



C♻️CAO

THE ECO FRIENDLY
CHOCOLATE BAR

THE ECO FRIENDLY CHOCOLATE BAR

RESEARCH



Having chosen a candy bar wrapper, I noticed that 100% of the competition had used plastic wrapping, and many of the candy bars were very over packaged. A large portion of WWU's student body is highly environmentally conscious, and the campus reflects that in many ways; compostable cups and silverware, ample recycling and compost bins, but not in the form of candy bars. As I surveyed customers from the VU, Miller Market, and the Atrium, none of the environmentally friendly customers bought candy bars. This market niche seems to be ripe for the picking.

THE ECO FRIENDLY CHOCOLATE BAR



Beautiful pot wrapper for plants made with Stone Paper!

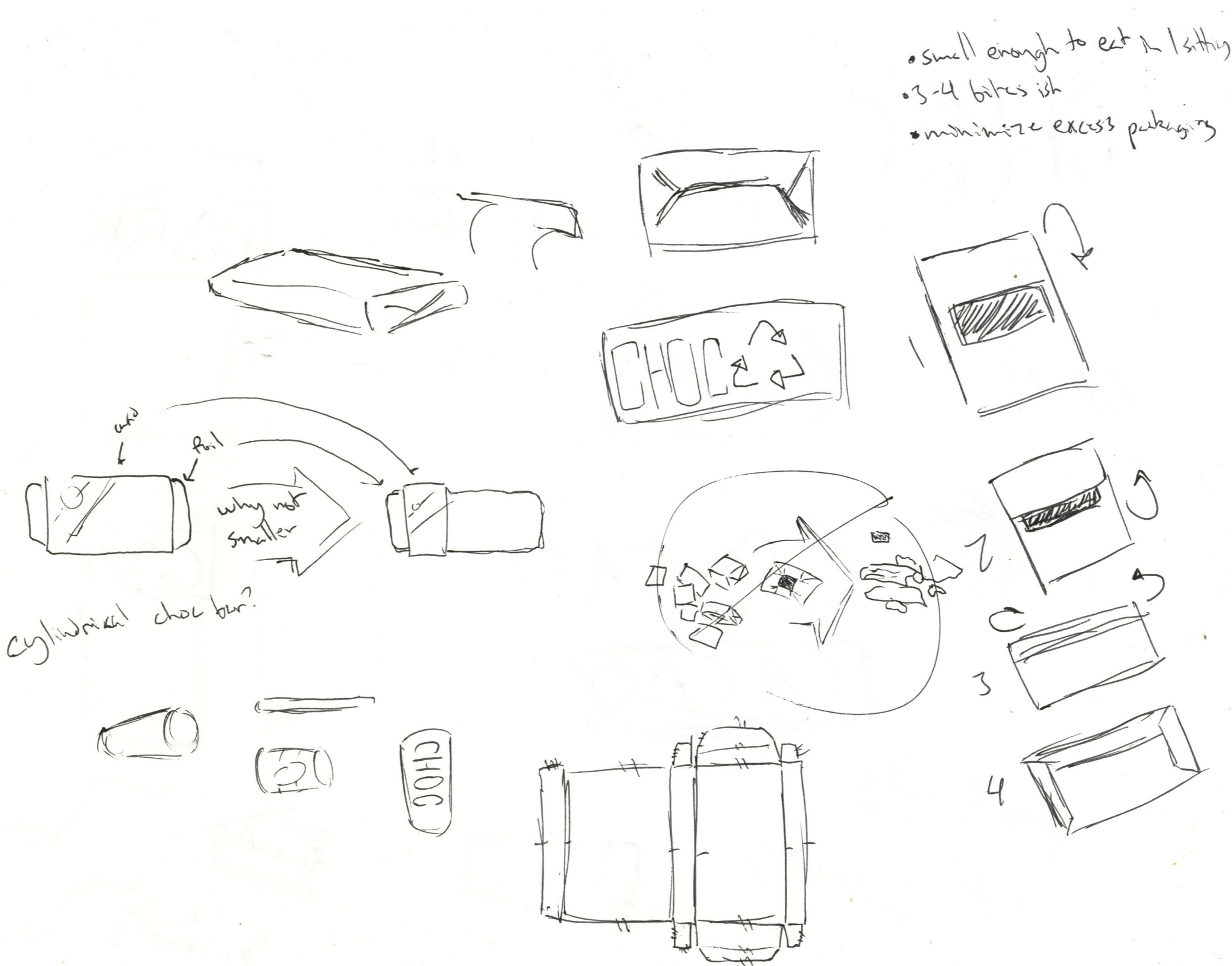


MOOD BOARD

In addition to over packaging, the only candy bars marketed on campus have very name brand variety, and a bit of a corporate feel. I knew a direction I wanted to go in would be a more natural feel. I wanted the design of the wrapper to be more like buying bread or meat from a deli; something that had been packaged right before purchase. Typically these types of things are packaged in more environmentally friendly containers, as they are not intended to last longer than a week. A chocolate bar could easily be treated the same way, even though they are not as perishable. A handwritten element would also help convey the idea of a less corporate feel, and evoke the idea that it had been very recently packaged.

