

PROBLEM 2:

Product Packaging

Alex Miller

VCD 43005 – Introduction to 3D Graphic Design

Professor Middleton

Spring 2024

Brand Brief

Core Purpose/Mission Statement

Mulino Orgânico offers authentic, timeless, high-quality foods and culinary items for Italian cuisine. Produced by traditional methods from various regions of Italy, we create pantry items suitable for both everyday use and special occasions. We help celebrate dining experiences of full of culture and delight at affordable prices. The dedication to quality is evident in the taste and freshness of our offerings.

Audience

For those who enjoy authentic and healthy cooking experiences, these quality food items make the preparation process simple, and enjoyable. It all starts with the ingredients.

Value Proposition

When thinking of Italy, imagine the fantastic meals at grandmother's dinner table where the food created a sense of sharing at the table. Over the years, we have developed an array of everyday pantry essentials that can help you prepare a truly authentic Italian meal. Mulino Orgânico products let people travel into Italian culture and history by enjoying traditional artisan foods. These regional products were found through family, friends, and word of mouth. Whether cooking with a family on their farm or helping friends with the work in their small factory, we feel as if we are keeping centuries-old traditions alive.

Values

Authentic, timeless, simple, affordable, high quality.

Personality attributes

Distinctive, memorable, satisfying, The best of Italy.

Competitors

Barilla, Buitoni, Manicaretti's, Micheli's

Products

Pastas and Crackers

Flours, Polenta, Risotto

Pizza Dough and Bread Mixes

Hazelnut, Pine Nut, and Almond Pastes

Proof Points

Known for authentic, high-quality ingredients from many regions of Italy.

Offer a wide range of organic and vegan options.

Big Idea

Share a table, share a world.

Pure Italian Culture. (or Cuisine)

Identity Mark & Palette

Client

Mulino Orgânico

Brand Essence

Mulino Orgânico offers authentic, timeless, high-quality foods and culinary items for Italian cuisine. From fantastic meals at grandmother's table to everyday pantry essentials, Mulino Orgânico is keeping centuries-old traditions alive.

Design Rationale

The concept behind this identity design is to encompass the product offerings and essence of Mulino Orgânico through abstract shapes.



Packaging Assignment

Purpose

The goal of this project is to develop an understanding of the formal possibilities of a three-dimensional form, and the integration of type, image, and color, and how these work in reinforcement of a particular product brand. The project consists of three related products representing one product line. The entire product line may potentially include more than three products, but only three are needed to illustrate the overall design.

Materials

Prints, Bristol board or other paperboard, adhesives, a basic tool kit.

Procedure

The process will begin by developing a working creative brief, followed by ideation, design development, building full-size comps, and developing final documentation.

Part One: Research

Pick one of the many provided products, produced by one of the two brands developed in Problem One. Begin by developing a specific packaging Creative Brief, using the Brand Brief and other research to guide answers to the prompts in the Creative Brief Template provided. Other visual reference (mood board) will need to be discovered and organized for reference and design inspiration. All of this will be part of the final documentation.

Part Two: Design Concept and Development

Begin by developing design concepts, through sketching, making 3D forms, etc. There are no limitations of color, imagery, type, but use these to begin framing some overall brand standards, being mindful of the brand brief and identity from Problem One. Regarding form and materials, be very aware of issues of sustainability, including simplicity of form and recyclability of materials. Develop several ideas. Keep in mind that these three packages must be designed as a product line. Additional information beyond what is provided may be used to enhance the idea (i.e. recipes, quotes, visuals, etc.) Choose one idea and begin working out the details at full-size. Build high quality full-size comps of the three packages.

Part Three: Project Documentation

The 3D comps will be photographed for inclusion in a process book, submitted as a digital pdf. It will include:

- Brand Brief and Brand Identity
- Creative Brief and Research
- Design rationale
- Conceptual Design and design development
- Type, color, materiality, imagery palettes
- Flats of all package panels
- Photos of the finished designs and or/mockups

Creative Brief (1/2)

Client

Mulino Orgânico

What is the brand?

Mulino Orgânico offers authentic, timeless, high-quality foods and culinary items for Italian cuisine. From fantastic meals at grandmother's table to everyday pantry essentials, Mulino Orgânico is keeping centuries-old traditions alive. Our product line will establish a brand narrative of tradition and quality at a value pricepoint.

What is the product?

This design will focus on Mulino Orgânico's artisanal crackers.

