

A circular logo with a dark blue background and a light blue floral pattern. The letters 'LIT' are prominently displayed in a white, serif font. The 'L' and 'T' have a classic, slightly flared design, while the 'I' is a simple vertical bar. The floral pattern consists of various flowers and leaves, creating a dense, textured background.

LIT

Lauren Tomlinson

Graphic Designer and Illustrator



SÜSS: GERMAN DESSERT BAR

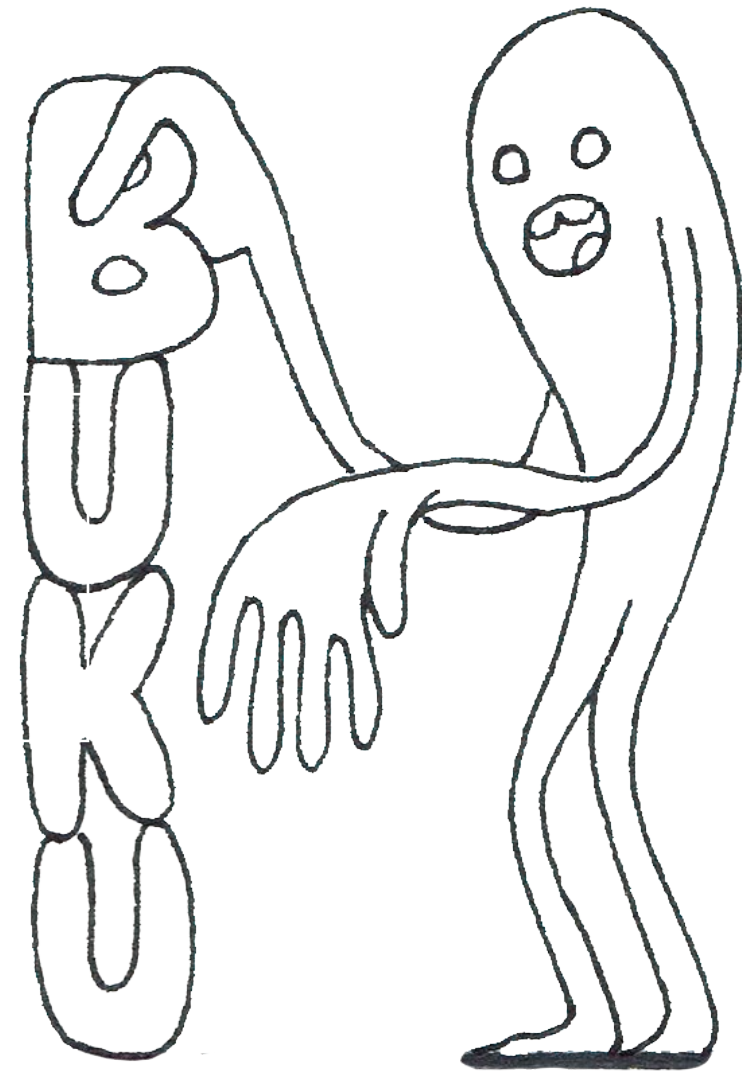
This logo was created for a small bakery specializing in authentic German desserts. The logo, as well as the bird graphic, has been used throughout the bakery's menu, stationery, packaging and products.





THE BUKU PROJECT

This poster was designed for the 2018 Music Festival, The Buku Project. Merchandise was also created to accompany the poster, along with a t-shirt and a tote bag.



FEATURING: ASAP ROCKY, BASSNECTAR,
BORGORE, CALVIN HARRIS, CASHMERE CAT,
CHANGE THE RAPPER, CHVRCHES, CLAUDE
VONSTROKE, DEADMAUS, DILLON
FRANCIS, FUTURE, EARL SWEATSHIRT,
EXPLOSIONS IN THE SKY, GRIZ,
GRAMATIK, HONEY DIJON, ILLIENIUM,
JAMIE JONES, KEHLANI, KENDRICK
LAMAR, KID CUDI, LIL BOOSIE, LITTLE
DRAGON, MGMT, MAJOR LAZER, NINA
KRAVIZ, PASSION PIT, PORTUGAL
+ MANY MORE

MARCH 22 - 23
NEW ORLEANS

THEBUKUPROJECT.COM





The Merging of two Company Powerhouses

KRAFTHEINZ MAGALOGUE

This magalogue for the Kraft-Heinz Company consists of thirty-six pages. The magalogue contains articles relating to both the history of each individual company and the recent merger of Kraft and Heinz that took place in 2017. The layout is composed of a four-column grid system, divided into two large columns to allow for better type flow, image placement and important pull quotes.



