

Project 2: Independent Project – Work file

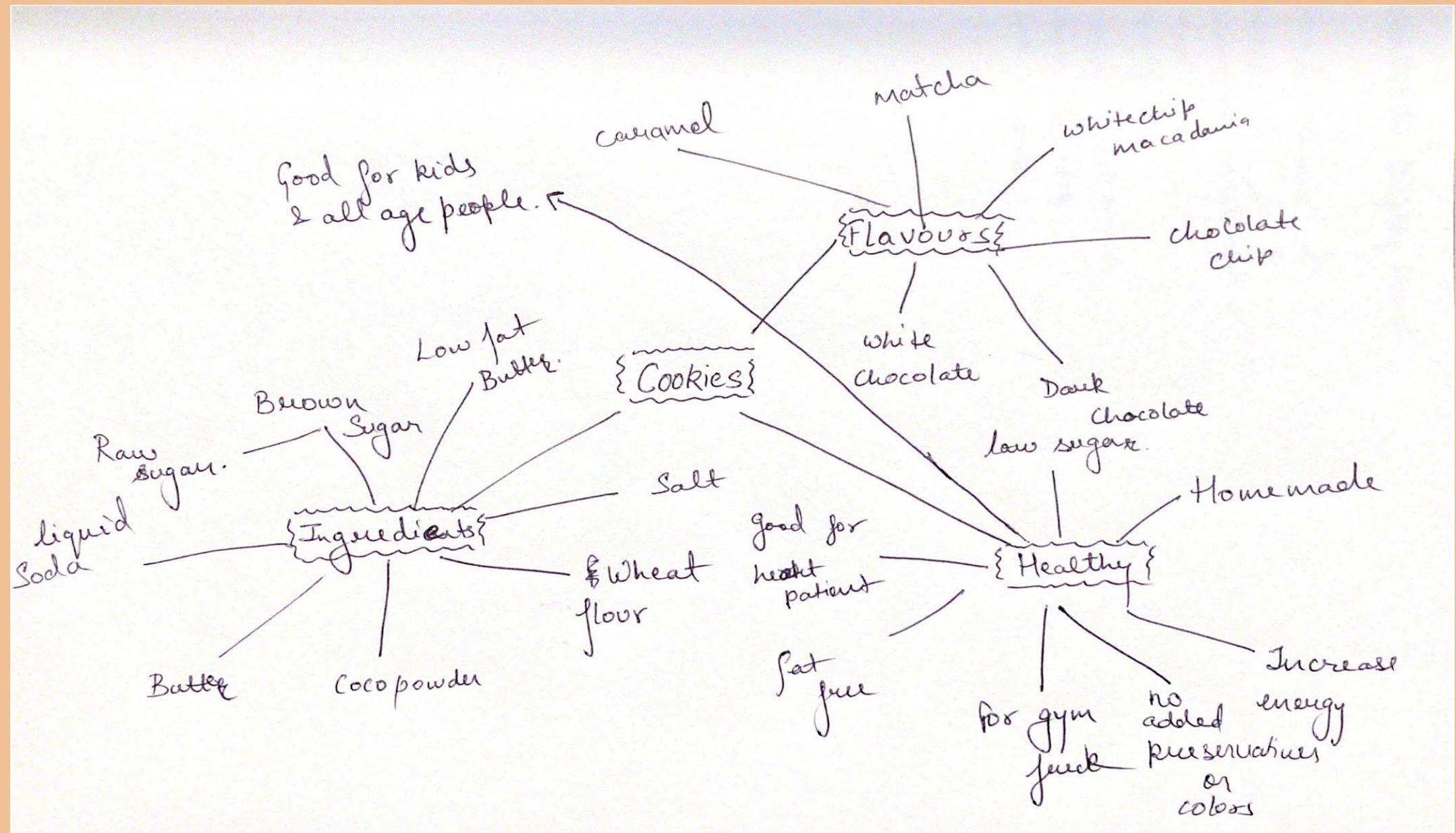
Illustration Animation Studio 4

Study Period 2, 2019

-By Sanya Anand

Student ID: 110304706

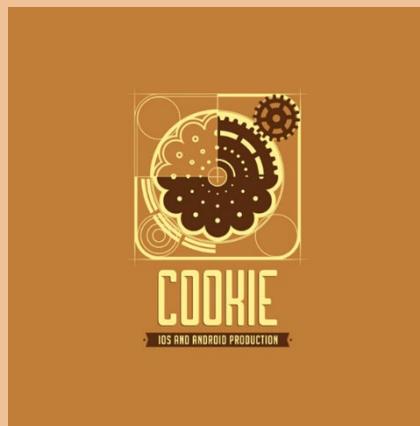
MIND-MAPING



RESEARCH WORK- DIFFERENT TYPES OF BRANDS PACKAGING