What are the competitive choices available to the target audience?

There are other cracker options on the market. Products like Toasteds and Triscuit offer similar flavors.

What product qualities highlight the market niche?

Our crackers appeal to those looking for a flavorful option to add to cheese plates or charcuterie boards.

What ideas do we want to challenge?

We want to challenge the other players in the industry by valuing authenticity over mass production, introducing flavor diversity, using natural ingredients and focusing on sustainability.

What does our product improve on, replace, or compete with?

Our product is of much higher quality than any other options on the market. We offer an authentic, small-batch product that brings Italy to our customers.

How is it different or better? What is its appeal?

This is an elevated snacking experience. Our product has authentic Italian heritage and a commitment to sustainability.

Understanding the Market

Our audience enjoys authentic and healthy cooking experiences. The ideal customer is passionate about food and enjoys exploring new flavors and culinary experiences. They are mindful of dietary choices and seek out products without additives and preservatives.

How does this fit with our point of difference?

The customer demographic includes health conscious, culturally curious young professionals, typically aged 23-30, with disposable income. Their lifestyle reflects a balance between work and leisure. They value sustainability and seek premium products that align with their values and lifestyle. Their purchasing behavior emphasizes quality over quantity, with a preference for natural, ethically sourced snacks.

Creative Brief (2/2)

Desired Brand Attitudes

We want our consumers to associate Mulino Orgânico as the epitome of authentic Italian products. They will see us as pioneers in the industry thanks to our blend of sophisticated flavors and commitment to sustainability.

How will they feel that they “own the brand?”

Consumers will feel connected to the brand’s heritage and develop a sense of loyalty thanks to the memories associated with the products. They will value how Mulino Orgânico can bring people together.

The Most Important Promise

Share a table, share a world. This message encapsulates the essence of our brand’s authenticity, quality, and cultural richness while emphasizing the communal aspect of food and tradition.

Why should the target believe our most important promise?

As a family-owned brand, Mulino Orgânico embodies the brand essence and promise. By fulfilling our promise, the message is clear to consumers. We value meaningful connections and lasting bonds with consumers and their families.

How do we appeal to that promise? What are the specific attributes and benefits the product offers to make our most important promise worth acting on?

We can highlight the diverse flavor profiles inspired by different regions of Italy and offer creative pairing suggestions to elevate dining experiences. It is important to reinforce our commitment to social and environmental responsibility. We can do this through a sustainable packaging design, fostering a sense of connection and purpose among consumers who value authenticity and cultural heritage.

Brand Essence and Personality

Distinctive, memorable, satisfying, The best of Italy. Authentic, timeless, simple, affordable, high quality. Refined, yet approachable.

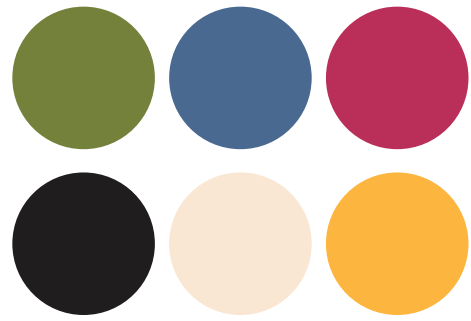
Packaging Concept

The goal of this packaging design was to extend the established identity of the Mulino Orgânico brand to cracker packaging. The size of the box was specifically selected to feel premium and elegant. A slide out drawer also allows for graphic brand elements to be repeated. The concept takes the leaf element from the logo and uses it as a graphic element. On an abstract level, the leaf also represents a heart. This graphic element is arranged in different patterns for each cracker flavor. This visually emphasizes the brand values of importance of connection and tradition. Thanks to the distinct design, a customer is sure to recognize Mulino Orgânico on the shelf. The design will help build reputation and establish brand loyalty.

