

HUNGRY HORSE

Product Line Package Design

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Task Overview

Purpose:

Learn how to design, display and promote a complete product line for a new line by means of establishing a brand identity, packaging system, point of purchase, and promotional pieces.

Creative Brief

Brand Name & Inspiration:

The Hungry Horse. The name and concept of the restaurant were inspired by trips to places like Panera, Au Bon Pain, and La Madeline, with my brother and my mother. My mother and I would be very satisfied with our meal while my brother typically felt like he could eat the whole restaurant and still be full. So, when he is "so hungry he could eat a horse", we opt not to go to those types of places. This restaurant aims to serve sandwiches to men like my brother, who are hungry and want a "real" meal, not just a sandwich. It would serve bigger sized sandwiches and cookies, and have a more "manly" taste palette, with things like BBQ, beef, bacon, etc. (instead of ham and cheese, lots of earthy vegetables, etc.) Thus the name The Hungry Horse.

Brand Characteristics:

Funny, manly and sarcastic aspects would be incorporated into the packaging and naming of the food products. For example, one of the sandwiches would be called the Main Mane, referencing the horse and its grandeur (it'd probably be one of the more popular ones). In the packaging, I would make reference to the size of the portions and encourage the consumer to question how hungry they are, if they are satisfied, if they could eat more, etc. The phrases on the packaging would be a manly spin off of common American sayings.

Description of the Product:

This sandwiches will serve sandwiches, cookies and brownies. All items will be big and will be catered to a man's taste pallete. Therefore, ingredients will include items such as bacon, roast beef, fried eggs, brisket, pastrami, cheese, and other food items that are typically sought by men.

Packaging Design Communication Objectives:

This brand and its products should reflect that sandwiches don't have to be feminine; it can be manly and fulfilling to eat a sandwich. It will also seek to show that eating a sandwich can be fun, both in the flavors one can taste and in the experience of eating in general.

Marketing Strategies:

A series of ads will showcase the grandeur of the food items. These will include a food-related spin on common American phrases, such as "Stick a fork in it" and "Hold your horses". Additionally, the menu will feature the sandwiches and their ingredients.

Brand Name & Inspiration:

Men between the ages of 20-40 who seek a quick, tasteful and fulfilling meal. These men don't mind if something is a bit more messy and value the simplicity and "goodness" of the meat and the rest of the ingredients.

Competition:

These types of restaurants are more commonly catered towards the feminine population, with places like Panera and La Madeline. Some restaurants that are similar to what The Hungry Horse intends to do are Potbelly and Primanti Bros.

Printing Options:

The packaging and overall look of the restaurant will be limited in colors. The colors will all be browns and black. Some cardboard materials will be used in the to-go bags, and stickers. The parchment paper will obviously be printed on parchment paper. Parchment paper and cookie bags are printed by taping them onto cardstock paper and running them through a Phaser Printer. For the to-go bag, the design was printed on transparency paper and stuck onto them. The stickers were printed on regular sticker paper.

Material Structure & Production Requirements:

Cardboard Bags

Cookie Bags

Sticker Paper

Parchment Paper

Type Choice

Geared Slab

**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
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
1 2 3 4 5 6 7 8 9 0**

Epidemia

**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
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
1 2 3 4 5 6 7 8 9 0**

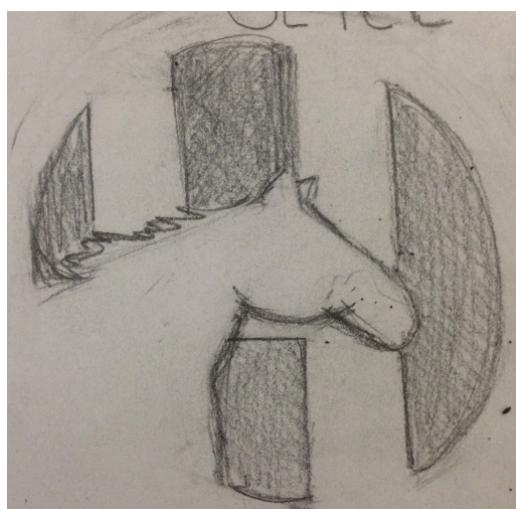
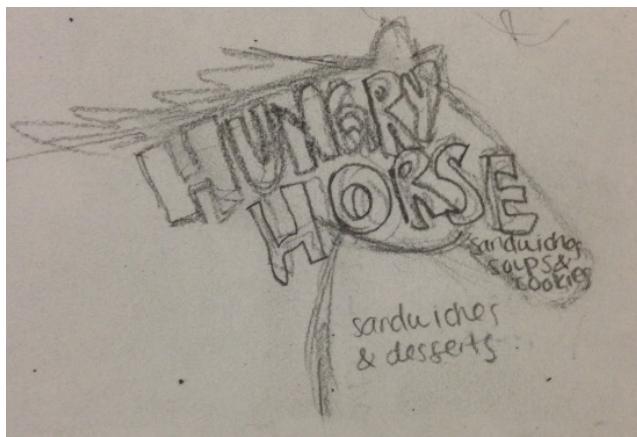
Gill Sans

