



PROCESS BOOK

CONTENTS

01 BRAND ANALYSIS

08 DESIGN BRIEF

10 BRAND CONCEPTUALIZING

15 LOGO DEVELOPMENT

21 FINAL DESIGN SYSTEM

31 DESIGN SYSTEM APPLICATION

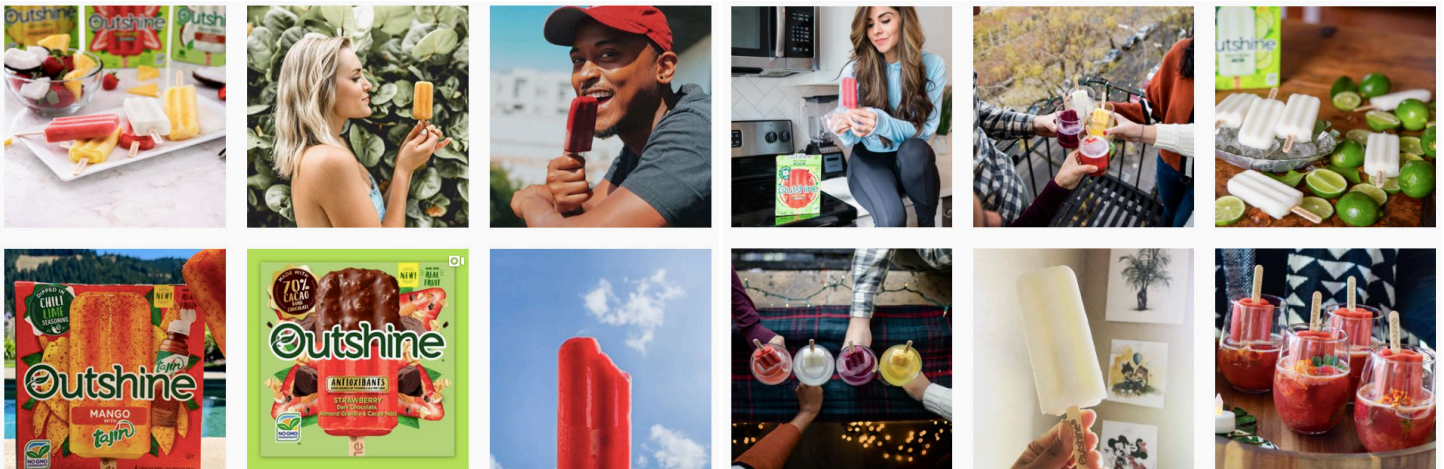
BRAND ANALYSIS

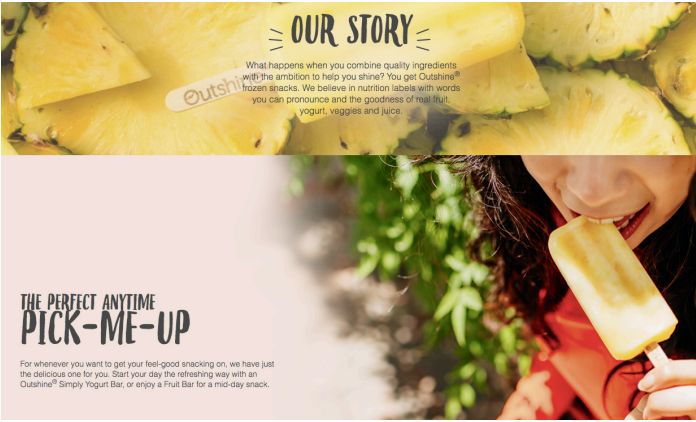
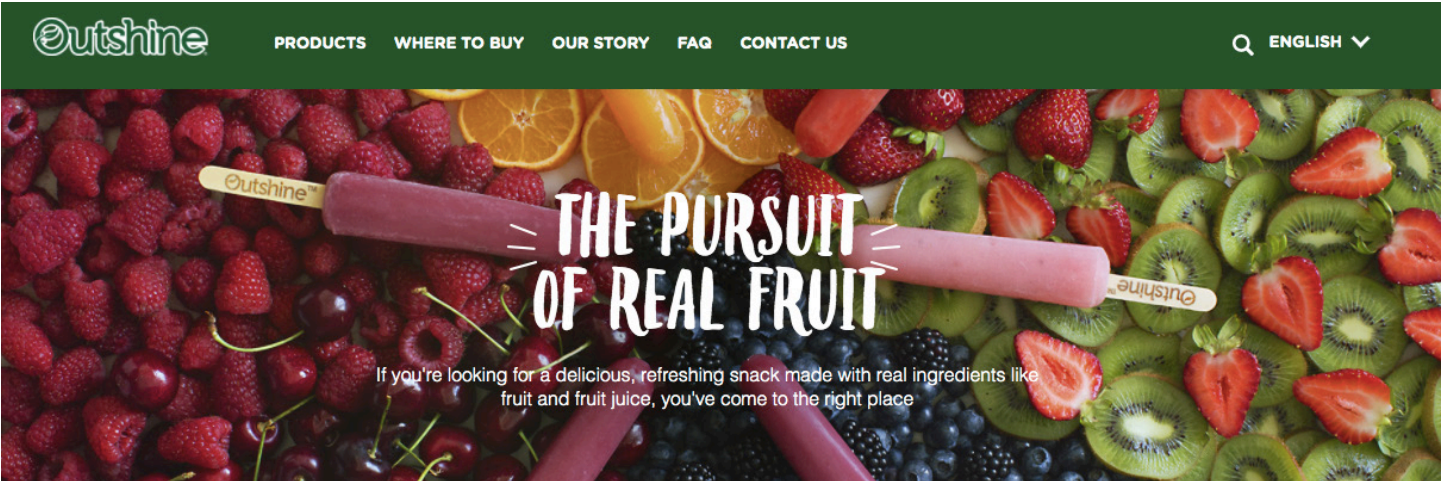
What is your brand; what is their product or service?

The brand that I have chosen for this project is Outshine. Outshine sells popsicles or “bars” and are most widely known for their fruit bars. On their website they also sell a variety of other frozen desserts including yogurt bars, fruit & cream bars, and half dipped bars. In recent years they have expanded their line of frozen bars even more, introducing flavors such as acai blueberry, pomegranate, and mango with chili lime seasoning. However, they also have dairy-free frozen yogurt as well as fruit smoothies, neither of which are marketed or listed on their website or Instagram. These other products seem to slip through the cracks because they are not sold in as many locations.

How is the brand currently portraying itself?

