



Andrew Columber
Process Book



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CLEVELAND BAGEL COMPANY

The Cleveland Bagel Co. is a business specializing in Traditional Cleveland Style Bagels. You may find yourself asking what that means. The secret of a Cleveland Style Bagel is the hand-rolled dough. The hand rolling leads to crispy chewy bagels and creates distinct lines throughout. These lines make The Cleveland Bagel Company bagel stand out from the competition in looks as well as taste. In a busy city where symbolism is everything, a logo and brand that grabs your attention is essential.



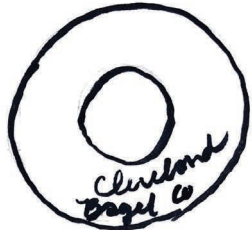
Original Logo



Traditional Hand Rolled Cleveland Style Bagel



CLEVELAND
BAGEL
COMPANY



Inspiration





It is our privilege to serve you for over 21 years. We make traditional Boiled New York style bagels. They're crunchy on the outside and chewy on the inside. Our variety of cream cheeses are sensational, and we create our own seasonal flavors right here. What makes us special: Drive-thru service of espresso, fresh salads & sandwiches using Boar's Head meat. Our New York style bagels and homemade cream cheeses are the best ever made! We're proud to be locally owned!

BAGELS

Plain • Egg • Sesame • Garlic • Poppy Seed • Works • Salt Chocolate Chip • Cranberry • Banana Nut • Blueberry • Honey Oat Cinnamon Raisin • Jalapeño • Cinnamon Apple • Cinnamon Sugar Sundried Tomato • Spinach Cheddar • Wheat • Mixed Grain Sesame Wheat • Onion • Sourdough

CREAM CHEESES

Plain • Low Fat Plain • Garlic & Onion • Cinnamon Raisin • Lox Sundried Tomato • Low Fat Strawberry • Honey Walnut • Chives Low Fat Veggie • Green Olive • Jalapeño • Plus seasonal specials

SANDWICHES

Made with Boar's Head Meat

Turkey • New York Pastrami • Black Forest Ham Roast Beef • Salami

Veggie, with Avocado and Cucumber Sandwich BLT - toasted with mayo, bacon, lettuce, and tomato

SALADS

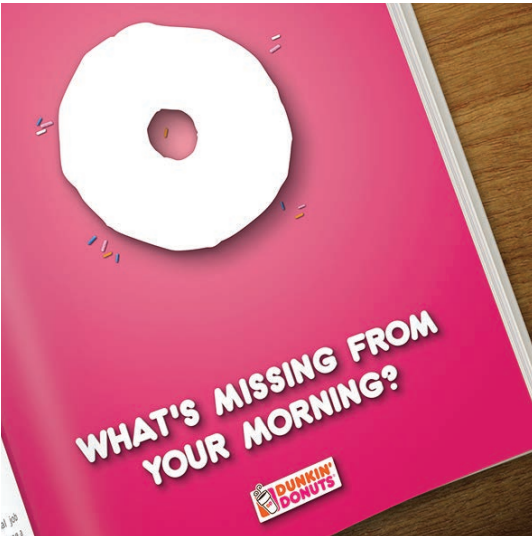
Chicken Caesar • Chef Salad Oriental Chicken • Garden Salad

ESPRESSO & OUR FAMOUS BLENDED DRINKS

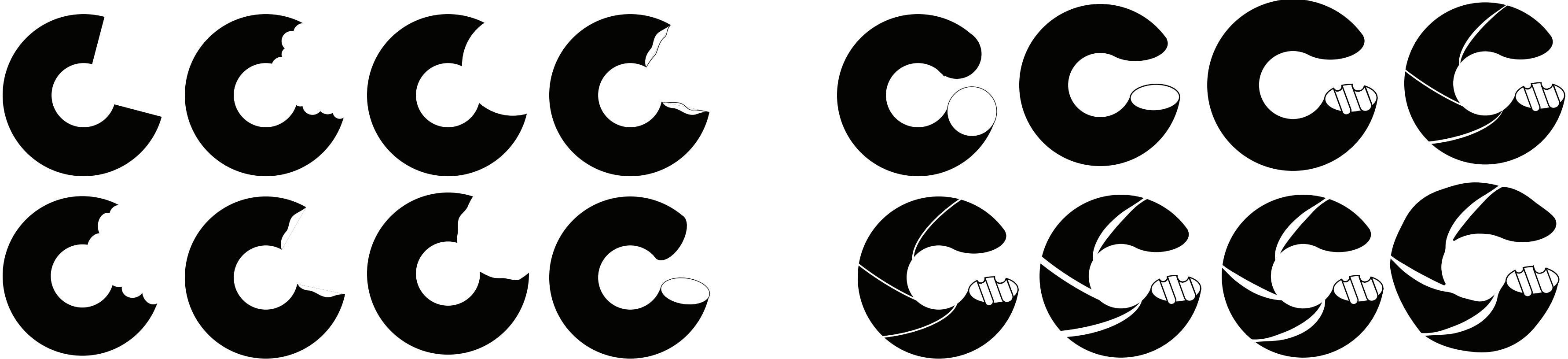
Gourmet roasted, premium, flavored coffee of the highest quality. Macha Java Frost • Tasty Espresso Drinks Delicious All Natural Fruit Smoothies

ARROYO GRANDE
1259 East Grand Avenue
(805) 473-1500
Drive-Thru Window

PISMO BEACH
503 Five Cities Drive, #B
(805) 773-9263
Hours: 6am-3pm Monday-Friday



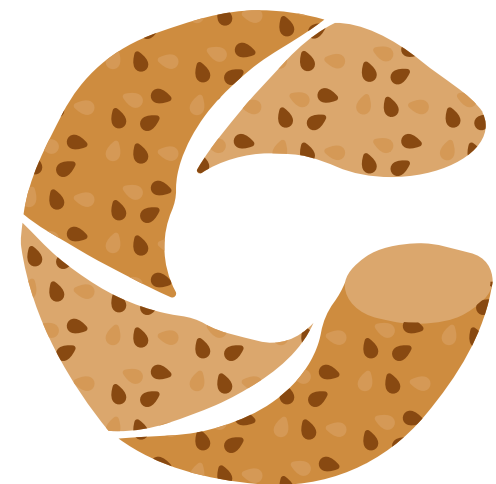
Logo Variations



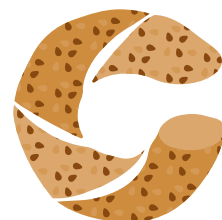
The concept of creating a logo that was a bagel that created a “C” from a bite being taken out of it was an early idea that took much refinement.

Logo Variations

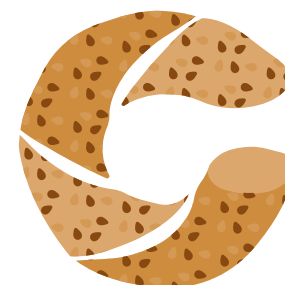




**The Cleveland
Bagel Company**



**The Cleveland
Bagel Company**



RGB 136, 74, 20
CMYK 0, 56, 87, 54
PANTONE P 29-15 C
HEX 884A14



RGB 220, 166, 109
CMYK 0, 29, 57, 14
PANTONE P 21-4 C
HEX DCA66D



RGB 213, 153, 87
CMYK 0, 34, 68, 17
PANTONE P 21-5 C
HEX D59957



RGB 206, 140, 63
CMYK 0, 39, 79, 20
PANTONE P 21-6 C
HEX CE8C3F


BUILD PROUD




Stationery



Ad Campaign





The Cleveland Bagel Company

7 Delicious Bagel Flavors

Plain	Rosemary
Sesame Seed	Sea Salt
Sea Salt	Cinnamon
Poppy Seed	Cranberry
	Everything

Available Daily at Our Detroit Shoreway Location

4201 Detroit Ave.
Cleveland, OH 44113

Also Available at 21 Fine Cleveland Retailers

Find them at:
clebagelco.com/find-us/location/



Visit Our Storefront

Located at
4201 Detroit Ave.
Cleveland, OH 44113

Home of The Traditional Cleveland-Style Bagel


The Cleveland Bagel Company is home to the traditional Cleveland-style bagel. You might ask, "What's a Cleveland-Style bagel?" Well, we're inventing it! It's an old world style bagel that's not too doughy and not too sweet. Our bagels are full of flavor and chewy with a crisp exterior. But don't just take our word for it.


Find Your Favorite Cleveland Bagel at These Local Retailers Too

PHOENIX COFFEE BAR 5000 Bridge Ave. 216.440.7160	SIX SHOOTER COFFEE 16231 Vesperus Rd. 216.292.4151	VINTAGE TEA & COFFEE 1816 E. 12th St. 216.174.2100
PHOENIX COFFEE 1702 E. 9th St. 216.771.9262	ERIE ISLAND COFFEE 19900 Detroit Rd. 440.333.3332	DAILY PRESS 6806 Detroit Ave. 440.622.2289
PHOENIX COFFEE 2287 Lee Rd. 216.852.8227	JUMA COFFEE 20700 Chagrin Blvd. 216.295.1717	More Locations at: clebagelco.com/find-us/location/



The Cleveland Bagel Company



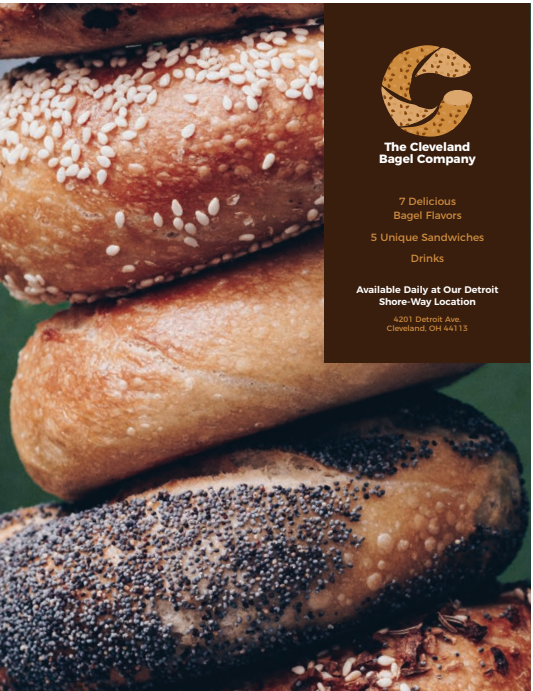


The Cleveland Bagel Company

Home of The Traditional Cleveland-Style Bagel

The Cleveland Bagel Company is home to the traditional Cleveland-style bagel. You may ask, "What's a Cleveland-Style bagel?" Well, we're inventing it! It's an old world style bagel that's not too doughy and not too sweet. Our bagels are full of flavor and chewy with a crisp exterior. But don't just take our word for it. Through Visit Our Detroit Shoreway Location or find us at 21 different local Cleveland retailers. Find where your favorite bagel is sold at:

clebagelco.com





The Cleveland Bagel Company

7 Delicious Bagel Flavors

5 Unique Sandwiches

Drinks

Available Daily at Our Detroit Shore-Way Location

4201 Detroit Ave.
Cleveland, OH 44113



Visit Our Storefront

Located at
4201 Detroit Ave.
Cleveland, OH 44113

**The Cleveland Bagel Company**

What is a TRADITIONAL Cleveland-Style Bagel?

We're inventing it! An old world style bagel that's not too doughy and not too sweet. Full of flavor and chewy with a crisp exterior. But don't just take our word for it! Don't just take our word for it. Through Visit Our Detroit Shoreway Location or find us at 21 different local Cleveland retailers.

clebagelco.com/find-us/location/





The Cleveland Bagel Company

Home of The TRADITIONAL Cleveland-Style Bagel

"What's a Cleveland-Style bagel?"

We're inventing it! An old world style bagel that's not too doughy and not too sweet. Full of flavor and chewy with a crisp exterior. But don't just take our word for it!

clebagelco.com

Magazine & Instagram ads that include a self mailer/flyer.

