





## MACARONI CONCEPTS

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# LUMBER·MAC

BULKY + BOLD TYPE  
Stack the Name

- Protein-Packed Mac and Cheese-

Marketed towards weightlifters, athletes, those on diets, active people wanting more protein + muscle. (made up primarily of mostly men + some women between 18-35)

Flavors + variants different protein, woods, and fun flavors

- Hickory Bacon - Cheese Burger ★
- Nacho Cheese ★
- Spicy buffalo chicken ★
- Maple Bacon ★
- Oaky pulled pork
- pepperoni pizza ★



Barx text.  
Pattern.



# IMPASTA

Marketed towards health-conscious moms + appeal to families w/ children.

Gluten-Free Mac + Cheese

variants are different noodle types and flavors

- Elbow macaroni
- twisted macaroni
- Bowtie noodles
- Stelle noodles

- White cheddar
- Gooey 4 cheese
- Parmesan Garlic
- Colby Jack

## TYPE STYLES

BOLD SANS SERIFS

- OVERALL STYLE - NEEDS PERSONALITY
- playful + professional
- illustrative?

★ Wanted poster info ★  
BARCODE ON BOTTOM



vault-top

Die-cut  
Jail bars  
with window  
that peeks into  
pasta.

# SUPER-BOWLS

## Healthy pasta alternatives

"super foods" + gluten free pasta

Avocados - Avocado Mozzarella  
Beets - Beet + Provelone.

Beans - Baked Beans?

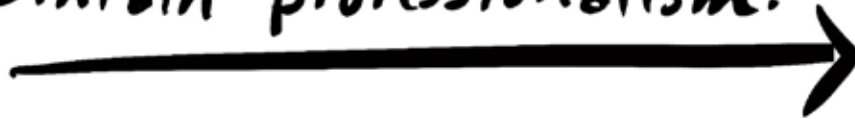
Broccoli - Cheddar Cheese + Broccoli

Marketed towards health-conscious consumers.

## ↳ SIMPLE DESIGN!

muted + natural color palette  
craft-paper packaging? (Brown)

Simple drawings to appeal to younger crowd but still maintain professionalism.



sketchy,  
hand-  
written  
font.  
(see mood)



# MUNSTER · MAC

(monster)

Marketed towards children between 5-12, mature design but highly illustrated

Variants are different "mythical" monsters with corresponding flavors

- Yeti: White cheddar
- Bigfoot: Hickory Bacon
- Loch nesse: sea salt mozzarella
- Swamp monster: Avocado Pepperjack

Boxes very illustrated

to be interesting but not scary... picture book style



## TYPE TREATMENT

THICK TYPEFACE  
hand-drawn?

DARK + BOLD  
color scheme

# Main Squeeze ♥ Mac + Cheese

no powder packets, real cheese  
packs + quality pasta for main  
dishes.

Marketed towards  
families looking for  
higher quality mac.

windows to  
"squeeze" box in.



← graphic type  
OR  
simple italic  
and bold uses.

## MAIN SQUEEZE

Graphic Typography + BOLD  
color palette. Not over-crowded,  
allow minimal detail to ACCENT  
The windows of box.

# Mix N' Mac

Mac + cheese with different cheese choices + toppings inside the box to choose.

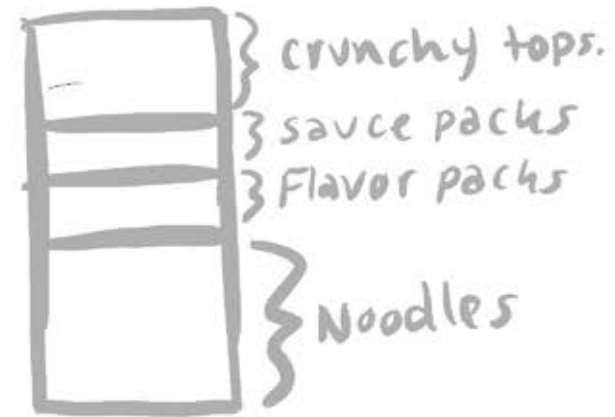
Different boxes for different palletes:

- Spicy - hot sauce, buffalo sauce, etc
- Fancy - parm garlic, gouda, etc
- Savory - 4 cheese, heavy cream,
- Classics - BBA sauce, etc.

