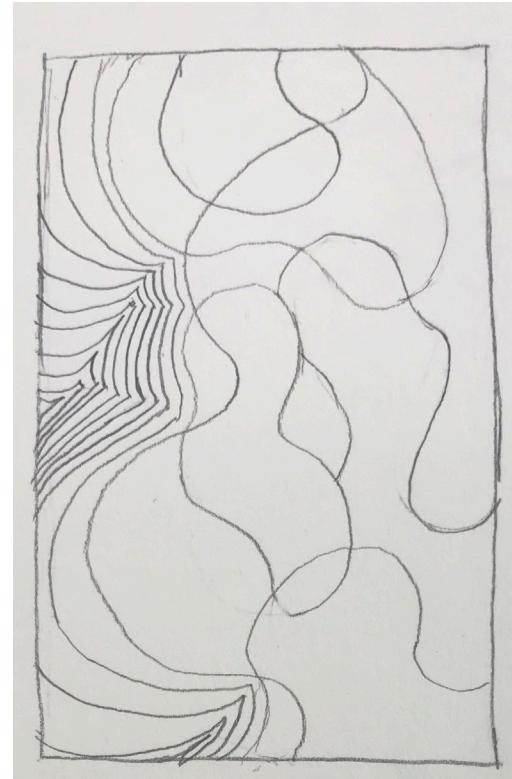
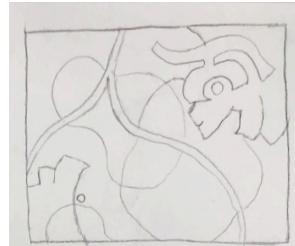
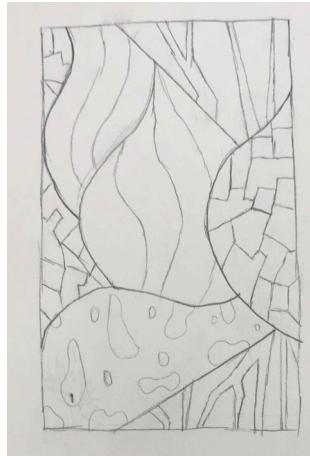
04



