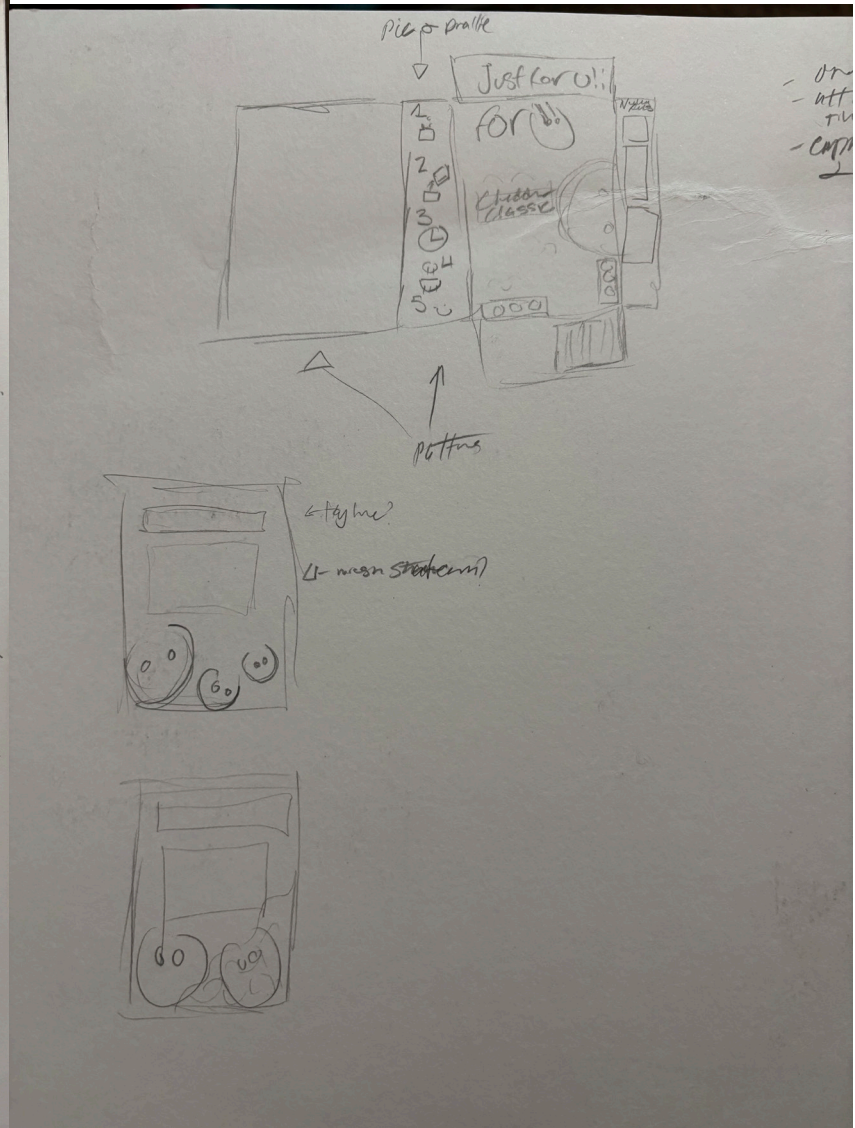
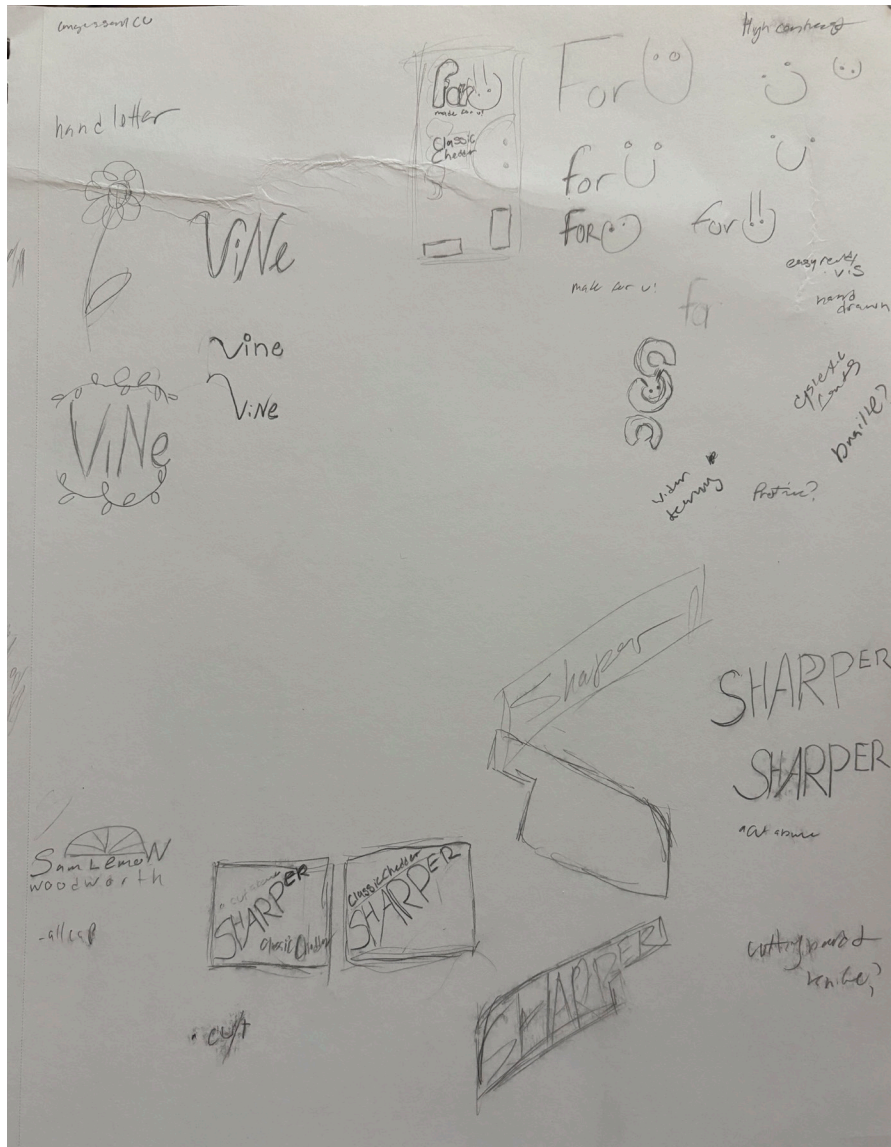