The brand is currently marketing itself as a healthy treat for both kids and adults. They use imagery of fruit on their packaging as well as large nutrition labels to show that they are proud of the ingredients they use and aren't trying to hide anything from the consumer. They use the tagline “Real fruit” often throughout their marketing to remind their audience that, unlike their competitors they really care about your health and what you put in your body. The typeface that use on their website is a bit dated but is meant to be whimsical, fun, and hand-written to be more personable. While one of their main target audiences it kids their Instagram seems to be more geared toward adults, specifically trendy young adults. Their use of influencer ads and fun mixed drinks make the popsicles seem more for adults rather than kids. **I think that the brand could be slightly re imagined to better market toward kids who need a healthier alternative to the typical sugary treat.**



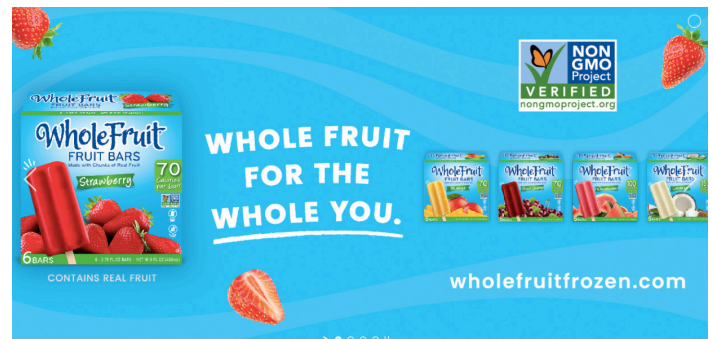
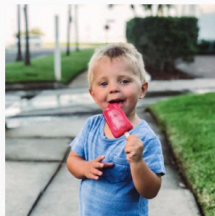
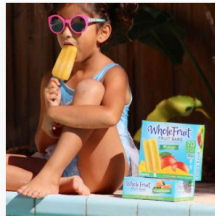


Nutrition Facts/Datos de Nutrición			
Serving Size/Tamaño de la porción	Cherry Cereza	Tangerine Mandarina	Grape Uva
1 BAR/1 PALETA			
Servings Per Container/ Porciones por paquete	12	12	12
Amount Per Serving/Cantidad por porción	1 BAR/1 PALETA (46g)	1 BAR/1 PALETA (46g)	1 BAR/1 PALETA (46g)
Calories/Calorías	40	40	40
Calories from Fat/Calorías de grasa	0	0	0
% Daily Value*/% Valor diario*	% Daily Value*/% Valor diario*	% Daily Value*/% Valor diario*	% Daily Value*/% Valor diario*
Total Fat/Total de grasas	0g	0g	0g
Saturated Fat/Grasas saturadas	0g	0g	0g
Trans Fat/Grasas trans	0g	0g	0g
Cholesterol/Coolesterol	0mg	0mg	0mg
Sodium/Sodio	0mg	0mg	0mg
Total Carbohydrate/Total de carbohidratos	10g	3% 10g	3% 10g
Dietary Fiber/Fibra dietética	0g	0% 0g	0% 0g
Sugars/Azúcares	10g	9g	9g
Protein/Proteínas	0g	0g	0g
Vitamin A/Vitamina A	0%	0%	0%
Vitamin C/Vitamina C	10%	10%	10%
Calcium/Calcio	0%	0%	0%
Iron/Hierro	0%	0%	0%
*Percent Daily Values are based on a diet of 2,000 calories. Your daily values may be higher or lower depending on your calorie needs. Los porcentajes de valores diarios están basados en una dieta de 2000 calorías. Sus valores diarios pueden ser mayores o menores según sus necesidades calóricas.			
Total Fat/Total de grasas	Less than/Menos de 65g	2,000	2,500
Sat Fat/Grasas saturadas	Less than/Menos de 25g	80g	100g
Cholesterol/Coolesterol	Less than/Menos de 300mg	300mg	300mg
Sodium/Sodio	Less than/Menos de 2,400mg	2,400mg	2,400mg
Total Carbohydrate/Total de carbohidratos	Less than/Menos de 300g	300g	375g
Dietary Fiber/Fibra dietética	75g	75g	30g
INGREDIENTS: CHERRY: WATER, CHERRY JUICE FROM CONCENTRATE, WATER, CHERRY JUICE CONCENTRATE, CANE SUGAR, CHERRY PUREE, CITRIC ACID, NATURAL FLAVORS, GUAR GUM, CAROB BEAN GUM, VEGETABLE JUICE, COLOR, ASCORBIC ACID (VITAMIN C), BEET JUICE, COLOR, TURMERIC, OLEORESIN, COLOR. TANGERINE: WATER, TANGERINE JUICE FROM CONCENTRATE, WATER, TANGERINE JUICE CONCENTRATE, CANE SUGAR, CITRIC ACID, GUAR GUM, GUAR GUM, NATURAL FLAVOR, TANGERINE OIL, ANNATTO COLOR, CAROB BEAN GUM, ASCORBIC ACID (VITAMIN C), TURMERIC, OLEORESIN, COLOR. GRAPE: WATER, CONCORD GRAPE PUREE, CANE SUGAR, GRAPE JUICE FROM CONCENTRATE (COLOR), MALIC ACID, NATURAL FLAVOR, GUAR GUM, CAROB BEAN GUM, ASCORBIC ACID (VITAMIN C).			
INGREDIENTES: CEREZA: AGUA, JUGO DE CEREZA DE CONCENTRADO (AGUA, CONCENTRADO DE JUGO DE CEREZA, AZÚCAR DE CAÑA, PURÉ DE CEREZA, ÁCIDO CÍTRICO, SABORES NATURALES, GOMA DE GUAR, GOMA DE ALGARROBA, COLOR DE JUGO DE VERDURAS, ÁCIDO ASCÓRBICO (VITAMINA C), COLOR DE JUGO DE REMOLACHA, COLOR DE OLEORRESINA DE CÚRCUMA, MANDARINA: AGUA, JUGO DE MANDARINA DE CONCENTRADO (AGUA, CONCENTRADO DE JUGO DE MANDARINA, AZÚCAR DE CAÑA, ÁCIDO CÍTRICO, PURÉ DE NARANJA, GOMA DE GUAR, SABOR NATURAL, AZÚCAR DE MANDARINA, COLOR DE AZÚCAR, GOMA DE ALGARROBA, ÁCIDO ASCÓRBICO (VITAMINA C), COLOR DE OLEORRESINA DE CÚRCUMA, UVA: AGUA, PURÉ DE UVA, CONCORD, AZÚCAR DE CAÑA, JUGO DE UVA DE CONCENTRADO (COLOR), ÁCIDO MÁLICO, SAVOR NATURAL, GOMA DE GUAR, GOMA DE ALGARROBA, ÁCIDO ASCÓRBICO (VITAMINA C).			
DISTRIBUTED BY/DISTRIBUIDO POR: NESTLÉ BREVEN'S ICE CREAM COMPANY OAKLAND, CA 94618			
KEEP FROZEN UNTIL SERVED/¡MANTENER CONGELADO HASTA EL MOMENTO DE SERVIR!			
*US HAS VERIFIED THE NESTLÉ PROCESS FOR MANUFACTURING THIS PRODUCT WITH NO GMO INGREDIENTS. sgs.com/no-gmo			
All trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland, or used with permission.			



BRAND COMPETITOR: WHOLEFRUIT

WholeFruit is a brand with the most similarities with Outshine. WholeFruit also bases their flavors entirely on fruits and values the quality of the ingredients that they use. Their logo is very similar to Outshine, using the white border around the word mark. The look of their brand is dated but they do use a lot of imagery of children, who are their target audience. While they don't have an official tagline on all of their branding they use the phrase "The name says it all" often within their marketing copy on their website and social media. They also reference their name on the opening page of their website which says "Whole fruit for the whole you", I think their name helps them to stand out because of how it successfully describes the product and their values.