25% OFF

half-pound tub of schmear

When you buy a

Dozen Bagels



The Cleveland Bagel Company



The Cleveland Bagel Company

25% OFF

half-pound tub of schmear

when you buy a

Dozen Bagels



The Cleveland Bagel Company

Bagel Bogo

Second bagel free w/ purchase of any sized

Coffee or Tea



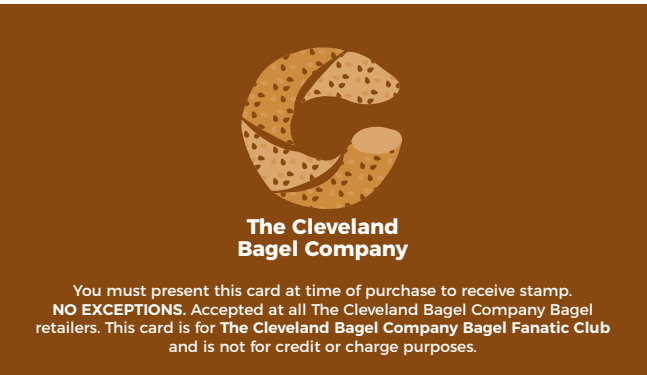
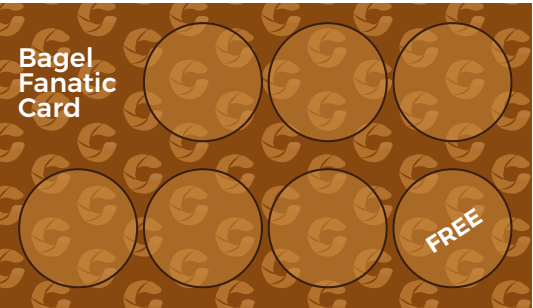




3D Aspects



3-Dimensional aspects intended to catch your eye in the busy city streets without being overwhelming.

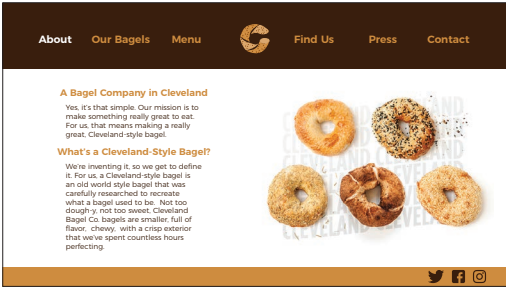
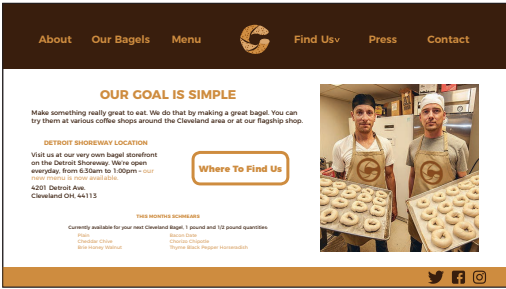


Bagel reward club card and stamp including “everything seasoning” within the inside to follow the branding.



Website

The Cleveland Bagel Company is a fairly recent startup, and as such, their web presence is integral for growth. A website and advertisement material that are inviting and simple to navigate creates happy customers who turn into return customers.



OUR GOAL IS SIMPLE

Make something really great to eat. We do that by making a great bagel. You can try them at various coffee shops around the Cleveland area or at our flagship shop.



HOME OF THE TRADITIONAL CLEVELAND STYLE BAGEL



A Bagel Company in Cleveland

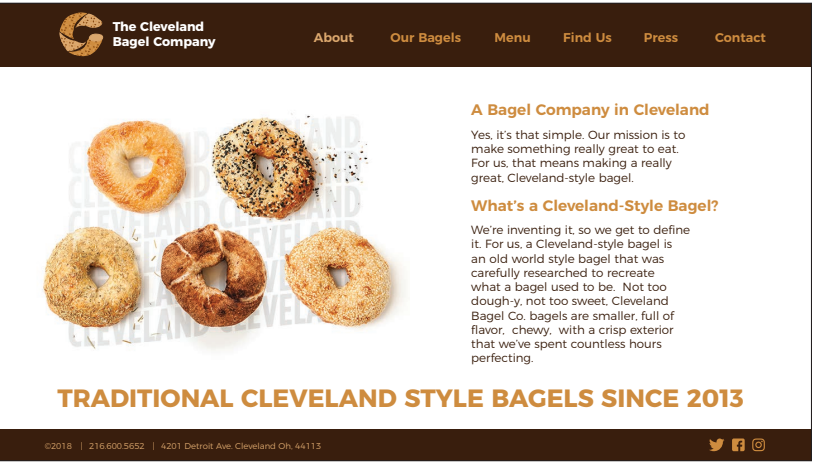
Yes, it's that simple. Our mission is to make something really great to eat. For us, that means making a really great, Cleveland-style bagel.

What's a Cleveland-Style Bagel?

We're inventing it, so we get to define it. For us, a Cleveland-style bagel is an old world style bagel that was carefully researched to recreate what a bagel used to be. Not too dough-y, not too sweet, Cleveland Bagel Co. bagels are smaller, full of flavor, chewy, with a crisp exterior that we've spent countless hours perfecting.



TRADITIONAL CLEVELAND STYLE BAGELS SINCE 2013





OHIO GAME & FISH

Outdoor Sportsman Group's Magazines & Special Interest Publications reach 7.9 million customers with 28 regional and 14 national titles reaching an audience of over 27-million readers who devour the 13,000 editorial pages every year.

These brands represent some of the oldest and most established in the industry – from the iconic Guns & Ammo, to the useful – with 28 regional editions – Game & Fish, to the most prestigious – Fly Fisherman, the leader in the ‘catch-and-release’ fishing category.

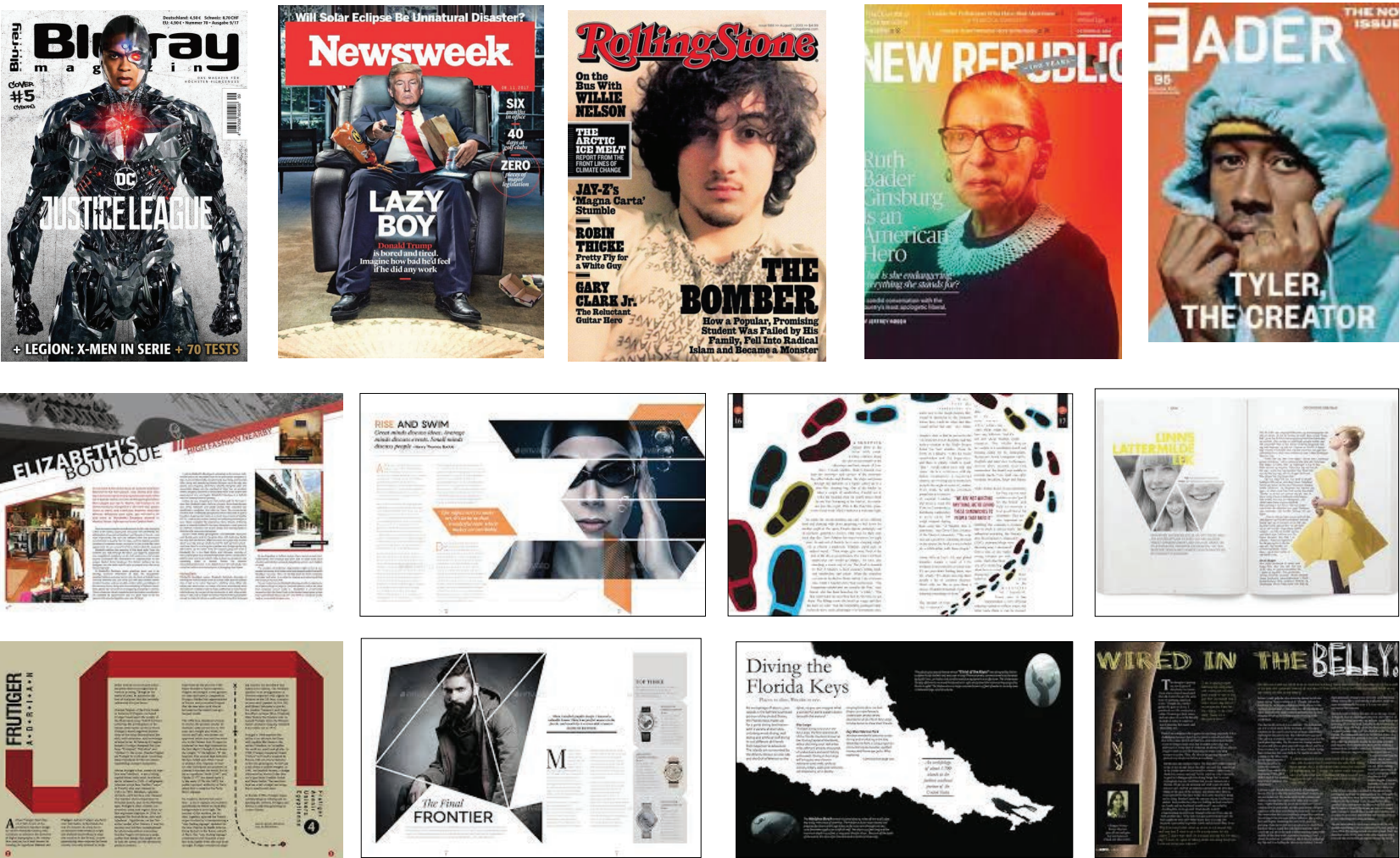
As an advertiser, if your primary target is men, they capture more male consumers (over 22-million) than any other sports-oriented media company – that's more men than some mainstream brands, like Esquire, Popular Mechanics and Playboy.

Demographic

The demographic is currently middle aged men. I would like to use more some more modern design to reach a younger audience without straying too far from the current design so as to not lose the current fans.



