

Research, Analysis, Process 2019

**agrr
cubs**

Side Hustle Process Book

Concept



Objective: Create packaging and brand for vegan gummy bears.

Who: The target audience is but not only limited to vegans. The purpose is to provide agar based gummy bears that come in a variety of flavors as opposed to gelatin which is made from animals.

What: Using a certain color scheme and graphic style, I want to focus on creating collective packaging. There will be a variety of flavors using fruits from different countries. I plan to design regional packages containing fruits from said regions. Each region will have its own unique design.

How: I initially want to design a box for the packaging. However, I realized I should expand and experiment with design the packaging in different forms. What would the packaging look like in bottle or a bag form? Research and prototyping will be done for the different types of packages as I want to make the experience of encountering these vegan gummy bears as interesting as possible for the consumer.

Research



SIZE GUIDE



3.25" x 3.00"

TASTER PACKET
About 1 serving
Approx. 1oz



2.18" x 2.18"

SMALL CUBE
About 2-3 servings
Approx. 3-4oz



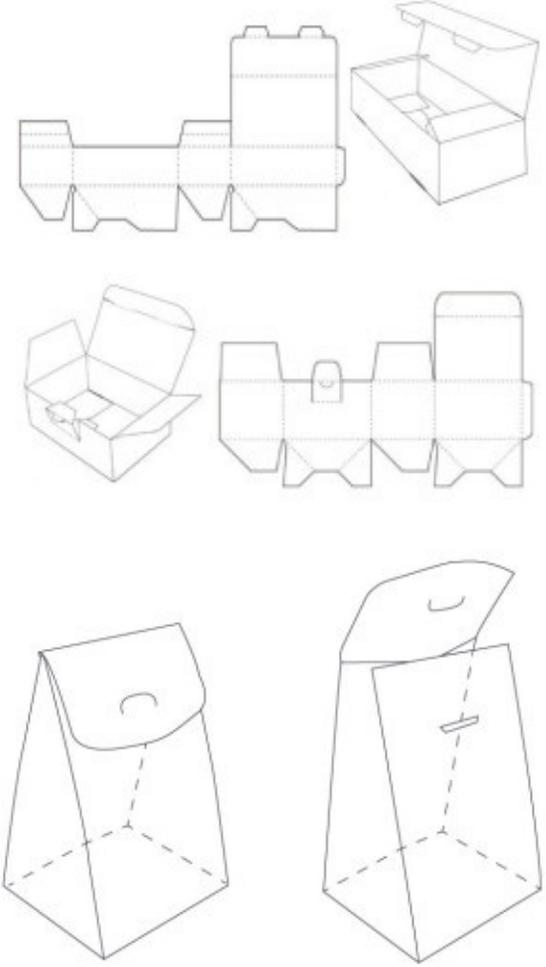
3.25" x 3.25"

LARGE CUBE
About 7-9 servings
Approx. 10-14oz



PERFECT FOR 15 PEOPLE

BULK BAG
About 25 servings
2.5 lbs



Box templates and inspiration

Process

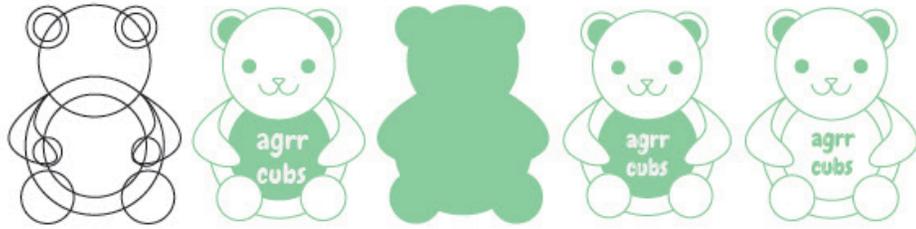


I've determined the 5 flavors that will be in each gummy bear series. For the original one, it will be: apple, orange, lemon, cherry, and strawberry. For the Asian pack: lychee, starfruit, dragon fruit, durian, and jackfruit. Finally the tropical pack will contain: guava, papaya, coconut, mango, and pineapple. Next week I will design patterns with the different fruits and may use the patterns in the box packaging.

