



OSBs — Store Project









SYMPATHY \$2.99

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BIRTHDAY \$2.99

Praise Light
100% Soy Wax
1.5 oz. 1.5 x 1.5 x 1.5 in.

Handcrafted Lamp Candles
100% Soy Wax
1.5 oz. 1.5 x 1.5 x 1.5 in.







Client Need

- The Benedictine Sisters of Mount St. Scholastica have a small gift shop adjacent to the lobby reception area of the monastery. It features religious gifts and the artisan food and handcraft items made by the sisters.
- We would like to explore the possibility of a branding package that would include package labeling for a wide variety of products.

Challenges

- A wide variety of products means a wide variety of container shapes and sizes, so the “look” will have to have simple and identifiable elements that can be adapted to the whole product line.
- The space is limited on most of the containers and the space has to include details about the product such as the particular flavor or ingredients.
- Since the products are in small batches, the labeling would probably have to be made in standard label sizes that can be printed in-house or on a couple of sizes that could be purchased affordably in bulk with a space to manually insert the necessary information (*for example, the different flavors of jelly or biscotti*).

Products

- Jellies and honey in round or oval jars of different sizes
- Candies in bags or decorative tins
- Biscotti slices
- Vinegars in thin oil/vinegar bottles
- Hang tags for craft items
- Signage for the shop and advertising

Potential Elements

- The Mount's branding color is Pantone blue 660
- Complementary colors or shades are sometimes used with the logo
- The Mount logo includes a lantern/street lamp and a dove
- Mount St. Scholastica is abbreviated "M.S.S." so some of the products have used this in ways such as "Mighty Savory Stuff" for the vinegars or "Mount Special Sweets" for the candy
- There is also a whimsical "OSBee" appearing on honey jars.



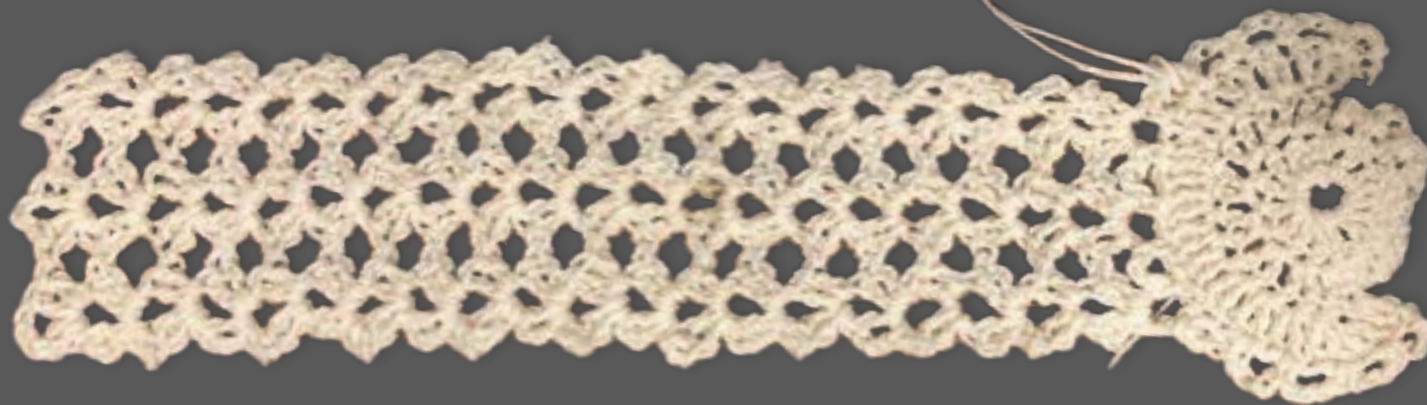
If one of the students produces a usable marketing package, they will receive a basket of Mount products in addition to having an important addition to their portfolio.



Mount St. Scholastica

God has given his angels
charge over you,
to guard you
in all your ways.
Psalm 91:11

Angel







MSS*

Vinegar

Special OPS

Onion, Parsley & Sage
in
Apple Cider Vinegar



Alere & Scholastica

***Mighty Savory
Stuff**



MSS*

Vinegar

Basil-Honey

Varieties of Basil,
Lemon Balm, Thyme
& Honey in Apple
Cider Vinegar



Alere & Scholastica

***Mighty Savory
Stuff**



Rounded Square Glass Jelly Jar



Large Round Candy Tin



Mini Glass Honey Jars



Small Decorative Candy Tin





Mount St. Scholastica



Social Media – Claire Fink

- Facebook - promotion
- Instagram - promotion
- Process pictures
- Picture doing a critique
- Quote about the project ... how the process was, community, and a real-world project.
- Promo-vid to talk about their design
- Students document the process --