The Story Behind Kraft

Kraft Foods Group, Inc. manufactures and markets food and beverage products, including convenient meals, refreshment beverages and coffee, cheese and other grocery products.

The company operates its business through five segments: Beverages, Cheese, Refrigerated Meals, Grocery and International & Foodservice. The Beverages segment includes Maxwell House, Gevalia, and Tuban coffees; Tassimo hot beverage system; Capri Sun and Kool-Aid packaged juice drinks; Crystal Light, Kool-Aid, and Country Time powdered beverages; and M&O liquid concentrate. The Cheese segment includes Kraft and Cracker Barrel natural cheeses; Philadelphia cream cheese; Kraft and Del Deluxe processed cheese slices; Velveeta and Cheez Whiz processed cheeses; Kraft grated cheeses; Poly-O and Athenos cheese; and Breakstone's and Knudsen cottage cheese and sour cream.

The Refrigerated Meals segment includes Oscar Mayer cold cuts, hot dogs, and bacon; Lunchables lunch combinations; Clausen pickles; and Boca soy-based meat alternatives. The Grocery segment includes Planters nuts, peanut butter, and trail mixes; Kraft and Deluxe macaroni and cheese dinners; Kraft and Miracle Whip spoonable dressings; Kraft and Good Seasons salad dressings; Velveeta shells and cheese dinners; Jell-O dry packaged desserts; Jell-O refrigerated gelatin and pudding snacks;



Cool Whip whipped topping; A.I. steak sauce; Kraft and Bull's-Eye barbecue sauces; Stove Top stuffing mix; Jet-Puffed marshmallows; Velveeta Cheese Slices and Taco Bell Home Originals meal kits; Shake 'N Bake coatings; Baker's chocolate and baking ingredients; and Grey Poupon premium mustards.

The International & Foodservice segment includes Kraft peanut butter and Nabisco coffee, as well as a range of products bearing brand names similar to those marketed in the U.S. The Foodservice business sells primarily branded products, including Maxwell House coffee, A.I. steak sauce, and a broad array of Kraft sauces, dressings and cheeses. Kraft Foods Group was founded in 1980 and is headquartered in Northfield, IL.

Kraft Foods Group History Origin of the firm

The company has its origin as National Dairy Products Corporation (National Dairy), formed on December 10, 1923, by Thomas H. McInerney. The firm was initially set up to execute on a rollup strategy in the then fragmented United States ice cream industry. Through acquisitions it expanded into a full range of dairy products. By 1930 it was the largest dairy company in the United States and the world, exceeding Borden.

McInerney operated the Hydrox Corporation, an ice cream company located in Chicago, Illinois. In 1923 he went to Wall Street to convince investment bankers there to finance his scheme for consolidating the United States ice cream industry.

He initially found "hard sledding" with one banker saying the dairy industry "lacked dignity." He persevered and convinced a consortium including Goldman Sachs and Lehman Brothers to finance a rollup strategy.

As a result of his efforts, National Dairy Products Corporation was formed in 1923 in a merger of McInerney's Hydrox with Reck's M'Quinn Dairy Co. of Pittsburgh, Pennsylvania. The resulting firm was then listed on the New York Stock Exchange with the offer of 125,000 shares having been oversubscribed.

Beginnings for Kraft

Born in Stevensville, Ontario, Canada in 1874, James L. Kraft immigrated to the United States in 1903 and started a wholesale door-to-door cheese business in Chicago; its first year of operations was "diminutive", losing \$3,000 and a horse. However, the business took hold and Kraft was joined by his four brothers to form J.L. Kraft and Bros. Company in 1905. As early as 1911, circulars and advertisements were in use by the company.

In 1912, the company established its New York City New York, headquarters to prepare for its international expansion. By 1914, thirty-one varieties of cheeses were being sold around the U.S. because of heavy product development, expansion by marketing, and opening wholly owned cheese factories in Illinois.