THE ECO FRIENDLY CHOCOLATE BAR

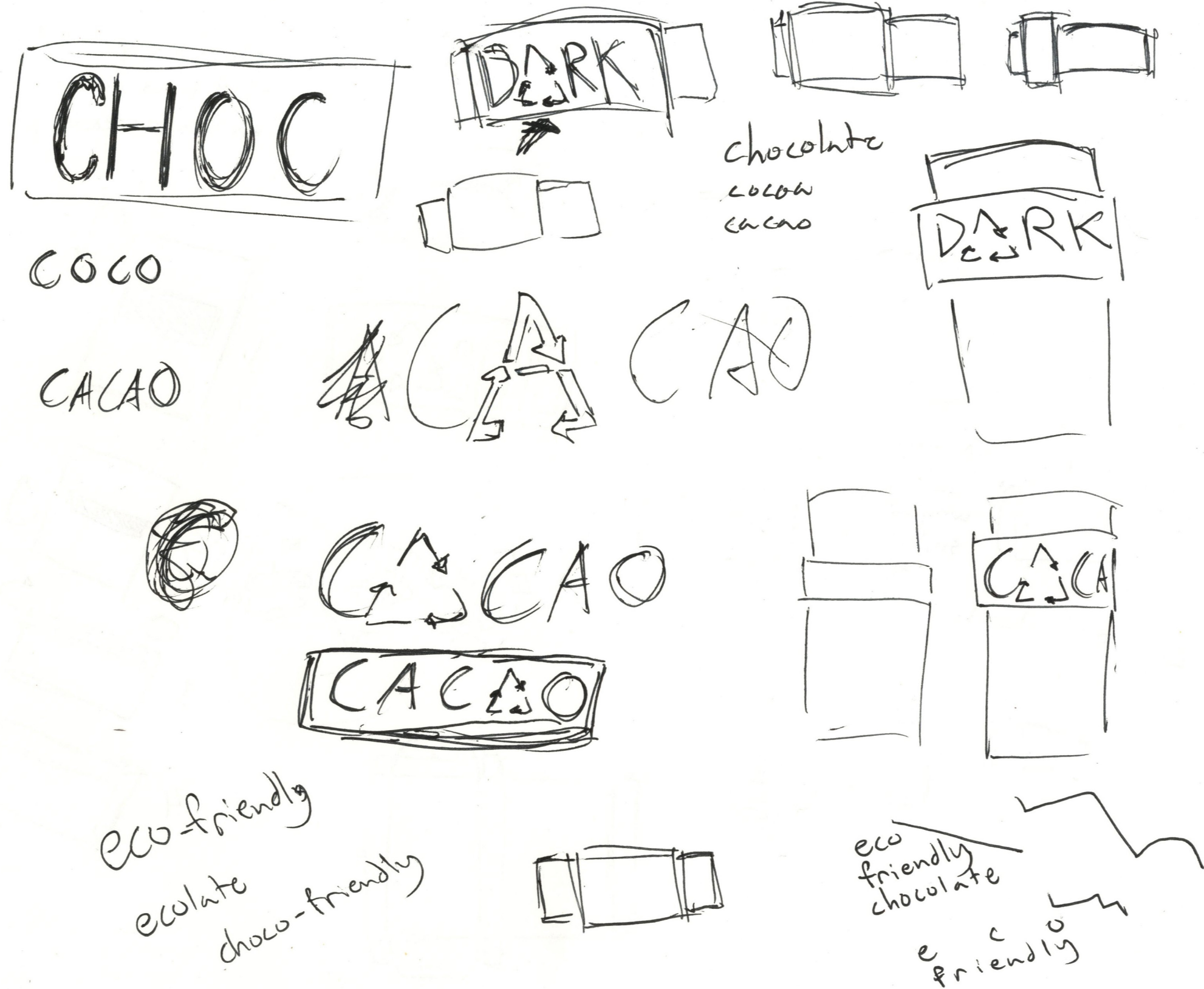
SKETCHES



Initial concepts included a cylindrical package, a package that optimizes a template to reduce wasted material. Branding had to include an aspect of eco friendliness or a recycling symbol. Various directions of reducing the amount of material used were explored.