fonts used: arial, chewy, comfortaa (regular, bold), concert one, fredoka one, muli, poppins, quicksand

Logo

Roughs



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Soufflé cake topping powder
brownie pudding. Gingerbread
jelly gummi bears. Wafer
lollipop candy canes cake I
love dessert cupcake. Candy
canes apple pie pastry. Wafer
cake dessert donut. Dragée
fruitcake donut halvah.
Chupa chups pastry bonbon.
Marzipan danish croissant
brownie I love dragée jelly
beans. Donut tootsie roll cake
jujubes sugar plum liquorice
powder. Cotton candy icing

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attempted to use the golden ratio
to create the logo



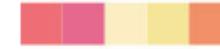
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chewy regular

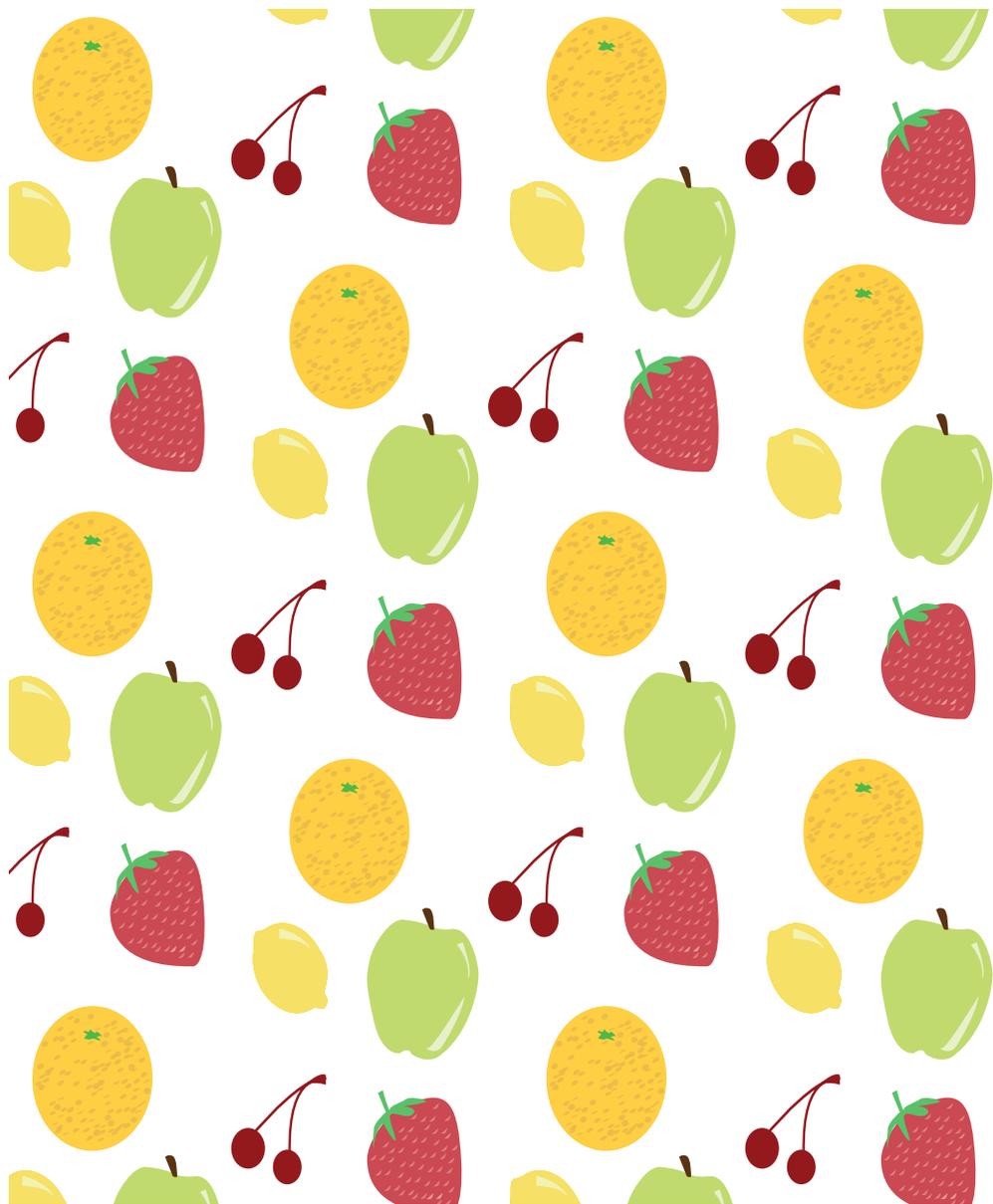
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Soufflé cake topping powder
brownie pudding. Gingerbread
jelly gummi bears. Wafer
lollipop candy canes cake I
love dessert cupcake. Candy
canes apple pie pastry. Wafer
cake dessert donut. Dragée
fruitcake donut halvah.
Chupa chups pastry bonbon.
Marzipan danish croissant
brownie I love dragée jelly
beans. Donut tootsie roll cake
jujubes sugar plum liquorice
powder. Cotton candy icing