In 1915, the company had invented pasteurized processed cheese that did not need refrigeration, thus giving a longer shelf life than conventional cheese. The process was patented in 1916 and about six million pounds of the product were sold to the US Army for military rations during World War I.

In 1916, the company began national advertising and had made its first acquisition—a Canadian cheese company.

In 1924, the company changed its name to Kraft Cheese Company and listed on the Chicago Stock Exchange.

Image Below: A box of Kraft Dinner from 1936.

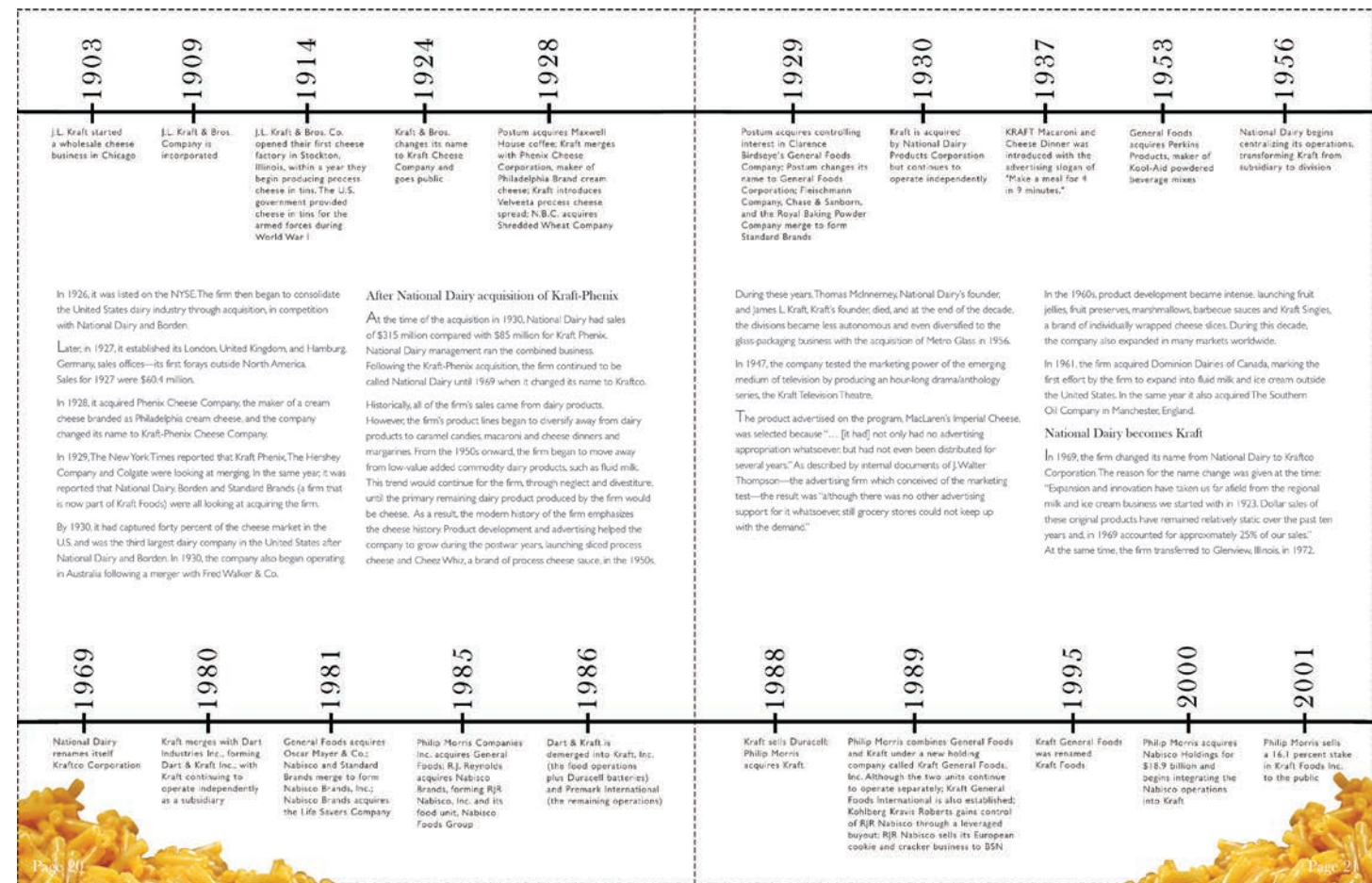




Image Above: A porcelain Heinz Pickle Sign from 1963

After its domestic success in the nineteenth century, the H.J. Heinz Company began to transition from a domestic, private firm to an international, public company in the twentieth century. In 1900, H.J. Heinz incorporated the company; six family members owned shares in the company.