WholeFruit

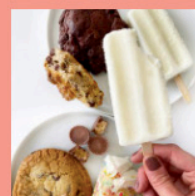
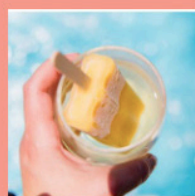
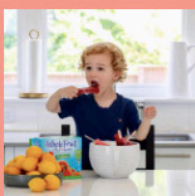
PRODUCTS

WHERE TO BUY

BLOG

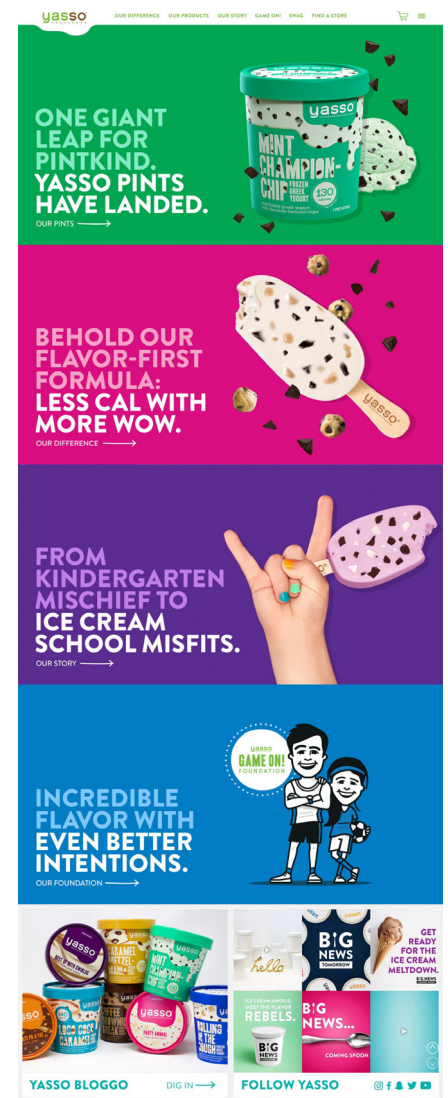
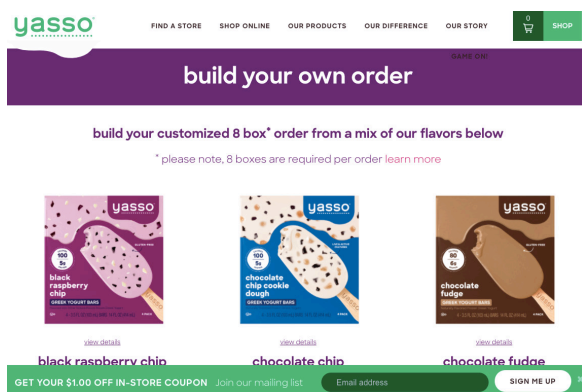
CONTACT US

SAVE NOW



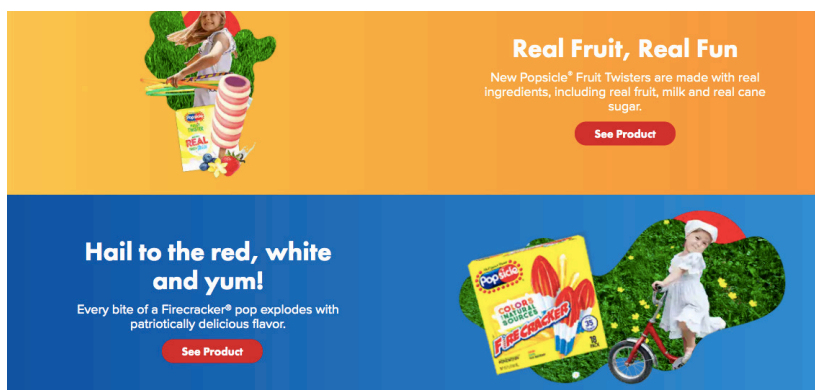
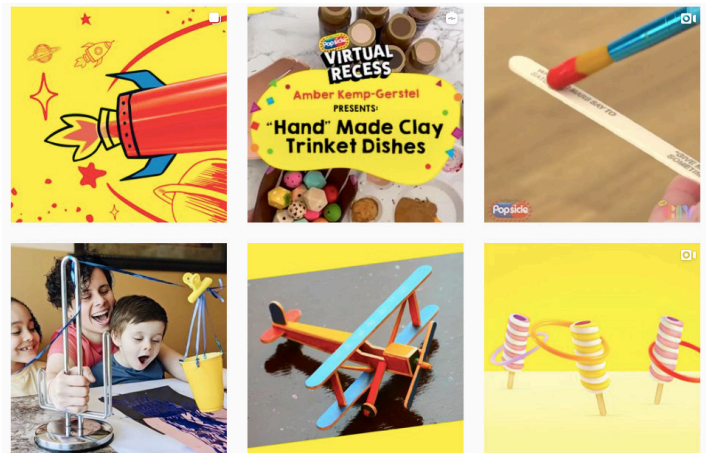
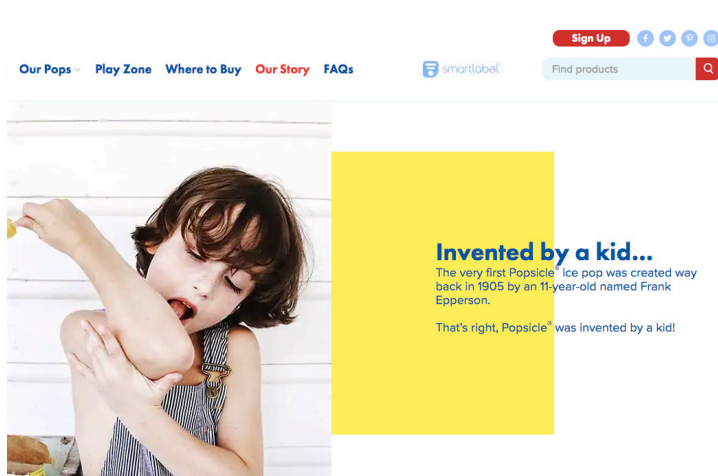
BRAND COMPETITOR: YASSO

Yasso is a brand that makes frozen Greek yogurt based treats for a health conscious audience. While their products are not entirely similar to Outshine, they share a common goal of providing their customers a healthy dessert. Their brand look is very modern and relies heavily on bright colors and a fun illustrative style. They market themselves as a brand that reinvented ice cream without compromising flavor. I found that they are very modernized with “trendy” marketing tools like an Instagram Yasso challenge, creating memes about their product, and they even have a food truck. Overall they stand out from other competitors not just because of their product but because of the identity that they have established.



BRAND COMPETITOR: POPSICLE

Popsicle is one of Outshine's leading competitors because it is arguable the most widely known popsicle brand. Their brand look is very bold and they have a very clear target audience that they market to well. In their brand story their leading line is "Invented by a kid" and that shows throughout their website, Instagram, and product packaging. On their website they have interactive games for kids, their Instagram has DIY projects for kids to try with used popsicle sticks, and many of their popsicles are modeled after fun animated characters. While they are not part of the health trend that the other competitors are in, they have remained at the top of the market by being memorable and fun for kids.