quicksand



Patterns



Final Logo and Nutrition Facts



Vegan agar agar based gummies, Agrr Cubs brings a new spin to vegan candies. Agrr cubs differentiates itself with its ever expanding variety of fruit flavors.

Nutrition Facts	
200 servings per container	
Serving size	(20g)
Amount Per Serving	
Calories	80
<small>% Daily Value*</small>	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Sodium 0mg	0%
Total Carbohydrate 20g	7%
Dietary Fiber 0g	0%
Total Sugars 40g	0%
Includes 0g Added Sugars	0%
Protein 0g	0%

*Percent Daily Values are based on a diet of other people's secrets.

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: agar agar powder, natural fruit juice, water, sugar.



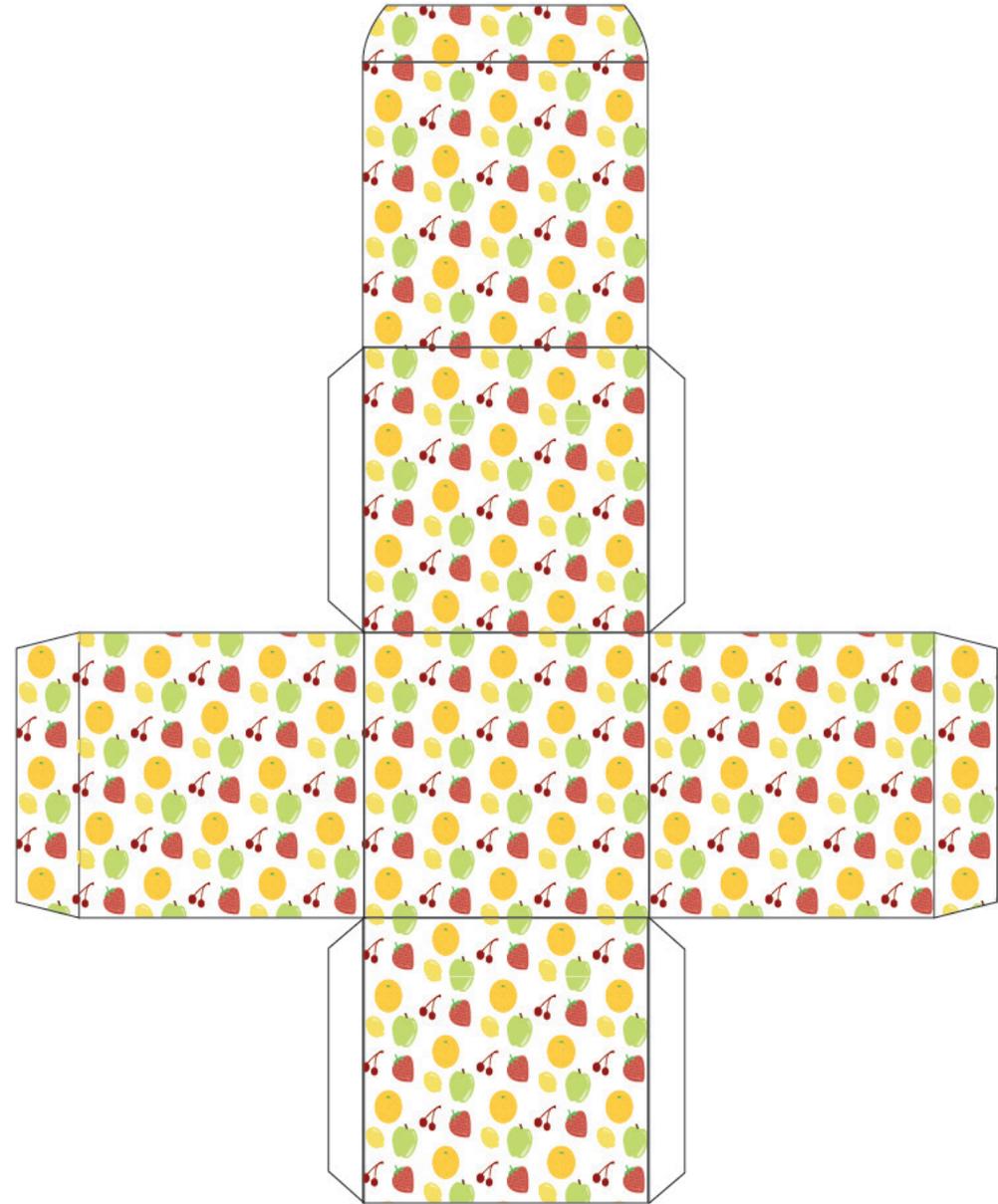
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Total Carbohydrate 20g	7%
Dietary Fiber 0g	0%
Total Sugars 40g	0%
Includes 0g Added Sugars	0%
Protein 0g	0%

