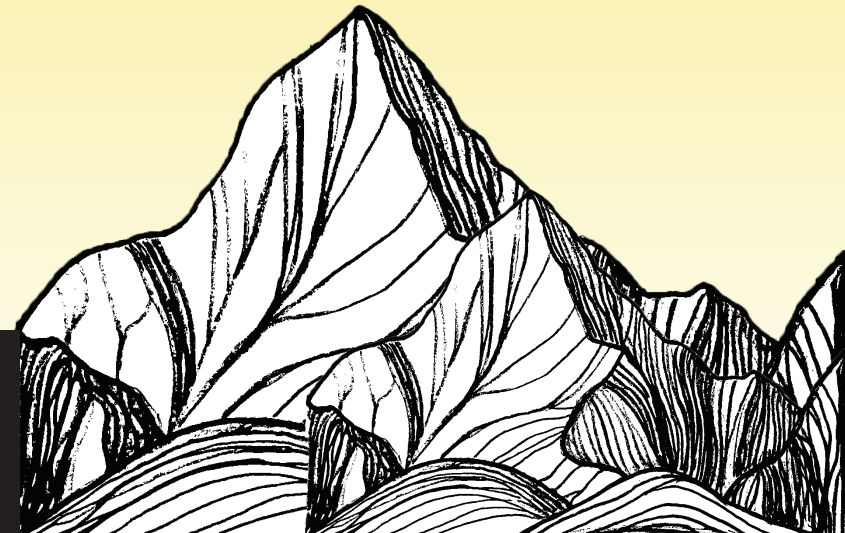


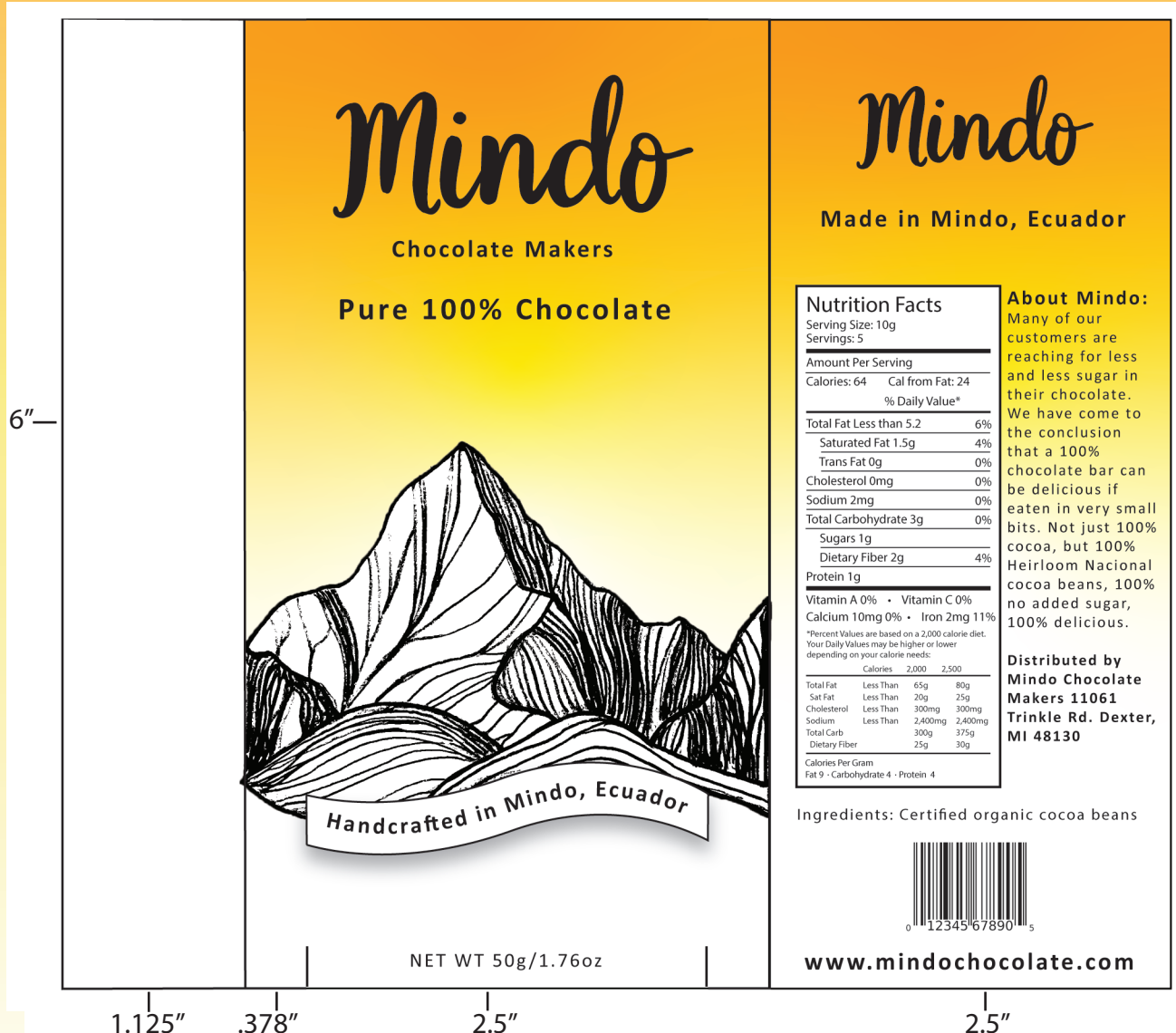
Mindo

Chocolate Makers

Alyssa Matheus

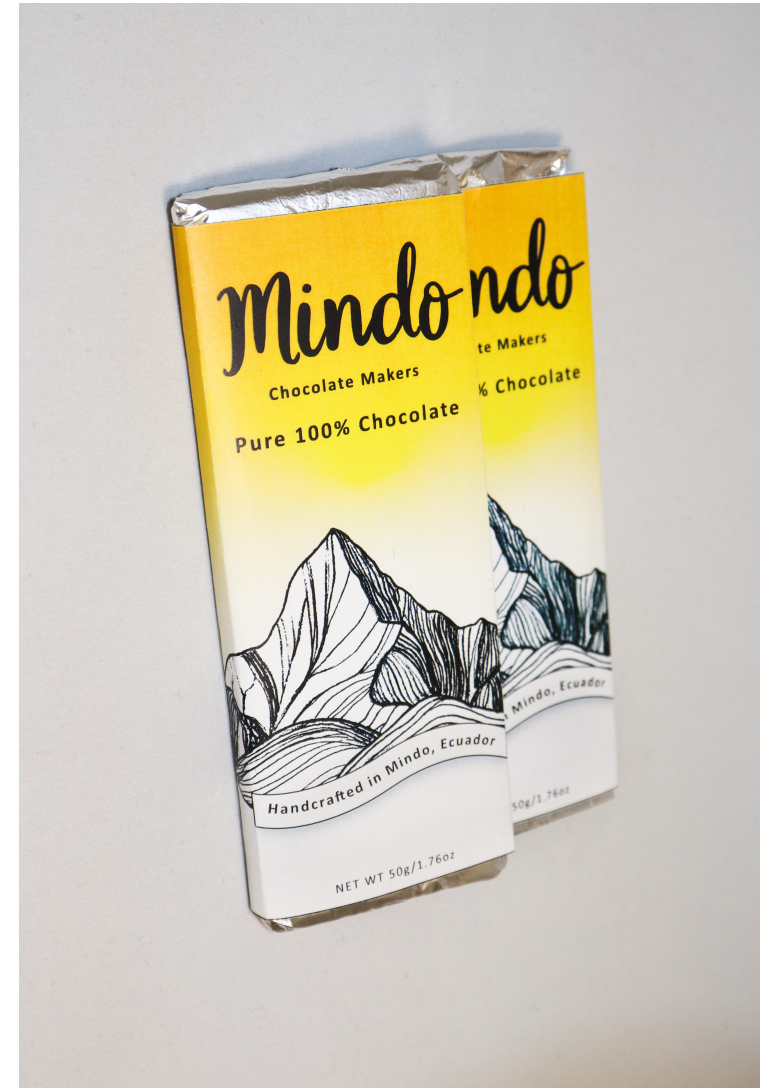


Final Design



- Eye grabbing colors
- Readable text
- Mountains represent Ecuador and the cocoa beans
- Includes standard nutrition label
- Utilizes negative space with the mountain, creating a unique and interesting design
- Back is balanced with text, unlike previous design