**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
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
1 2 3 4 5 6 7 8 9 0**

Epidemia was used for the logo and primary texts. Geared Slab was used for secondary texts. Gill Sans was used for the slogan and secondary text that required extra legibility.

Logo Identity

Sketches:



THE HUNGRY
HORSE





Final B/W & Color:



For the final version of the logo, a textured font, Epidemia, was used and the horse was removed. The horse was a good idea but was often unnecessary during execution.

Packaging Line: Boxes

Templates:



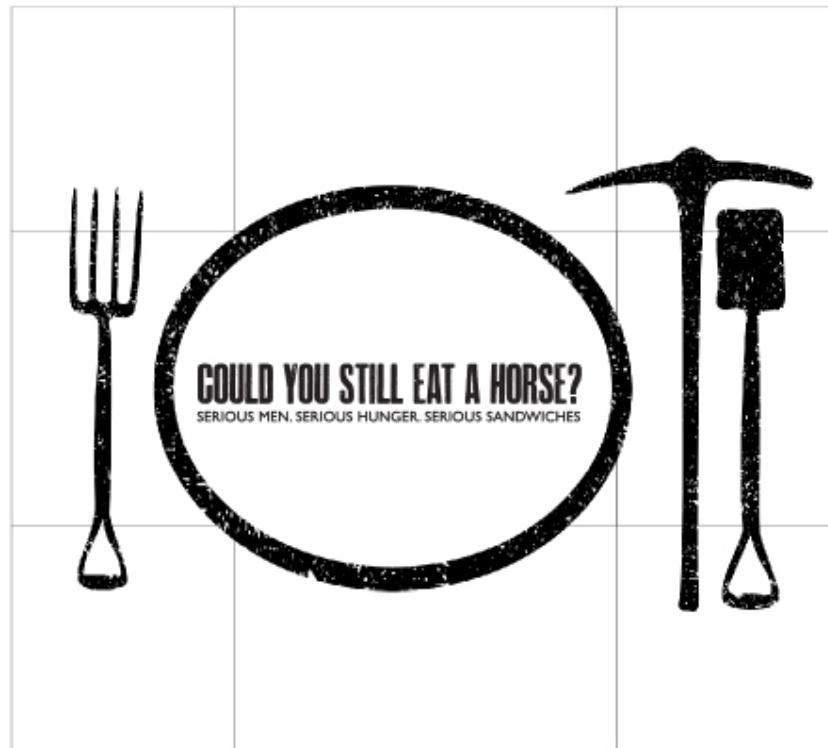
Large Box Top



Large Box Base

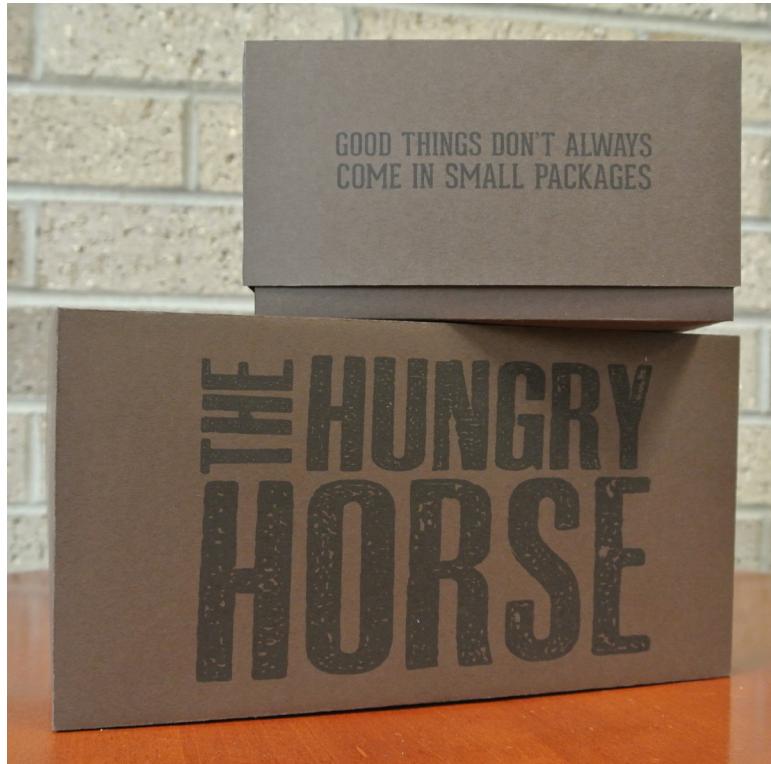


Small Box Top



Small Box Base

Packaging Line: Boxes



The sandwich boxes were designed with the consumer's commodity in mind. The top of the box is glued together while the bottom flattens out and acts as a placemat to eat on. The former is more practical for when the consumer is on the go and needs something to place the sandwich on while the latter gives the consumer more space to eat. This way, the consumer has the option to eat in a box or a flat surface.