Reference



OHIO G&F

OHIO
Game
and
Fish

OHIO
game
and
fish

OHIO
G&F

ohio
Game+Fish

ohio
Game&Fish

OH
G&F

OH
G+F

OHIO
Game⊕Fish

OHIO
GAME & FISH



Final Masthead

Game & Fish

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Arial

Game & Fish

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Bodoni

Game & Fish

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Fira Sans

Game & Fish

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Montserrat

Game & Fish

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Arial Black

Game & Fish

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Courier

Game & Fish

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Futura

Game & Fish

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Rockwell Std

Game & Fish

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Avenir

Game & Fish

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Didot

Game & Fish

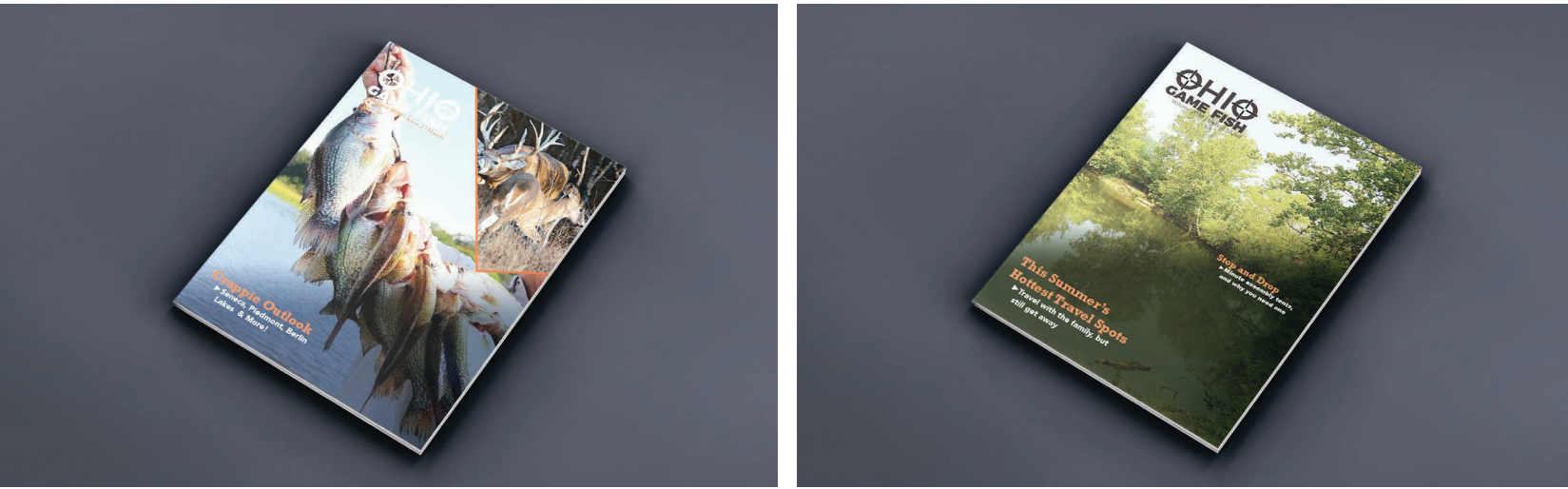
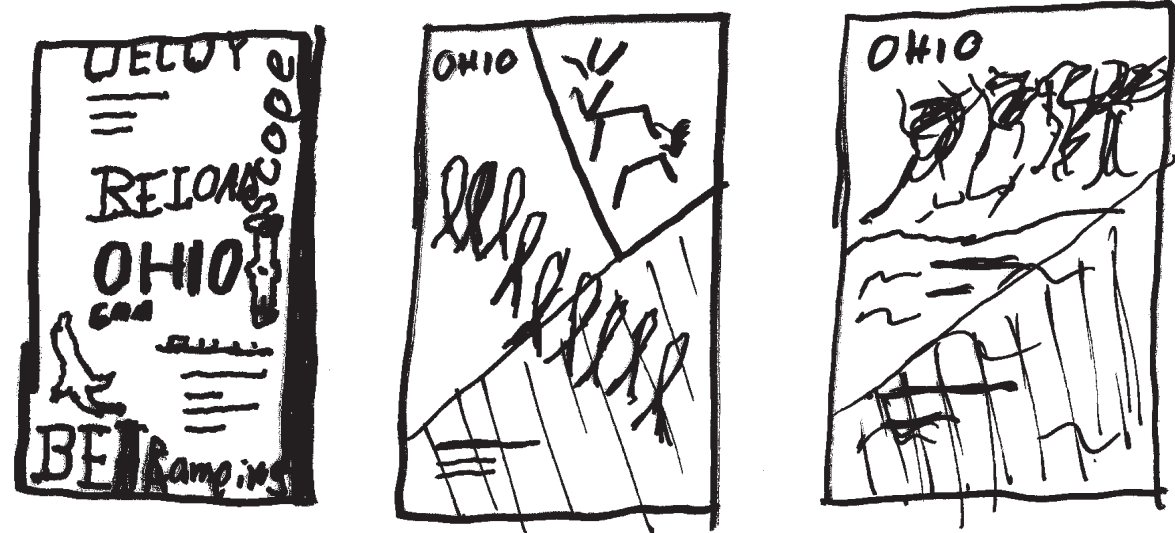
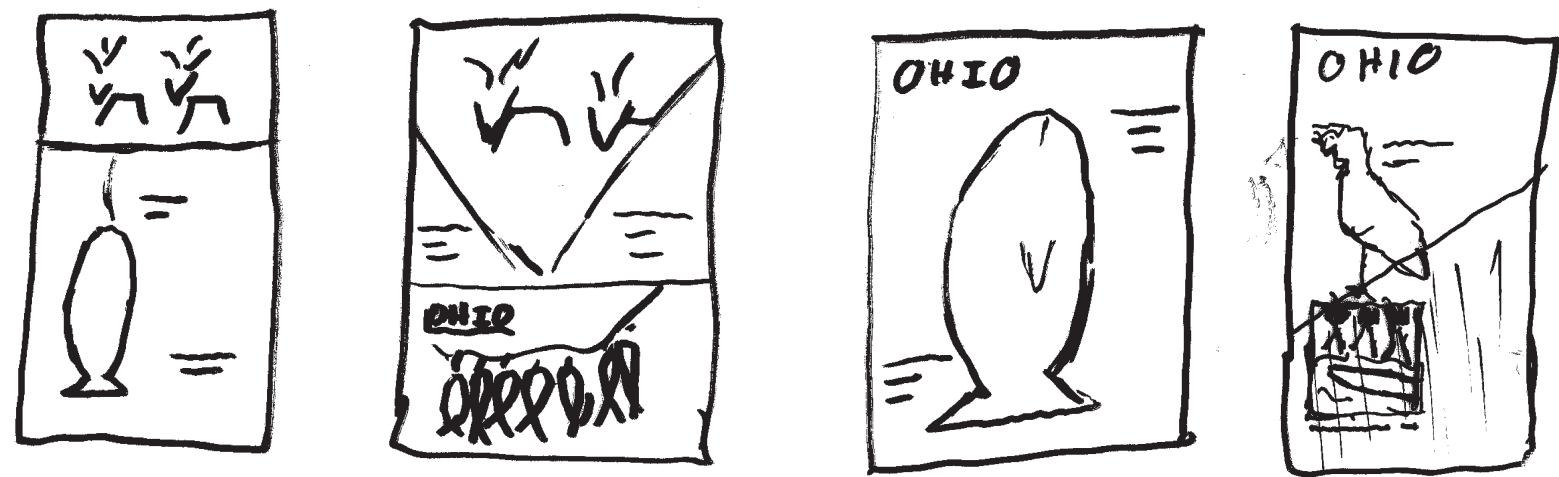
Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Helvetica Neue

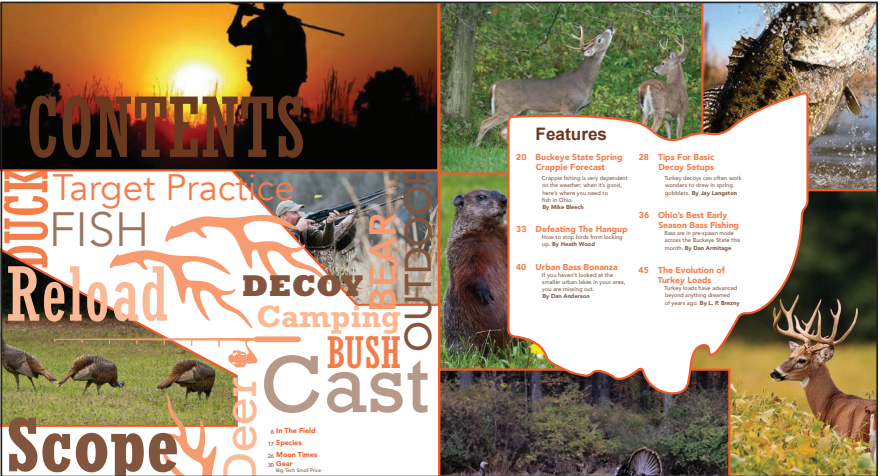
Game & Fish

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Serifa

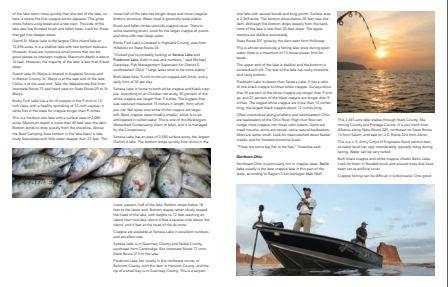
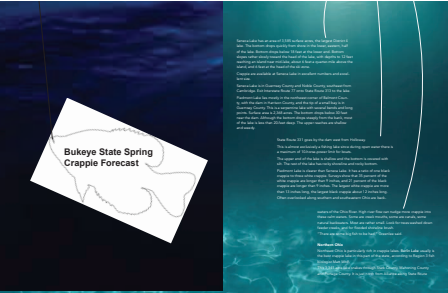


Contents



Featured Article







PARTY ON THE POINT

PROJECT	COLOR (S)	MATERIAL	PROCESS	EXTRAS
<input type="radio"/> Restaurant Menu	<input type="radio"/> Grayscale	<input type="radio"/> Acrylic/Plexiglass	<input type="radio"/> Three Dimensional Component	<input type="radio"/> Signage
<input type="radio"/> Corporate Event Invitation	<input type="radio"/> 1 Pms	<input type="radio"/> Fabric	<input checked="" type="radio"/> Die Cut	<input type="radio"/> Something Edible
<input type="radio"/> A Series Of Brochures	<input type="radio"/> 2 Pms	<input checked="" type="radio"/> Metal	<input type="radio"/> Experimental Fold	<input type="radio"/> Wearable
<input type="radio"/> Zine	<input type="radio"/> 3 Pms	<input type="radio"/> Organic Material	<input type="radio"/> Unique Binding Technique	<input type="radio"/> A Large-scale Application
<input checked="" type="radio"/> A Walking Map	<input checked="" type="radio"/> Cmyk (Full Color)	<input type="radio"/> Paper Only	<input type="radio"/> Reveal	<input checked="" type="radio"/> A Keepsake
<input type="radio"/> Designers Choice From Above	<input type="radio"/> Designers Choice From Above	<input type="radio"/> Designers Choice From Above	<input type="radio"/> Designers Choice From Above	<input type="radio"/> Designers Choice From Above

- Campus Map

University of Akron

Kent State

Ohio State University

Stark State
- Airport Terminal Map

Cleveland Hopkins

Akron Canton
- Bar Crawl Map

Akron

Cleveland

Columbus

Pittsburgh
- One Color Only

Black

Reds

Blue

Yellow
- Two Colors

Blue and Green

Red and Blue

Black and Yellow
- Three Colors

Black, Green, and Blue
- Binding

Bolts

Hinge

Rivets

Copper

Stainless Steel;

Silver

Black
- Unique Fold

Cut Through Letters

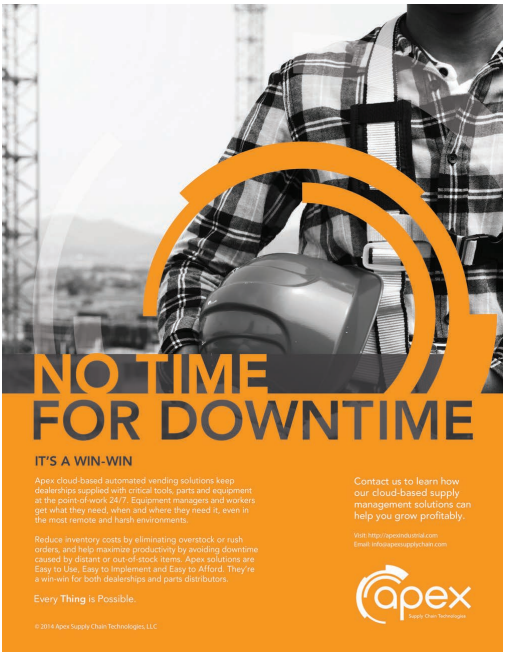
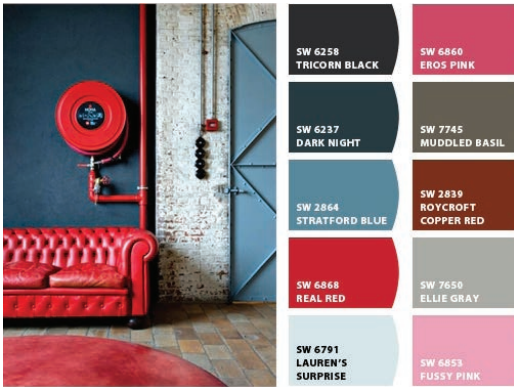
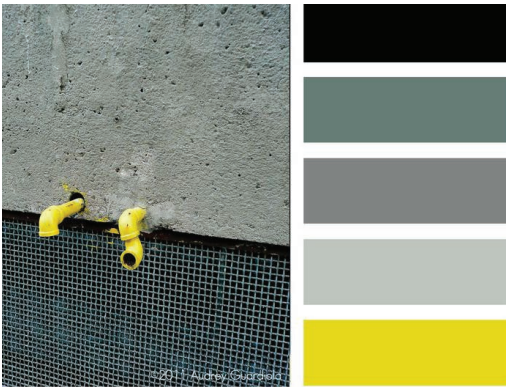
Logo cut through
- Key Chain

T-Shirt

Hat

Bottle Opener
- A folding map for night life and exploring Pittsburgh. Intended to fit into your pocket and use the reputation of the city of steel as reference for styling and aesthetic.