Sketches

Label Direction #2

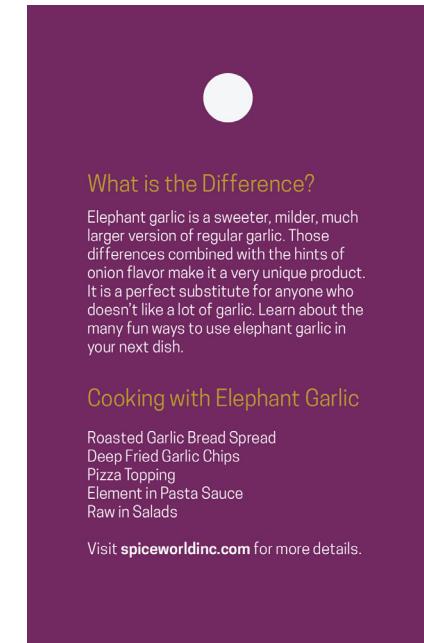
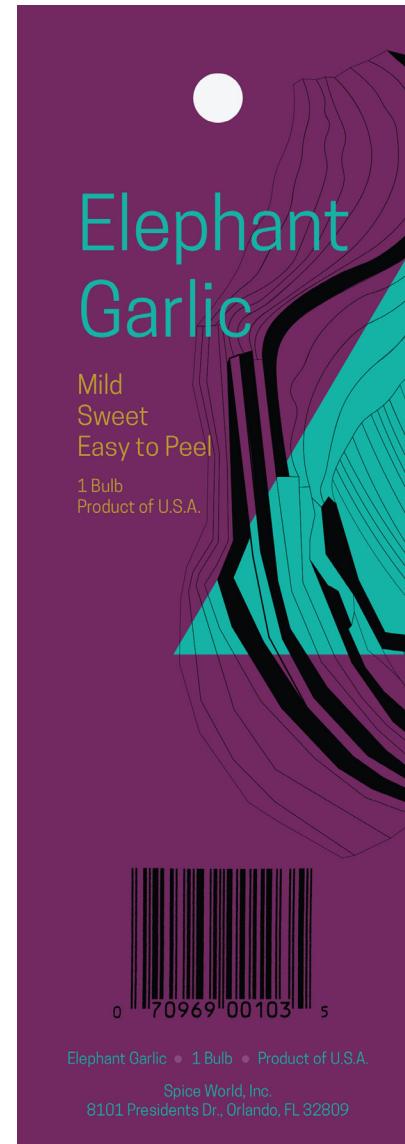
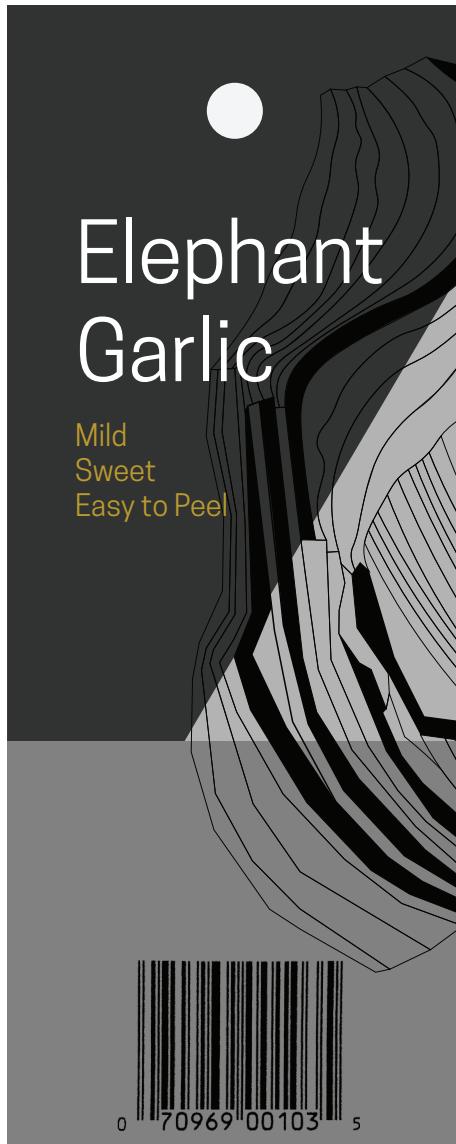
05



