

**DIVERSE FORMS**

**PROCESS**

RHYE PIRIE  
PACKAGING  
FALL 2022

## PROJECT PROPOSAL | DIVERSE FORMS

# Akron Honey Company

## PRODUCT

Packaging for Project 02, Diverse Forms, will be focused on honey and other bee/apiary related products. The initial intent is to tie into the current product line of Akron Honey Company; A locally owned and operated honey producer with 3 apiaries across Akron, OH, although this may change to a fictional company as the concept develops.

### Potential Products to design packages for:

- \* **Honey, classic;** 3oz sampler, 11oz regular
- \* **Honey, specialty;** 3oz sampler, 11oz regular
- \* **Honey, sticks;** 1oz (2-pack @0.5oz ea)
- \* **Beeswax, conditioning agent;**  
household product (size TBD)
- \* **Beeswax, candle;** household product  
(size TBD)
- \* **Honey scrub;** cosmetic product (size TBD)
- \* **Honey mask;** cosmetic product (size TBD)

## POTENTIAL FORMS



## BRAND PROMISE

"It's never just been about a jar of honey for us. Besides, doing the same old thing as everyone else just sucks. It is all about the experience and flavor of things, by any means necessary. Whether it means deciding to never strain or filter our local batches, or taking a risk like buying a second bee yard on the opposite side of town just because there was a small chance that new location could capture a slightly different flavor of honey that was mind-blowingly good." [akronhoney.com](http://akronhoney.com)

# Shape/Form Mood Board



RESEARCH | INSPIRATION

# Style Mood Board



## CONTENT | MANDATORIES

## Package Details

## 380ML HONEY JARS

## NUTRITION FACTS

**Servings** About 18**Serv. size** 1Tbsp. (21g)**Amount Per Serving** Calories 60**Total Fat** 0g (0% DV\*); **Sodium** 0mg (0% DV),**Total Carb.** 17g (6% DV), **Total Sugars** 17g(Incl. 17g **Added Sugars**, 34% DV), **Protein** 0g.

Not a significant source of Sat. Fat, Trans Fat, Cholest., Fiber, Vit. D., Calcium, Iron or 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.

†One serving adds 17g of sugar to your diet and represents 34% of the Daily Value for Added Sugars

## 100ML HONEY JARS

## NUTRITION FACTS

**Servings** About 4**Serv. size** 1Tbsp. (21g)**Amount Per Serving** Calories 60**Total Fat** 0g (0% DV\*); **Sodium** 0mg (0% DV),**Total Carb.** 17g (6% DV), **Total Sugars** 17g(Incl. 17g **Added Sugars**, 34% DV), **Protein** 0g.

Not a significant source of Sat. Fat, Trans Fat, Cholest., Fiber, Vit. D., Calcium, Iron or 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.

†One serving adds 17g of sugar to your diet and represents 34% of the Daily Value for Added Sugars

## INGREDIENTS

## RAW HONEY

raw honey

## BOURBON BARREL HONEY

raw honey, infused with bourbon barrels

## HABANERO HOT HONEY

raw honey, habanero chili peppers

## HIBISCUS HONEY

raw honey, hibiscus flowers

## BUTCHER BLOCK CONDITIONER

beeswax, carnauba wax, mineral oil

all ingredients food grade

## HONEY SCRUB

organic cane sugar, olive oil, raw honey

3oz Ohio Wildflower Honey	3oz Bourbon Barrel Honey	3oz Habanero Hot Honey
Serving Size 1Tbsp   Servings 4	Serving Size 1Tbsp   Servings 4	Serving Size 1Tbsp   Servings 4
<b>Nutritional Facts</b>	<b>Nutritional Facts</b>	<b>Nutritional Facts</b>
<b>60</b> <b>17g</b> <b>17g</b>	<b>60</b> <b>17g</b> <b>17g</b>	<b>60</b> <b>17g</b> <b>17g</b>
Ingredients: Raw Honey	Ingredients: Raw Honey, Natural Flavor	Ingredients: Raw Honey, Natural Flavor