Sam
Lemon
Woodworth

Sketches



Logo Development

For U !!
For U !!
For U !!
For U !!
For (cc)
For (cc)
For (cc)
For (cc)
For (cc)
For (cc)
For (cc)

For U !!
For U !!
For (cc)
For (cc)
For (cc)
For (cc)

qwertyuiop
qwertyuiop



SHARPER
SHARPER

SHARPER
SHARPER

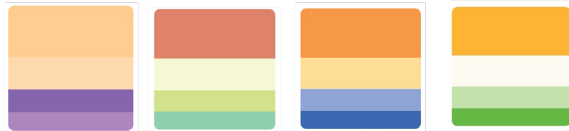
SHARPER
SHARPER

SHARPER
SHARPER

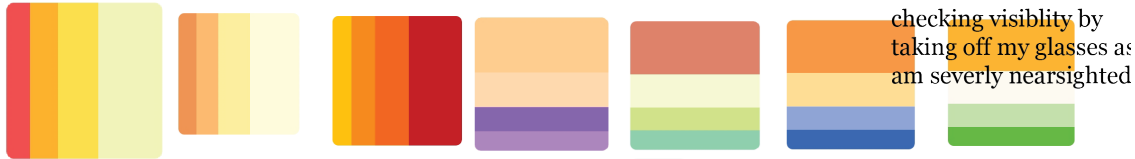
SHARPER
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SHARPER