Popsicle® The Original Double Pop - Cherry

★★★★★ 2.8 (39)

Buy Now



Strawberry, Blueberry, & Vanilla Swirl

★★★★★ 4.2 (5)

Buy Now

Differentiators: What are your brand's primary differentiators from it's competitors?

Outshine prides itself on having products that are **good for you and utilizes the best quality ingredients available**. Their bars use real fruit, are GMO free, are a good source of Vitamin C, and don't use any high fructose corn syrup or artificial colors or flavors. Outshine is different from their competitors because they strive to offer customers with a sweet treat that won't harm them. They want to maintain nutrition labels that everyone can pronounce and "savor the goodness of real fruit, yogurt, veggies, and juice". They've been able to continue adding to their product list while still focusing on fruits and vegetables instead of caving to the mainstream market of mint chocolate chip and rocky road. They stick to the same principle of real produce since they first began.

Elevator Pitch: How is your brand different (in 25-seconds).

Outshine wants you to enjoy a delicious treat and not have to worry about what you're putting in your body! Our ingredients come straight from the garden creating nutrition labels with words you can pronounce. Enjoy a delicious snack with the freshness of real fruit, veggies, juice, and yogurt. We want you to have the best ingredients, the best taste, and the best you!

DESIGN BRIEF

TARGET AUDIENCE

The current target audience for Outshine is anyone who wants to enjoy a cold treat without feeling guilty about it later. They market their products to health conscious adults and/or parents who want to know what they're putting into their bodies. Outshine equally targets men and women of all ages.

THE PROBLEM

This re brand will address the dated look and feel of the logo and the brand identity as a whole. Another problem that I hope to address is the disconnect Outshine's branding has to their child-based target audience. Their packaging is mature and not very eye-catching for younger kids. Also, their social media presence heavily targets a young-adult population and is inconsistent with the look and feel of the brand showcased on their packaging and website materials.

THE SCOPE

The scope of Outshine's re brand includes:

- Logo
- Brand Identity System
- Stationary / Packaging
- Style scape
- Advertising
- Campaign

The goal of the re branded logo and systems is to reach Outshine's target audience and create a more cohesive brand identity. The packaging, advertising campaign, and other marketing tools will successfully communicate the company's core values and beliefs.

THE TONE

The tone of the should be friendly, youthful, and fresh. The re brand should create a friendly presence that is inviting to customers of all ages. There should also be a focus on creating a tone that is fun, playful, and imaginative in order to draw in a younger audience. The re brand should also feel fresh and rejuvenating by stepping away from the more traditional and dated look. This will help Outshine to stand out from their competitors and have value in the current market.

DUE DATES

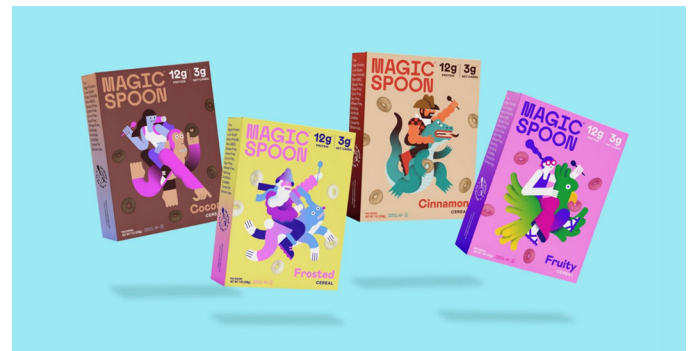
- November 3
- November 17
- December 7-8

THE COMPETITION

The main competitor for Outshine is WholeFruit who also sells popsicles with a focus on using fresh, high-quality, and healthy ingredients. Other competitors include Yasso and Popsicle. Yasso sells health conscious Greek yogurt based popsicles and Popsicle dominates the popsicle market and is arguably the most well-known popsicle brand.

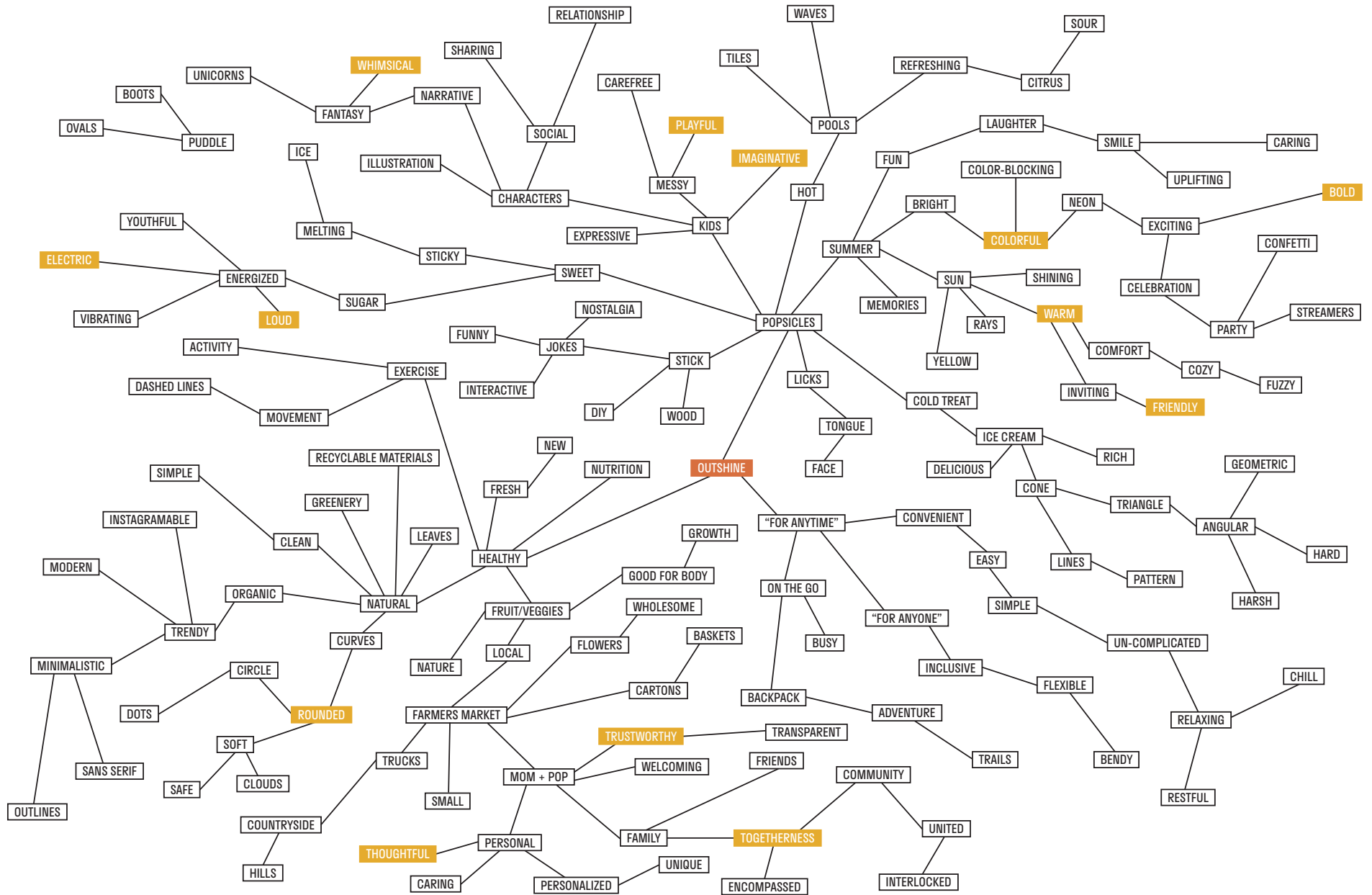
INSPIRATION

The aesthetic inspiration for this re brand is bright and bold use of color as well as fun and imaginative graphics.