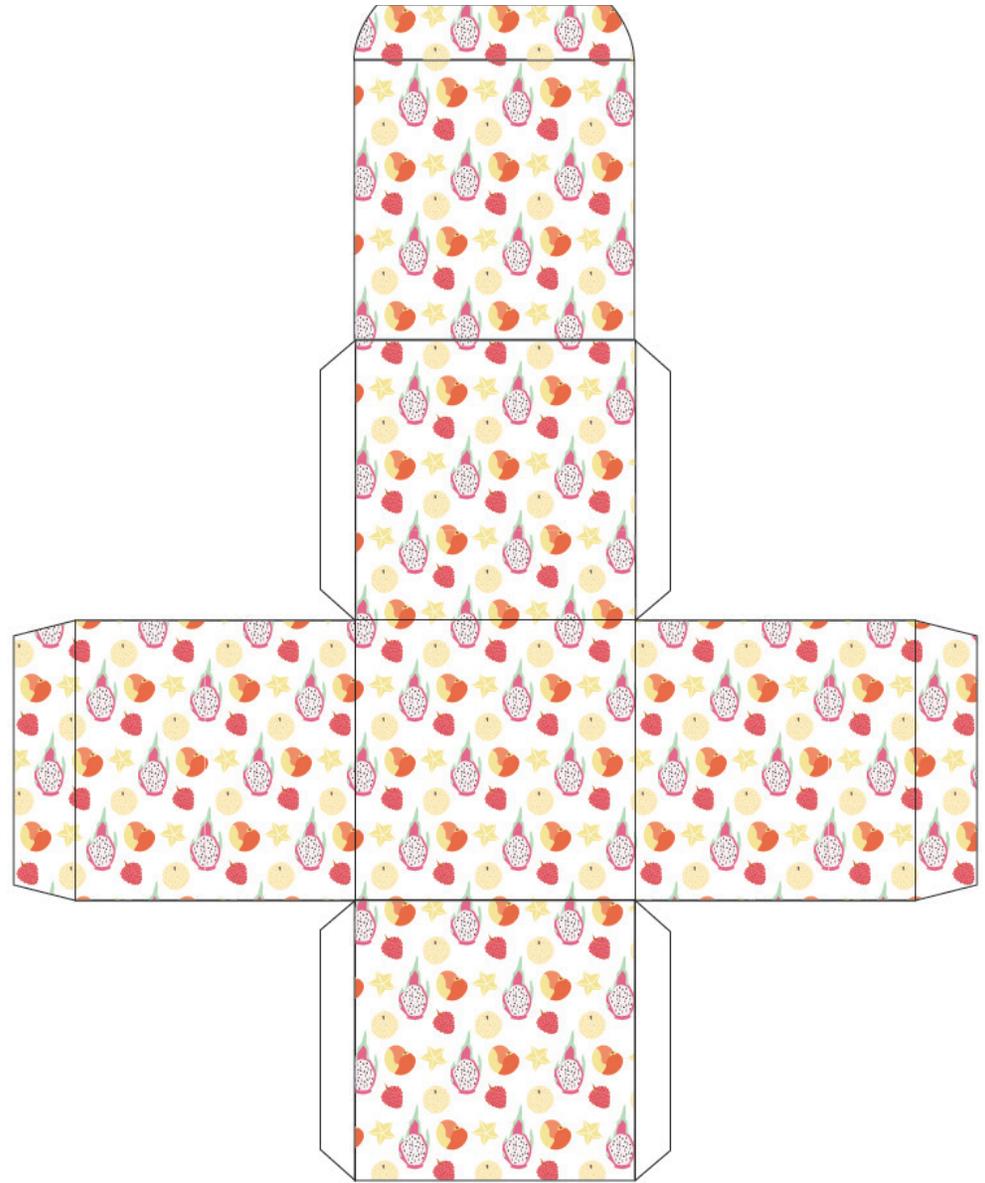
Not a significant source of cholesterol, vitamin D, calcium, iron, and potassium.