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SHARPER



Logo Colors



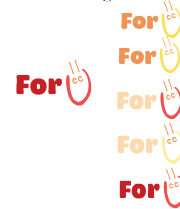
For 



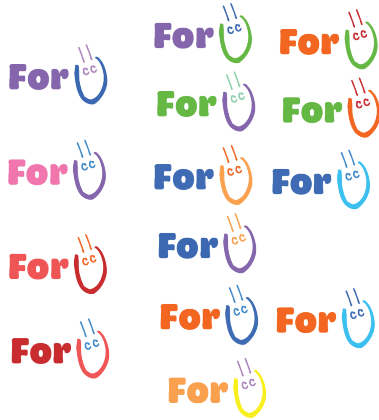
in relation to flavors

classic cheddar

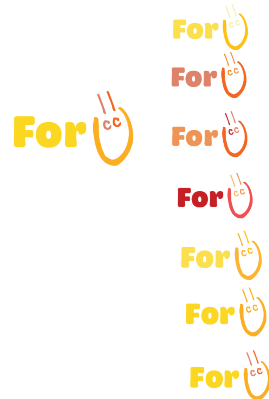
smoked gouda



standard colors



four cheese



standard














































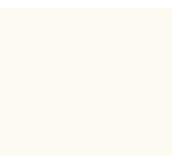




selected colors

flavors



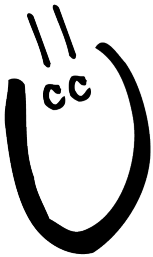
Color Development

box colors

For 	For 	For 	For 	For 	For 
For 	For 	For 	For 	For 	For 
For 	For 	For 	For 	For 	For 
For 	For 	For 	For 	For 	For 
For 	For 	For 	For 	For 	For 
For 	For 	For 	For 	For 	For 
For 	For 	For 	For 	For 	For 
★	★			★	
			For 	For 	For 