Palettes

Color

Updated to reflect vibrant energy of the design



Graphic Elements

Leaf and lines from logo



Landscape Imagery

Tuscan countryside, photo taken during my trip to Italy



Typography

Headings: Poppins with custom treatment
Body: Meno Text

ROSEMARY

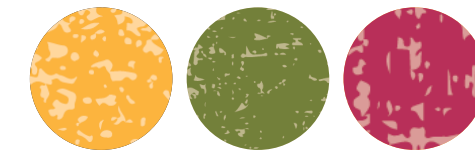
Sicilian Crackers

Product Imagery

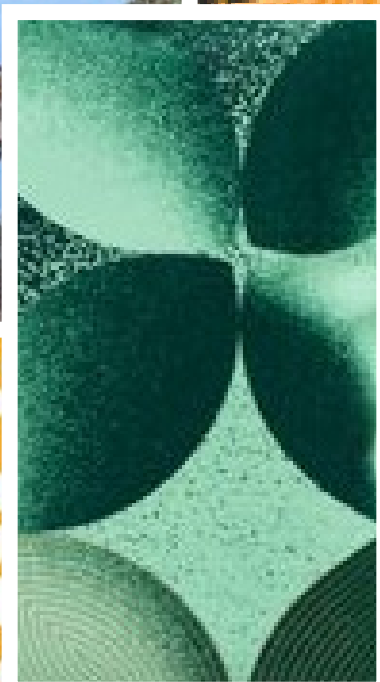


Texture

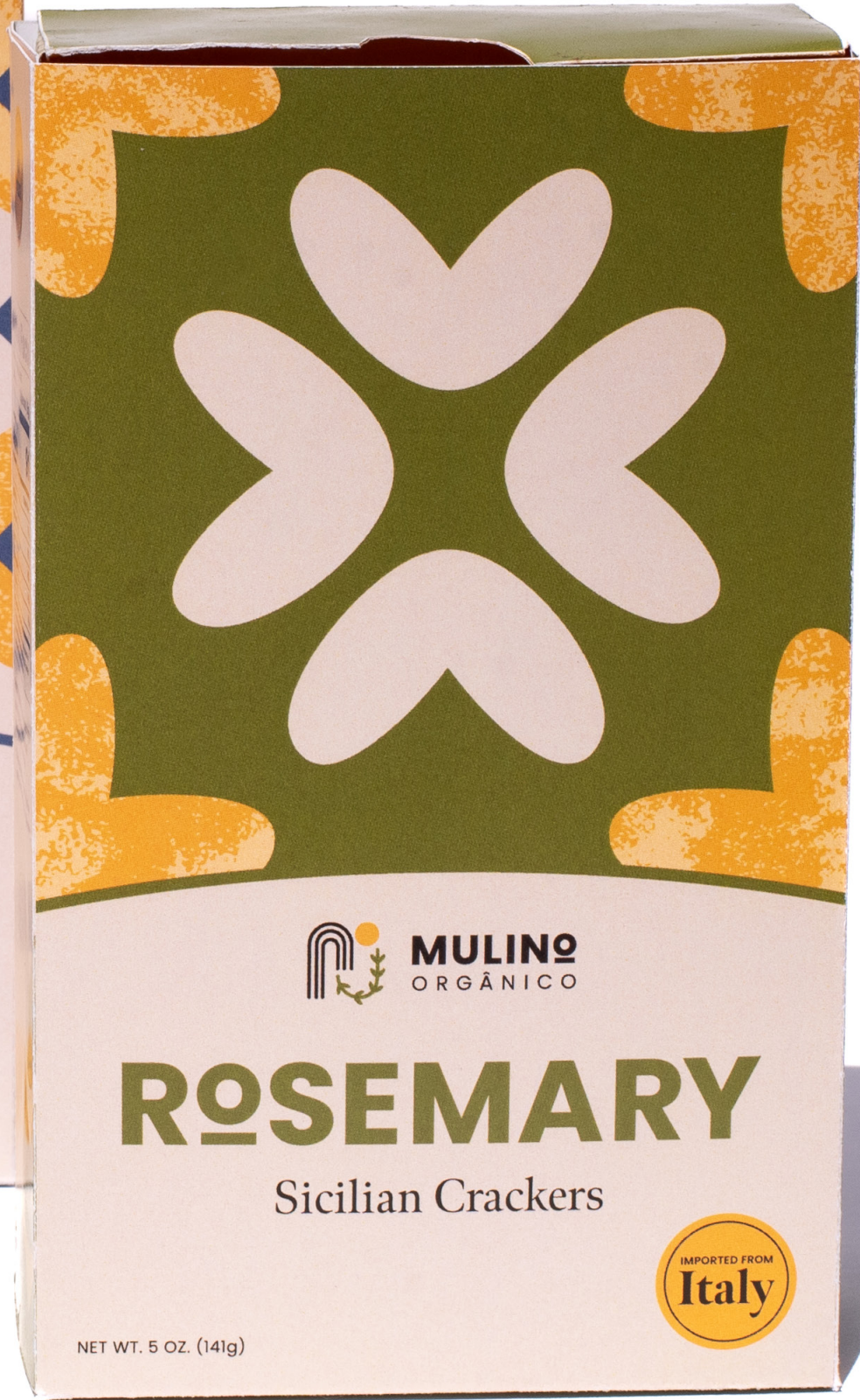
Adds depth & abstractly represents cracker flavors