## CONCEPT DEV | FORMS

### Product Specs

#### HONEY

FULL SIZE, 380ML

CONTAINER

Hexagonal Jar | 10.2cm H x 11.8cm L x  
6.4cm W; 5.6cm sL

Hexagonal Lid | 2.1cm H x

Jar with Lid on | 12cm H x 11.8cm L x  
6.4cm W; 5.6cm sL

LABEL

Hexagonal Sticker |

SAMPLE SIZE, 100ML

CONTAINER

Cylindrical Jar | 3.7in H x 1.7in D

LABEL

Rectangular Sticker |

#### HONEY SCRUB

FULL SIZE, 250ML

CONTAINER

Cylindrical Jar | 3.45in H x 3in D

LABEL

Rectangular Sticker |

Round Sticker |

SAMPLE SIZE, 100ML

CONTAINER

Tapered Jar | 2.2in H x 2.75in tD; X.Xin bD

LABEL

Curved Sticker |

Round Sticker |

#### BUTCHER BLOCK CONDITIONER

LARGE, 750ML

CONTAINER

Flat Bottle |

Round Lid |

Bottle + Lid |

LABEL

Rectangular Sticker |

SMALL, 420ML

CONTAINER

Flat Bottle | 18 cm H x 14.8cm L x 3cm W

Round Lid | 2cm H x 2.5cm L x 2cm W

Bottle + Lid | 21cm H x 14.8cm L x 3cm W

LABEL

Rectangular Sticker |

# Wordmark Roughs

**AKRON**  
Honey Company

akron honey

**akron honey**

AKRON HONEY CO.

akron honey co.

AKRON HONEY  
COMPANY

AKRON  
honey co.

akron  
HONEY

Akron Honey Co.

akron honey co.

AKRON HONEY CO.

AKRON  
HONEY

AKRON  
HONEY

Akron Honey

AKRON HONEY

CONCEPT DEV | IDENTITY

## Branding + Typography

Ginger

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Akron  
honey co.

Futura PT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

raw wildflower honey

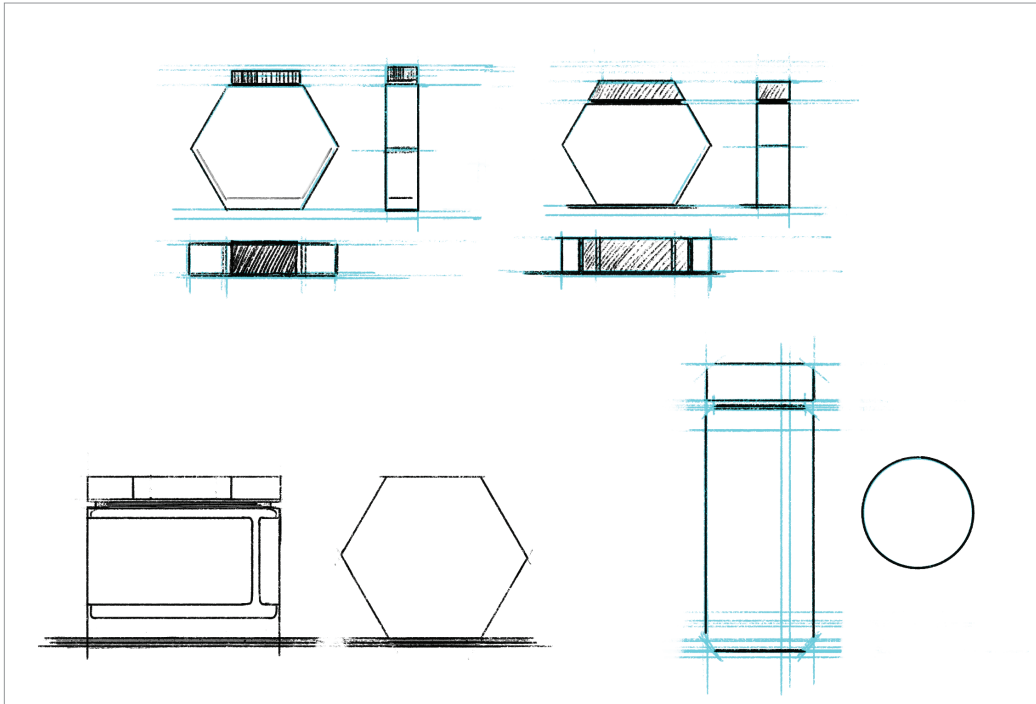
fall harvest  
west akron apiary

net wt. 11oz (311g)