BRAND CONCEPTUALIZING

MINDMAP

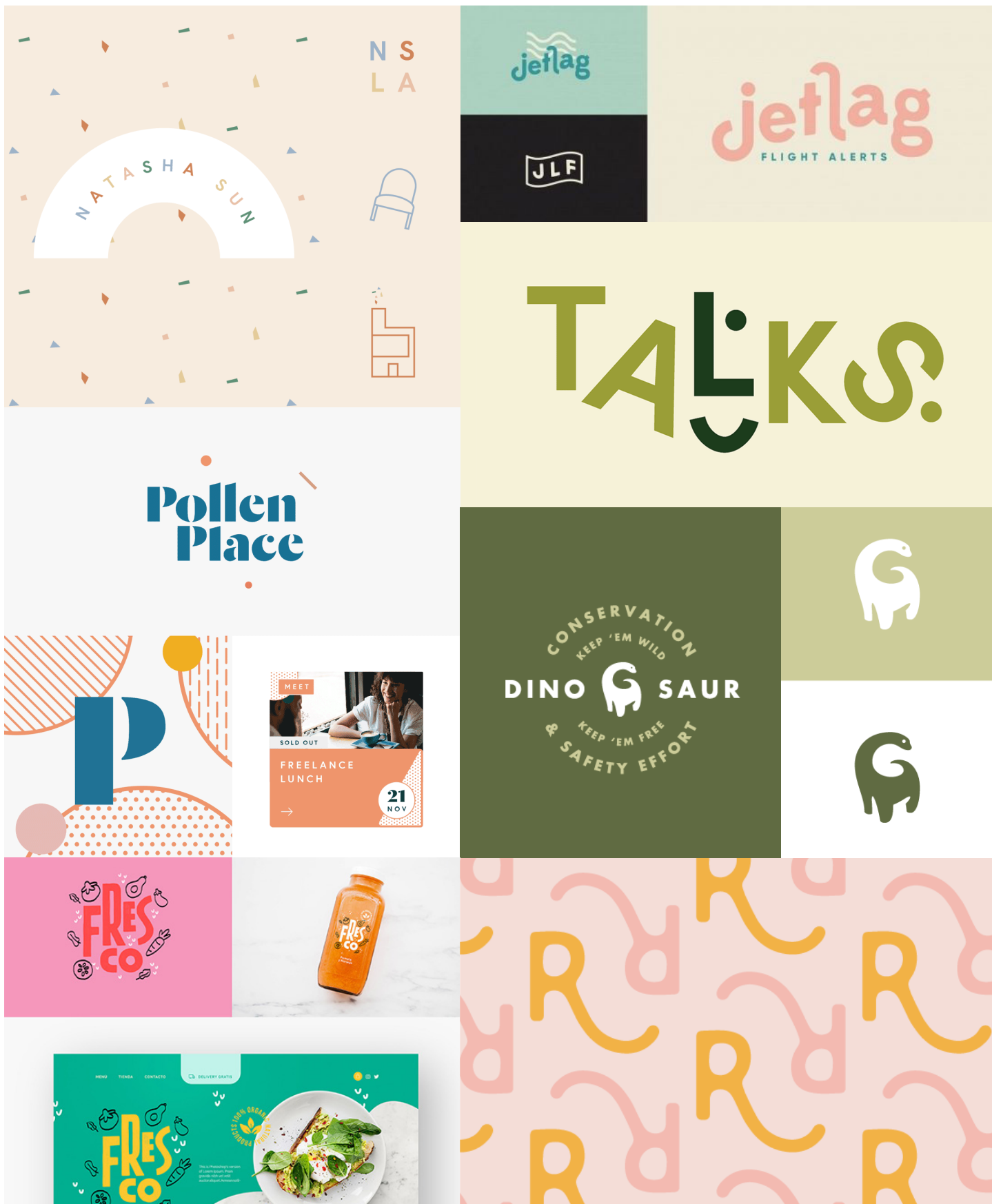


MOODBOARD | THOUGHTFUL + TRUSTWORTHY

The tone of the brand should be friendly, fresh, and trustworthy. The re brand should create a friendly presence that is inviting to customers of all ages. There should also be a focus on creating a tone that is fun, playful, and imaginative in order to draw in a younger audience. The re brand should feel fresh and rejuvenating by stepping away from the more traditional and dated look. Lastly, the brand should have a trustworthy and established tone to show they are transparent about their product.