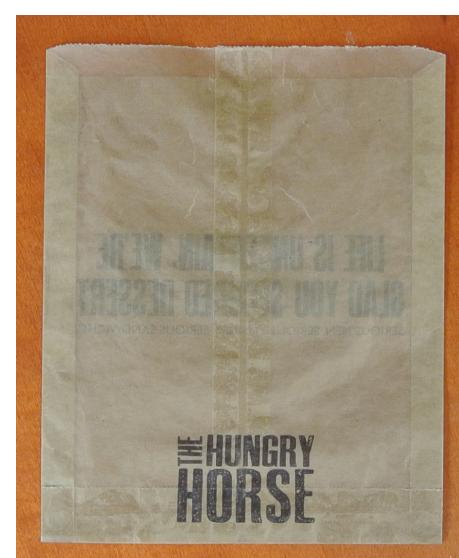
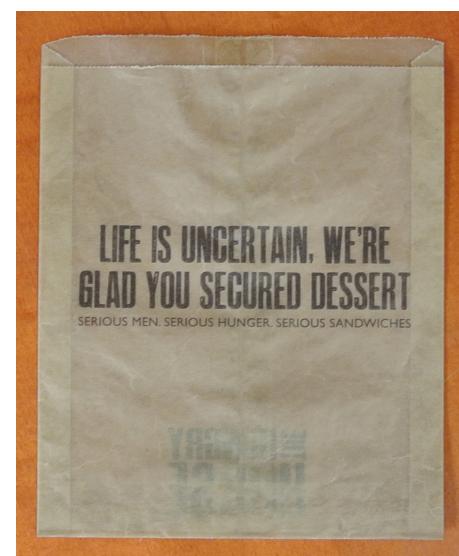
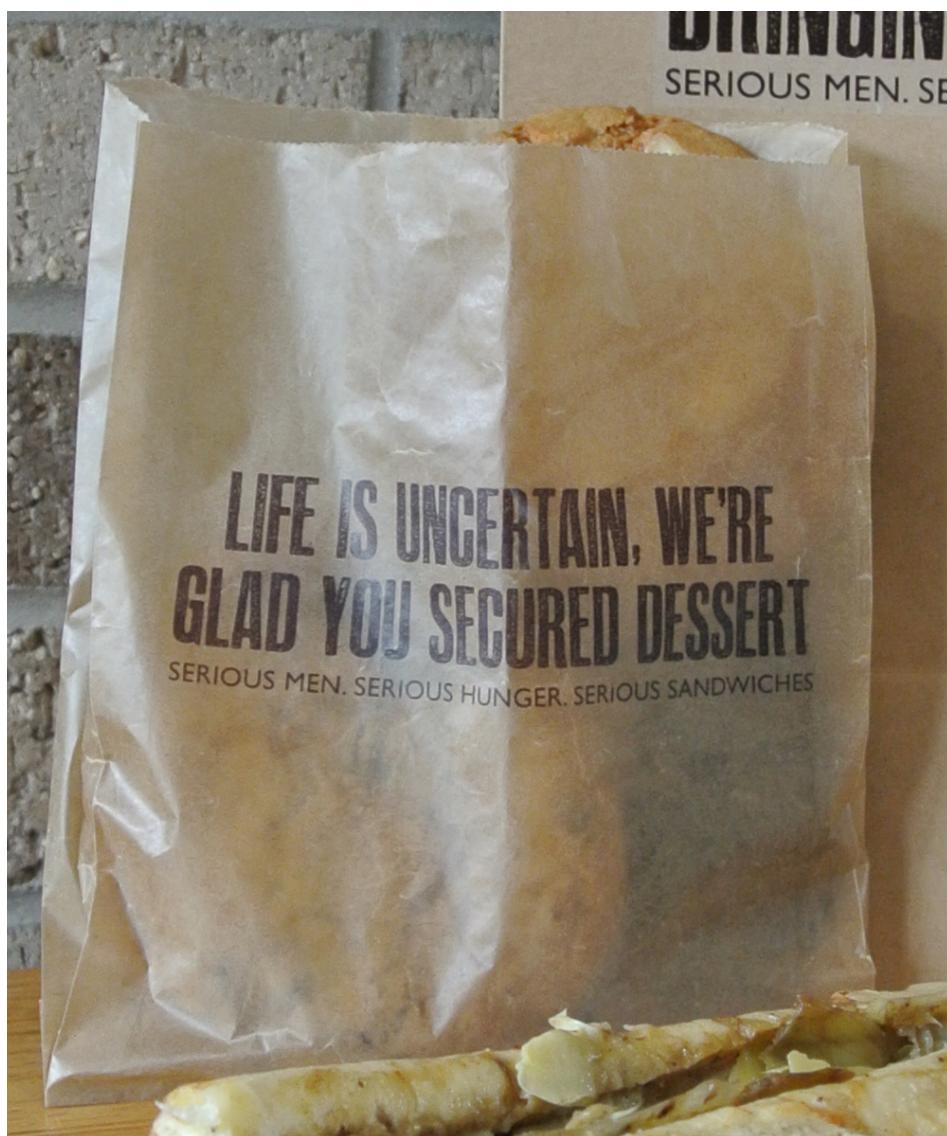
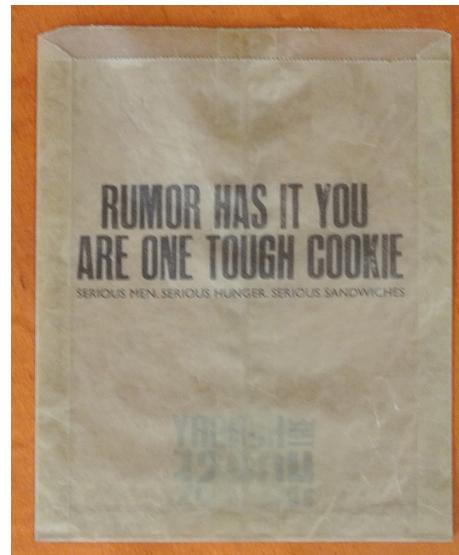
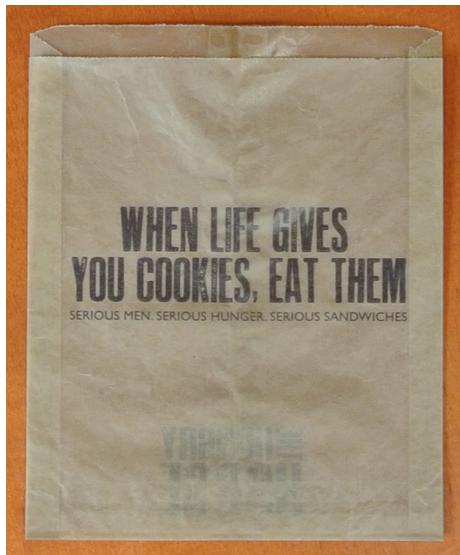
Also, they were designed to fit the two sizes of sandwiches that will be served at The Hungry Horse.





When the consumer has finished eating the sandwich, the words at the center of the placemat, "Could you still eat a horse" reference the identity and purpose of The Hungry Horse. On the sides of the top, the phrase "Good things don't always come in small packages" plays off of a classical American saying.