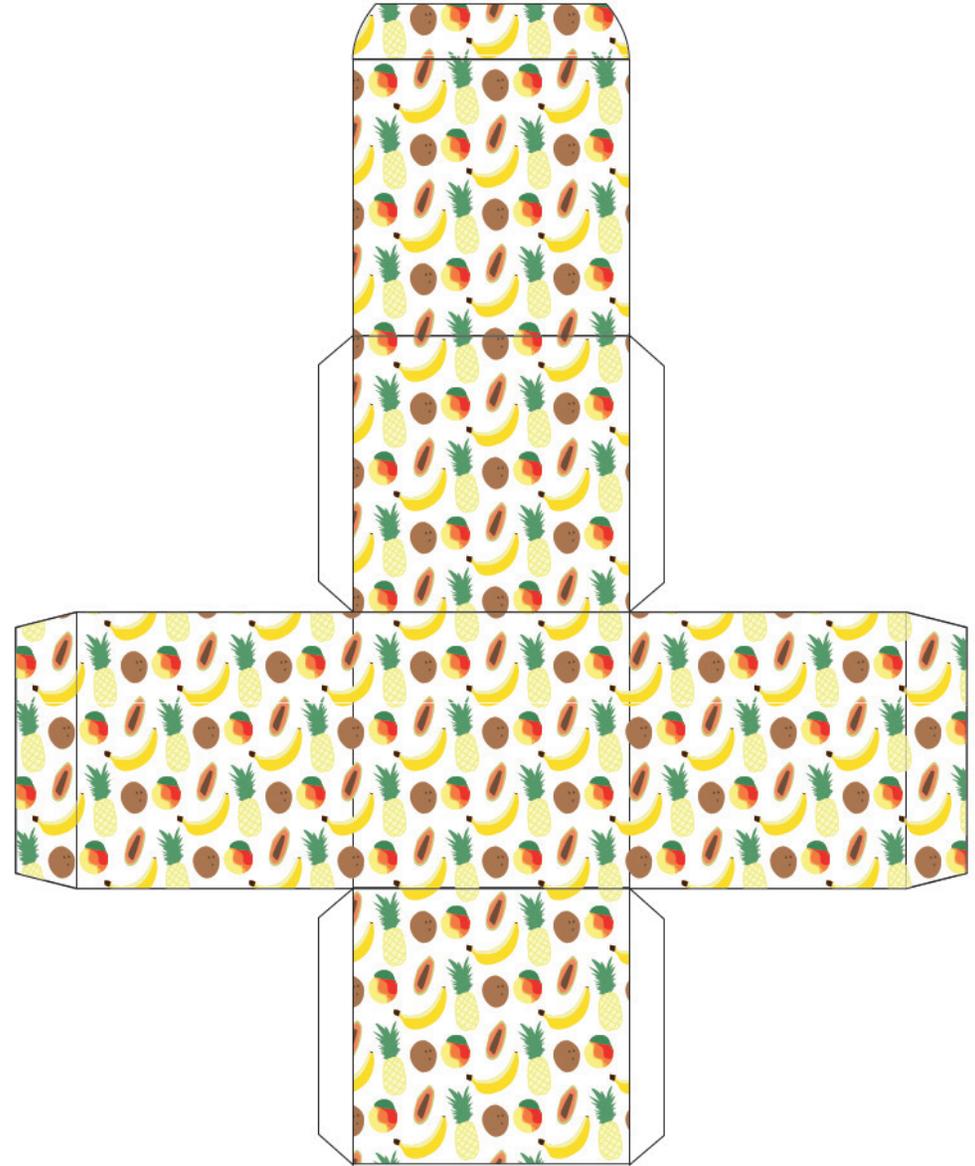
*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Template Iterations