At this time, the H.J. Heinz Co. was first in the production of ketchup, pickles, mustard, and vinegar in the United States. Five years later, in 1905, Heinz expanded overseas when the company opened its first international factory in England.

Unfortunately, at the age of 75, Heinz Company founder H.J. Heinz died in 1919. The management of the business remained in the family; however, as Howard Heinz succeeded his father as company president, Howard Heinz successfully rescued the company at the height of the Great Depression in 1931 by introducing two new product lines: ready-to-eat soups and baby food.

In Britain, Heinz Beans on toast for breakfast has become a staple of the diet. In 1928, the British Heinz subsidiary stopped importing Heinz beans from the United States and Canada and began to produce its own, permitting cheaper, yet more popular, bean production.

The Heinz Company would later strike marketing gold in 1967 with the U.K. advertising slogan "Beans Mean Heinz," its success and hundreds of variations compares only to the "57 Varieties" campaign of a half-century earlier.

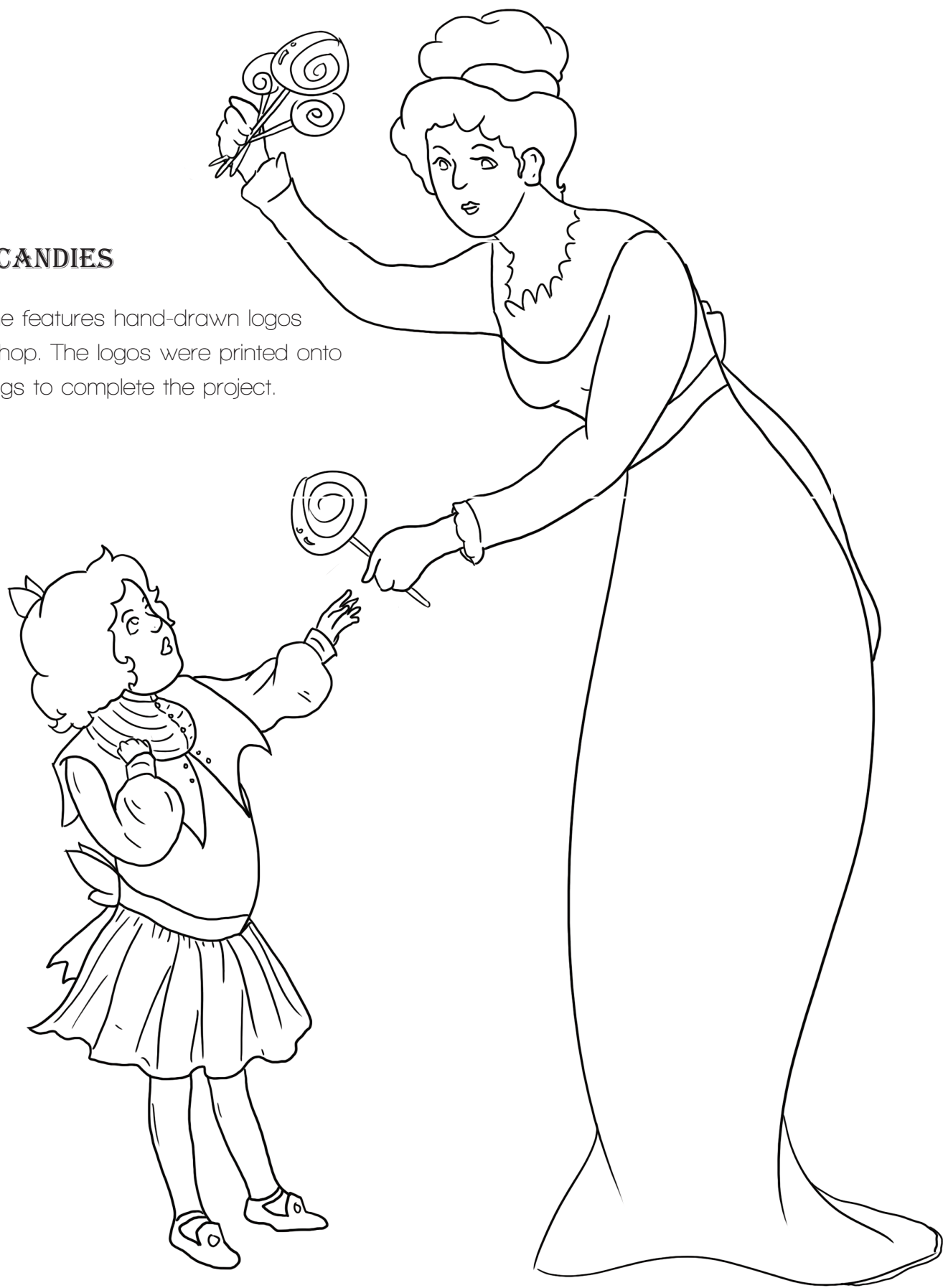
Following the death of Howard Heinz in 1941, his son, H.J. "Jack" Heinz II took control of the company. He followed his grandfather's example of company growth by expanding the H.J. Heinz Co. domestically through acquisitions and internationally by launching Heinz subsidiaries. Jack Heinz already had previous expansion experience, as he had directed the company's development in Australia during the 1930s. Although Heinz products had been available in Australia for 50 years, the company cemented its position there when it built a production plant in Richmond, Victoria, in 1934. The subsidiary, Heinz-Australia, would become the nation's largest food processing plant. When the company had its first public offering in 1946, sales figures revealed that the H.J. Heinz Company earned over \$4 million in net profits.