Packaging Line: Cookie Bags



Four variations of cookie bags were designed large enough for one to three big-sized cookies to fit in. The bags used were Brown Glassine Bags Kraft Waxed and bought from Etsy.com and printed with a Phaser Printer on both sides. Each bag had the logo printed on the back and one of the following phrases on the front:

"After the feast comes the reckoning ... or more feasting"

"When life gives you cookies, eat them"

"Rumor has it you are one tough cookie"

"Life is uncertain, we're glad you secured dessert"

Like other phrases in the rest of the packaging, these phrases resonate with the playful and sarcastic tone of The Hungry Horse. Under the phrase, the slogan "Serious men, serious hunger, serious sandwiches" appears.

Packaging Line: Parchment Paper



In order to place the sandwiches in their box, they must be previously wrapped in parchment paper so that they are kept safe. On such parchment paper, the logo was printed repeatedly.



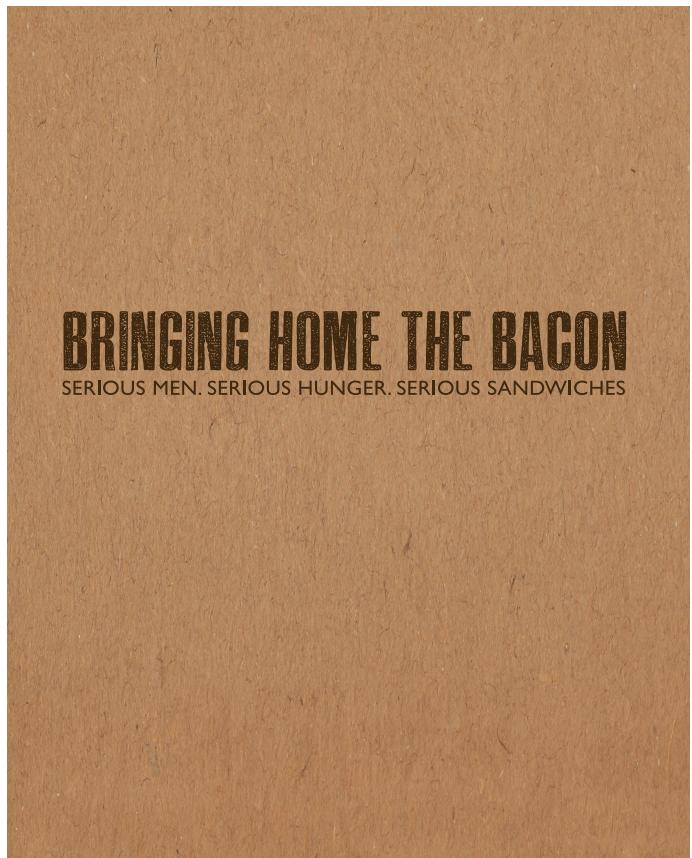
Packaging Line: Stickers



To hold the sandwich in the parchment paper, stickers were designed. These also feature the slogan, "Serious men, serious hunger, serious sandwiches". Of the three options, the right most was chosen as it portrays a more manly and branded feel.



Packaging Line: To-go Bags



This bag was made to protect your 100% FULFILLING, 100% DELICIOUS, and 100% SERIOUS SANDWICHES on their journey from our kitchen to their long awaited arrival to your mouth, in your home. Once you are done indulging, you will probably be thankful you chose the horse portion, or wishing you had if you didn't. But don't worry if you didn't, there is always a next time. They say "absence makes the heart grow fonder", right? So be sure to come get it soon. And don't forget, the bigger it is, the better.

THE HUNGRY HORSE



To-go bags were also included as part of the packaging line. Once everything is packed and ready to go it can be placed in the bag and the consumer is ready to "bring home the bacon," as stated in the bag. The other side of the bag features the logo and a storyline about the sandwiches and the consumer's experience while eating them.



