

Resources:

<https://www.lightninglabels.com/>
<https://www.stickermule.com/>
<https://www.vistaprint.com/>
<https://www.uptime.com/>
<https://www.48hourprint.com/>
<https://www.zazzle.com/>
<https://www.shoppopdisplays.com/>

Note: This is often part of a designer's job when working on real-life projects, especially if you are freelancing or if you are in your own business. In agencies, they often have a production specialist, or buyer who sources vendors and interfaces with them for pricing, delivery times and any issues with production or quality control.

DUE DATES

Item	Due
OSBs Logo Redesign Concept	W 3/17
Honey Label Designs	F 3/19
Jelly Label Designs	M 3/22
Biscotti Labels	W 3/24
Candy Labels + Vinegar Labels	F 3/26
Hang Tag + Other Store Signags	F 4/9
PPT + Sourcing Doc + Boards	M 4/12
Final Presentations	F 4/16

Client: Mt. Saint Scholastica - OSB Sister's Gift Shop Branding

Elements

Our class has been asked to explore the possibility of a branding package that includes package labeling, signage and point-of-purchase displays for a wide variety of products.

I. Labeling includes the following products:

1. Honey Labels - 4 sizes*

Mini Label - Round 1.5" diameter
Small - 2" wide x 2" high
Medium - 2.5" wide x 3" high
Large - 3" wide x 5" high

**Size denotes maximum possible area for the label size - it can be smaller. It is best if we can find standard sizes that will work, but we need to source and get pricing with minimum quantities that can be ordered.*

2. Vinegar Labels

Size: 1.25" wide x 5" high

3. Candy Tins - 2 sizes

Large - 6" Diameter
Small - 3" Diameter - possibly this size could work for both, with the large tin wrapped with a ribbon and sealed with the 3" Dia. label

4. Biscotti Labels

3.75" wide x 1.75" high

5. Hang Tags for Soft Goods

Business Card Size:

6. Shipping Stickers / or Tape

7. Shopping Bags

8. Pricing Tents and / or Price Clips / Price Cards

9. Counter Cards

II. Logo and Acronym Styling Icons/Word Marks Opportunities:

1. OSB's Honey

- Possibly OSBees, OSBeez, OSBs

2. Special OPS: Onion Parsley & Sage [vinegar]

3. Benedictine Biscotti

4. M.S.S. = Mount Special Sweets

5. M.S.S. = Mighty Savory Stuff

III. Sourcing + Pricing + Minimum Qtys + Customization

Each student needs to put together a resource listing or chart that documents sources for the sisters to obtain the branding items for the store. Include the website, the sizes available, a image, minimum order, and pricing.

IV. Presentation of Design Concepts

Each student will be responsible for putting their work into a presentation. A powerpoint that walks us through the branding, designs and also the sources and a brand board that illustrates the designs. The labeling design concept board should be 11x17 with .25 bleeds and needs to showcase your concept in an engaging way.

Mt. Saint Scholastica - OSB Sister's Gift Shop Branding - DUE DATES FOR DELIVERABLES

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 10						
	17 Project Start		19 OSB's Honey Logo Redsign		21 Honey Label Designs Due	
WEEK 11						
	22 Jelly Labels Vinegar Labels Special OPS		24 Biscotti Labels MMS#1		26 Candy Labels MMS #2	
WEEK 12						
EASTER BREAK						

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
WEEK 13						
	5 NO CLASS		7 Review Progress		13 Hang Tags Signage, etc.	
WEEK 14						
	12 PPTs, Boards, Source Docu Pricing		14 DISCOVERY DAY NO CLASS		16 FINAL Presentations	