MOODBOARD | IMAGINATIVE + PLAYFUL

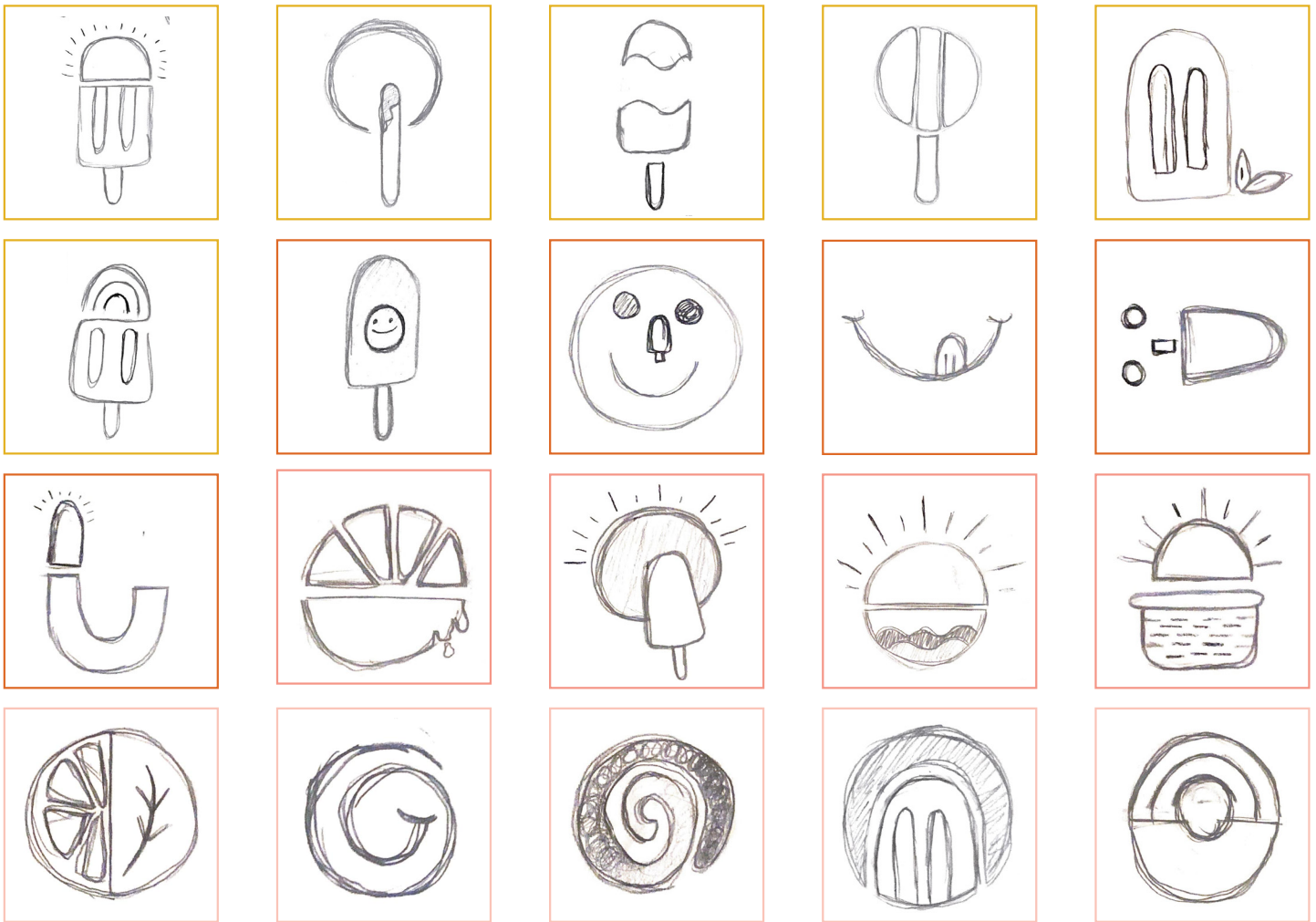


MOODBOARD | ELECTRIC + BOLD



LOGO DEVELOPMENT

FIRST ROUND OF SKETCHES



POPSICLE

This first direction would utilize the imagery of a popsicle, referencing the product itself.

SMILE

The second direction shown would use a smile to portray the joy of the brand and the happiness it provides customers with.

SUNSHINE

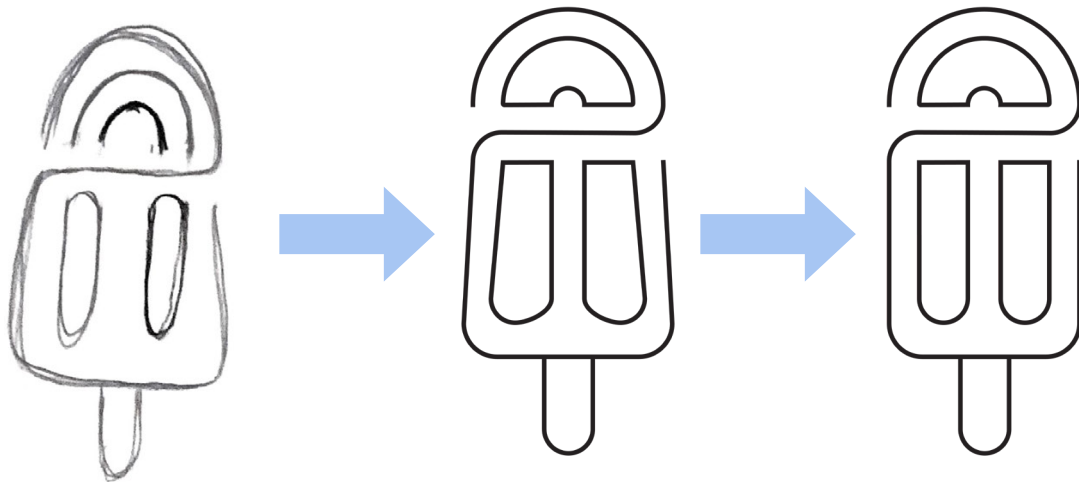
The third direction would play off of the "shine" of Outshine. The sun would represent the joy and warmth of the brand.

CIRCLE/"O"

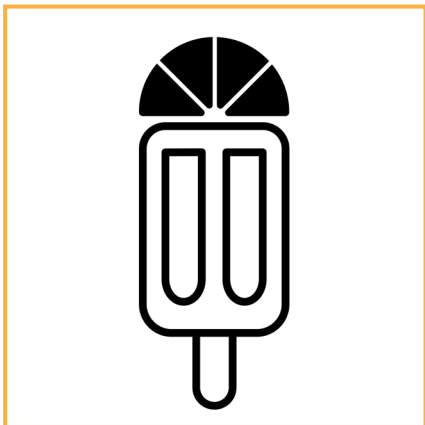
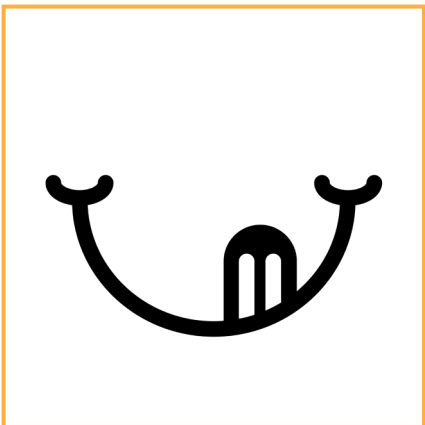
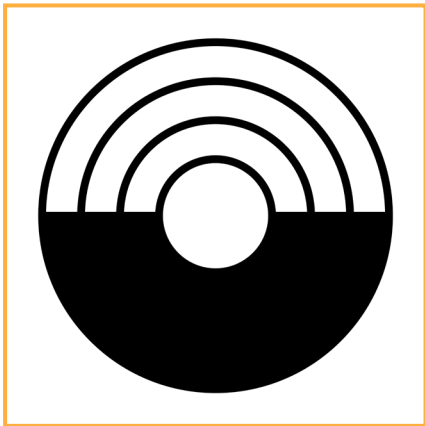
The fourth direction would be more of a letter form play of an O which is most similar to the current logo. The circle represents community between the brand and their customers.

PROCESS MOMENT 01

One key moment in the logo design process was choosing the overall shape of my mark. In my original sketch for this concept the popsicle was wider at the bottom and narrowed as it reached the arc of the popsicle. However, after digitizing the sketch I realized that Outshine popsicles are much more rectangular. Because the concept of this mark was to mimic the product itself I made the decision to bring in the end corners of the popsicle as well as make the inside lines parallel to one another. While this change is very slight I think that it added to the success of the mark because of it's likeness to the product it represents.