Prototype

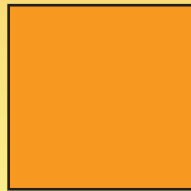


Brand Guidelines

Colors:



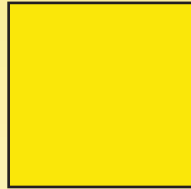
#231F20



#F8991D



#FFFFFF



#FFE600

Typography:

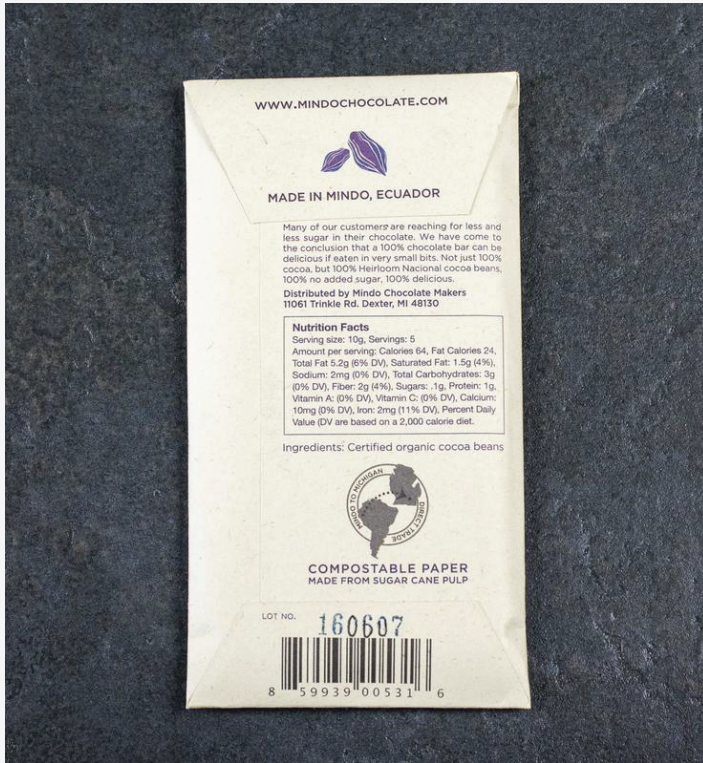
Garden Grown US B

Calibri (6) - Bold

Helvetica



Previous Design

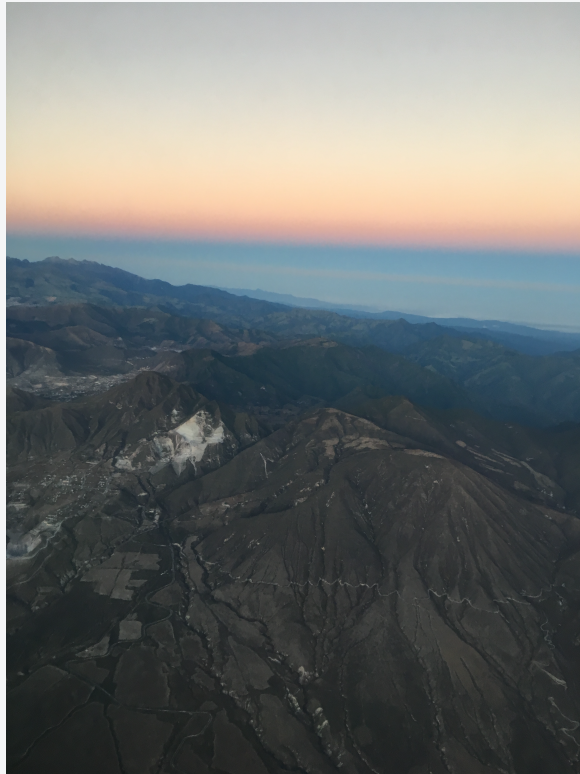


- Plain design
- Does not grab consumers' attention
- Cocoa beans look like raisins
- Text is hard to read
- Font color makes it more difficult



Initial Sketches

Sketches were inspired by this photograph that I took in Ecuador:



Refined Sketches