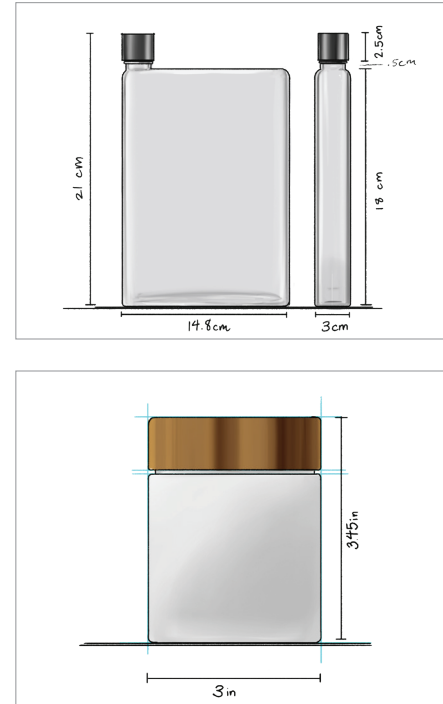


# Container Sketches

## ROUGHS



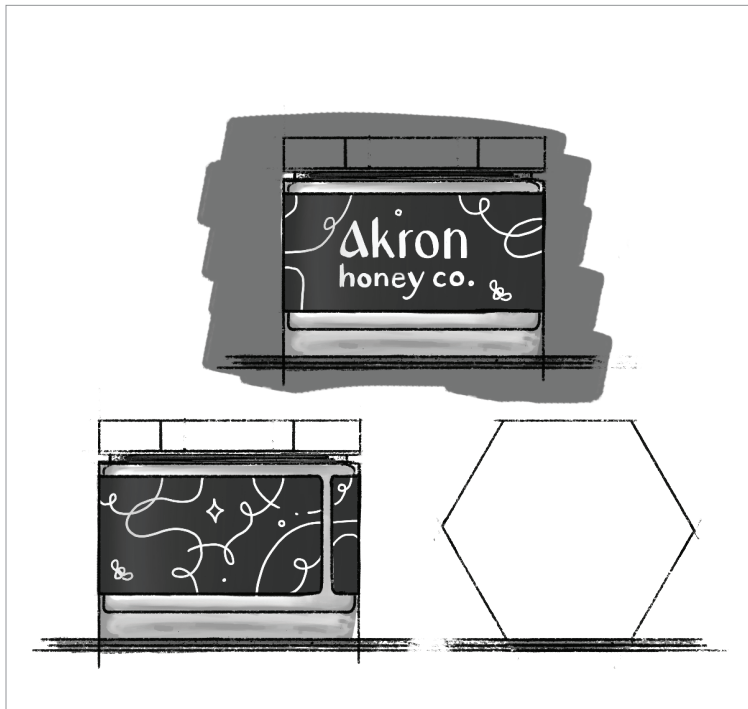
## TIGHTS



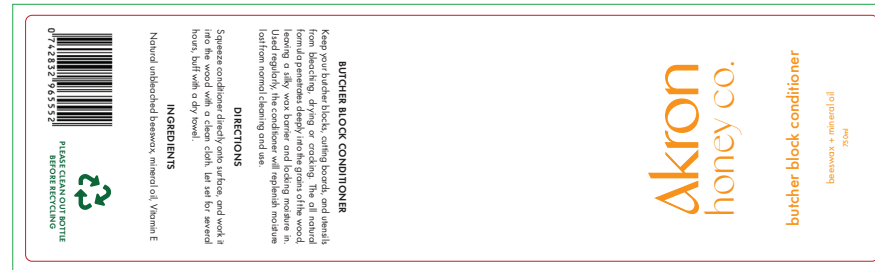
CONCEPT DEV | IDENTITY

# Label Roughs

## SKETCHES



## DIGITAL ROUGHS



# Label Refinement + Color Variation

## HONEY SCRUB



## 3OZ HONEY SAMPLERS



## BUTCHER BLOCK

PLEASE CLEAN OUT BOTTLE BEFORE RECYCLING

0 742832 965592

Natural unbleached beeswax, mineral oil, Vitamin E

**INGREDIENTS**

Beeswax, mineral oil, Vitamin E. Natural unbleached beeswax, mineral oil, Vitamin E. Natural unbleached beeswax, mineral oil, Vitamin E.