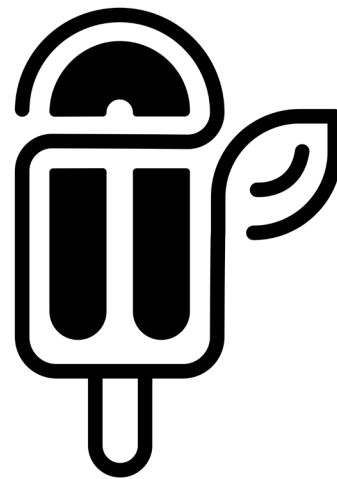
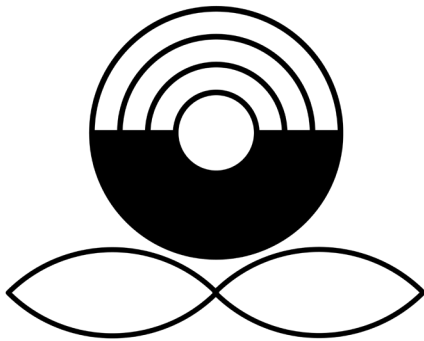


DIGITIZED SKETCHES



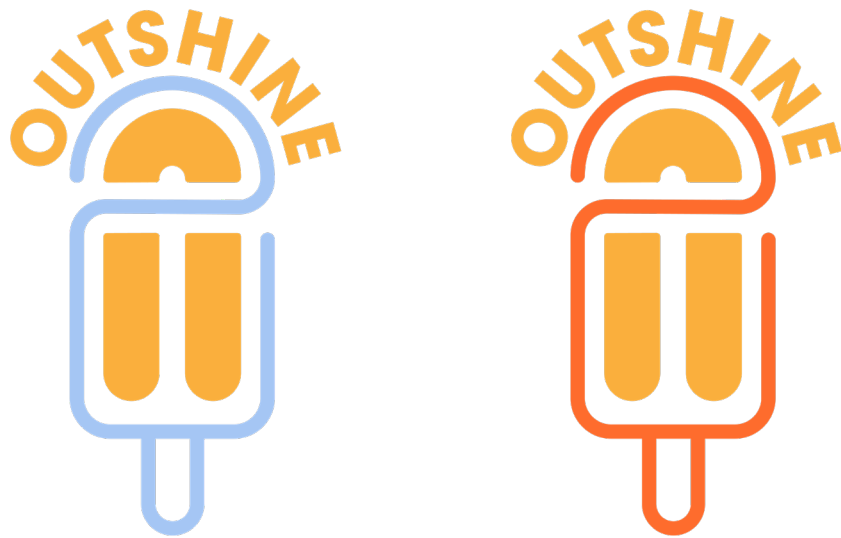
PROCESS MOMENT 02

After showing my first round of digitized logos one of the critiques I received was to try and show the importance of health within the logo. Outshine prides itself on using fresh and natural ingredients so I thought one way of incorporating this into my logo was to add a leaf. However, after many sketches and playing with different forms I was unable to create a mark that I felt was dynamic and strong. I decided that the brand value of health could be better communicated in brand identity outside of the logo.



PROCESS MOMENT 03

After deciding the brand color palette I knew that I wanted the yellow to be the primary color used in the logo. I originally tried used the blue in my palette for the line work to contrast the warmth of the yellow. However, I felt that it separated the mark into two parts instead of creating one cohesive mark. After testing the red I felt this combination was a lot stronger than the blue. But because I still wanted an option to have a blue logo I created the single color secondary marks for versatility.



FINAL DESIGN SYSTEM

SIGNATURE MARK/LOCKUP IN COLOR



SIGNATUREMARK/LOCKUP IN BLACK + WHITE



SIGNATUREMARK/LOCKUP IN COLOR WITH SAFETY AREA



PADDING TO LEFT + RIGHT

Use the width of the yellow bar inside the mark to measure the safe space for the left and right of the signaturemark.

PADDING UP + DOWN

Use the width of the yellow bar inside the mark to measure the safe space above and below the signaturemark.

PADDING BETWEEN PICTORIAL MARK + COMPANY NAME

Use the height of the inside arch of the rainbow to space out the company name from the mark in the lockup.

ALTERNATIVE MARKS IN COLOR



AVANT GARDE GOTHIC PRO

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@\$%&(+?)

↑ Font used in the logo lockup. Also used
for large messaging, headings, and to
call attention to important information

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890@\$%&(+?)

↑ Used for main body copy as well as
company documents

Lorem Ipsum

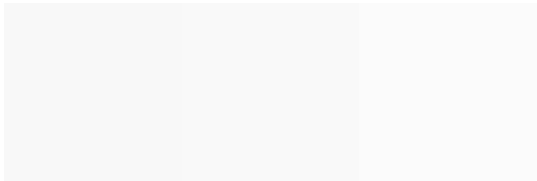
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla pretium, nulla sit amet convallis ornare, erat arcu hendrerit tellus, in interdum dui odio sit amet justo. Nunc risus tortor, pellentesque nec purus ut, mollis facilisis justo. Nulla gravida massa id tempor venenatis. Nunc a dapibus ligula. Duis aliquam scelerisque neque, non viverra odio fringilla quis. In mi urna, ultricies ac malesuada vitae, sagittis euismod ligula. Vivamus ligula purus, aliquet eu lectus ut, maximus scelerisque justo. Sed ex velit, laoreet non hendrerit sit amet, posuere sit amet ante. Maecenas ac ipsum lacus. Praesent a justo ac mauris lobortis iaculis. Proin consequat ex at massa ornare, imperdiet bibendum justo congue. In a tortor et enim aliquet finibus at in metus. Donec id elementum leo. Aliquam urna nisi, gravida id faucibus vitae, auctor at arcu. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae; Etiam eget faucibus libero, vitae sodales sapien.

