

HIP PICKLES PICKLE BRAND

Label Design

Mar-Sep 2018 | Parsons | Adobe Ai, Ps

A label design project begun as an assignment for Parsons School of Design and completed as a possible entrepreneurial endeavor.

The following pages show label mock-ups and design processes.





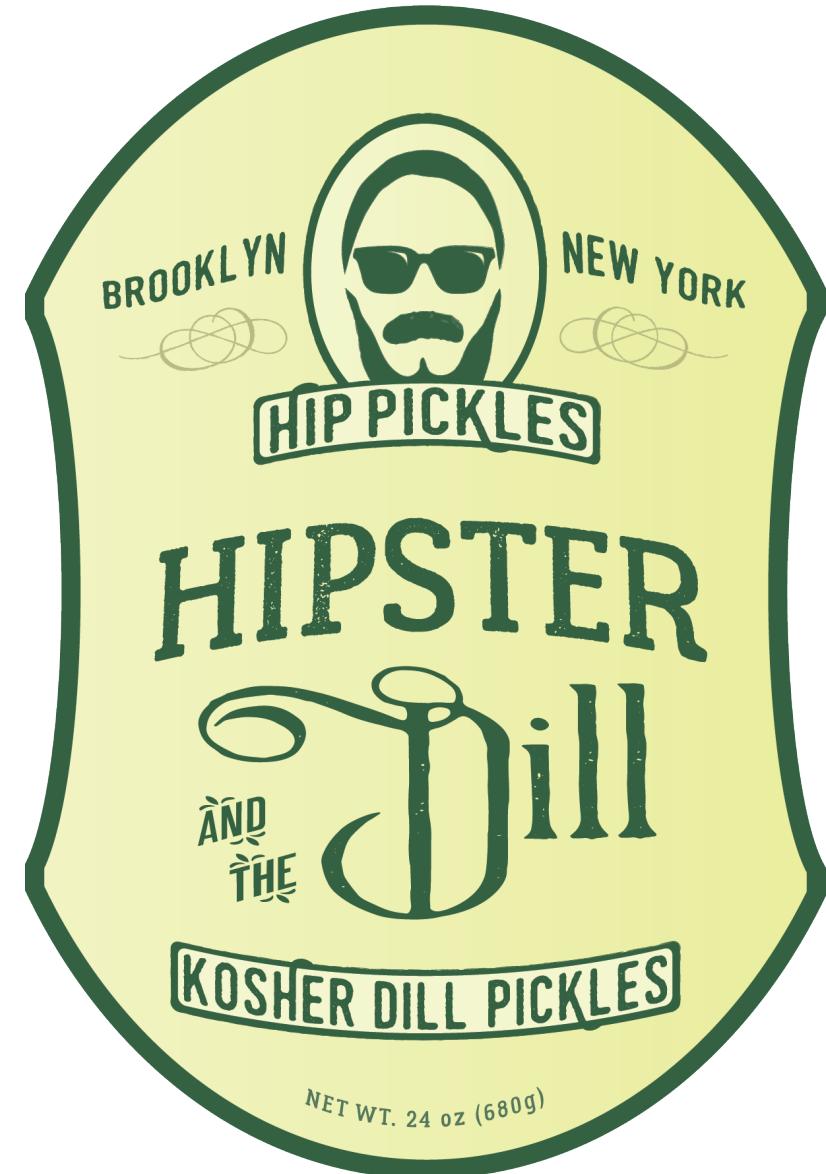
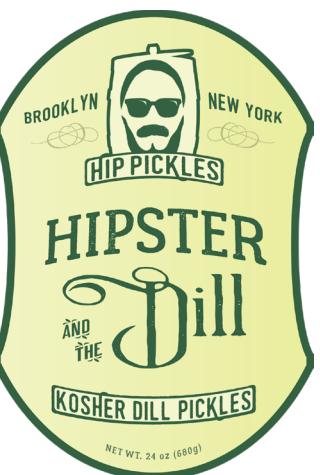
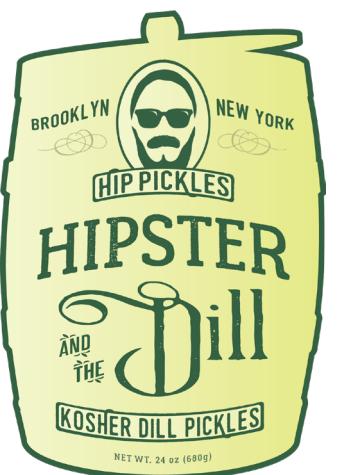
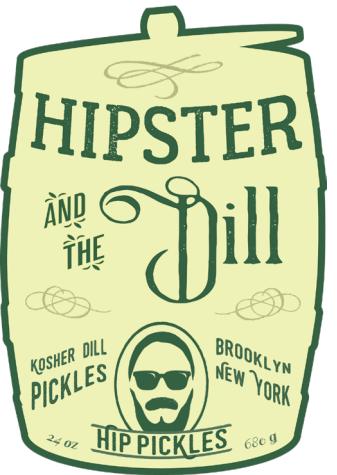
LABEL and PRODUCTS

I created a fun and relatable company name and icon for my pickle brand, which allows for easy shelf recognizability, as well as future product expansion.

Five total products were created in the Hip Pickles line, starting with the flagship Kosher Dills. Additional products include Sweet and Spicy Carrots, Thyme Jalapeños, Beet Relish and Horseradish Pickled Eggs.

PROCESS

Working with standard and more unique pickle label shapes, I established that a simple outline would allow for definitive marketing with an emphasis on ease of consumer recognition.



BRAND STYLE GUIDE OVERVIEW

I chose to use multiple typefaces, all evoking a "hipster" feel, as my pickle brand was called "Hip Pickles."

The new color palate for each product is based on the item that is pickled, but uses the same shape and layout to keep with the brand's identity.

Logo and Icon



Typefaces

Swistblnk Monthoers 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
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

Lumberjack Rough

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

Victorian Parlor Vintage Alternate

À Æ Ì Ò Í Ó Ú Ð Ò ...
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

HWT Catchwords

FOR AND THE

Primary Brand Colors

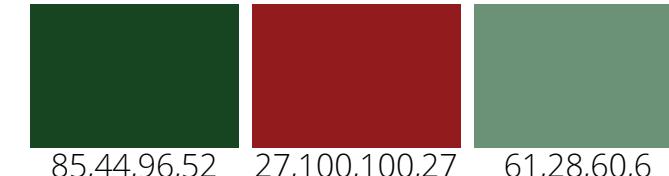
Hipster and the Dill



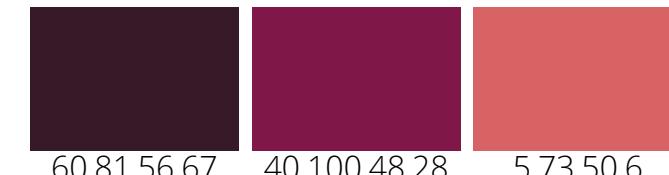
Sugar and Spice



Thyme for the Heat



Relish the Beets



The Horse and the Hen