Image Below: A collection of Heinz historical items, including Heinz Pickle Pins from 1893



MOTHER VICTORIAN'S CANDIES

This Victorian style candies line features hand-drawn logos colored and refined in photoshop. The logos were printed onto small, multi-colored, paper bags to complete the project.



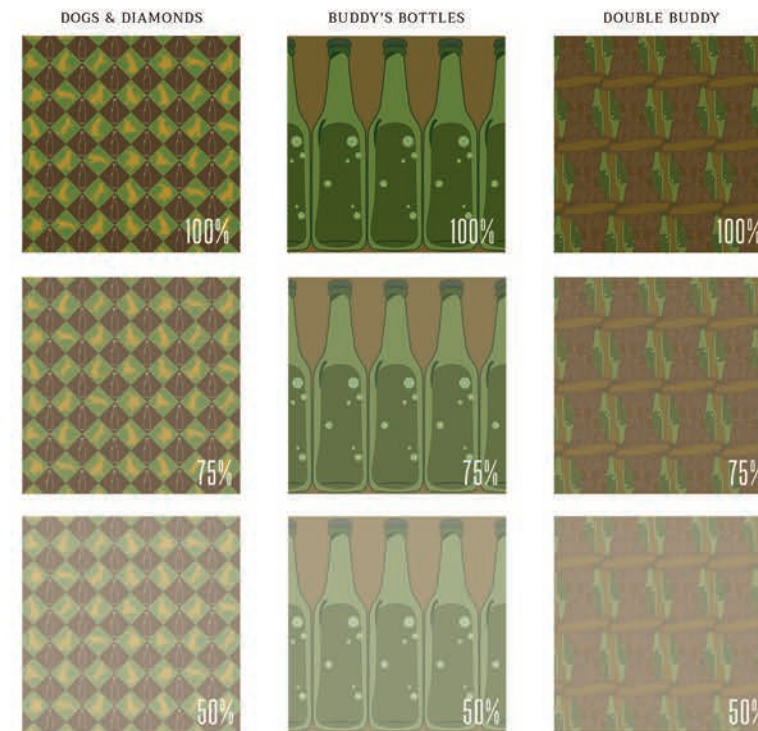




BUDDY'S BREWS: MICROBREWERY & TAVERN

This logo was created for a company that prints your dog's image onto beer bottles. The logo has been implemented throughout the company's branding manual, designs, patterns, stationery and other products such as merchandise.