Ideations

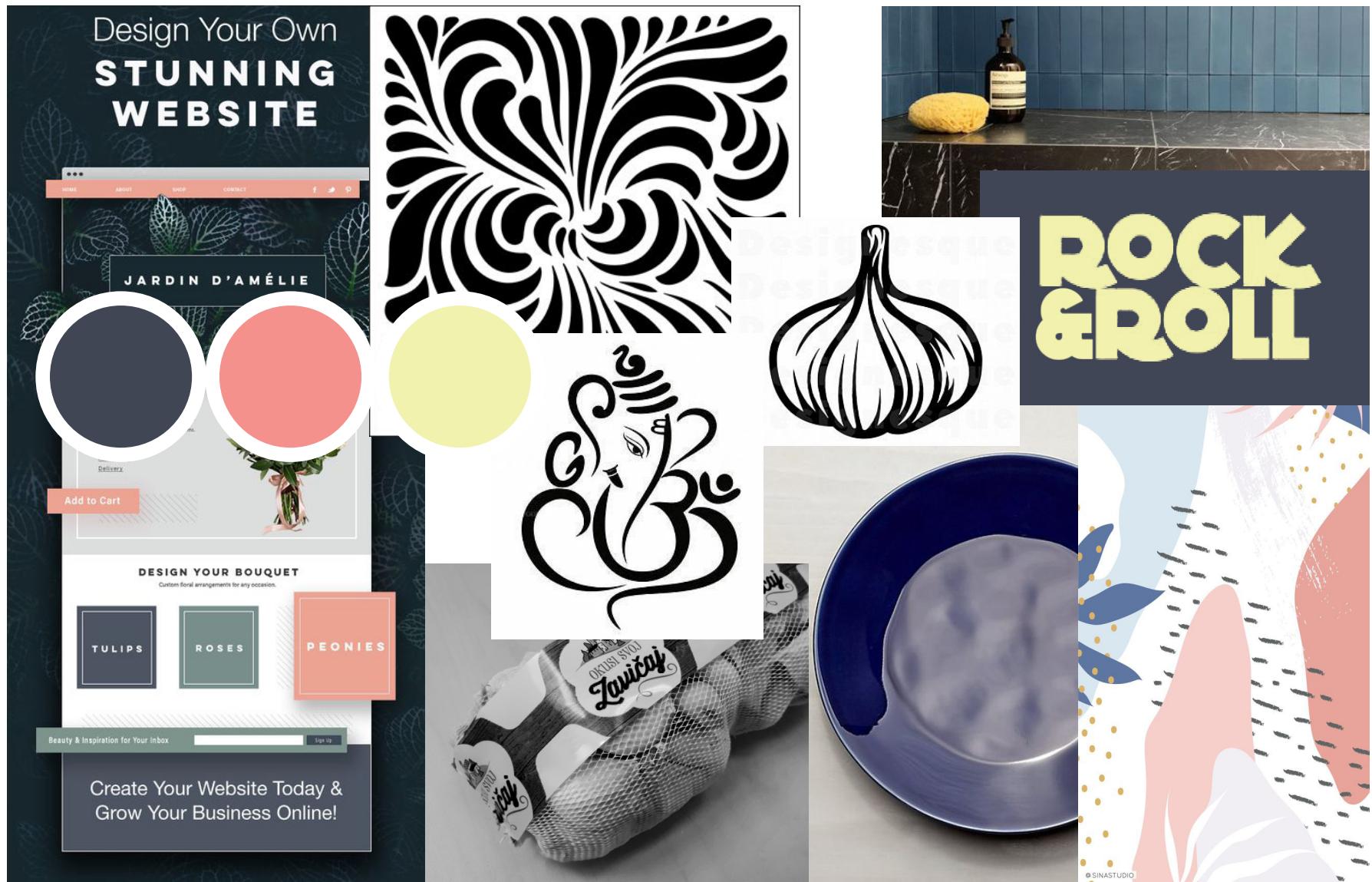
Label Direction #2

06



Mood Board

Label Direction #3 (Final Direction)

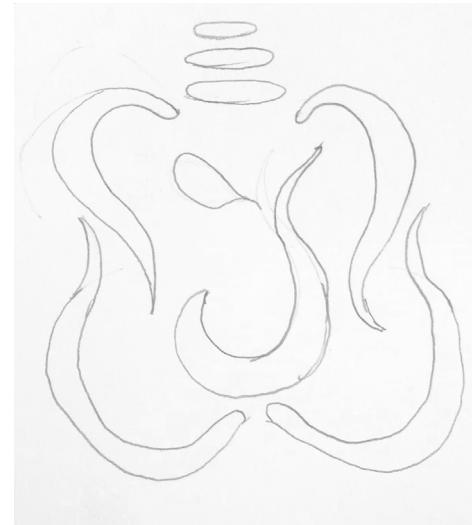
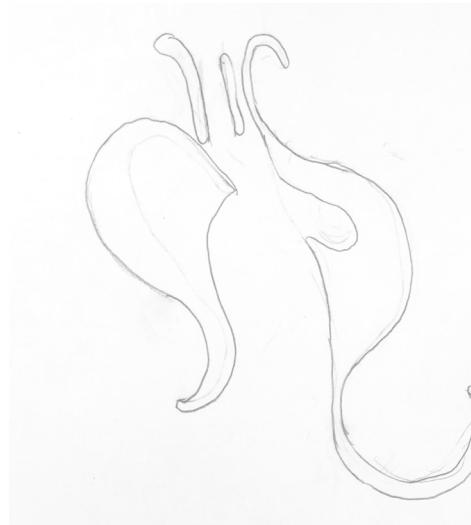


Sketches/Renders

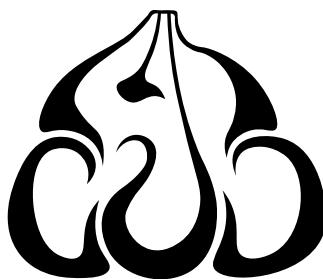
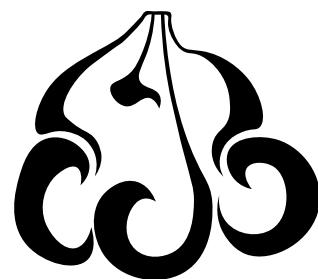
Label Direction #3 (Final Direction)