Boxes composed of:

- Flavor packets
- Noodles
- Topping sauces
- Crunchy toppings

Boxes composed of sectioned levels?



MIX  
W'  
MAC

MIX  
AND  
MAC



# Shellfish

Sea-food specialty mac

\* marketed towards adults - more of a luxury mac + cheese MEAL.

- Lobster mac
- Crab mac
- Shrimp mac
- Scallop mac

pattern on boxes of protein **OR fishing net**

## TYPE TREATMENT

Fancy, calligraphic, simple

Windows to mac + cheese.



LOBSTER TRAP?



LOBSTER



SHRIMP



Scallops

# Snack mac (Mac Snacks)

- Cheese puffs
- hot wings
- pizza rolls
- Nachos
- Beef Jerky
- BBQ chips

Marketed as snacks instead of meals or sides.

Lunchbox style Box?



Marketed toward Kids + teens

## Type Treatment

**BOLD + Dynamic**  
Comic-Booky

# Easy-Cheesy

Single serve simple bowls - add water only

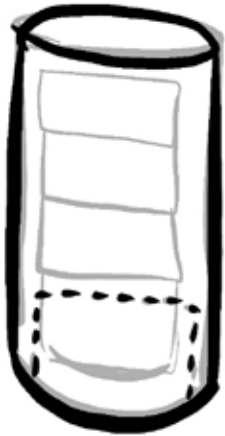
Marketed towards college students / young adults who can't cook.

# easy·cheesy

- TONED-DOWN COLOR SCHEMES
- 3 TONE COLOR PALETTE  
B, W, ?

Illustrative type / simple lower case

## Box-Dispenser.



Tear-away bottom to take one box at a time

too gimmicky?

# EASY CHEESY



Boxes lined up and easy access.



## CREATIVE BRIEF

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# CREATIVE BRIEF

## LUMBER MAC

### CONCEPT

A mac & cheese brand that is focused on producing fun macaroni flavors with high protein benefits. The brand's promise is to cut the extra additives, gluten, and additional carbs and keep the flavor you love and the protein you need.

### TARGET AUDIENCE

The target audience is particularly adults between the ages of 18-35 who are in physically demanding jobs or are passionate about weight lifting or working out. This group is composed of primarily men but also keeps the female audience in mind. This younger and physically active group would seek and pay additionally for quality product with extra protein and youthful packaging.

### COLOR THEMES

Color themes will consist of natural color palettes bumped up a few notches in vibrancy. These colors will interact with craft paper textures and stand out on the brown background.

### TYPOGRAPHY

Typography will be a large, bold, and memorable type full of personality. The headers and brand name will be in all caps to reinforce the energetic brand theme, and body text will be a smaller sans serif to accompany the headers as accents.

### ILLUSTRATIONS

Illustrations will feature bearded male lumberjacks and braided female lumberjacks running through a forest. Their environment that interacts with them will change depending on flavor of the macaroni. Lumberjacks will be drawn with features of body builders- through tattoos, clothing, or muscles.

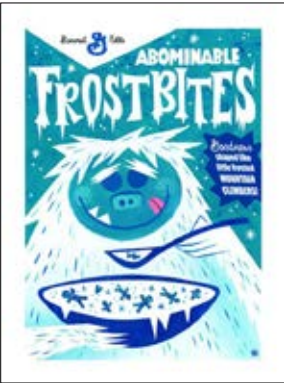


## **PACKAGING STYLE MOOD BOARDS**

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## **BRAND TYPE EXPLORATIONS**

