

# Mount St. Scholastica Store Branding Project

Designer: Ben Walden



# About Me

- Junior
- Marketing and Graphic Design  
double major
- Illustration and Design



# Design Overview

What you asked for...

- Labeling for a wide variety of products
  - Honey
  - Jelly
  - Candy
  - Biscotti
  - Vinegar
  - Hangtag
  - Bonus- Store Signage

# Branding Considerations

- Consistency across all branding materials
- Must include M.S.S. Logo in all designs
- Include some contact method on each design
- Must take inspiration from current brand identity i.e.
  - Color (*M.S.S Blue*)
  - Font (*M.S.S. Garamond*)

**HONEY**

# SKETCH





Large



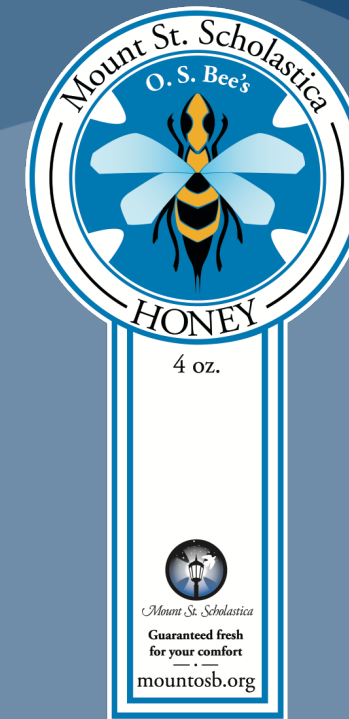
Small



Medium



Mini



Large



Medium



Small



Mini



**JELLY**

Detail:



FLAVOR:  
Oriental  
Plum  
— · —  
# oz.



*Mount St. Scholastica*

**Guaranteed fresh  
for your comfort**

— · —  
[mountosb.org](http://mountosb.org)

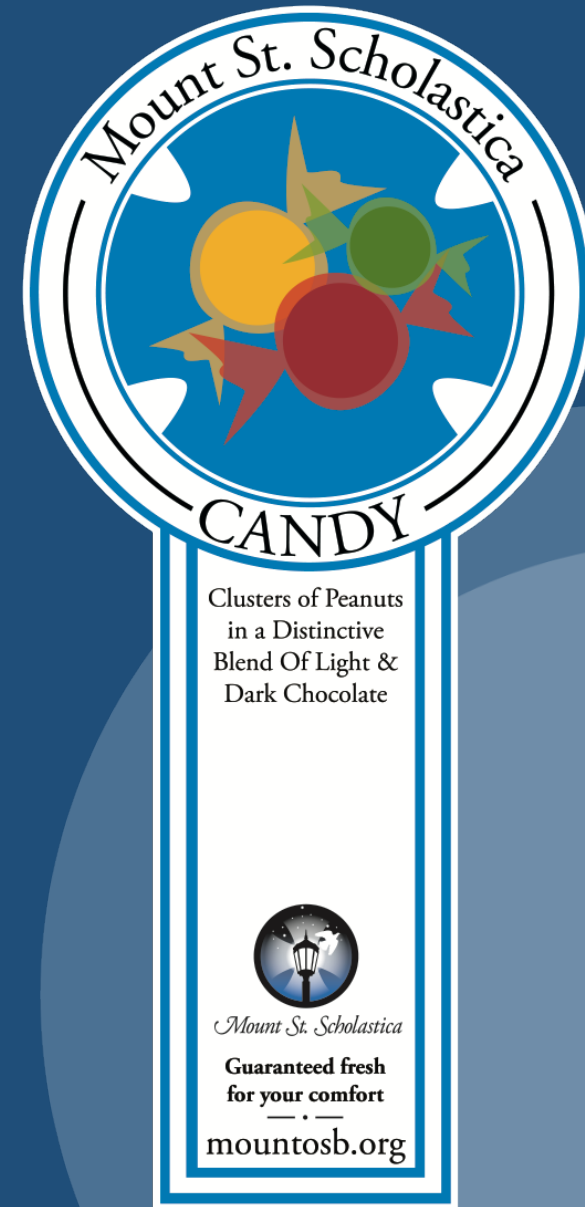


**CANDY**

Brittle



Tin



# Brittle



# Tin



**BISCOTTI**



Mount St. Scholastica

Orange  
Cranberry Walnut



INGREDIENTS:

Wheat Flour, Sugar, Butter, Eggs,  
Baking Power, Walnuts, Dried  
Cranberries, Orange Flavoring

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Mount St. Scholastica

Lemon Poppyseed



INGREDIENTS:

Lorem ipsum dolor sit amet,  
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Mount St. Scholastica

Butter Pecan



INGREDIENTS:

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Mount St. Scholastica

Almond Apricot



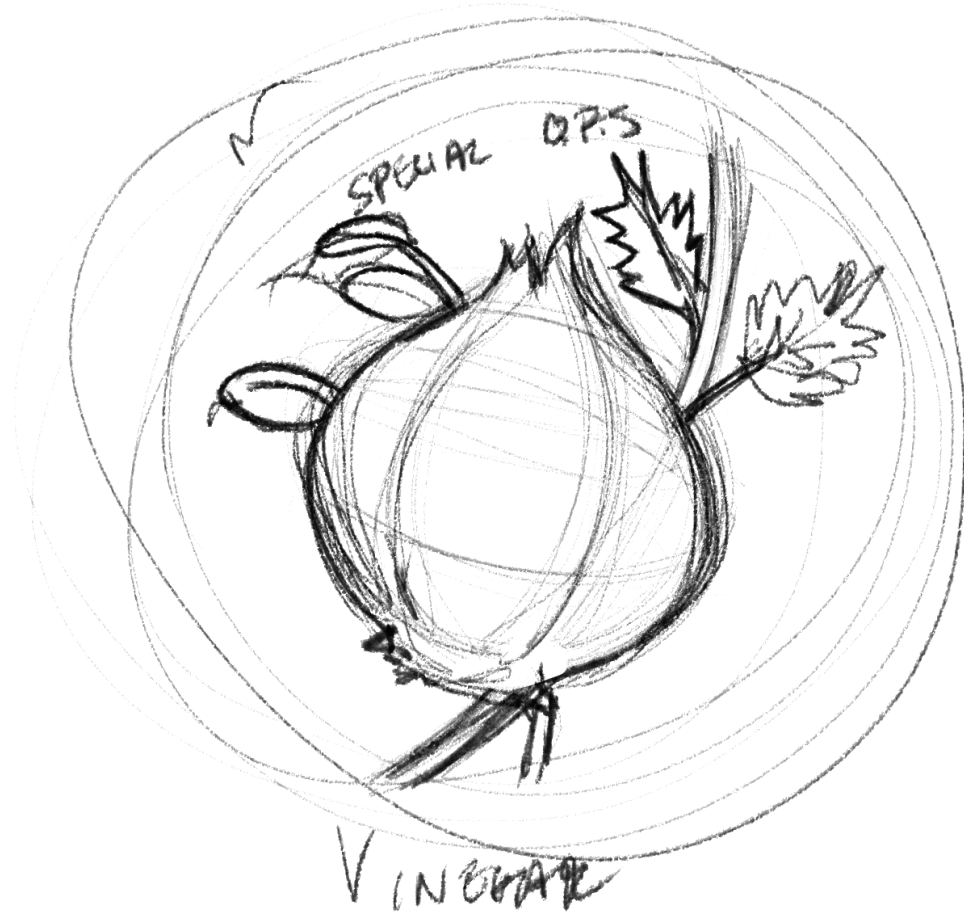
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**VINEGAR**

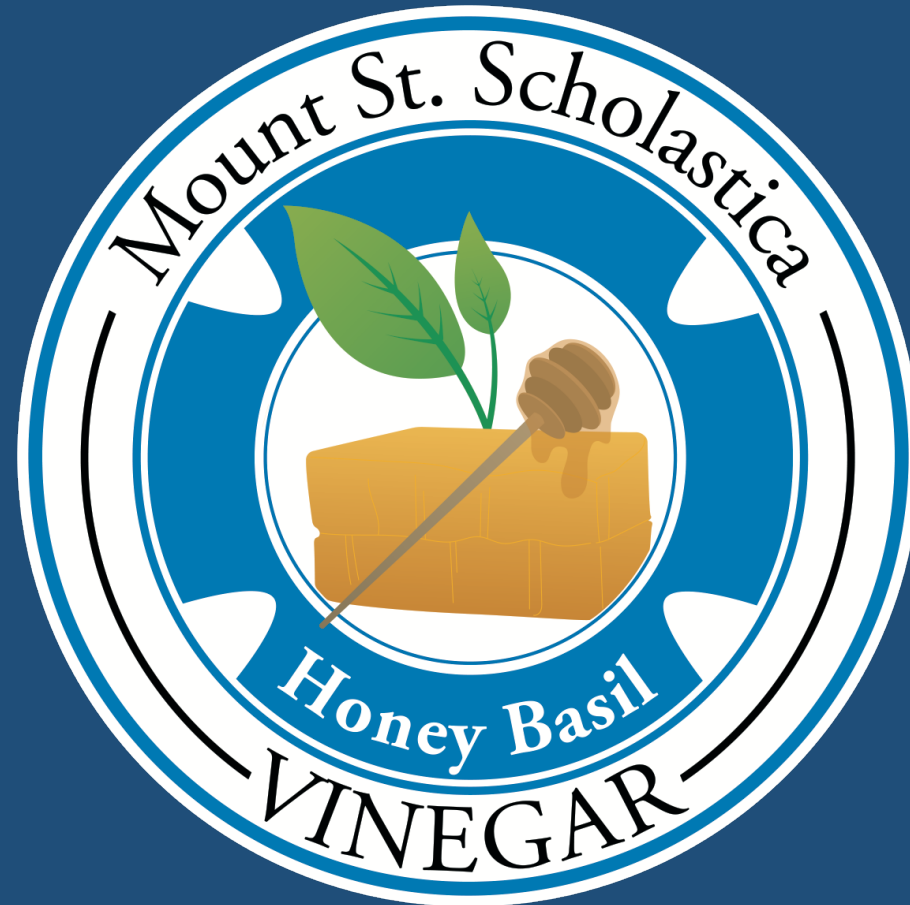
# SKETCHES



UNION  
PURITY  
SMB



ROUGH DRAFT



# Detail:



INGREDIENTS:  
Onion, Parsley, Sage,  
Apple Cider Vinegar

# OZ.



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# Detail:



INGREDIENTS:  
Basil, Lemon Balm, Tyme,  
Honey, Apple Cider Vinegar

# OZ.



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**HANGTAG**

Front



Back



# **SIGNAGE**



THANK YOU!