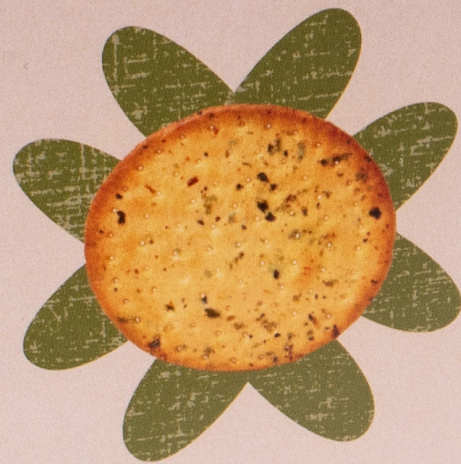


Moodboard



Finals





THE TASTE OF SHARED MOMENTS.

Using special baking techniques and family recipes dating back to 1885, Mulino Orgânico has made crackers with a distinctive crispy outside, a slightly softer textured center and a classic yeasty dough flavor.

Mulino Orgânico offers a full range of crackers for every moment that are flavored with the finest ingredients and baked in small batches to perfection.

FOOD PAIRINGS

- Anchovy Fillets
- Black Olives
- Grapefruit

WINE PAIRINGS

- Cabernet Sauvignon
- Manzanilla Sherry
- Chianti

CHEESE PAIRINGS

- St. Maure de Touraine
- Chevre Buche
- Valençay



THE TASTE OF SHARED MOMENTS.

Using special baking techniques and family recipes dating back to 1885, Mulino Orgânico has made crackers with a distinctive crispy outside, a slightly softer textured center and a classic yeasty dough flavor.

Mulino Orgânico offers a full range of crackers for every moment that are flavored with the finest ingredients and baked in small batches to perfection.

FOOD PAIRINGS

- Hummus & Vegetables
- Apricot Preserves
- Dark Chocolate

WINE PAIRINGS

- Chardonnay
- Pinot Grigio
- Riesling

CHEESE PAIRINGS

- Parmigiano Reggiano
- Aged Cheddar
- Pimento



THE TASTE OF SHARED MOMENTS.

Using special baking techniques and family recipes dating back to 1885, Mulino Orgânico has made crackers with a distinctive crispy outside, a slightly softer textured center and a classic yeasty dough flavor.

Mulino Orgânico offers a full range of crackers for every moment that are flavored with the finest ingredients and baked in small batches to perfection.

FOOD PAIRINGS

- Gazpacho Soup
- Peppered Salami
- Edamame

WINE PAIRINGS

- Lambrusco
- Valpolicella
- Soave

CHEESE PAIRINGS

- Pecorino Romano
- Camembert
- Gruyere



OUR STORY

When thinking of Italy, imagine the fantastic meals at grandmother's table where the food created a sense of warmth and sharing.

Over the years, we developed an array of everyday pantry essentials, offering the taste of a truly authentic Italian meal. Mulino Organico products let people travel into Italian culture and taste history by enjoying traditional artisan foods.



www.mulinoorganico.com



MULINO
ORGANICO

ROSEMARY

Artisan Products

OUR STORY

When thinking of Italy, imagine the fantastic meals at grandmother's table where the food created a sense of warmth and sharing.

Over the years, we developed an array of everyday pantry essentials, offering the taste of a truly authentic Italian meal. Mulino Organico products let people travel into Italian culture and taste history by enjoying traditional artisan foods.



www.mulinoorganico.com

OUR STORY

When thinking of Italy, imagine the fantastic meals at grandmother's table where the food created a sense of warmth and sharing.

Over the years, we developed an array of everyday pantry essentials, offering the taste of a truly authentic Italian meal. Mulino Organico products let people travel into Italian culture and taste history by enjoying traditional artisan foods.



www.mulinoorganico.com



OUR STORY

When thinking of Italy, imagine the fantastic meals at grandmother's table where the food created a sense of warmth and sharing.

Over the years, we developed an array of everyday pantry essentials, offering the taste of a truly authentic Italian meal. Mulino Organico products let people travel into Italian culture and taste history by enjoying traditional artisan foods.