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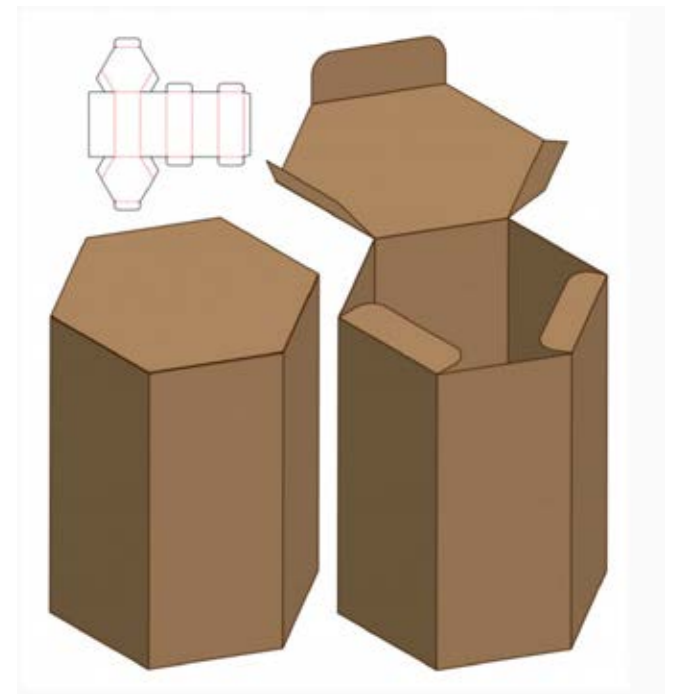
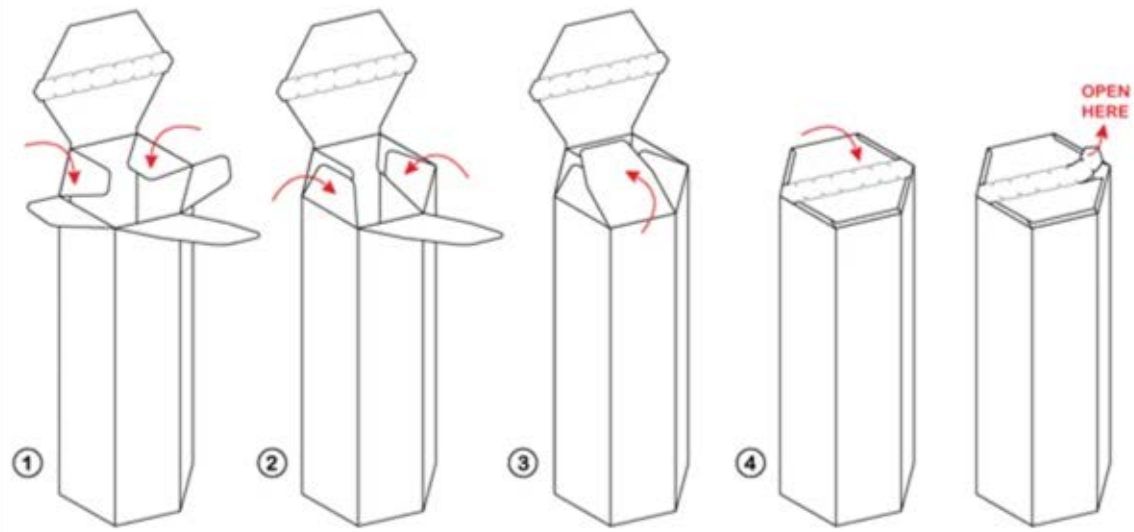
LUMBER  
MAC