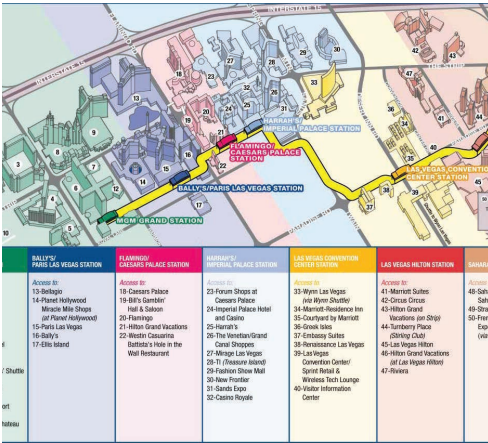
Reference



-Graphic style representation
-Possible buildings on map
-Representative Emblems

After some exploration, I decided to stick with the common yellow and black all over Pittsburgh to show the cities pride.

Type Studies



Header

Party on the Point

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Party on the Point

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Party on the Point

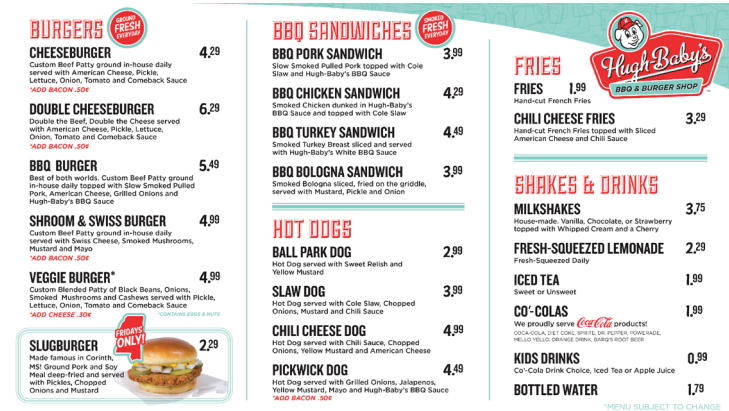
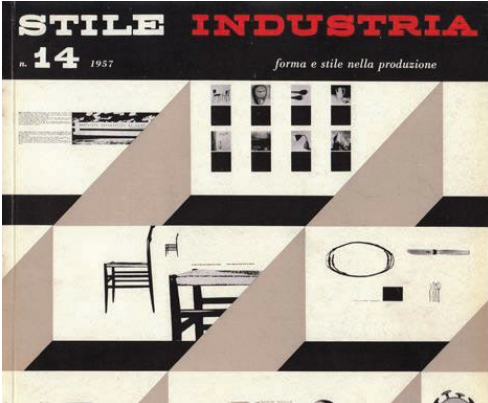
Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Museo Slab

Rockwell Std

Chosen to represent Pittsburghs history
as steel city through letter forms
representative of steel beams.

Nimbus Sans Xtd



Body

Game & Fish

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Game & Fish

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Game & Fish

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Avenir

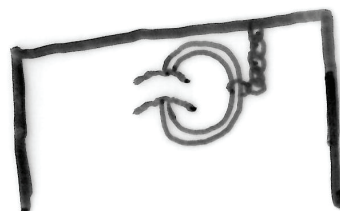
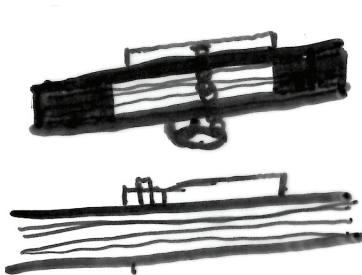
Montserrat

Functions well large scale as well as
small scale with variety in weights.

Sketches



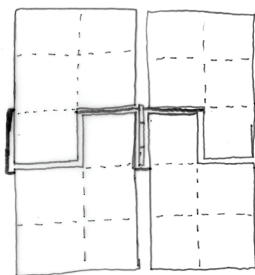
Black stainless steel booklet



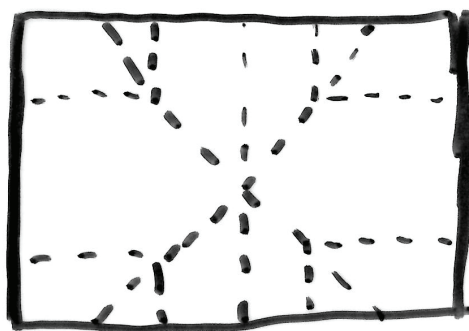
Key chain attachments on front and back



Scripted key chain with bottle opener



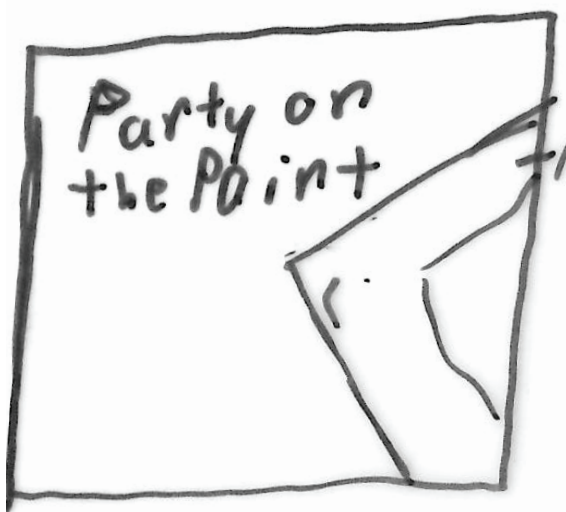
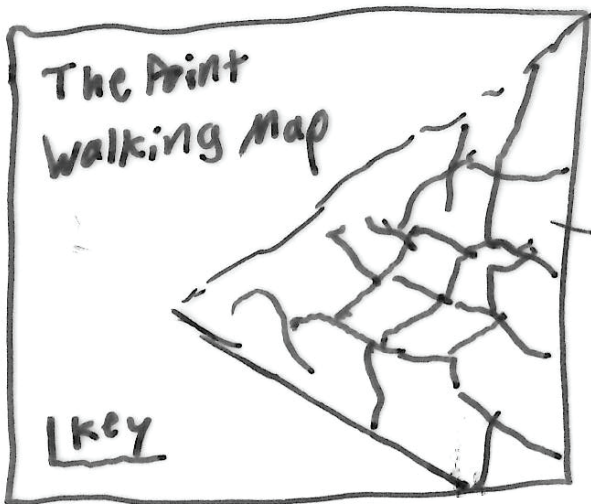
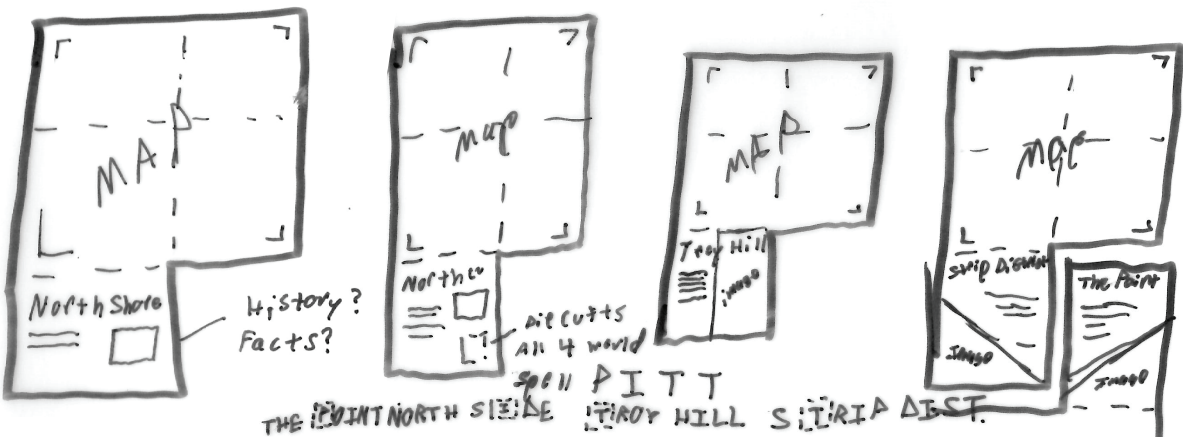
One motion for opening and closing is more ideal while walking. Utilizes the same amount of space for type and imagery



Too complex of a fold and difficult to open and close while walking around.