RESEARCH WORK- DIFFERENT TYPES OF LOGOS



Choco Crunch Cookie

Primary Logo



TYPOGRAPHY- LOGO

SITKA

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

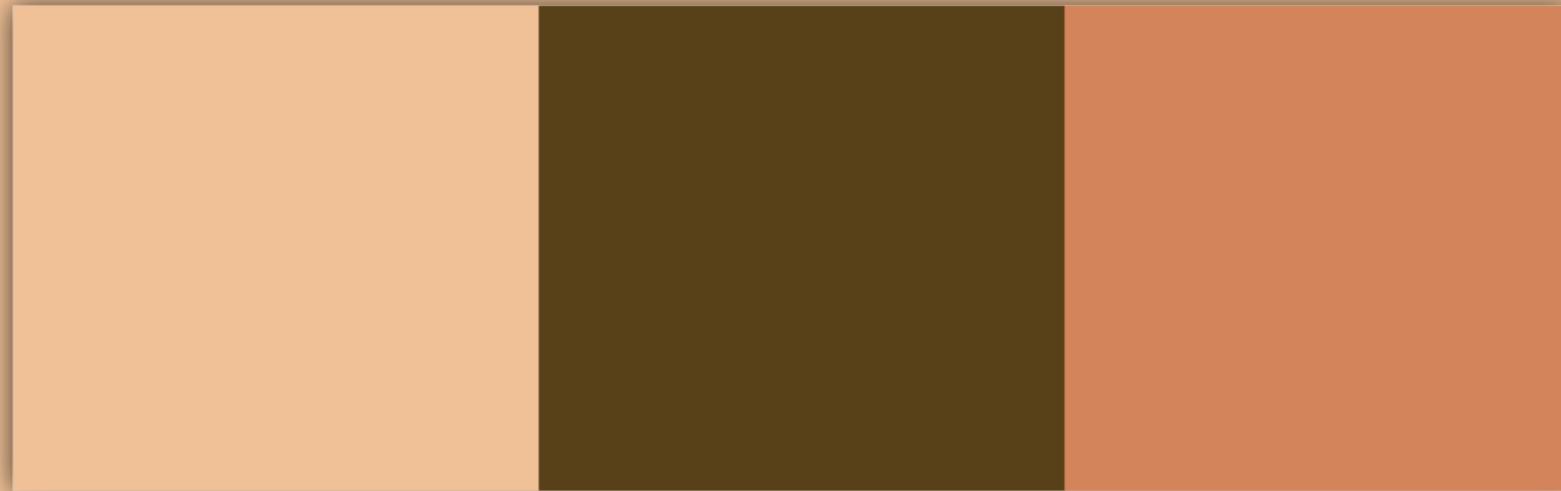
a b c d e f g h i j k l m n o p q r s t u
v w x y z