Packaging Line



Point of Purchase

SANDWICHES

MUSTANG - \$6

Roast beef, dijon mustard, banana peppers, swiss cheese, chipotle mayo

CAMPOLINA - \$6

Steak, arugula, bacon, caramelized onion spread

ALBANIAN - \$5

Turkey, bacon, lettuce, tomato, avocado, mustard

FALABELLA - \$6

Corned beef, dijon mustard, swiss cheese

APPALOOSA - \$6

Ham, salami, turkey, roast beef, mustard, jalapeños

RIOLLO - \$7

Steak, caramelized onions, bell peppers, swiss cheese, mushrooms, AI steak sauce

TROTTER - \$5

Meatballs, marinara sauce, provolone cheese

PASA FINO - \$6

Fried chicken, pickles, chipotle mayo, lettuce

CHEROKEE - \$7

Pulled pork, brisket, BBQ sauce, mustard, coleslaw

DESSERT

ICE CREAM

Vanilla
Chocolate
Salted Caramel
Cookie Dough

COOKIES

Peanut Butter
Oatmeal Chocolate
Chocolate Lovers
Sugar

BUILD YOUR SANDWICH

Promotional Materials

**STICK A
FORK IN IT**

OR WHATEVER YOU
NEED TO DIG IN...



HUNGRY
HORSE

**THE MOST STUPID RELATIONSHIP
IN THIS SWEET SANDWICH**

HUNGRY HORSE



Promotional Materials



THE HUNGRY HORSE

SERIOUS MEN. SERIOUS HUNGER. SERIOUS SANDWICHES

SAVE A HORSE, EAT A SANDWICH

MUSTANG - \$6

Roast beef, dijon mustard, banana peppers, swiss cheese, chipotle mayo

CAMPOLINA - \$6

Steak, arugula, bacon, caramelized onion spread

ALBANIAN - \$5

Turkey, bacon, lettuce, tomato, avocado, mustard

FALABELLA - \$6

Corned beef, dijon mustard, swiss cheese

APPALOOSA - \$7

Ham, salami, turkey, roast beef, mustard, jalapeño

CRIOLO - \$6

Steak, caramelized onions, bell peppers, swiss cheese, mushrooms, AI sauce

TROTTER - \$5

Meatballs, marinara sauce, provolone cheese

PASO FINO - \$6

Fried chicken, pickles, chipotle mayo, lettuce

CHEROKEE - \$7

Pulled pork, brisket, BBQ sauce, mustard, coleslaw

Make your pony size a HORSE size for \$2

DESSERT WILL SAVE THE HORSE TOO

BUILD YOUR OWN SANDWICH - \$2

ICE CREAM

VANILLA
CHOCOLATE
SALTED CARAMEL
COOKIE DOUGH

COOKIES

PEANUT BUTTER
OATMEAL CHOCOLATE CHIP
CHOCOLATE LOVERS
SUGAR

Promotional Materials

Advertisements:

A series of three advertisements enhance the overall feel of The Hungry Horse identity. Each of them has the logo on the bottom left corner and a phrase behind the food item. The photographs chosen feature the size of the food items.

The first one says "Stick a Fork in it," which plays off of a common American saying. The expression typically means that something is done or ready, suggesting the immediate urgency to eat or consume The Hungry Horse sandwiches; they are done and ready to be eaten. This ad also plays on the literal meaning of sticking a fork in something, playing off of the fact that it is food and a fork goes along with that.

The second one says "The most stable relationship a man has is with his sandwich." This ad acknowledges that men often don't want serious relationships, they just want food and whatever pleases them at that time. This ad suggests that our sandwiches are so good that men can develop a stable relationship with them and come back for more. Additionally, the background of the photo is a horse stable, playing off of the brand's name.

Finally, the third ad uses an American saying, "hold your horses." The saying commonly refers to slowing down or refrain oneself from doing something. So, by having a bitten cookie shown, the consumer is challenged to see if they can resist the temptation of the cookies.

Menu:

The menu was created with a man's taste palette in mind. The flavors of sandwiches feature all sorts of meats and food combinations that are typically looked for by men. Additionally, the menu offers two sizes, a pony size and a horse size (small and large). So, when a consumer is "so hungry he could eat a horse" he can get the horse size and fulfill his appetite. The menu headings also play with the horse aspect of the brand's name and the sandwiches are named after different horse breeds.

Future Additions

In the future, other items could be added to the packaging line. These could include cups, napkins, and perhaps silverware. Some phrases that could be used for those are:

"Grass is greener on the other side." For salads

"The apple doesn't fall far from the tree." If apples were ever added to the menu

"Two's company, but three's a crowd." For catering

"Don't bit the hand that feeds you." Referencing our chefs

"Don't put off for tomorrow what you can do today." On a business card, encouraging customers to come in