North Shore side
Troy Hill
Strip District
The Point

Different possible areas of focus

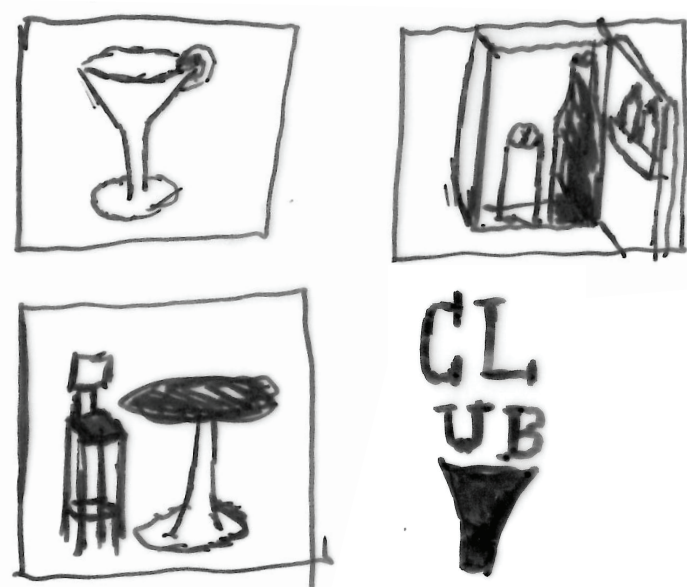


Emblems

Pub



Club



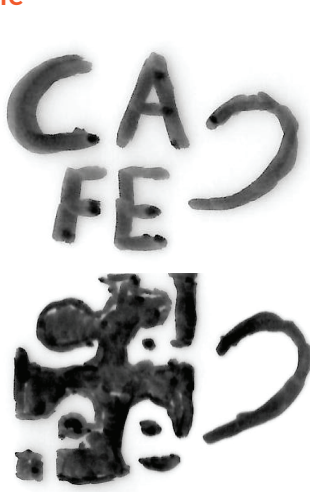
Restaurant



Sports Bar



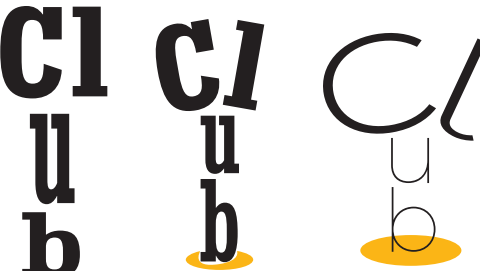
Cafe



Pub



Club



Cafe



Restaurant

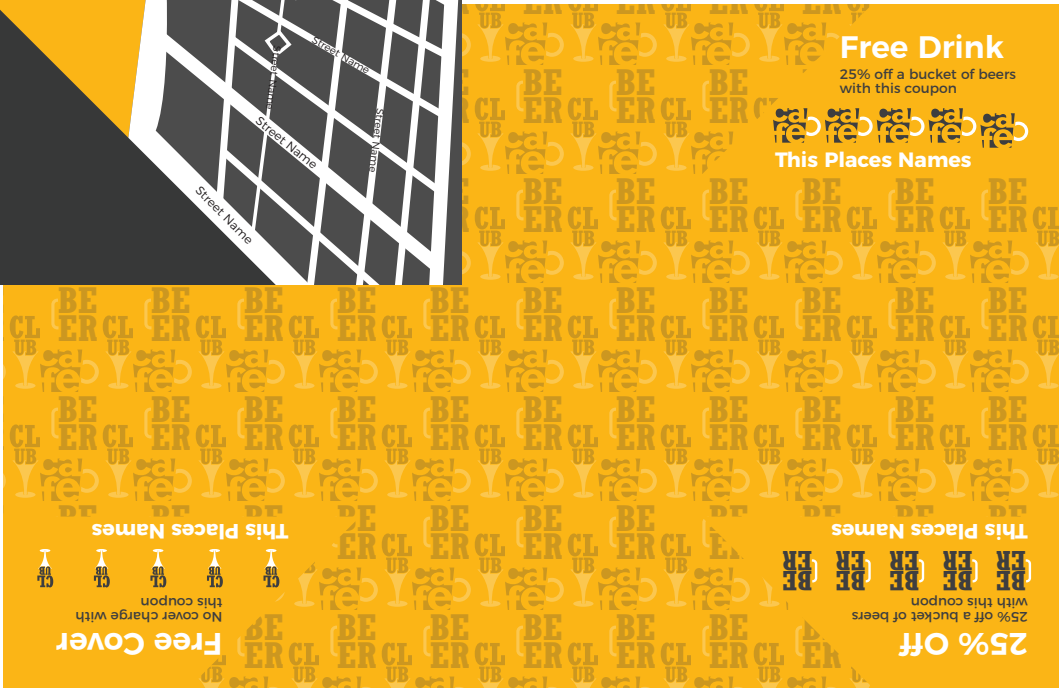
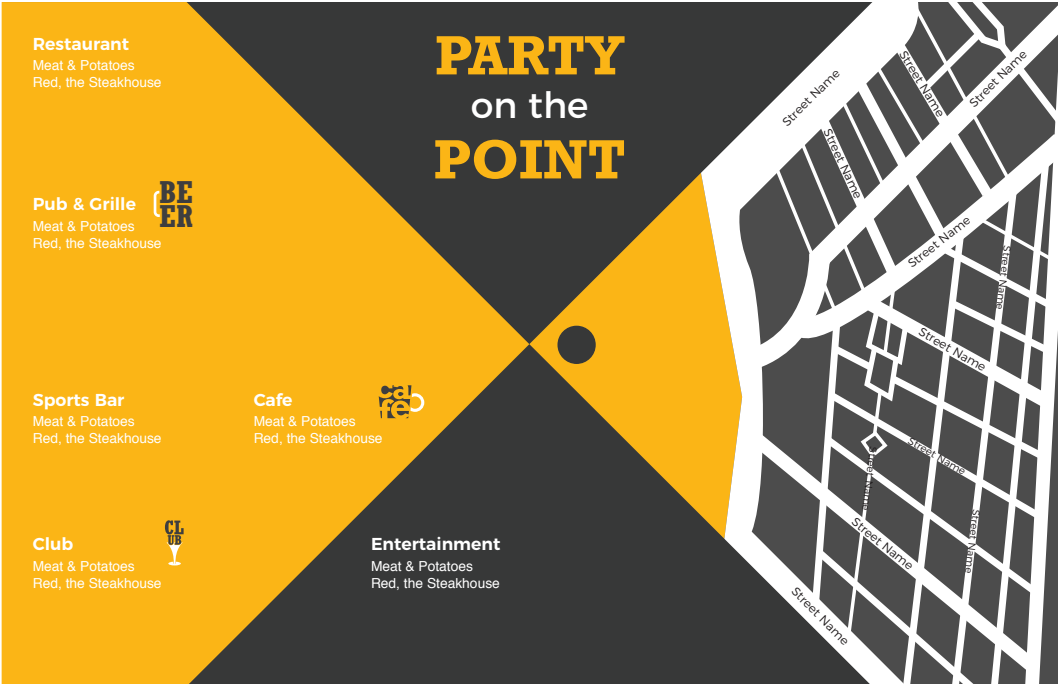
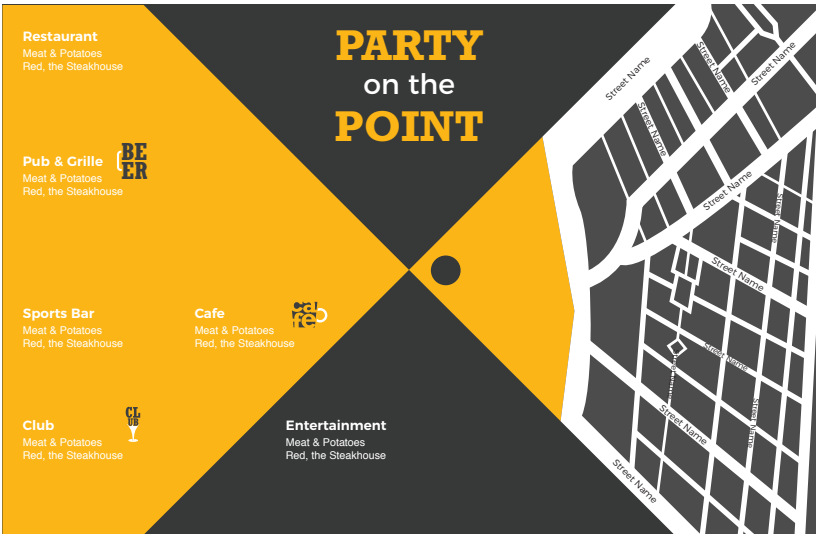
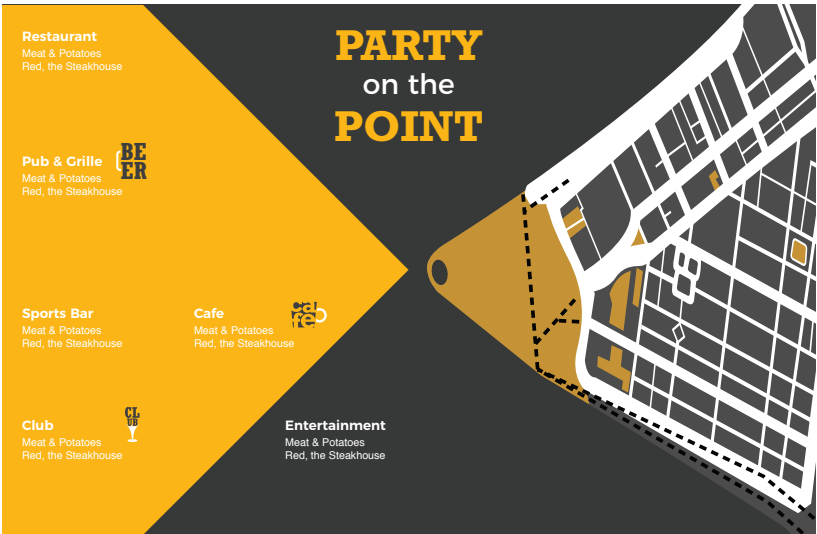


Sports Bar



Emblems to be used for each type of establishment. Possibly as markers on the map itself.

Layout







Subaru Corporation

Slogans

Not big in size, but a high-quality company with distinctive strengths.
Love, it's what makes a Subaru, a Subaru

Company Overview

The launch of the SUBARU 360 in 1958 marked SUBARU's start as an automaker. Ever since, we have contributed to the development of Japan's automotive industry by creating a succession of distinctive cars equipped with creative technologies such as the horizontally opposed engine and Symmetrical All-Wheel Drive,. We continue to take on new challenges in order to provide all of our customers with "Enjoyment and Peace of Mind." For example, we continue to evolve the EyeSight driver assist system, have improved safety performance and driving performance by adopting the SUBARU Global Platform, our next generation-vehicle platform, and we're the first Japanese automaker to use a pedestrian airbag.

Stats

88 new US dealerships in 2017
Expect electric vehicles in 2021

Financial (Automotive)

Net Sales (Billions of Yen)

'13	1,779.0
'14	2,246.6
'15	2,699.0
'16	3,039.4
'17	3,152.0

Operative Income (Billions of Yen)

'13	111.0
'14	309.0
'15	400.9
'16	543.6
'17	397.7

94.8% Consolidated net sales contribution ration of the Automotive Business Unit

Ration of Shareholders' Equity to Total Assets (%)

'13	37.7
'14	40.5
'15	46.5
'16	51.8
'17	52.8

Dividend Payout Ratio (%)

'13	9.8
'14	20.0
'15	20.3
'16	25.7
'17	39.4

Message From CEO

From a company making things, to a company making people smile.

Message From CFO

We will move ahead with selection and concentration, differentiation, and a value-added strategy, while maintaining our industry-leading profit margin and aiming for sustained growth.

Debut of All New Impreza

The all-new Impreza is a strategically important vehicle positioned in "Prominence 2020," the mid-term management vision as the first model in SUBARU's next-generation product lineup. As the first model to use the new platform and the first to feature a new-concept design, the Impreza is the result of successfully overcoming various challenges and further evolution of the "Enjoyment and Peace of Mind" SUBARU value proposition. With the release of the all-new Impreza SUBARU has raised the curtain on the next generation of SUBARU cars with a model that promises to set a new standard for excellence.
2016-2017 Car of the Year Japan Award
2016-2017 Japan New Car Assessment Program (JNCAP) Grand Prix Award
2017 Top Safety Pick+ Award

SUBARU
share
the love
EVENT

Putting a little love
in people's hearts.

Purchased or leased a Subaru?
Choose how Subaru's donation is shared
on your behalf to make the world a better place.

Select Your Charities

Subaru logo and 'NOW OPEN TO SERVE YOU' text.

29 MPG

29 MPG

23 MPG

30 MPG

900

at

900

Trade in
and
Trade up

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EXCLUSIVE BUY-BACK NOTICE

After checking Black Book's, your vehicle's Trade-In Value is at or at time high. However, based on our need, we'd like to offer you a \$2,000.00 over Black Book's value.

There is no purchase necessary. We must rebid our inventory once. If you need to replace your vehicle, there is no time limit to upgrade. In fact, with new incentives, lower interest rates and aggressive discounts, you may be able to upgrade into a new 2017 model with payments equal to or less than your current payment.

Black Book's
Exclusive Offer
TO OUR CUSTOMERS
\$2,000.00 OVER
BLACK BOOK'S VALUE
FOR YOUR TRADE

FREE VEHICLE...
YOUR BLACK BOOK
TRADE VALUE...
\$2,000.00
\$11,100.00

WALSER

SUBARU

VEHICLE
EXCHANGE
PROGRAM

First name, does a lower monthly payment and a newer car sound good?

Today's historically low finance rates and high used car values make it possible for many of our customers. The Subaru Vehicle Exchange program was designed to help you get a new car at the same or lower payment.

According to our records, you currently own a Subaru in good condition. Your Subaru is at its peak trade-in value. We would like to take it in on trade or buy it outright.

Our Vehicle Exchange Team will provide you with a no-obligation proposal so you can determine if now is the right time to trade or sell your Subaru. This is a great opportunity to exchange your Subaru for a new vehicle, often at the same or lower payment, with no cash out of pocket.

First name, please call General Manager, Jeff Holmquist, at 952-314-1719 or stop at Walsen Subaru for your complimentary proposal.

WALSER

952-314-1719 | WalsenSubaru.com

SUBARU

PRE-OWNED SPECIALS

Every vehicle comes with a FREE CARFAX REPORT, which provides you peace of mind, as it signifies that all vehicles were carefully selected and inspected to be in great condition.