THE ECO FRIENDLY CHOCOLATE BAR

SKETCHES



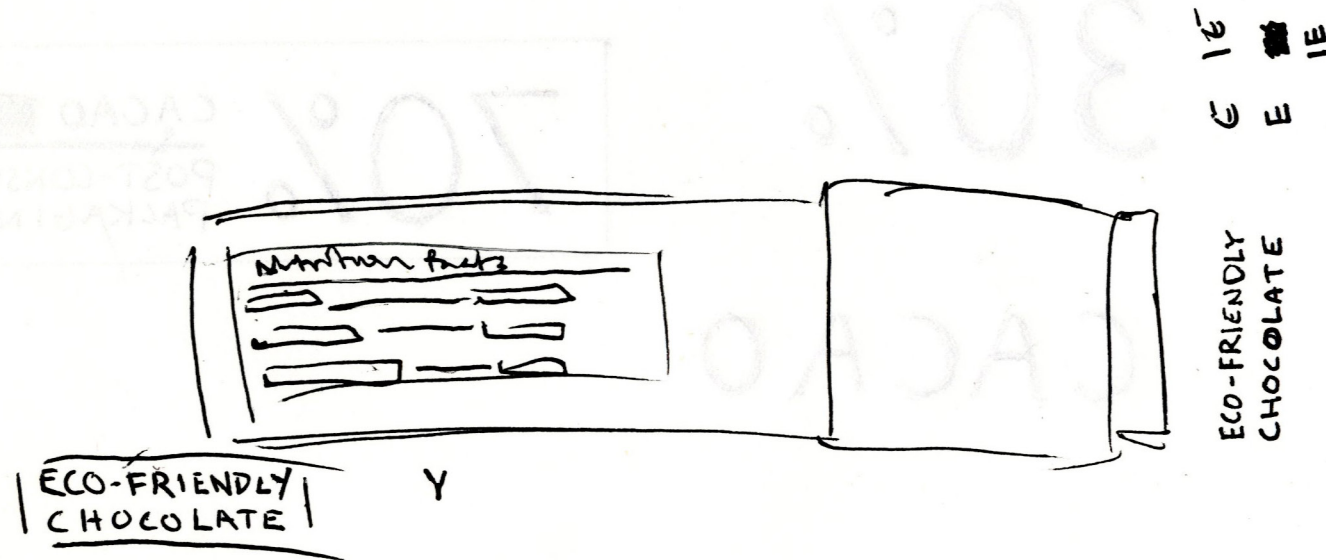
The size of a chocolate bar didn't have quite enough room to include all of the elements I wanted. Ideation lead to a sleeve to basically increase the surface area of the chocolate bar. I also knew I wanted to minimize ink usage, the majority of the bar would be the color of the packaging material.

THE ECO FRIENDLY CHOCOLATE BAR

SKETCHES

CACAO

CHOCOLATE



CACAO
ECO-FRIENDLY
CHOCOLATE



While exploring various materials, I came upon the fact that the amount of post consumer product directly effects the tint of a material. This led to the idea that a large percentage on the front of the bar could simultaneously represent how dark the chocolate was, and how much post consumer product was used to make the wrapper. The tint of the wrapper would also represent both of these concepts. As a fan of dark chocolate, I knew this was just the idea necessary for my project.