SITKA BANNER

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

COLOUR PALETTE



BASE COLOR

CMYK 5,26,43,0
RGB 240,193,150
#f0c196

TEXT COLOR

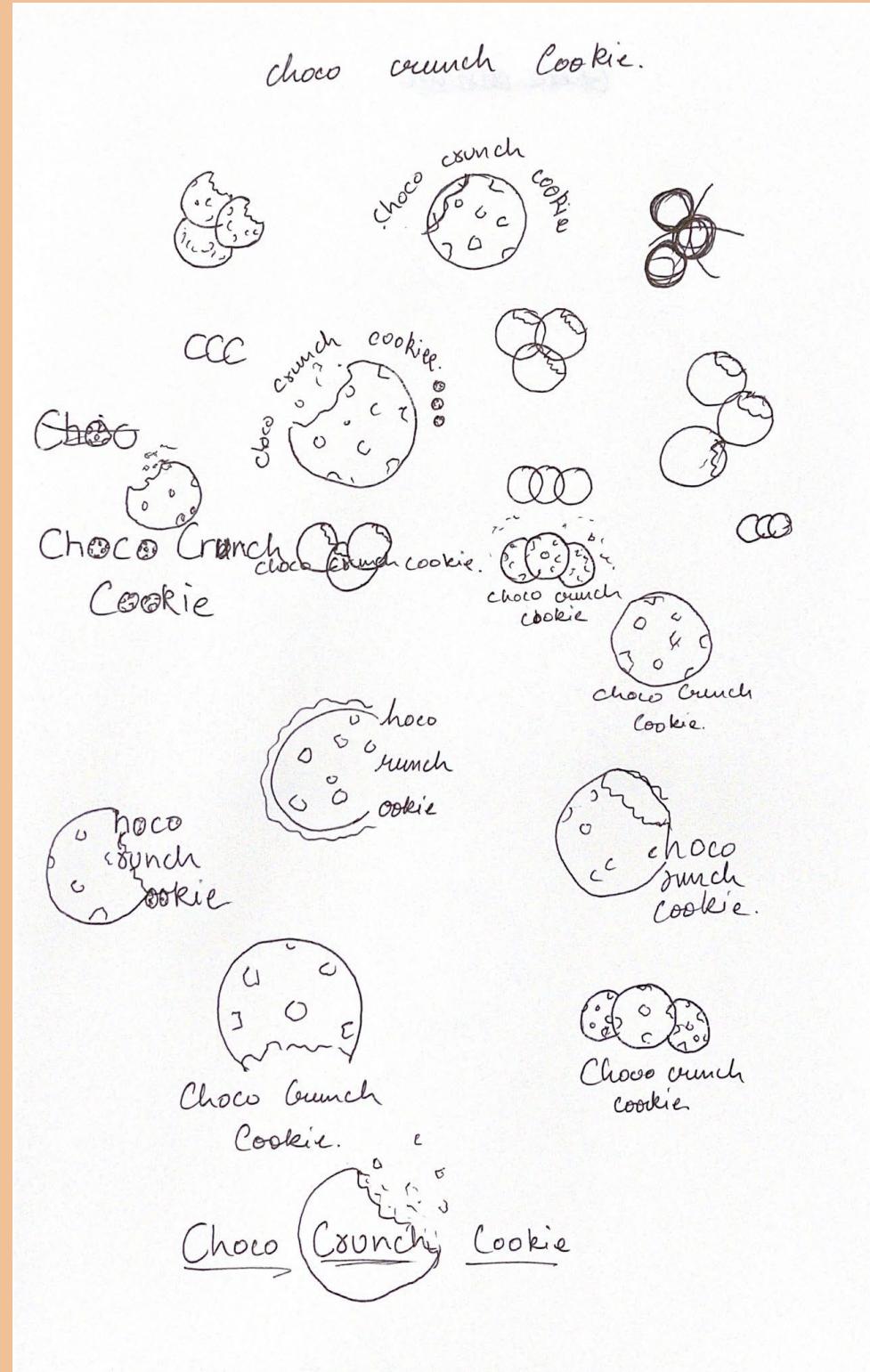
CMYK 48,62,96,49
RGB 88,64,25
#584019

BACKGROUND COLOR

CMYK 15,55,70,1
RGB 212,132,90
#d4845a

LOGO DEVELOPMENT

Concept sketches for the development of logo design. I have played with different development of cookies and also with the text as well. First, it was hard for me because there are so many cookie brands and I have to come up with different and some unique logo which suits my branding. After doing the thumbnail sketches, the below image shows the logo which I think best suitable for my brand and which helped me a lot to come up with my final logo.