'13 Nissan Maxima SAFARI, AWD, 2016 \$16,945	'11 Dodge Charger SAFARI, AWD, 2016 \$14,245	'12 Ford Mustang SAFARI, AWD, 2016 \$12,985
'12 Lincoln MKC SAFARI, AWD, 2016 \$16,945	'10 Cadillac CTS SAFARI, AWD, 2016 \$13,845	'09 Jeep Liberty SAFARI, AWD, 2016 \$12,245
'13 Subaru Forester SAFARI, AWD, 2016 \$15,845	'10 Honda Accord SAFARI, AWD, 2016 \$13,965	'08 Mazda CX5 SAFARI, AWD, 2016 \$11,645
'11 Ford F-150 SAFARI, AWD, 2016 \$14,985	'10 Kia Soul SAFARI, AWD, 2016 \$13,545	'08 VW Passat SAFARI, AWD, 2016 \$10,145

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\$0 DOWN
0 PAYMENTS

Trade in
and
Trade up

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- Subaru factory-trained technicians
- Genuine Subaru parts
- Professional & honest service advice
- Competitive prices
- Free coffee and/or soft drinks
- Rental cars
- Appointments required

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SUBARU

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Email service@vanbortelsubaru.com
Service & Parts Dept. Hours: Monday - Saturday 7:30 AM to 9:00 PM

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HEADLINE

ANNUAL REPORT

Type & Folds

Subaru Corporation

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Arial

Subaru Corporation

Aa	Bb	Cc	Dd	Ee	Ff	Gg
Hh	Ii	Jj	Kk	Ll	Mm	Nn
Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Bodoni

Subaru Corporation

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Vv	Ww	Xx	Yy	Zz		

Fira Sans

Subaru Corporation

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Vv	Ww	Xx	Yy	Zz		

Montserrat

Subaru Corporation

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Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Arial Black

Subaru Corporation

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Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Courier

Subaru Corporation

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Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Futura

Subaru Corporation

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Vv	Ww	Xx	Yy	Zz		

Nimbus Sans Extd

Subaru Corporation

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Oo	Pp	Qq	Rr	Ss	Tt	Uu
Vv	Ww	Xx	Yy	Zz		

Avenir

Subaru Corporation

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Vv	Ww	Xx	Yy	Zz		

Didot

Subaru Corporation

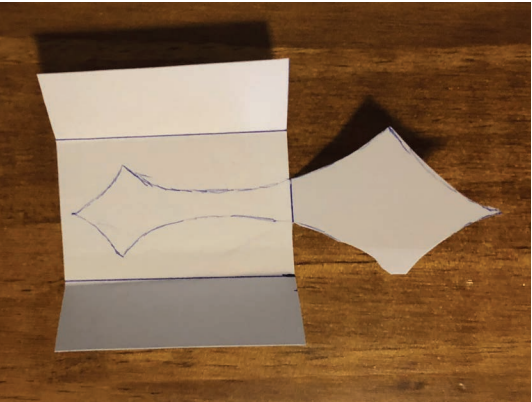
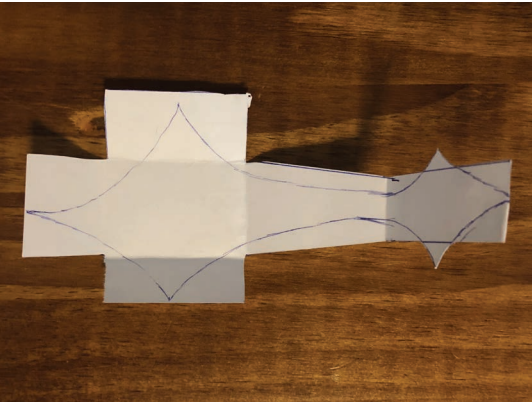
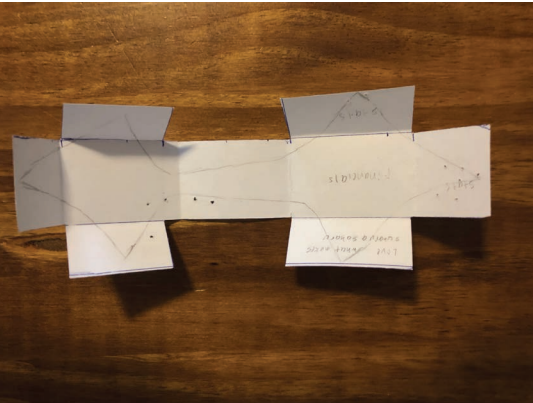
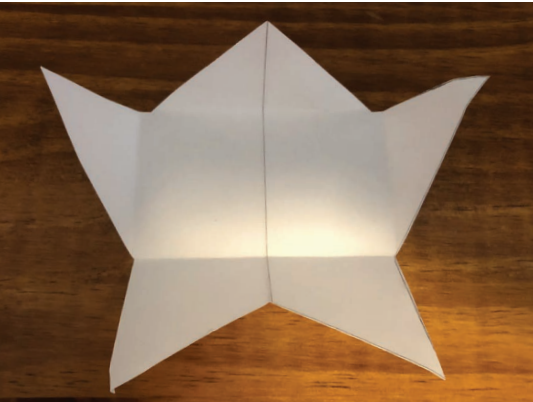
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Vv	Ww	Xx	Yy	Zz		

Helvetica Neue

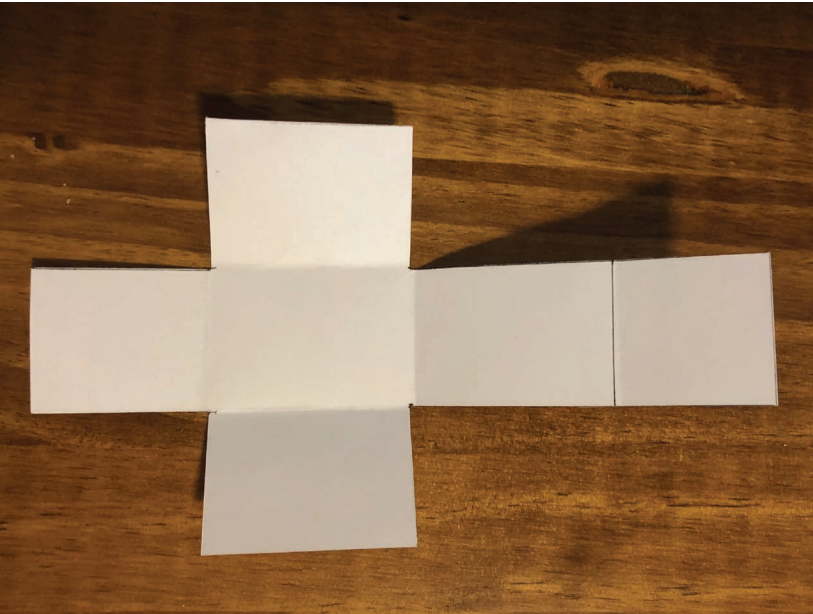
Subaru Corporation

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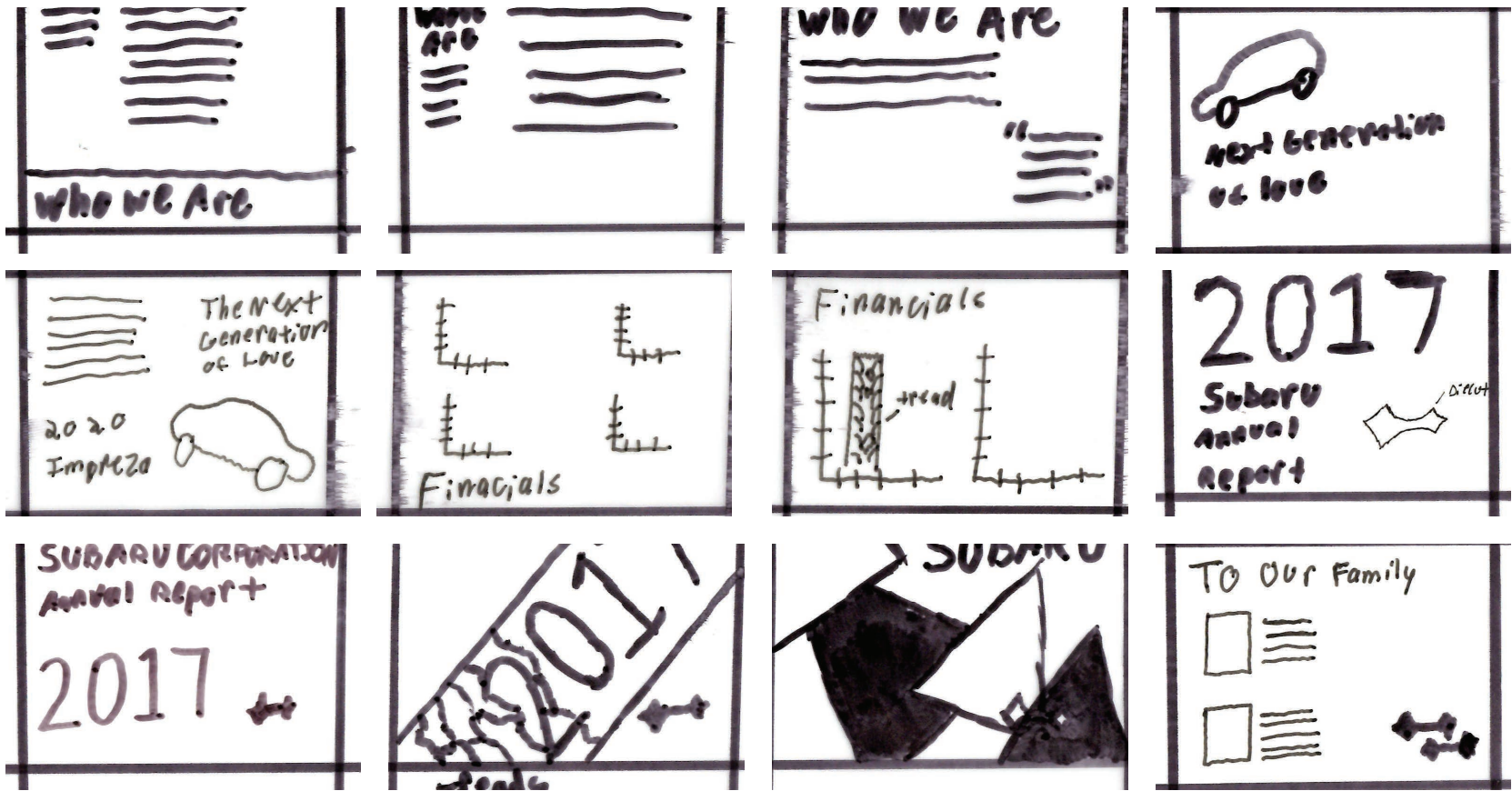
Serifa

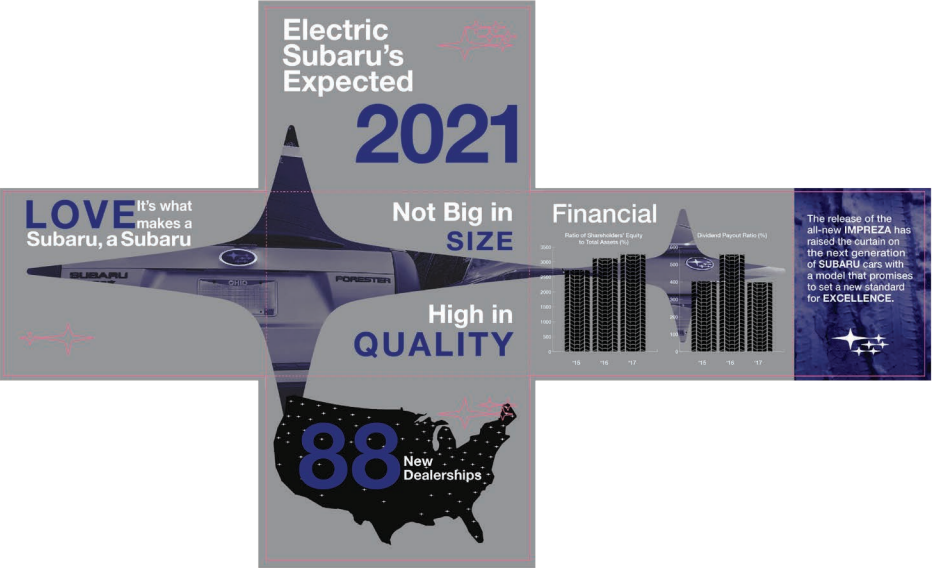
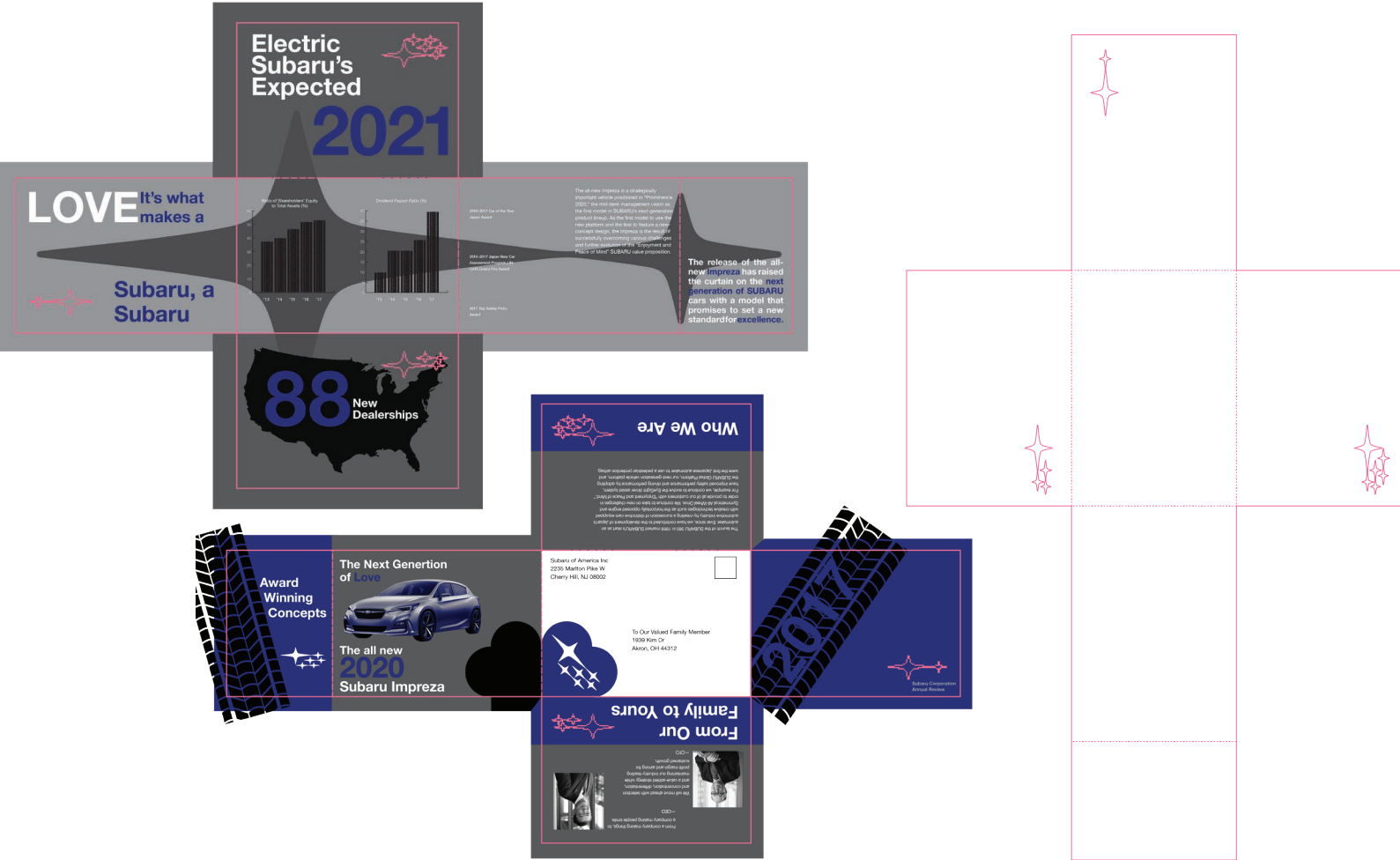