08

Sketches



Render Ideations



Ideations

Label Direction #3 (Final Direction)

09



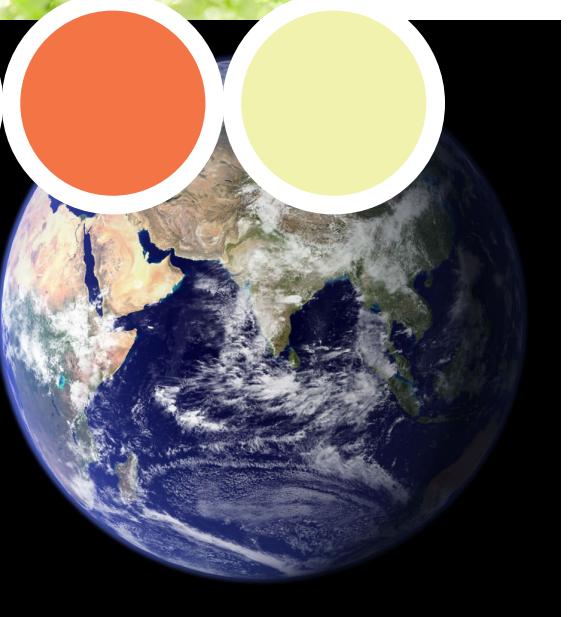
Spice World Logo Directions



Mood Board

Logo (General Direction)

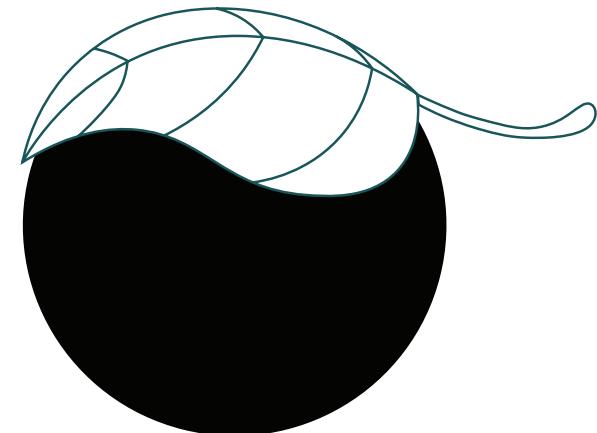
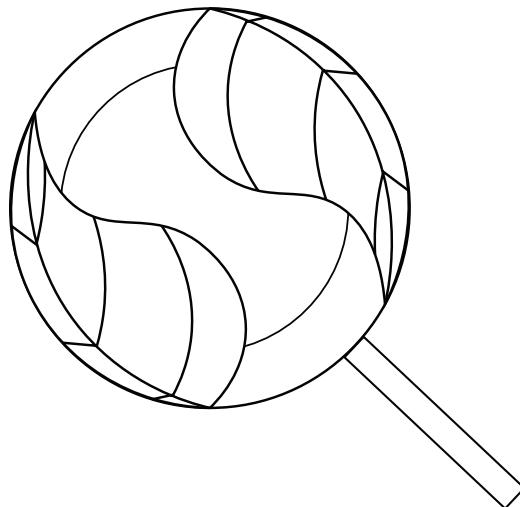
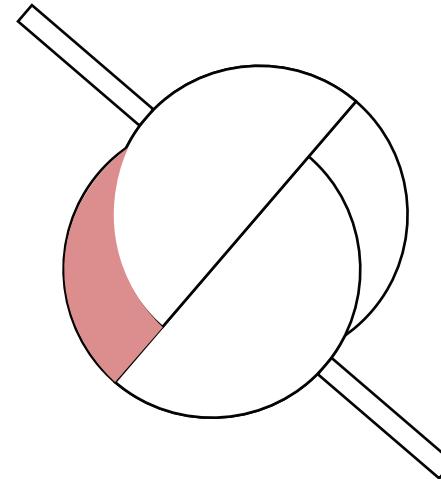
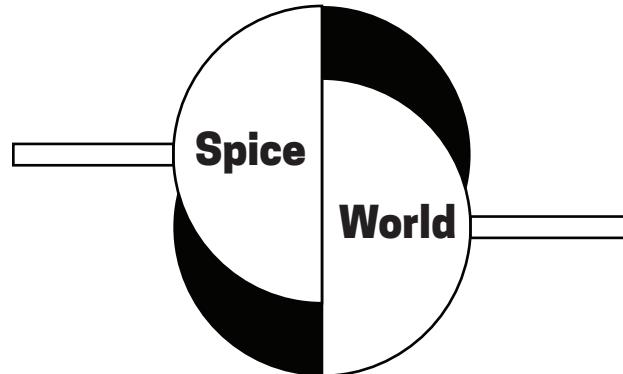
11



