

Project 1

SUMMER INTERNSHIP



Design Studio
Branding
Startup
Creative
Communication
Digital
Self-Initiated projects

Naming ~ Logo ~ Packaging

Brief



Peanut brand

Premium

Recall value

Target audience 20 yrs and above

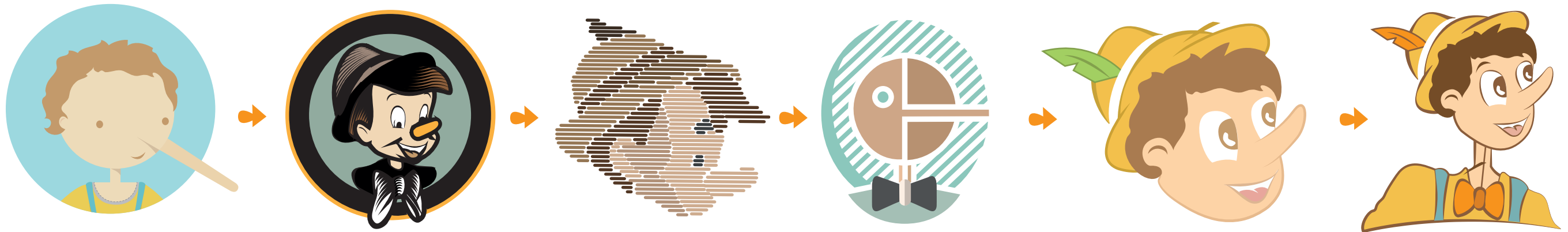
Interesting name

Vintage and Casual Look

Naming a brand

&

Character Development



Character & Logo Variations



Character & Logo

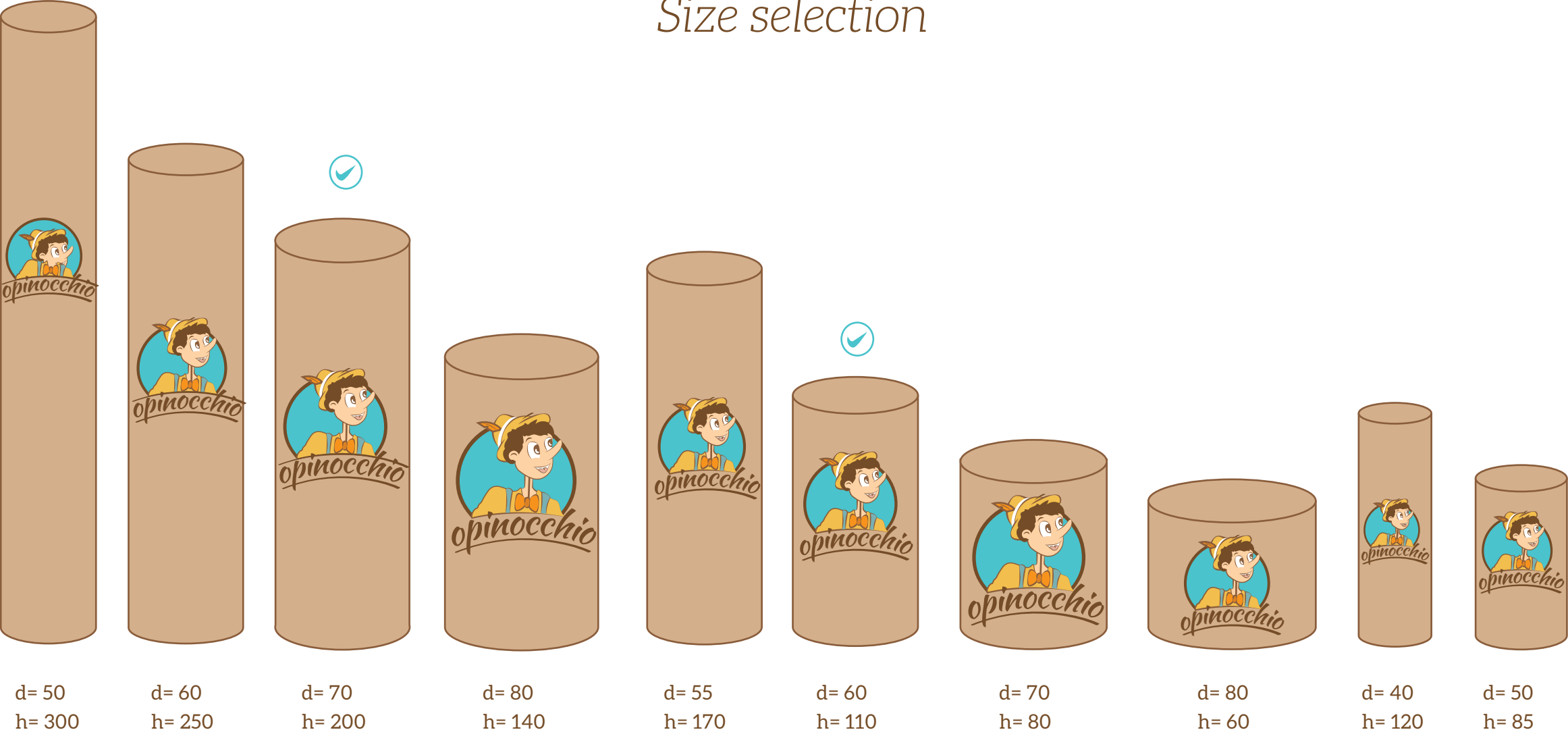
Variations



Character and *Supporting characters*

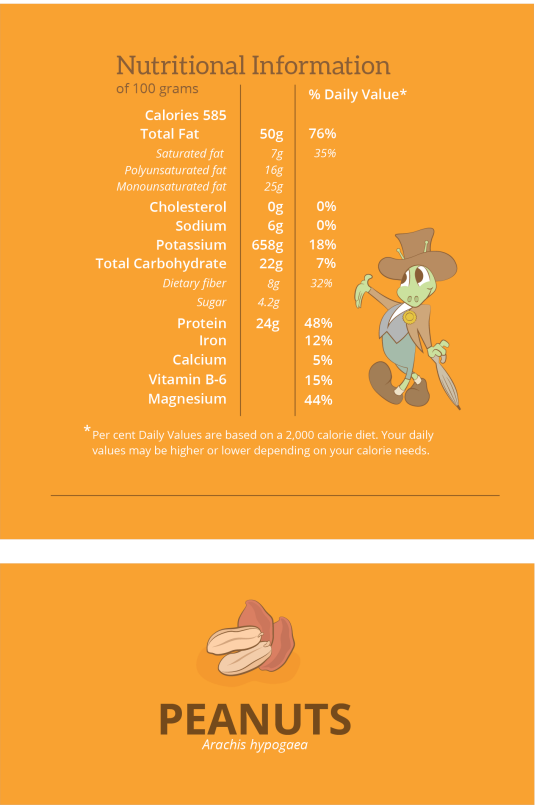


Packaging
Size selection





All dimensions in mm

Packaging



Digital Promotion







PEANUTS
Arachis hypogaea

Grown and sold by Bearded folks!



PEANUTS
Arachis hypogaea

Grown and sold by Bearded folks!



PEANUTS



Crunch & munch
the most
biggest & healthiest
peanuts ever.

Conclusion

- *Working with like-minded designers*
- *Sensible work plans*
- *Great processes*
- *Importance of planning and ideation*
reality check
- *Learnt much about branding*
- *Understand about the product well*
- *Come up with creative ideas*

Thank You

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