Chosen Fold



Sketches



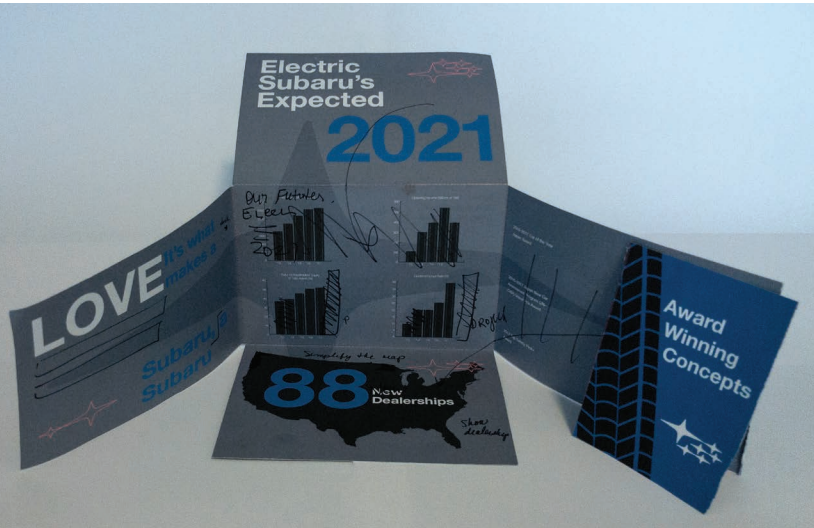


Mock-Ups

First Attempt Small-Scale Mock-Up



Small-Scale Edited Mock-Up

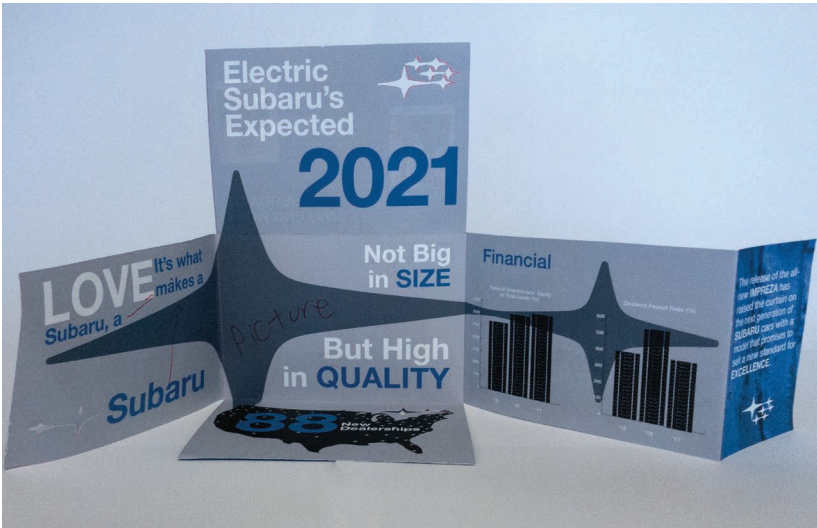
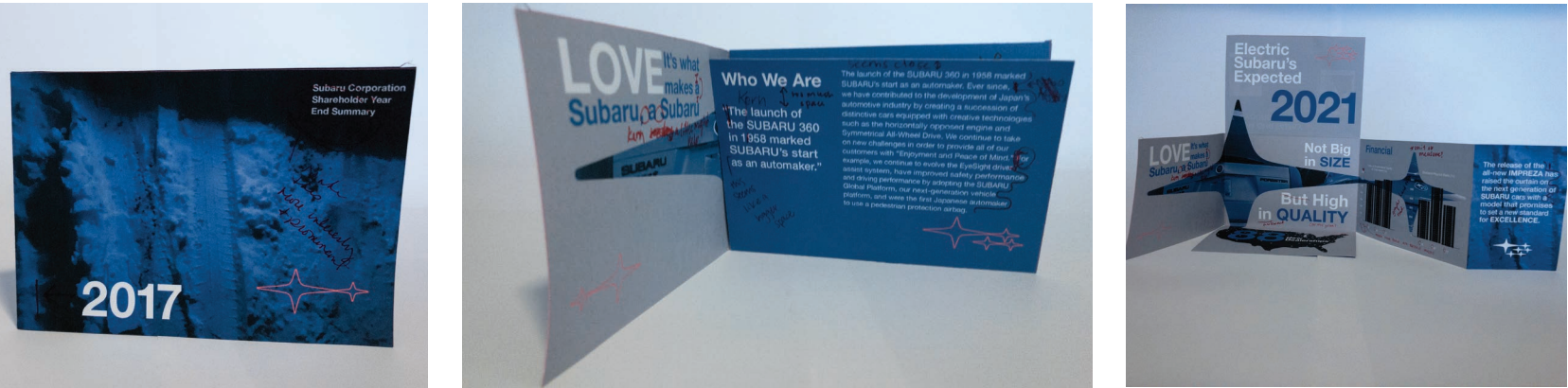


Mock-Ups

Second Edition Mock-Up



Final Mock-Up



Final Printed Mailer



Final Printed Mailer





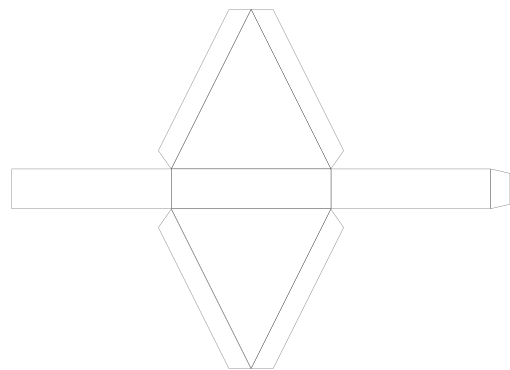
S'MAC N' CHEESE

Mac n' Cheese... a staple in nearly every household. You walk into any grocery store and you will find a section with macaroni and cheese stretching on for shelves. Each package looking like the one beside it, and the one beside that; the challenge is to find a way to grab the attention of the consumer. S'Mac N' Cheese is a flashy package intended to grab attention while maintaining a sophisticated and sleek design.