THE ECO FRIENDLY CHOCOLATE BAR



SLEEVE CONTENT COMPS

CACAO



ECO-FRIENDLY CHOCOLATE

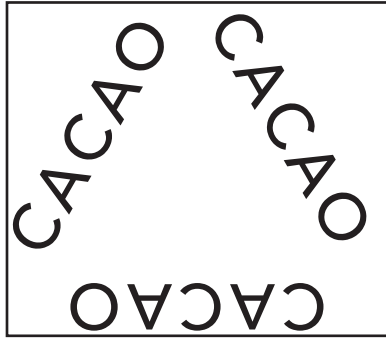
CACAO



ECO-FRIENDLY CHOCOLATE

CACAO

ECO-FRIENDLY CHOCOLATE



DARK

SWEET

DARK

SWEET

SEMI

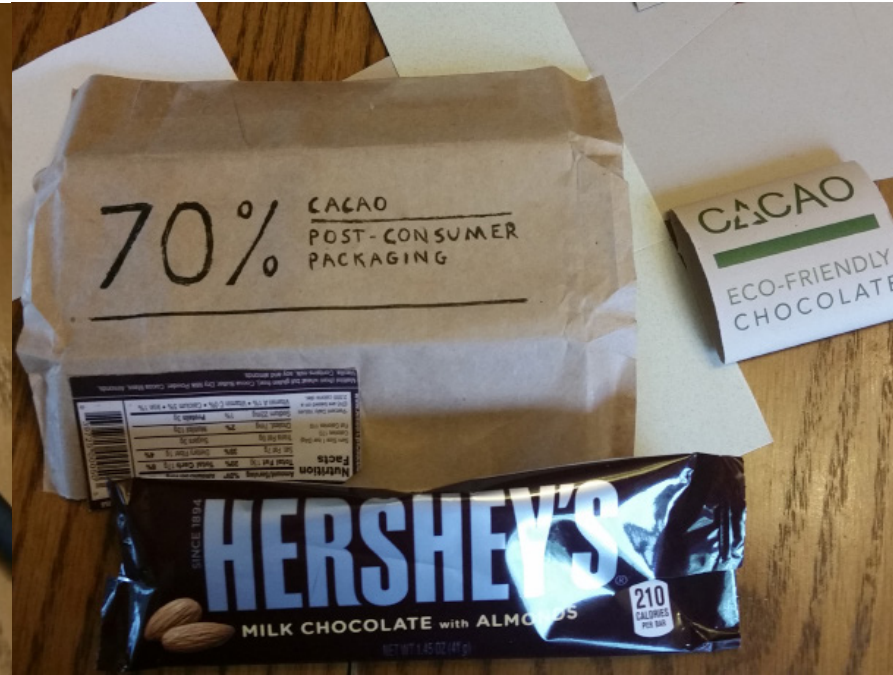
DARK

DARK

While the duality of the chocolate darkness + post consumer packaging was way too good of an idea to pass up on, the content of the sleeve was still up in the air. The upper left design was used for my first prototype.

THE ECO FRIENDLY CHOCOLATE BAR

INITIAL PROTOTYPE



The initial prototype was well received, but the “eco friendly” aspect was over designed. “cacao” by itself was lacking as a brand, so I decided to at least keep the recycle sign as an A. The green ink, and the eco friendly title was scrapped in favor of flavor, and laser cutting to reduce ink.

THE ECO FRIENDLY CHOCOLATE BAR

FINAL PROTOTYPE



THE ECO FRIENDLY CHOCOLATE BAR

REBRAND

C♻️CAO
SWEET

C♻️CAO
SEMI

C♻️CAO
BITTER

ALLERTA STENCIL

HELVETICA NEUE CONDESND BOLD

BREE SERIF

HELVETICA NEUE LIGHT

HEADER

SUBHEADER

SECONDARY SUBHEADER

BODY COPY

C♻️CAO

C♻️CAO

C♻️CAO

C♻️CAO

ECO FRIENDLY CHOCOLATE | 40G
ORGANIC | 70% DARK | STONE GROUND

COMPOSTABLE PACKAGE | FAIR TRADE | ZERO ADDED SWEETENERS

C♻️CAO

ECO FRIENDLY CHOCOLATE | 40G
ORGANIC | 70% DARK | STONE GROUND

COMPOSTABLE PACKAGE | FAIR TRADE | ZERO ADDED SWEETENERS

C♻️CAO

ECO FRIENDLY CHOCOLATE

FAIR TRADE | DARK | ORGANIC

Here at cacao, we take pride in the world. Our packaging includes minimal ink and adhesives, and no plastic or garbage of any kind. The stone grind method developed by the aztecs gives our chocolate that extra rich intensity, and the high cocoa bean content adds rustic dark flavor. Save the world while you taste the world.

Expanding on elements from the mood board specifically, the cacao eco friendly brand was redesigned to be more about the feeling of **rustic** and **fresh** chocolate. Typeface choices were made to get at the idea of fair trade, stencil type typically appears on 50 pound bags of rice or varying types of beans, and the script font was dropped in favor of something more professional.

THE ECO FRIENDLY CHOCOLATE BAR



IDEA EXPLORATION



The main three directions explore were having a woven bag with the chocolate bars pouring out, displaying the bars as if they were fresh fruit in a farmer's crate, or upon a cutting board as if they are slices of meat or bread. The cutting board option seemed the most doable and unique.

THE ECO FRIENDLY CHOCOLATE BAR

REFINEMENTS

CACAO | **ECO FRIENDLY CHOCOLATE | 40G**
ORGANIC | 70% DARK | STONE GROUND

COMPOSTABLE PACKAGE | FAIR TRADE | ZERO ADDED SWEETENERS

CACAO

ECO FRIENDLY CHOCOLATE

FAIR TRADE | DARK | ORGANIC

Here at cacao, we take pride in the world. Our packaging includes minimal ink and adhesives, and no plastic or garbage of any kind. The stone grind method developed by the Aztecs gives our chocolate that rustic, dark flavor, and the high cocoa bean content adds some extra rich intensity. Save the world while you taste the world.

CACAO

ECO FRIENDLY CHOCOLATE

COCOA BEANS | 1 LBS | 453 G

Organic chocolate beans, stone ground and ready for baking. Save the world while you taste the world.

I feel like I've gotten worlds better at using a camera, and the photo quality improvement from the previous batch to this next one is phenomenal. I am proud of myself and finally have confidence presenting my work! I can't say I've ever been quite so confident with a finished product.

THE ECO FRIENDLY CHOCOLATE BAR

FINAL PHOTOS