THE TASTE OF SHARED MOMENTS.

Using special baking techniques and family recipes dating back to 1885, Mulino Organico has made crackers with a distinctive crispy outside, a slightly softer textured center and a classic yeasty dough flavor.

Mulino Organico offers a full range of crackers for every moment that are flavored with the finest ingredients and baked in small batches to perfection.

FOOD PAIRINGS

- Anchoy Filles
- Black Olives
- Caponin

WINE PAIRINGS

- Cabernet Sauvignon
- Manzaniello Sherry
- Chianti

CHEESE PAIRINGS

- St. Maure de Touraine
- Chèvre Buche
- Valenpy

All Natural

Nutrition Facts
 Serving Size: 10 crackers (10g)
 Calories: 80

www.mulinoorganico.com



Box 1 Flat



Drawer 1 Flats



Box 2 Flat



Drawer 2 Flats



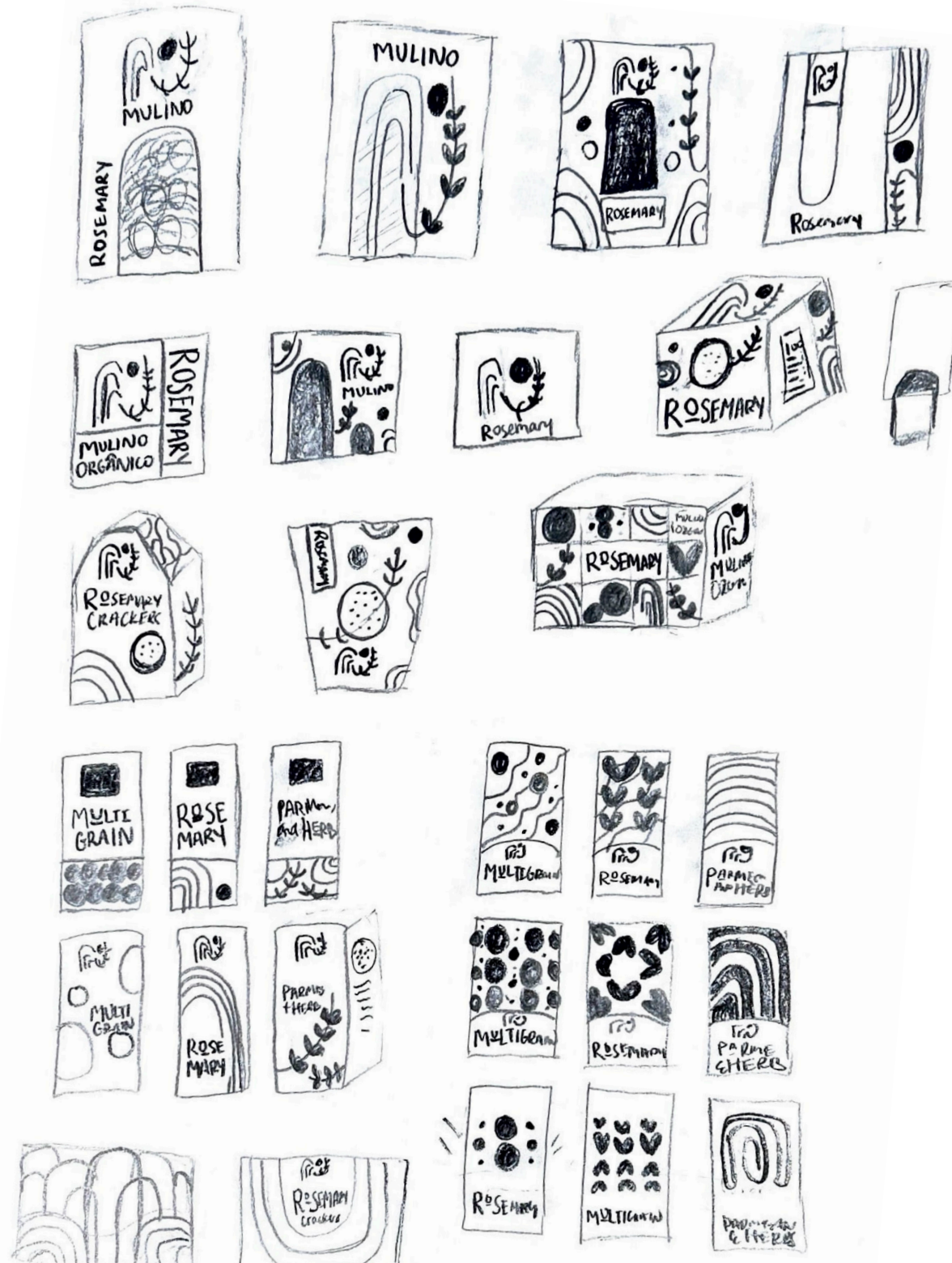
Box 3 Flat



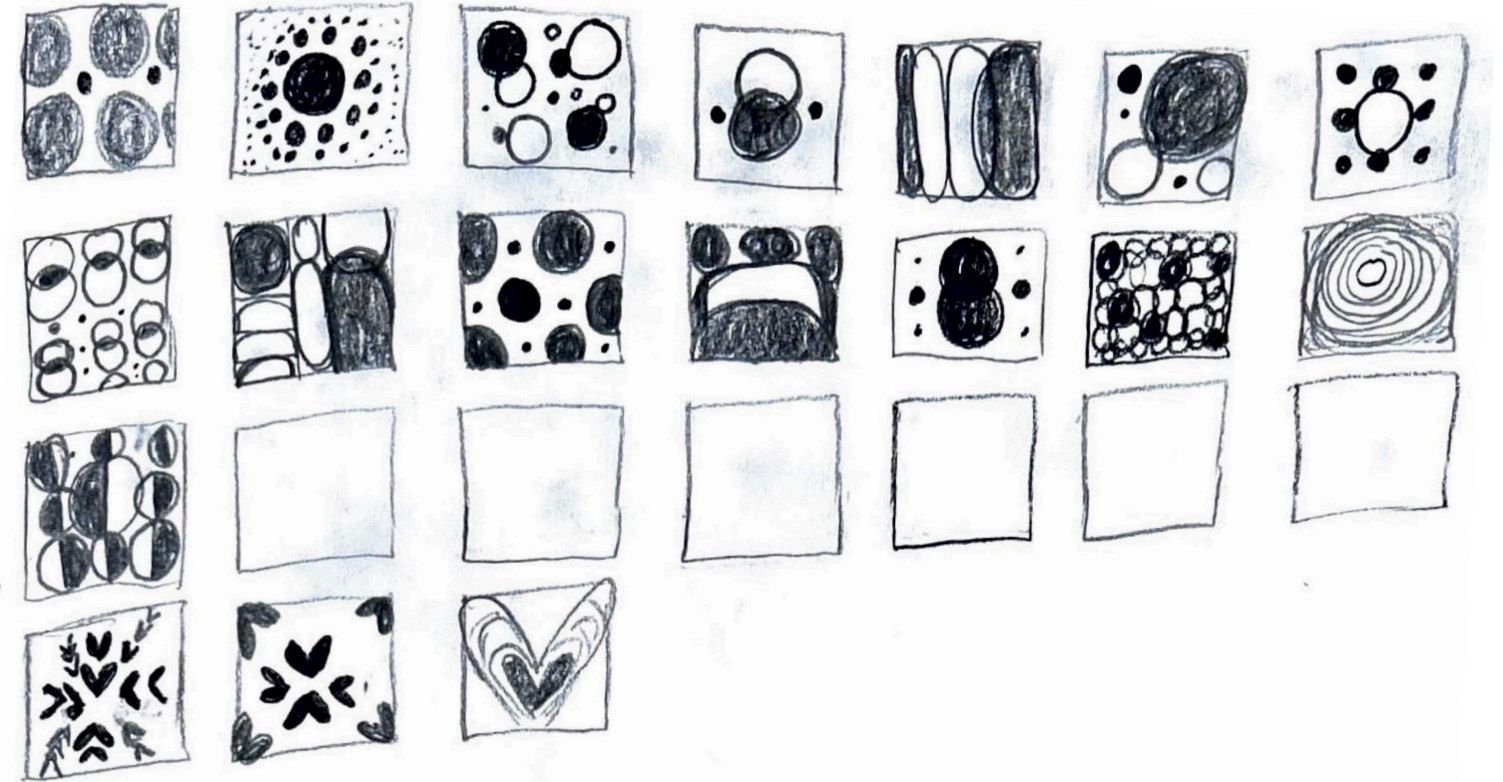
Drawer 3 Flats



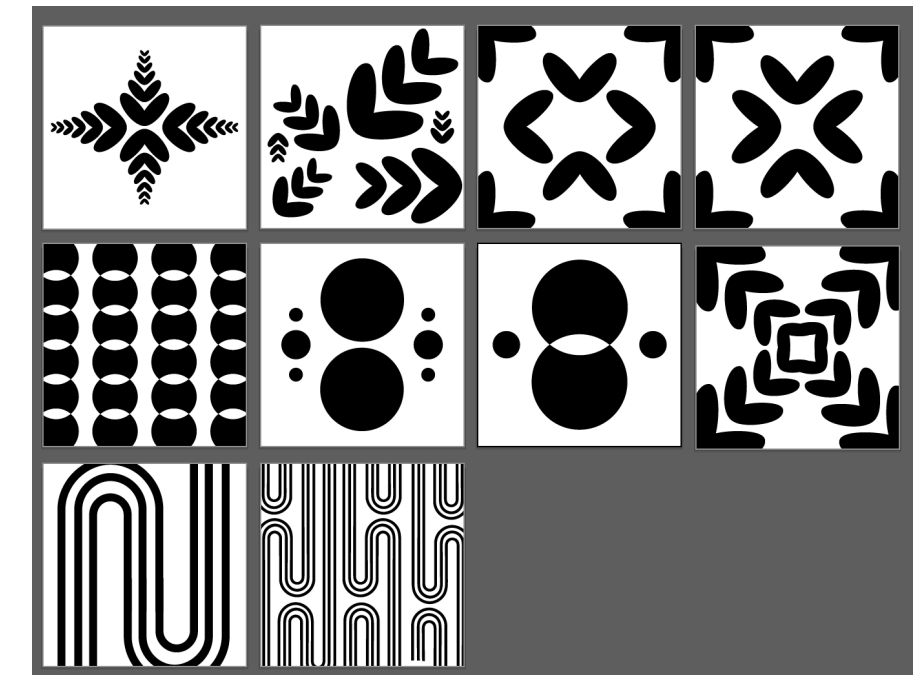
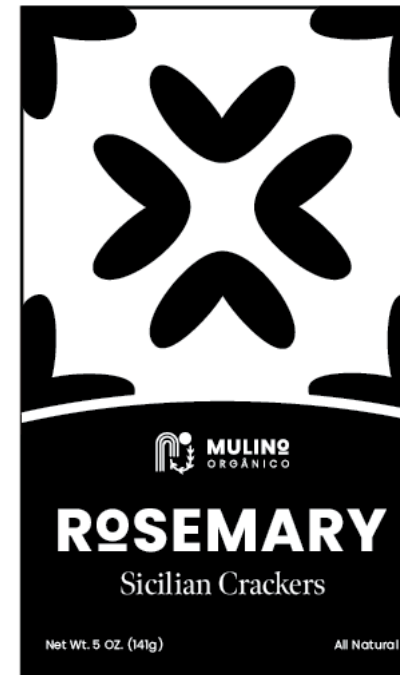
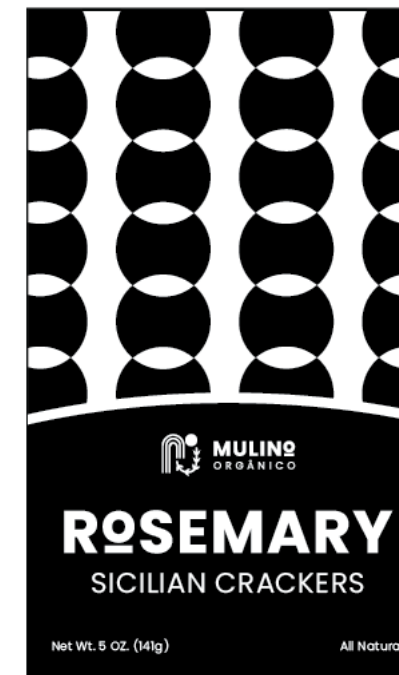