COLOR PALETTE



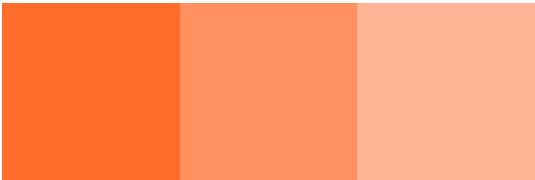
SHINING YELLOW

PANTONE+ 129
CMYK: 0, 71, 89, 0
RGB: 253, 175, 63
HEX: fdaf3f



COOL WHITE

PANTONE+ 179
CMYK: 2, 1, 1, 0
RGB: 248, 248, 248
HEX: f8f8f8



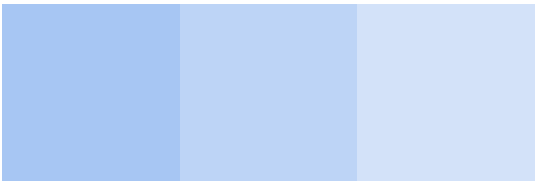
RIPE RED

PANTONE+ 021
CMYK: 0, 71, 89, 0
RGB: 255, 109, 45
HEX: ff6d2d



SEEDY BLACK

PANTONE+ PROCESS BLACK
CMYK: 70, 67, 64, 74
RGB: 35, 31, 32
HEX: 231f20



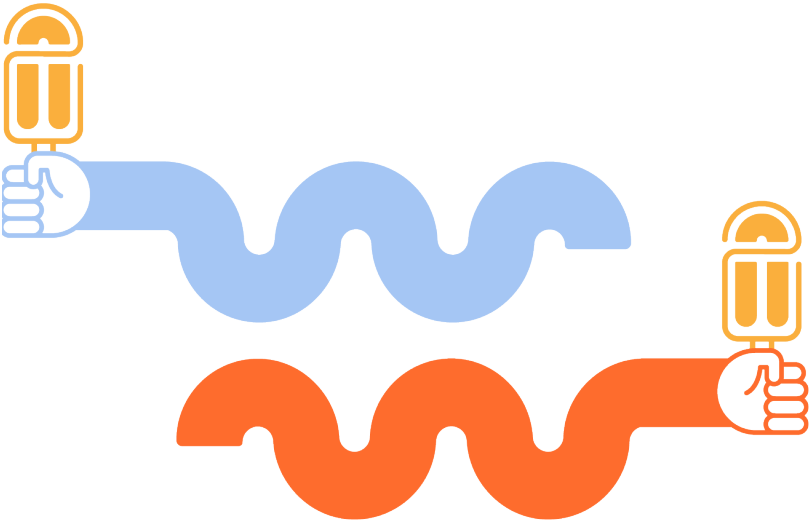
BERRY BLUE

PANTONE+ 2717
CMYK: 32, 14, 0, 0
RGB: 167, 198, 243
HEX: a7c6f3

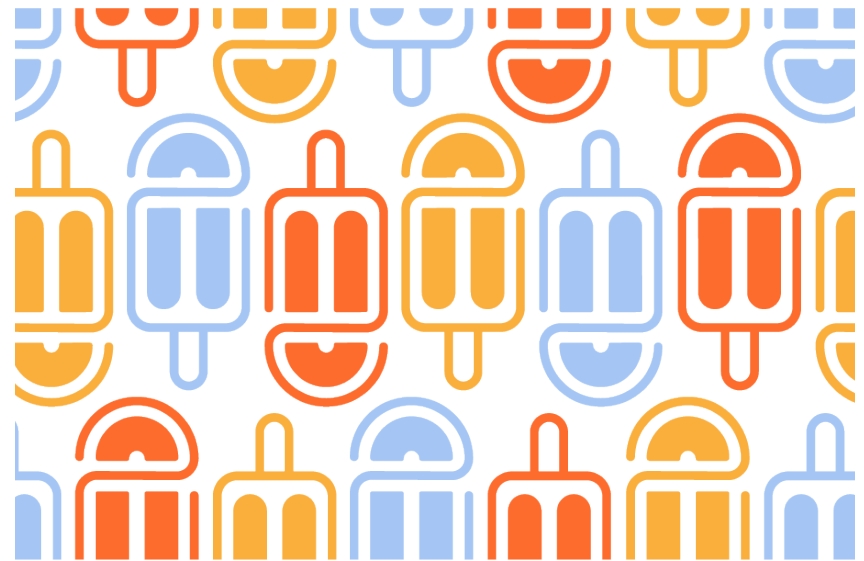
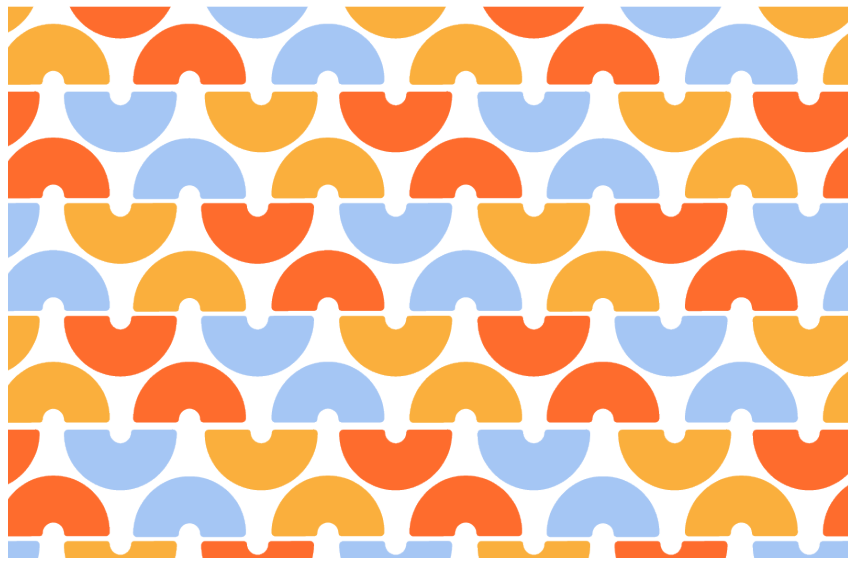
ADDITIONAL GRAPHICS WITHIN THE SYSTEM



ADDITIONAL GRAPHICS WITHIN THE SYSTEM



ADDITIONAL GRAPHICS WITHIN THE SYSTEM



DESIGN SYSTEM APPLICATION

PRINTED STATIONERY



STATIONERY MOCK-UP



STATIONERY MOCK-UP



PACKAGING MOCK-UP



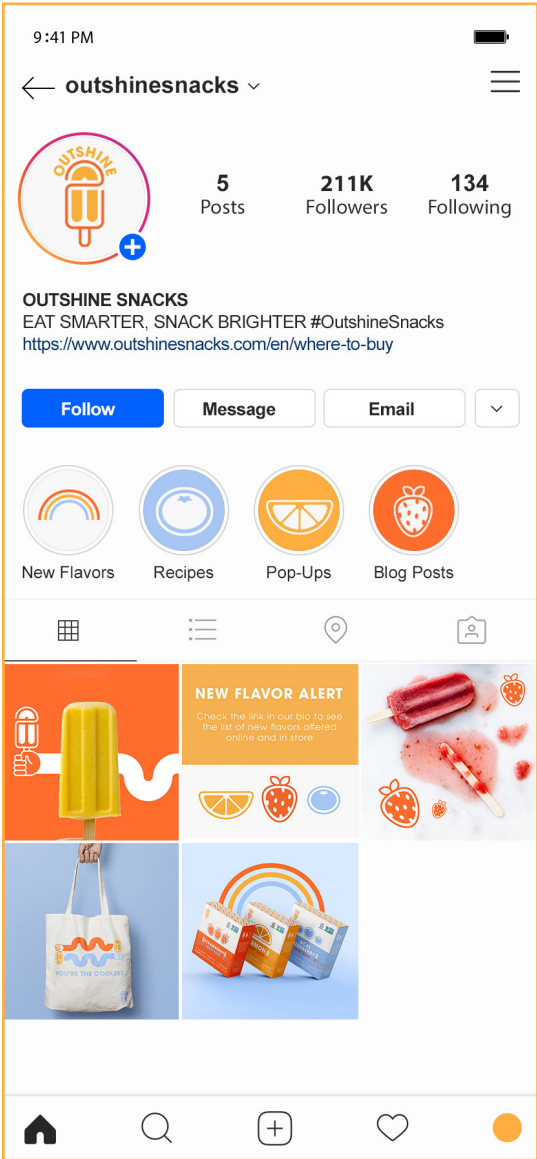
STICKER + CHILDREN'S SHIRT MOCK-UP



TOTE BAG MOCK-UP



SOCIAL MEDIA MOCK-UP



BRAND STYLESCAPE



EXAMPLE PRINT ADS FOR FOOD NETWORK