Logo Redesign

For 

For 

For 

For 

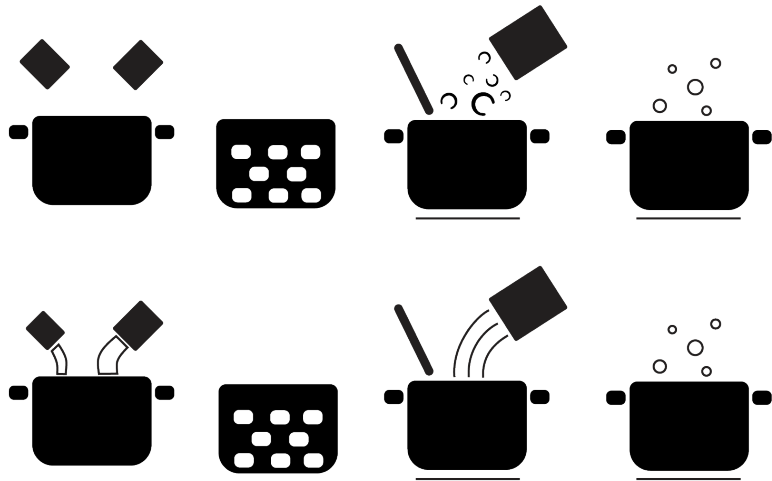
For 

For 

For 

For 

Icon Development

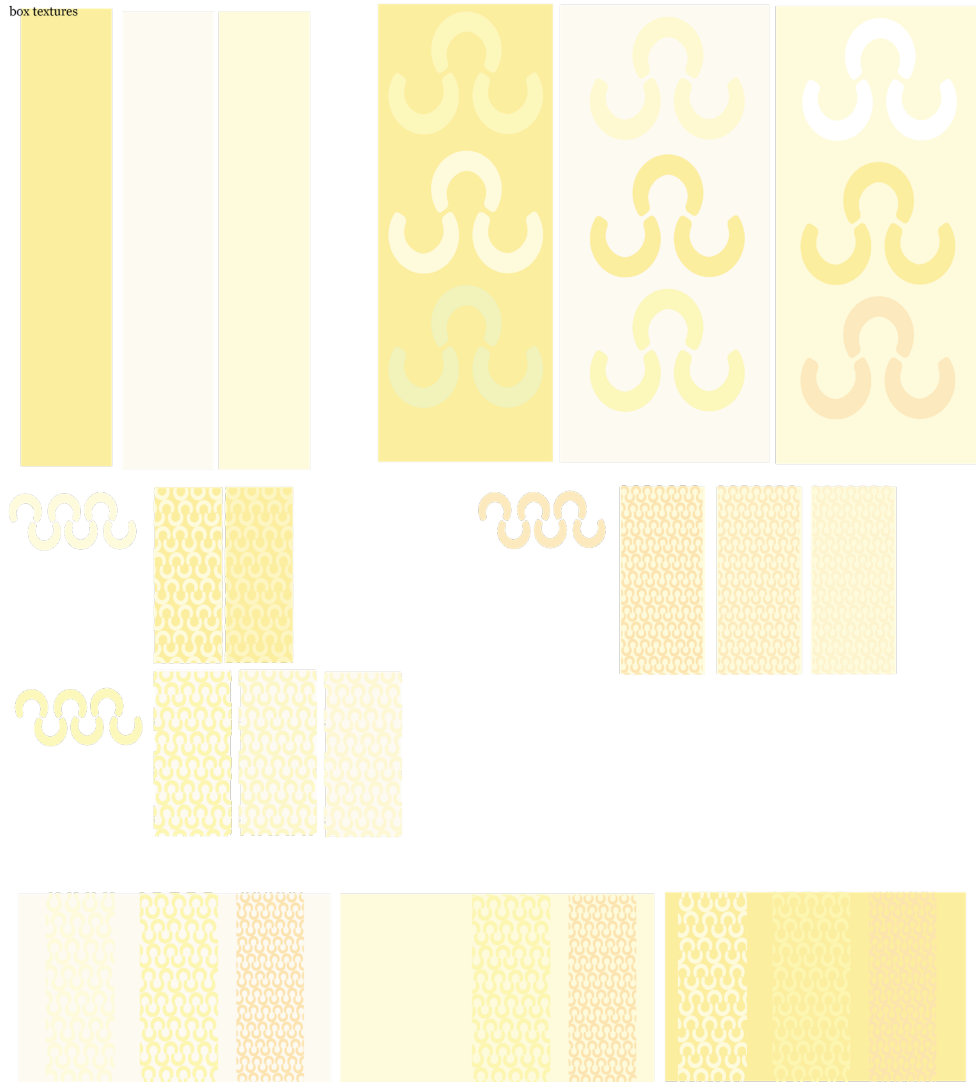


310 Calories	4g Sat Fats	310 Calories	4g Sat Fats
560g Sodium	4g Total Sugars	560g Sodium	4g Total Sugars
310 Calories	4g Sat Fats	310 Calories	4g Sat Fats
560g Sodium	4g Total Sugars	560g Sodium	4g Total Sugars

310 Calories	4g Sat Fats	310 Calories	4g Sat Fats
560g Sodium	4g Total Sugars	560g Sodium	4g Total Sugars
310 Calories	4g Sat Fats	310 Calories	4g Sat Fats
560g Sodium	4g Total Sugars	560g Sodium	4g Total Sugars

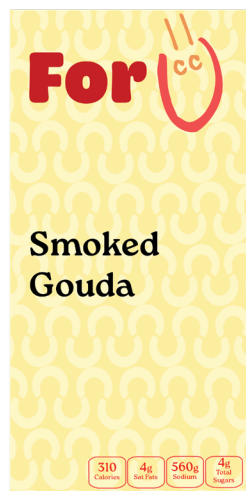
310 Calories	4g Sat Fats	310 Calories	4g Sat Fats
560g Sodium	4g Total Sugars	560g Sodium	4g Total Sugars
310 Calories	4g Sat Fats	310 Calories	4g Sat Fats
560g Sodium	4g Total Sugars	560g Sodium	4g Total Sugars

