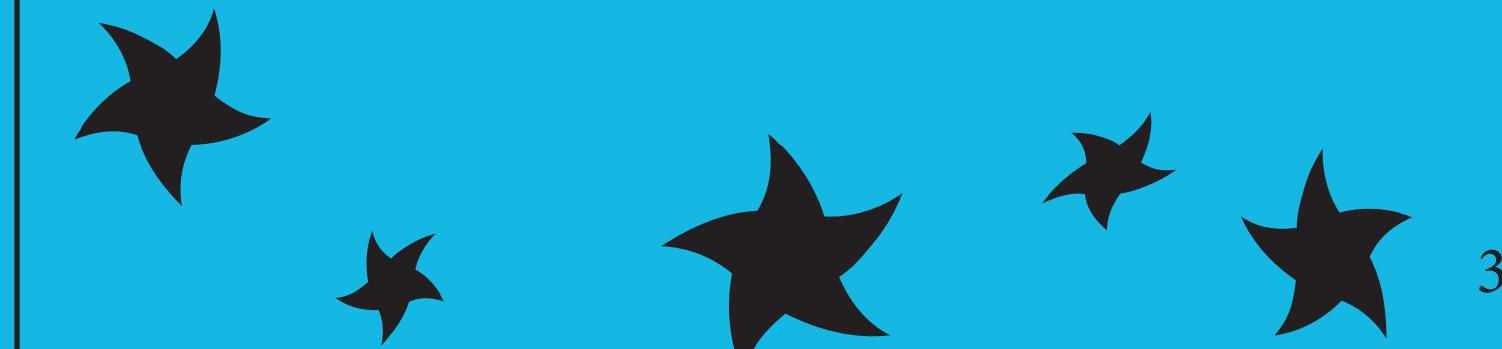
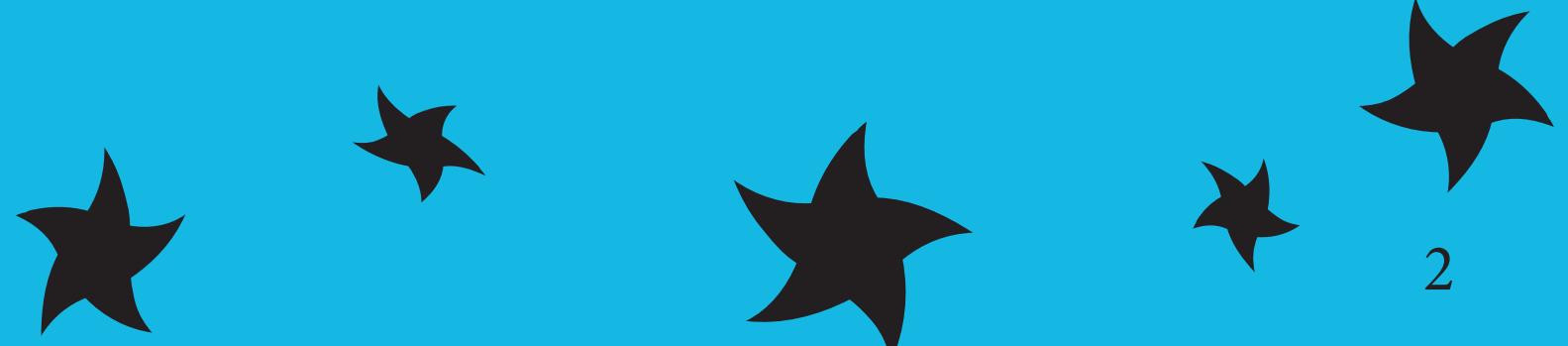


Magic Mixer



Concept of the Magic Mixer

The Magic Mixer is the worlds first hands-free mixer. Instead of laboring all day mixing over a hot steamy pot, let the Magic Mixer do the work for you. The Magic Mixer is a miniature yellow submarine that swims around in the pot your cooking. The Magic Mixer will cook and mix the dish evenly. You can now relax on the couch while the Magic Mixer makes sure what your Mixing is thoroughly mixed and cooked perfectly.