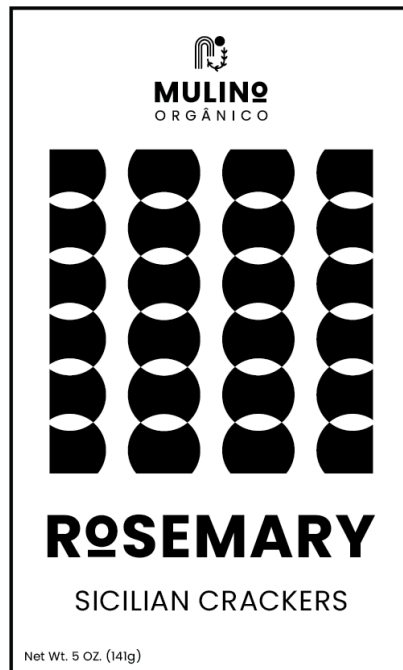
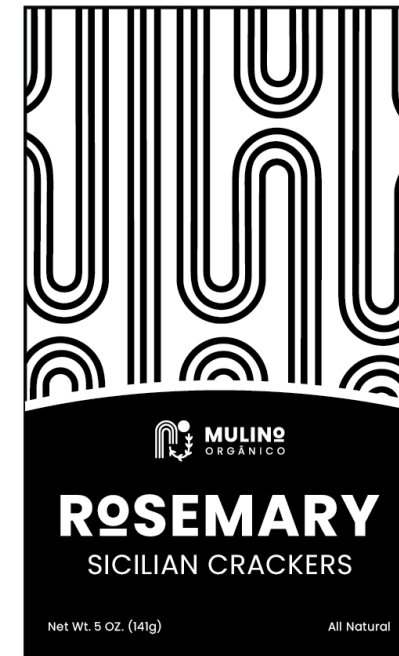
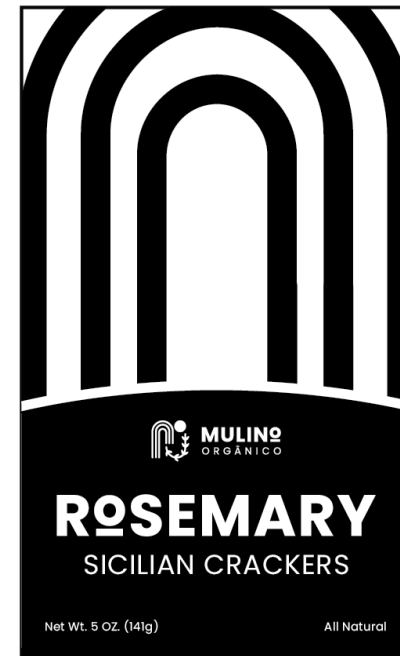
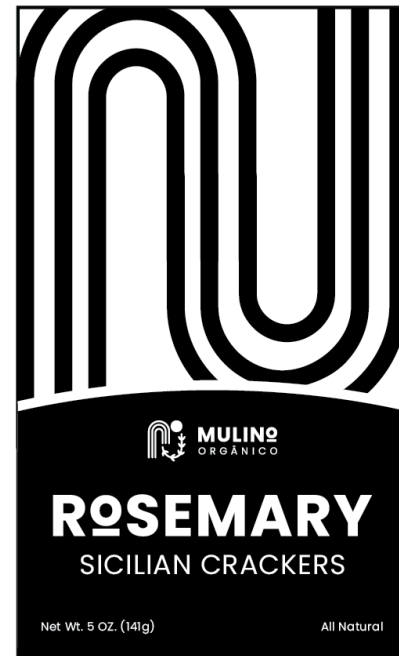
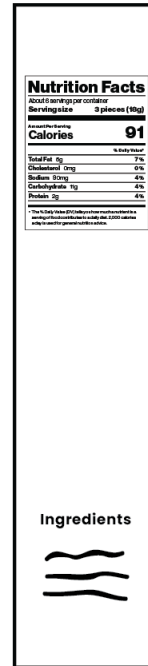
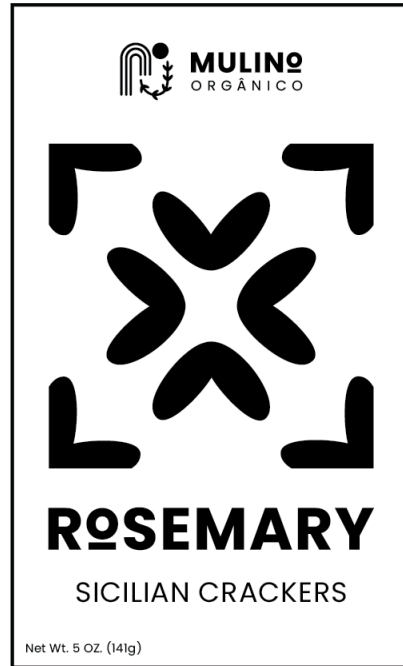
Process



Makes shape of
wrap around?
texture?



Process



Process



Process



Process



Process