Pattern Development

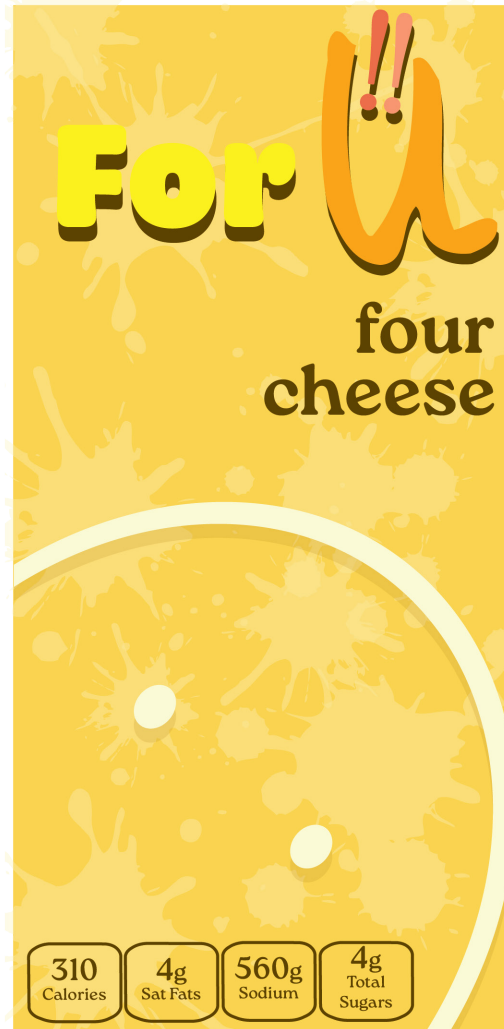
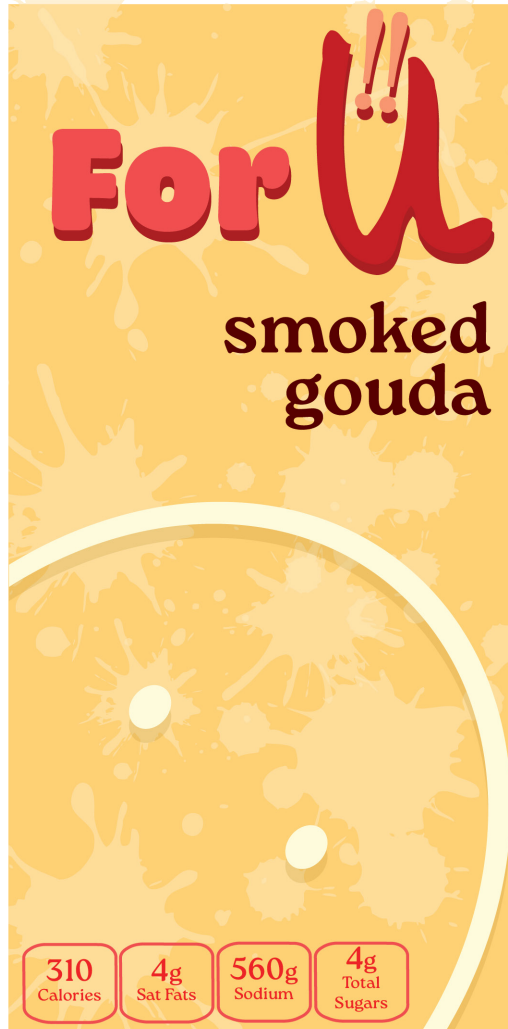