Logo

The magic mixer logo represents the propellar that mixes as it moves the magic mixer along in what your cooking. The color that the propeller is matches the color of the product. The curved blue triangles reinforce the movement in the logo.



Whenever it is needed to depict the propellar it will be taken directly from the logo. The propellar is what makes the Magic Mixer an effective mixer. As well as it is a prominent recognizable feature of the product.

Magic Mixer

Magic Mixer

The Magic Mixer name font is MV Boli. The font is twisted once as to give the swirly look of it being mixed. The Name can be changed from curved to straight as needed, aswell as can be devided up into two words. However this is not used to replace just the word mix or magic the words need to be together consecutivly for this to be applied in the text. when customers come across the frase "Magic Mixer" anywhere on the pakage I want this to reinforce the comapnies identity.

Body Text

The text the Magic Mixer company uses to display information aswell as a body text is Fanklin Gothic Medium. This is clearly and effectivly displays the info to our customers. I think it compliments the design with its simpler form, it gives you a rest from the busy small pakage. The size of the font on the pakaging depends on the space its filling. When used for any informational pieces including this brand book the font is Franklin Gothic Medium with a 22 pt size, 27 pt leading and a 20 pt tracking. This allows the text to not be so cramped.

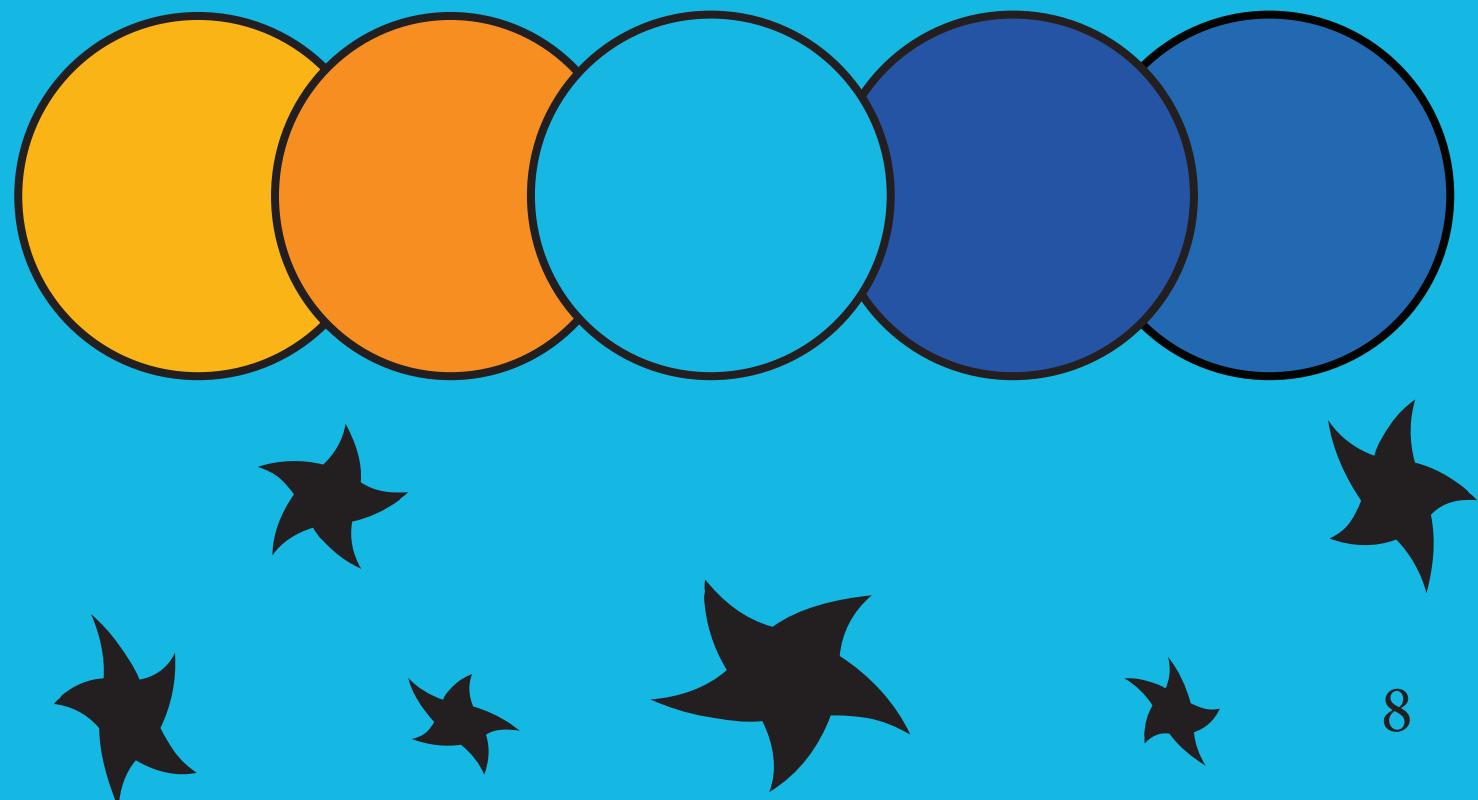
Heading Text

For the brand book and other informal pages needing a header Franklin Gothic Medium is also used. the sizing however is consistantly 80 pt with all other text settings set to defalt.

Brand Colors



The Brand colors come from a triadic colorway of pink orange and turquoise. As the brand evolved pink was illiminated and now the colors are yellow orange and a light blue. These are often accompanied by darker shades to portray depth aswell as gve variation to the way things are displayed.