Sketches

Logo Direction #1

12



Ideations

Logo Direction #1

13



Ideations

Logo Direction #2

14



Ideations

Logo Direction #3 (Final Direction)

15



Spice World Elephant Garlic Final Branding

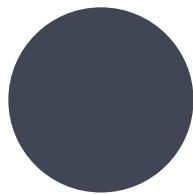


Final Design Elements

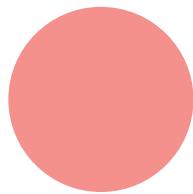
Final Branding

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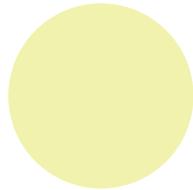
Colors



#414656



#f5928c



#f2f2ae

Packaging Typefaces

**Montserrat
Alternates
Black**

Montserrat Alternates
Regular

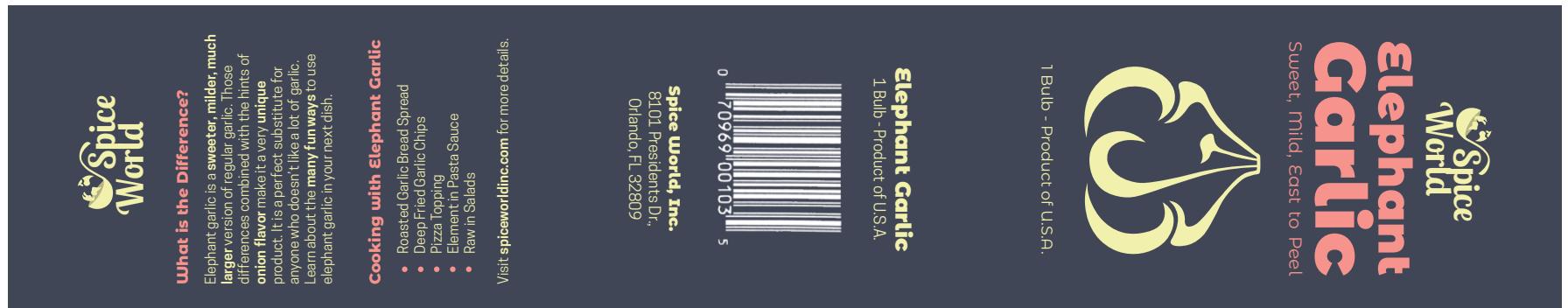
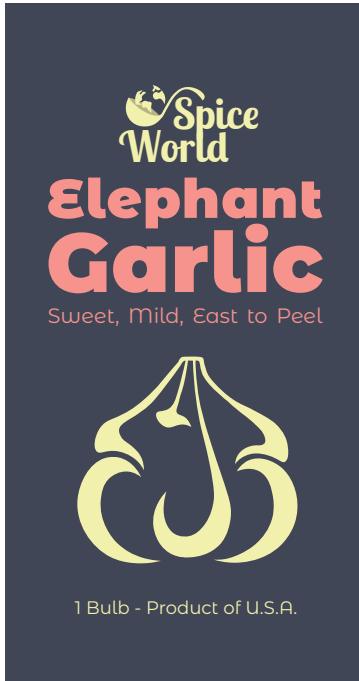
Cooper Hewitt
Book

Logo Typeface

**Lobster Two
Bold**

Final Packaging

Final Branding



Final Packaging - Post Critique

Final Branding

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