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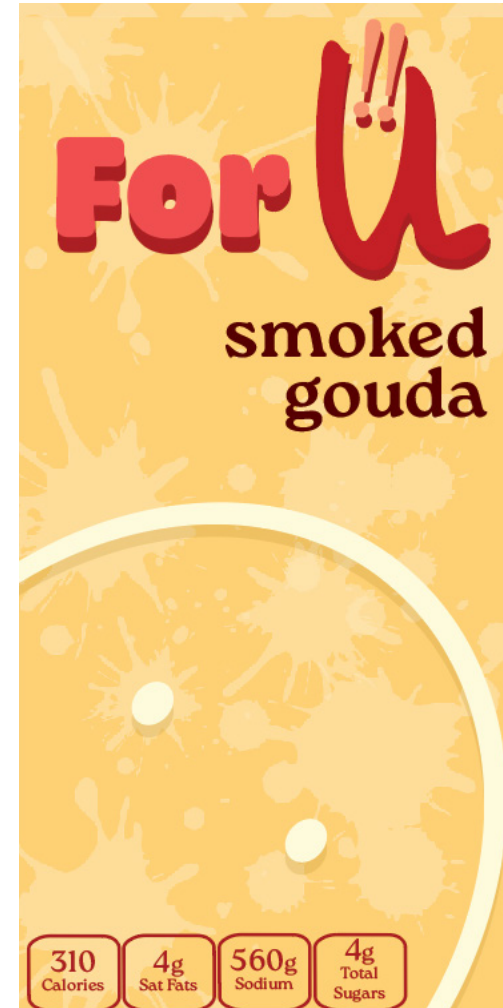
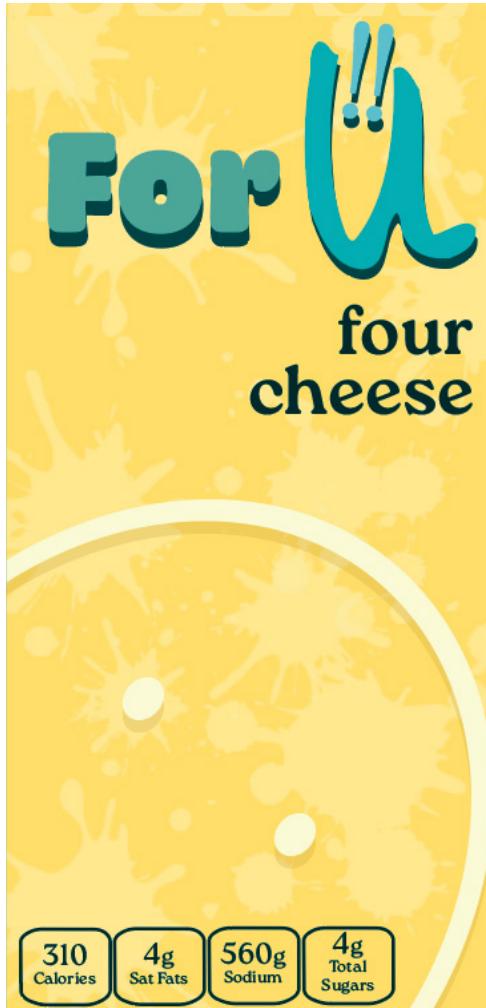
Front of Box Development



Front of Box Development



Front of Box Final



Box Sides Development



Box Sides Development

smokey, delicious
goodness just for 

Made with fresh
ingredients and you
in mind, we bring you
the best and most
flavorful macaroni
from us to you!



Nutrition Facts	
Serving Size 1 Cup (20%) Amount Per Serving	
Calories 110	% Daily Value*
Total Fat 1.5g	3%
Cholesterol 10mg	20%
Sodium 100mg	15%
Total Carbohydrate 15g	3%
Fiber 1g	2%
Protein 5g	10%

INGREDIENTS:
ENRICHED MACARONI
PRODUCT (SEMOLINA,
WHEAT, WHEAT PROTEIN
CONCENTRATE,
CONTAINS 2% OR LESS
OF SODIUM
PHOSPHATE, SALT,
NATURAL FLAVORS,
SODIUM ALGINATE,
LACTIC ACID, MONO-
AND DIGLYCERIDES,
XANTHAN GUM,
SORBIC ACID,
(PRESERVATIVE),
ONION POWDER,
GARLIC POWDER.

 boil!

 stir!

 drain!

 add!

Just For 


For  smoked gouda



5 012345 678900

smokey, delicious
goodness just for 

Made with fresh
ingredients and you
in mind, we bring you
the best and most
flavorful macaroni
from us to you!



Nutrition Facts	
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Protein 5g	10%

INGREDIENTS:
ENRICHED MACARONI
PRODUCT (SEMOLINA,
WHEAT, WHEAT PROTEIN
CONCENTRATE,
CONTAINS 2% OR LESS
OF SODIUM
PHOSPHATE, SALT,
NATURAL FLAVORS,
SODIUM ALGINATE,
LACTIC ACID, MONO-
AND DIGLYCERIDES,
XANTHAN GUM,
SORBIC ACID,
(PRESERVATIVE),
ONION POWDER,
GARLIC POWDER.

 boil!

 stir!

 drain!

 add!

Just For 

For  smoked gouda



5 012345 678900

Color Variations



Final