LUMBER  
MAC



## **PACKAGING & ILLUSTRATION MOOD BOARDS**

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## SKETCHING EXPLORATION

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## ILLUSTRATION REFINEMENT

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# LUMBER MAC FLAVORS



BUFFALO CHICKEN



Double-Trouble cheddar  
DOUBLE THE CHEESE



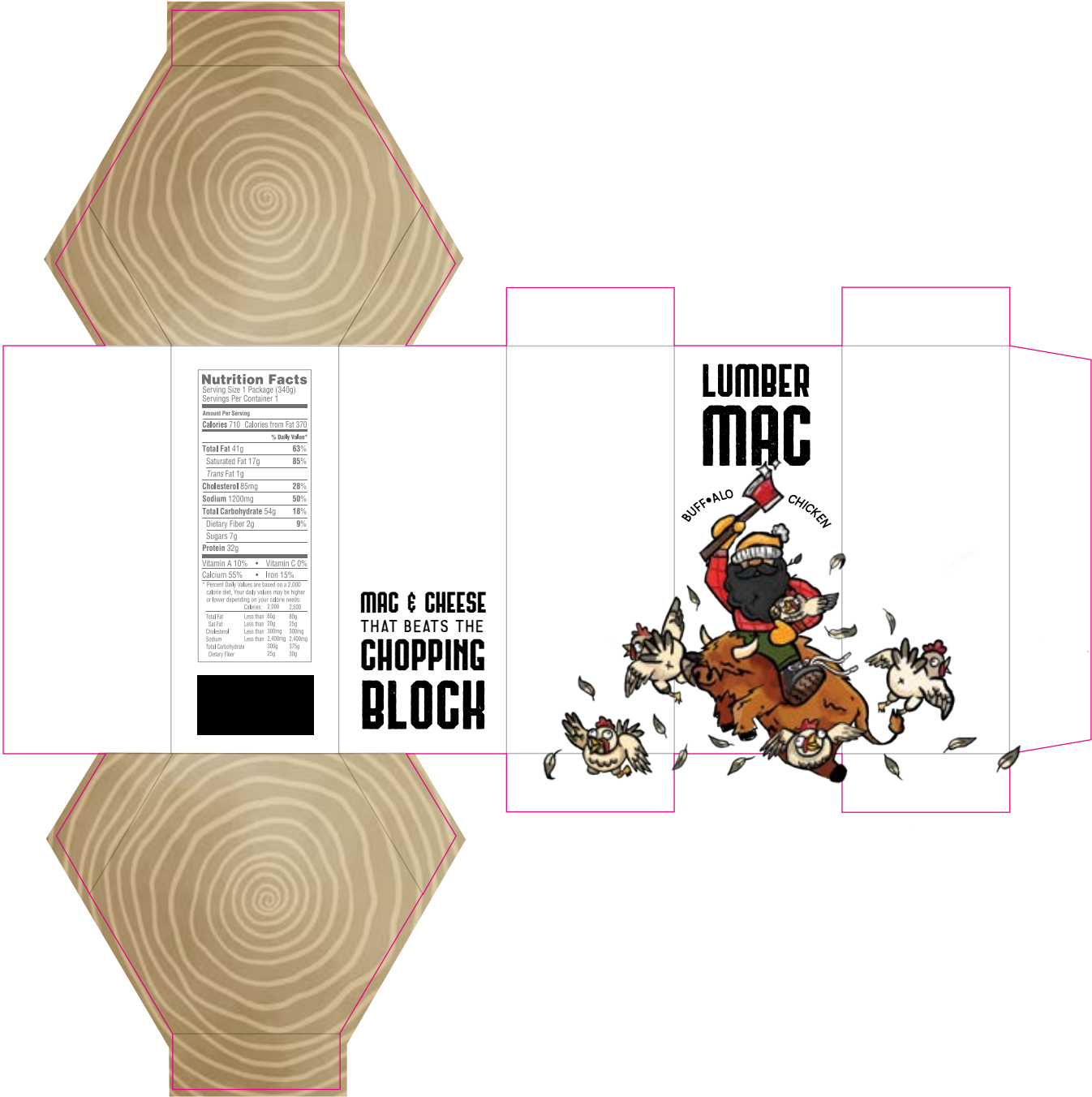


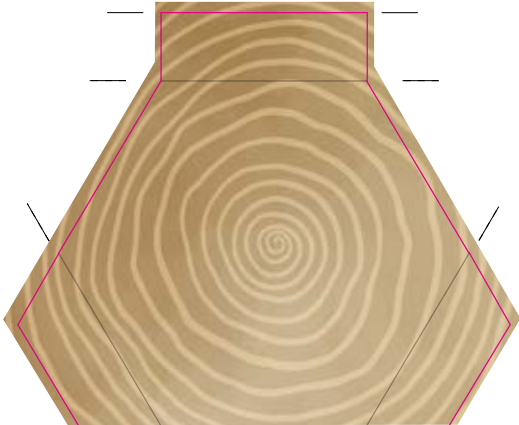




## MACARONI BOX TEMPLATE ROUGHS

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### MAC PREP

Bring water to boil in medium saucepan. Add noodles and cook 7 to 8 minutes, stirring occasionally.