**DIRECTIONS**

Apply generously to the surface of the wood. Let sit for several hours, buff with a dry towel.

**BUTCHER BLOCK CONDITIONER**

Keeps your butcher block cutting boards and handles from becoming dry and cracking. The all natural beeswax penetrates deeply into the grain of the wood, forming a wax barrier and locking moisture in. Buff regularly, the conditioner will replenish moisture leaving a shiny wax barrier and locking moisture in. Buff regularly, the conditioner will replenish moisture leaving a shiny wax barrier and locking moisture in.

**butcher block conditioner**

beeswax + mineral oil  
75ml

## 11OZ HONEY JARS

**It's never just been about a jar of honey for us.**

Besides, doing the same old thing as everyone else just isn't it. It is all about the experience and flavor of things, for any reason necessary. Whether it means deciding to never strain or filter your local batches, or taking a risk like having a second bee yard on the opposite side of town just because there was a small chance that one location could capture a slightly different flavor of honey that was mind-blowingly good.

**Savings Alert!** Same size 11oz (314g) Jar as the 11oz (314g) Jar. Same size 11oz (314g) Jar as the 11oz (314g) Jar. Same size 11oz (314g) Jar as the 11oz (314g) Jar.

**raw wildflower honey**

fall harvest  
we at akron apistry  
see us at (314) 428-3232

**goes great with...**

waffles, cheese, chicken, fruit

find recipes, pairings, and more visit us online [akronhoney.com](http://akronhoney.com)

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**Akron honey co.**

**habanero hot honey**

fall harvest  
we at akron apistry  
see us at (314) 428-3232

**goes great with...**

waffles, cheese, chicken, fruit

find recipes, pairings, and more visit us online [akronhoney.com](http://akronhoney.com)

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# 11oz Honey



# 11oz Honey

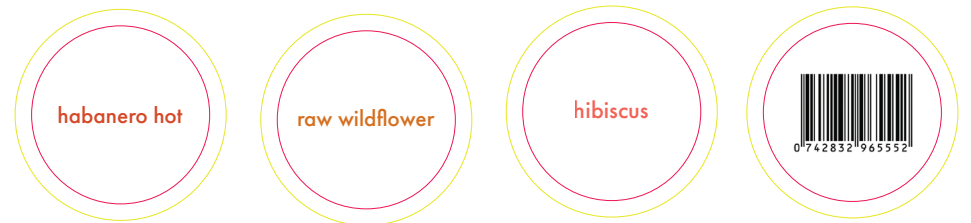
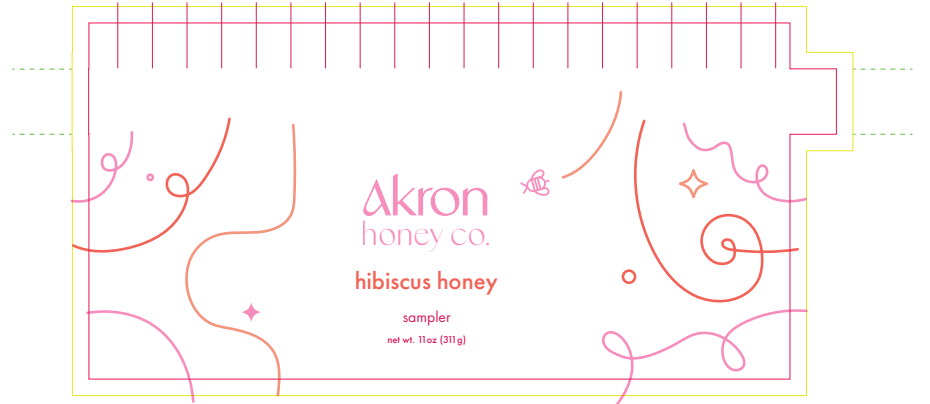


# Honey Scrub



FINAL DESIGNS | FLATS

# 3oz Honey Samplers





# Butcher Block Conditioner



FINAL DESIGNS | PRODUCT PHOTOS

# 11oz Honey Jars



# 11oz Honey Jars



# Honey Scrub



# Butcher Block Conditioner



FINAL DESIGNS | PRODUCT IMAGES

## 3oz Honey Samplers