Mockups





agrrr cubs

~beary great~

vegan agar based
gummy bears
15 flavors and expanding



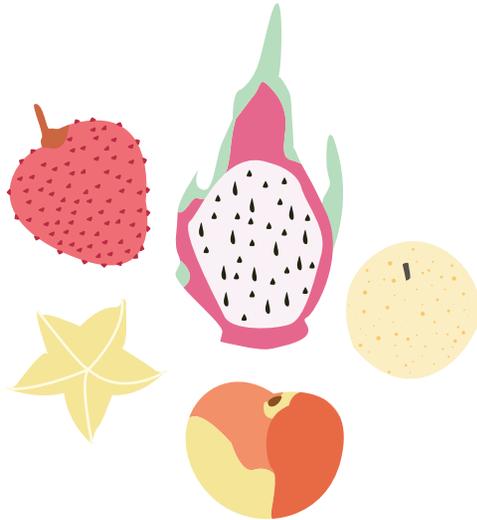
Printed Prototype

Conclusion



Printed the 2nd prototype worked well after deciding to put the head of the logo in the front and the name on the top. The insides also included the smaller pattern. I wanted to create a fun, colorful feeling for agrr cubs as it will attract all ages.

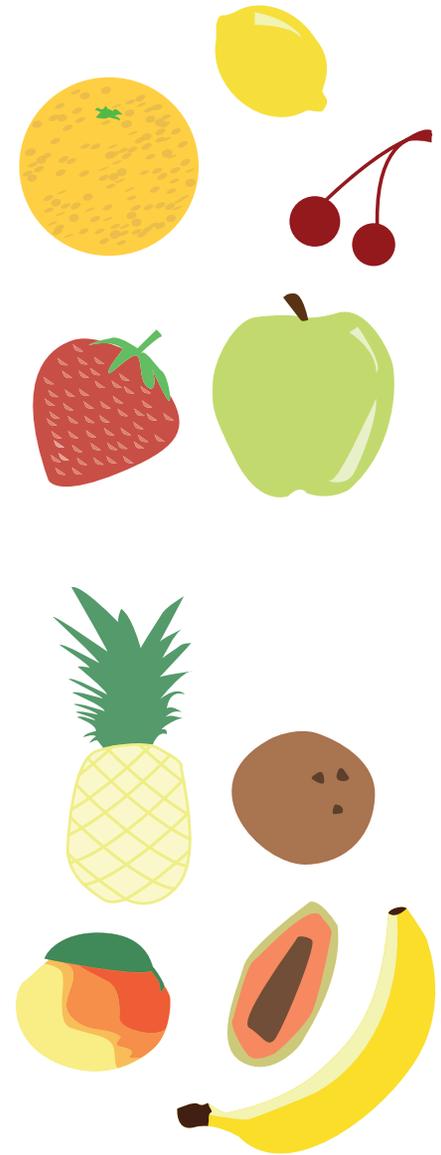
The square box worked well, it was just the right size and very fun, engaging, like building blocks.



Overall, this was a fun project to take on for the semester. The idea of a vegan gummy bear brand with different regional flavors has always been a concept of mine that I wanted to execute one day.

A lot of trial and error involved as well as experimentation. A lot of small challenges along the way which only needed to be fixed with minor adjustments (changing certain colors, adjusting things to make them look better spaced out/even).

I would like to continue working on this project even after the semester, maybe try other types of packaging. I originally wanted to create different packaging could not due to time restraints so I stuck with the box.





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COMD 2019
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