Once tender, drain & return macaroni to pan to mix.

Add butter, milk, cheese sauce, and goody bag\* combine.

**CROW DOWN AND GET JACKED!**

### TRAIN LIKE A LUMBERJACK

You got your fuel, now it's time to put it to good use! View workouts posted by fellow Jacks to get the log rolling and reach your goals.

### Nutrition Facts

Serving Size 1 Package (340g)

Servings Per Container 1

Amount Per Serving

Calories 710 • Calories from Fat 370

% Daily Value\*

Total Fat 41g 83%

Saturated Fat 17g 85%

Trans Fat 1g

Cholesterol 86mg 28%

Sodium 1200mg 50%

Total Carbohydrate 54g 18%

Dietary Fiber 2g 9%

Sugars 7g

Protein 32g

Vitamin A 10% • Vitamin C 0%

Calcium 55% • Iron 15%

\*Percent Daily Values are based on a diet of 2,000 calories a day. Your daily values may be higher or lower depending on your calorie needs.

Calories: 2,000 • 2,500

Total Fat Less than 65g 80g

Sat Fat Less than 20g 25g

Cholesterol Less than 300mg 300mg

Sodium Less than 2,400mg 2,400mg

Total Carbohydrate 300g 375g

Dietary Fiber 25g 30g

Sugars 25g 30g

Protein 25g 30g

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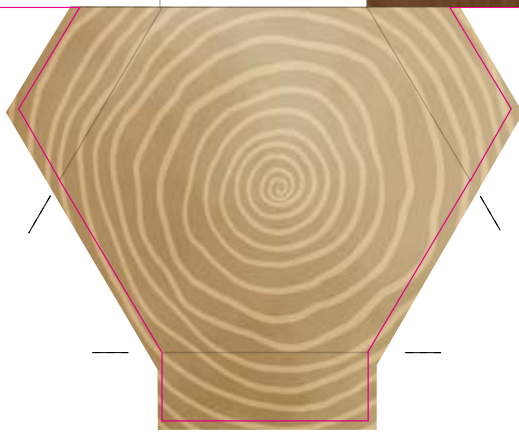
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# LUMBER MAC

BUFFALO CHICKEN





## MACARONI BOX TEMPLATES

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**MAC PREP**

Bring water to boil in medium saucepan. Add noodles and cook 7 to 8 minutes, stirring water occasionally.

Drain water, drain & return saucepan to gas to dry.

Add 8 cups of butter, milk cheese sauce and ground beef.

COOK DUMP AND GO! (JESUS)

**TRAIN LIKE A LUMBERJACK**

You get your fuel, now it's time to get it to good use. View workouts provided by below links to get the big rolling and reach your goals.



**Nutrition Facts**

Serving Size 1 (100g) (100g)  
Servings Per Container 1

Amount Per Serving

Calories 730. Calories from Fat 270

% Daily Value\*

Total Fat 47g 94%

Saturated Fat 17g 34%

Trans Fat 1g

Cholesterol 30mg 60%

Sodium 1700mg 34%

Total Carbohydrate 54g 18%

Dietary Fiber 2g 8%

Sugars 1g

Protein 20g

Vitamin A 100% • Vitamin C 0%

Calcium 50% • Iron 10%

\*Percent Daily Values are based on a diet of mac & cheese.

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Net Wt. 100g (3.52oz)

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HIGH SODIUM  
CARB LOADED  
ADDED SUGAR  
OH, AND  
GMOs

CHOP THE SLOP.  
KEEP THE  
MAC

PEPPER JACKED JERKY

LUMBER  
MAC

NET WT 7.25 OZ (205g)





**MACARONI BOX FINALS**

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