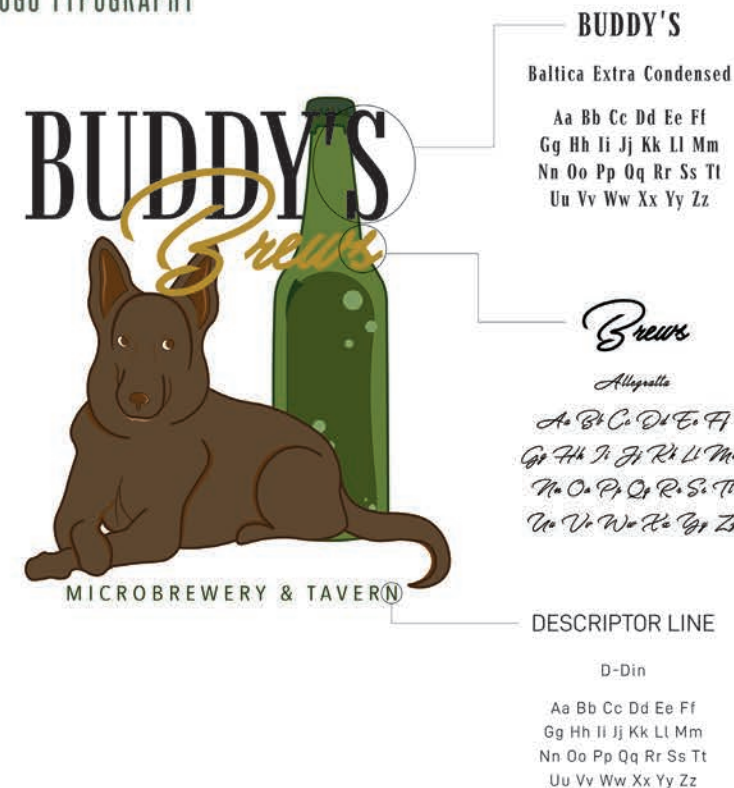
PATTERNS AND COLOR PALETTES



| | | | | | |
|--|--|---|---|---|---|
| CHOCOLATE BROWN Dog's ears, eyes, nose, and highlights on the dog's body | CMYK: 42, 69, 98, 49 RGB: 94, 58, 22 #603A16 | MINT GREEN Beer bubbles | CMYK: 64, 32, 96, 15 RGB: 99, 126, 58 #637F3B | RICH GREEN Bottle wrapping | CMYK: 74, 43, 100, 41 RGB: 57, 84, 39 #3A5427 |
| CREAM BROWN Highlight underneath dog's mouth and on the dog's nose | CMYK: 30, 50, 75, 9 RGB: 170, 125, 81 #A97C51 | MOSS BROWN Bottle cap | CMYK: 71, 49, 57, 46 RGB: 58, 74, 55 #3A4A37 | LEAF BROWN Beer bottle | CMYK: 64, 32, 96, 15 RGB: 99, 126, 58 #637F3B |
| MUDDY BROWN Dog's body color | CMYK: 48, 60, 77, 44 RGB: 94, 71, 50 #5E4732 | FOREST BROWN Bottle outline, bottle details and lagline | CMYK: 78, 49, 90, 59 RGB: 35, 60, 82 #233C2D | OLIVE BROWN Beer inside of bottle | CMYK: 70, 44, 100, 40 RGB: 66, 84, 38 #415526 |
| DARK BROWN Dog's outline | CMYK: 53, 69, 77, 69 RGB: 59, 37, 25 #3B2519 | | | | |
| SOFT BROWN Highlight inside of the dog's ear | CMYK: 36, 60, 80, 24 RGB: 138, 94, 60 #8B5F3C | | | | |
| CHARCOAL BLACK Mainfont | CMYK: 100, 100, 100, 100 RGB: 0, 0, 0 #000000 | | | | |
| CHAMPAGNE YELLOW Mainfont | CMYK: 30, 41, 100, 6 RGB: 176, 140, 46 #B18C2E | | | | |



LOGO TYPOGRAPHY



COORDINATING FONTS

RECOMMENDED FOR MAIN TITLES

Steelfish

A B C D E F
G H I J K L M
N O P Q R S T
U V W X Y Z

Point Size: 23pt
Leading: 100

RECOMMENDED FOR BODY COPY

Lato Light

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Point Size: 9pt
Leading: 13pt

RECOMMENDED FOR HEADLINES

Trirong Light

Trirong Light Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Point Size: 11pt
Leading: 13pt
Tracking: 100

RECOMMENDED FOR CAPTIONS

Lato Light Italic

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Point Size: 9pt
Leading: 13pt

PAMPER YOUR BUDDY

Not only does our company allow you to put your precious pooch's face onto our bottles, we also offer a clothing line to keep your buddy looking stylish.