Logo 1



Logo 2



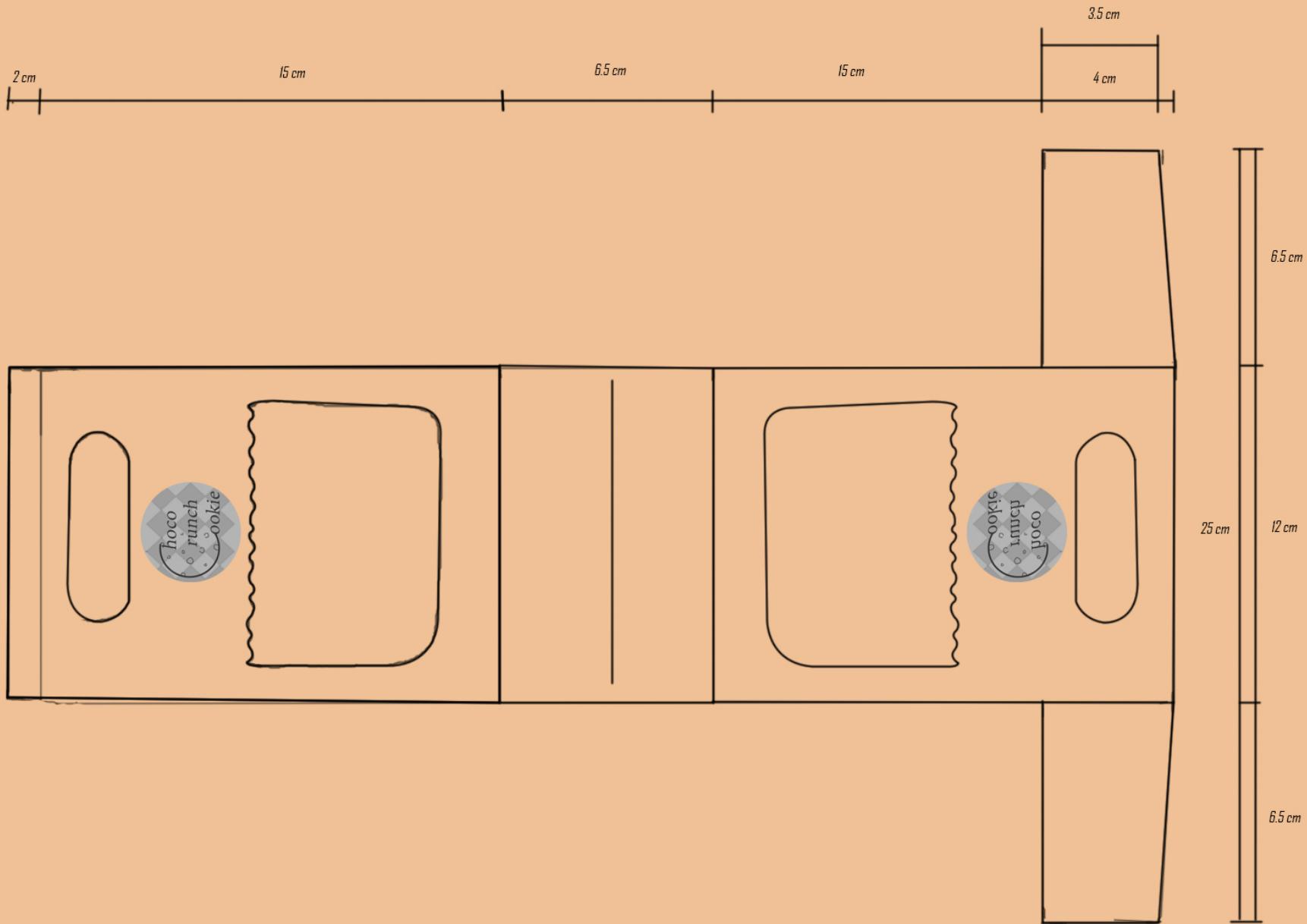
Logo 3

FINAL LOGO



COOKIE BAG

BAG MEASUREMENT



BAG MESUREMENT



After Completing My Logo, I Started Developing My Cookie Bag. For the Development of Bag, I Have With 3ds Max for Modelling and Then I Transfer My Bag into Key Shot Just to Give It A Realistic Touch and The After That I Have Done Some Cc in Photoshop.

FINAL



Promotional Material

Stickers for Different Cookies

hoco
runch
Cookie



CARAMEL

hoco
runch
Cookie



WHITE
CHOCOLATE

hoco
runch
Cookie

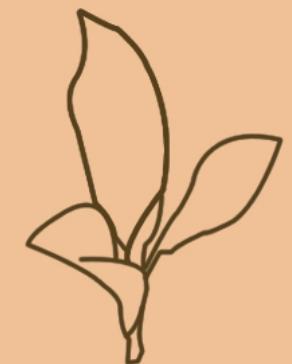


CHOCOLATE

hoco
runch
Cookie



MATCHA







Business card



Thank you