The illustrations on the pakage make the Magic Mixer pakaging more inviting and interesting to customers. thes diagrams used display important functions of the magic mixer that are easy and legable for customers to understand how the product works.



all the stars on the logo are twisted just the same as the Magic Mixer name. This is because the dots of the i's are also stars and were twisted along with the letters. The stars give the customer a sense of the "magic" of this product. It is also to add to the customers experience when they open the pakage, kindof a playful way of carying them through the information.



Package Design

This package was designed to make an experience for the customer. It is light blue with the two triangle shapes being the secondary darker blue. In the front you are greeted with the name of the product and what it is. On the back is a diagram of how the product works, followed by the features of the Magic Mixer. The inside is all the brands yellow orange and the product is accompanied by two protruding triangle boxes on either side of the product. This snugly hugs the product and protects it from bumbs and bruises



The Magic Mixer packaging is all custom to the product. The box Template and dimentions were made by me. the Triangler shape securely fits to the product nd also keeps it from movieng in the pakage. By doing this i feel like it doesnt waste to much paper. It also makes for a great display that doesnt take up too much space for the pakages. They can be stacked intermidiatly upside down to form a rectangler shape and a flat surface to build up layers to form a pyramid.

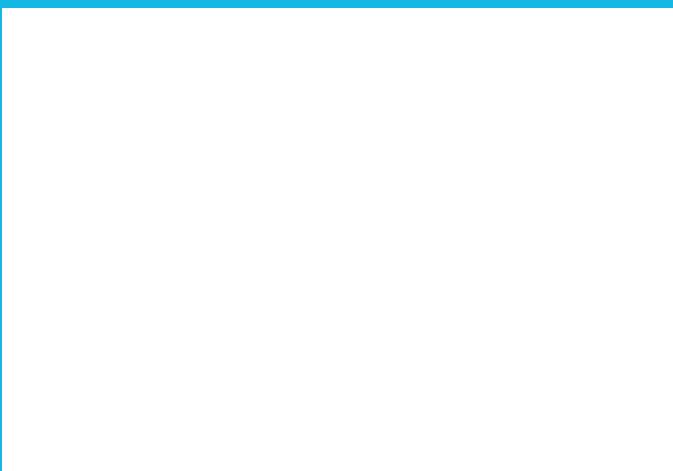


Additional Application



The Magic Mixer Features an app for controlling speed and tempature. It is available on all mobile phone platforms.

This is the Magic Mixer App interface. It indicates the tempature highs and lows. This is also how you change the speed it is mixing at.



The Magic Mixer Buisness
card

The Magic Mixer offers cheff uniforms for the whole fam. They are available in all sizes.