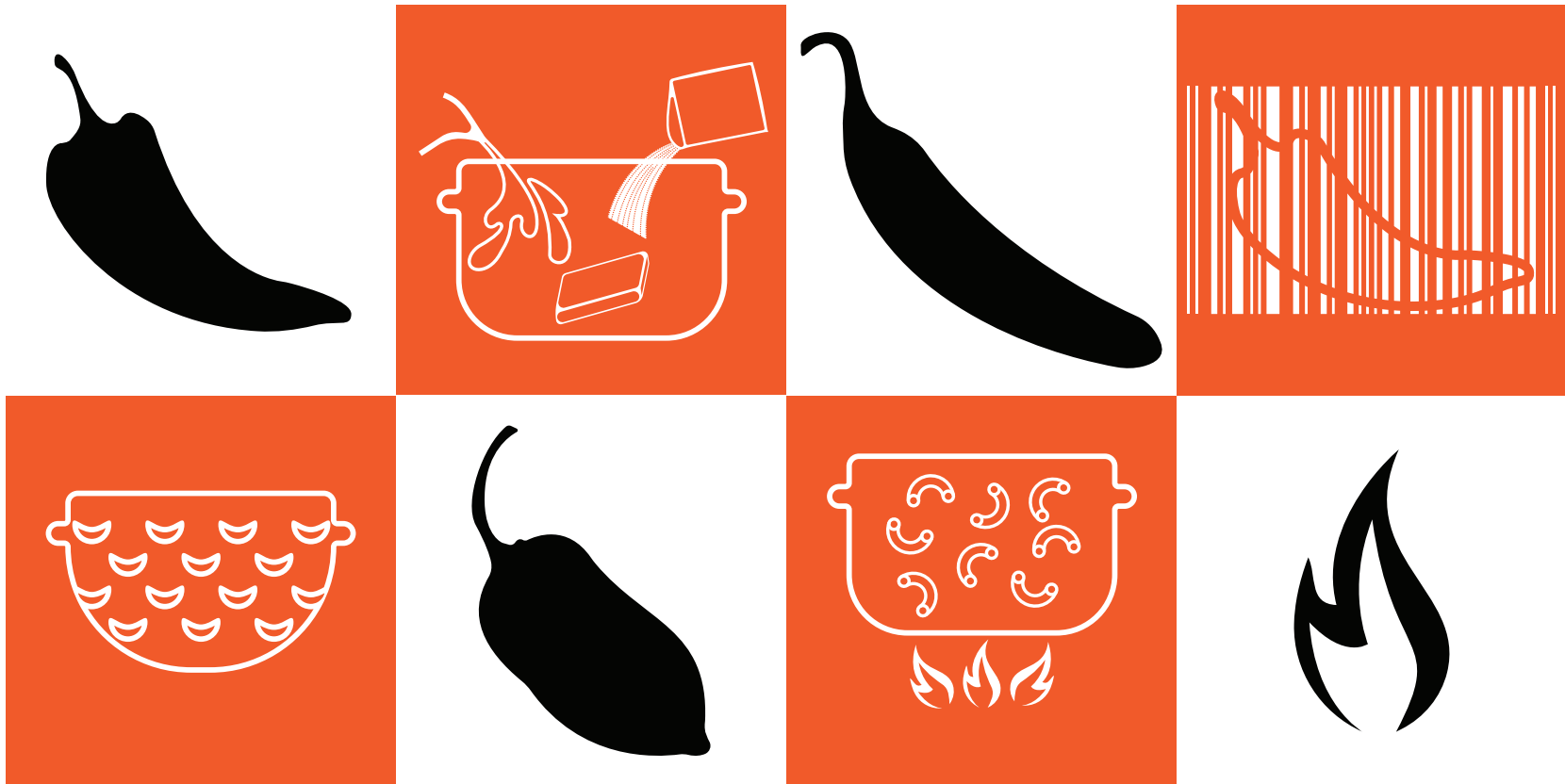
Inspiration

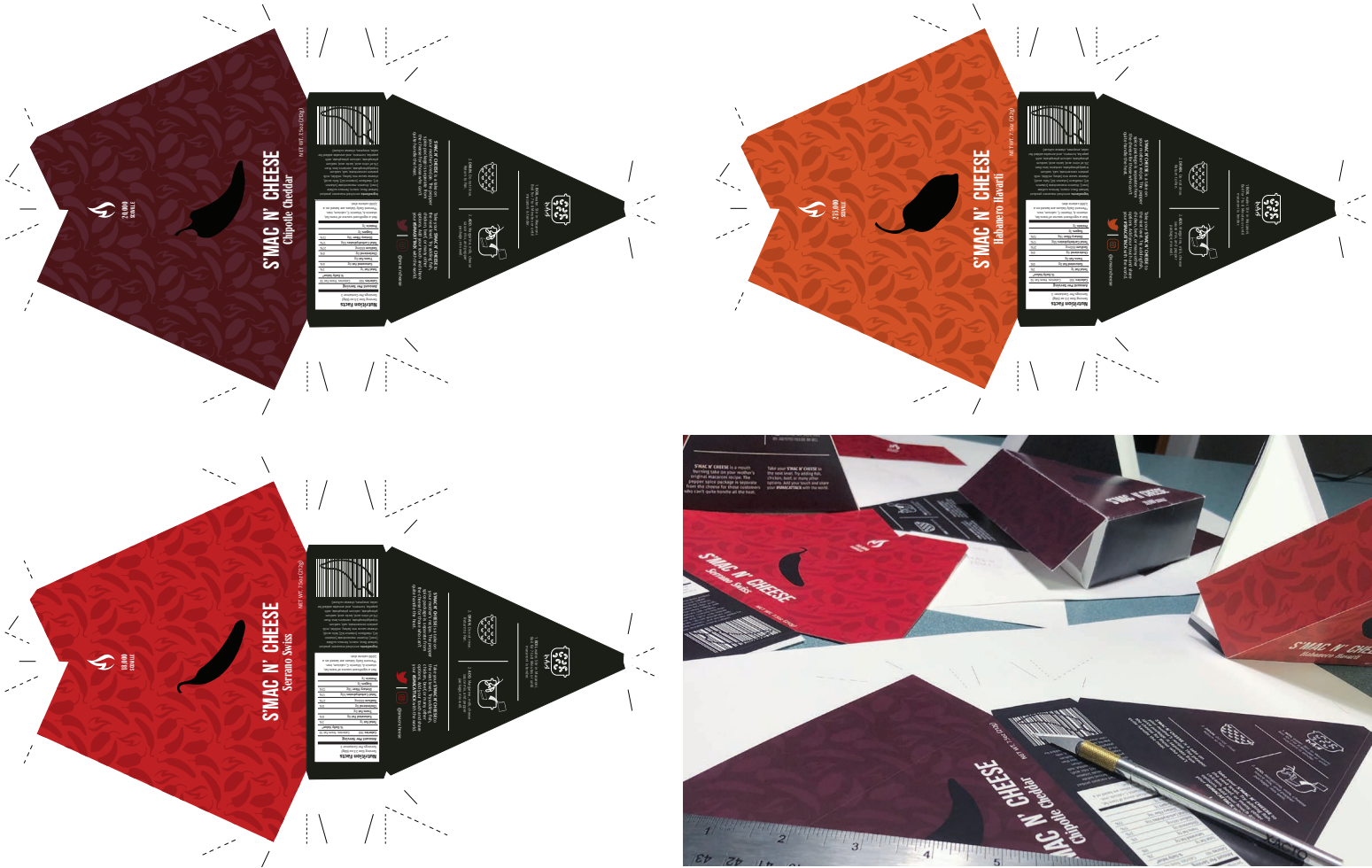
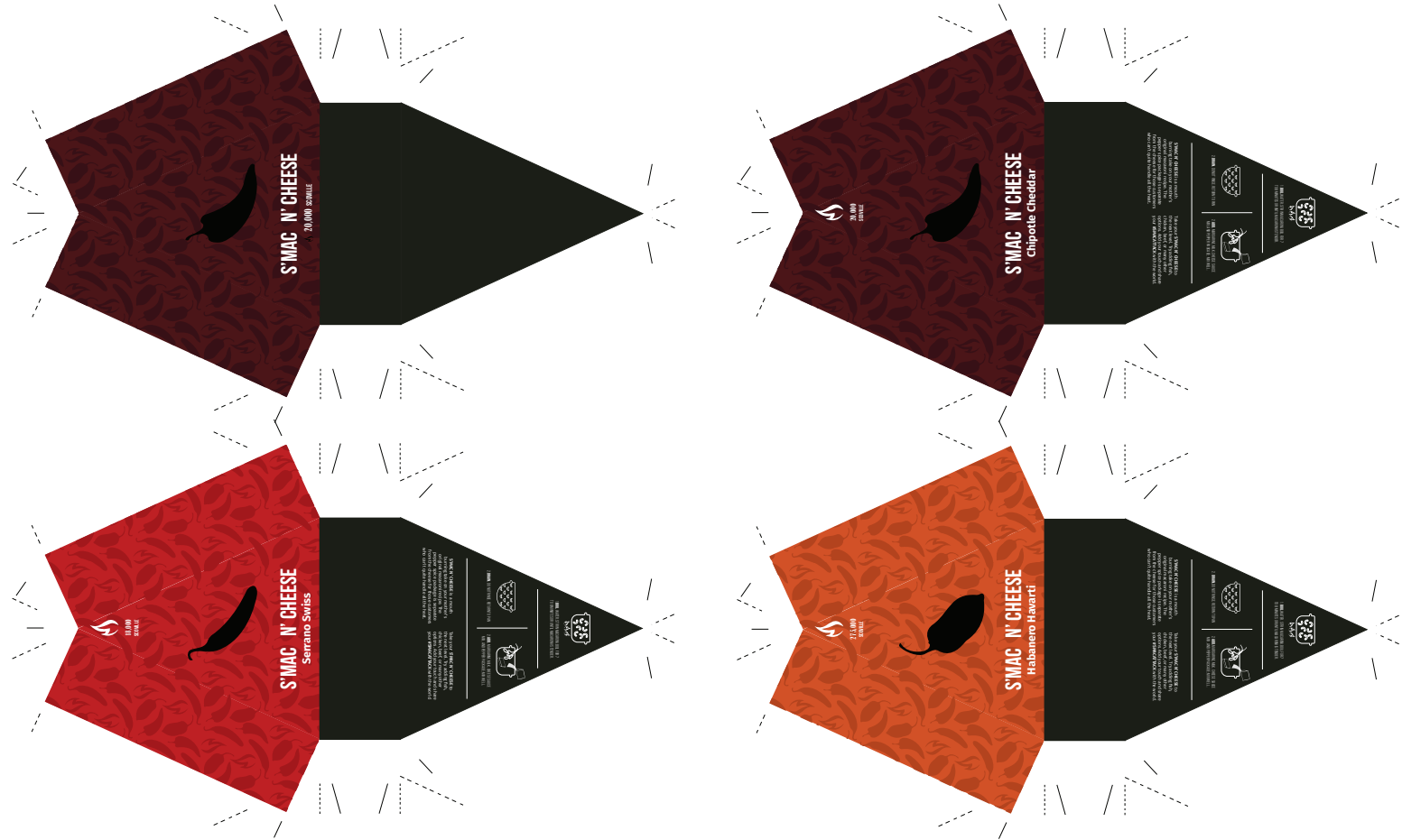


Concepting



At the beginning, S'Mac N' Cheese was conceptualized as a fun childlike illustrative product. Originally playing on the idea of "smack" but was abandoned early for the sophisticated design.

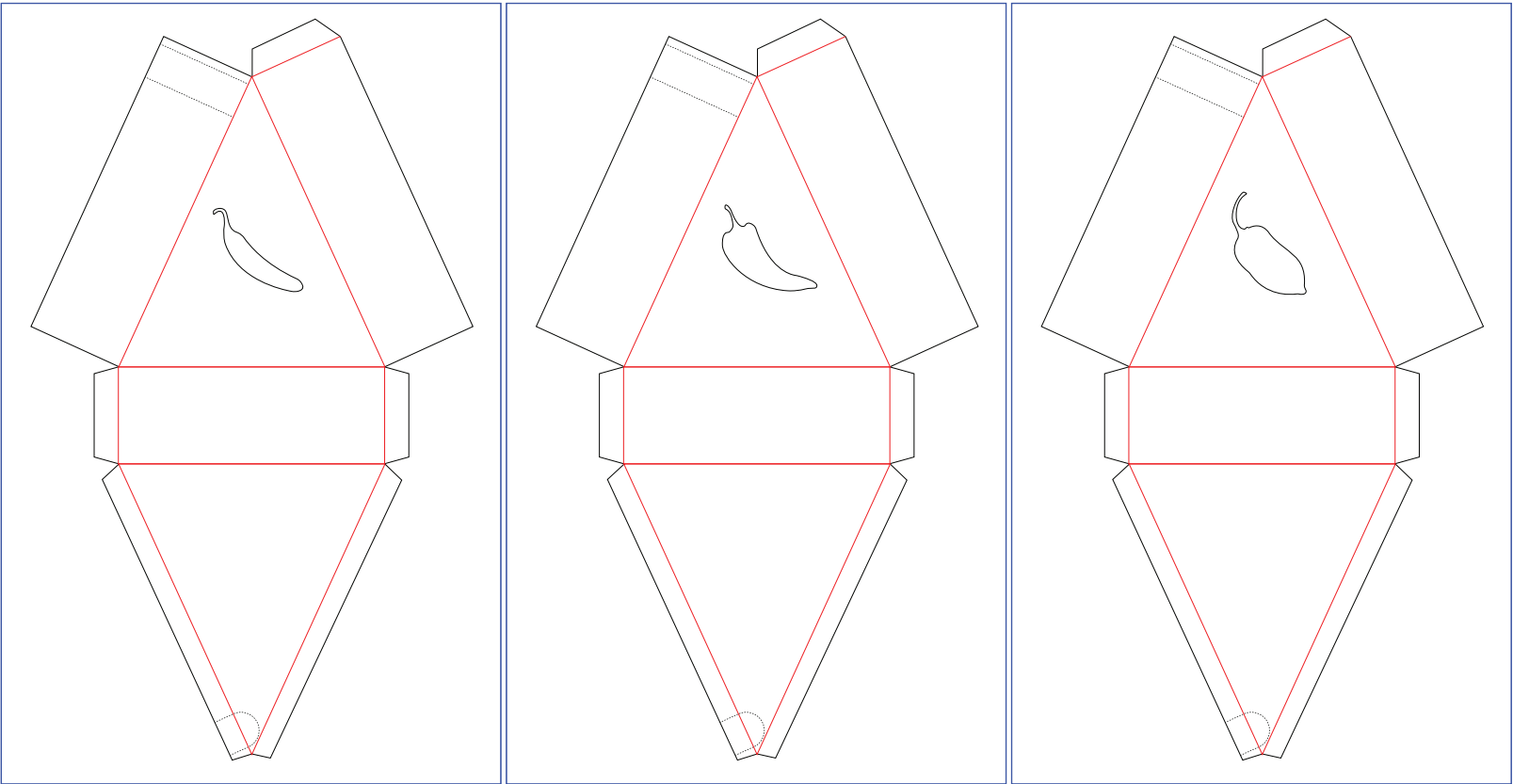




Mock Ups



Final Layout & Dieline



Final Mock Ups



Final Mock Ups