BUDDY'S WINTER COAT

| SIZES | FABRIC OPTIONS | COLOR OPTIONS | |
|-----------------------|-----------------|------------------|------------|
| EXTRA SMALL - \$10.00 | BUDDY'S BOTTLES | CHARCOAL BLACK | CHERRY RED |
| SMALL - \$15.00 | DOGS & DIAMONDS | CHAMPAGNE YELLOW | BUDDY BLUE |
| MEDIUM - \$20.00 | DOUBLE BUDDY | COOL GRAY | LEAF GREEN |
| LARGE - \$30.00 | | | |
| EXTRA LARGE - \$45.00 | | | |

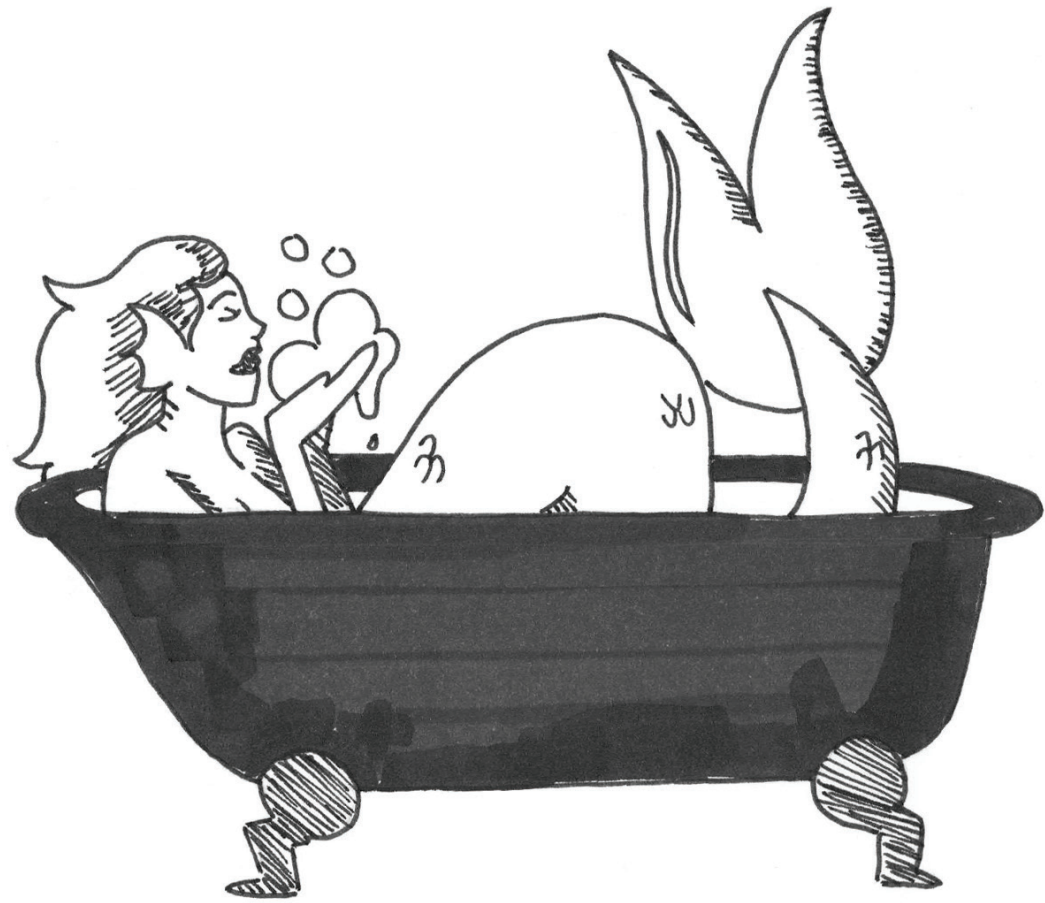




DIVERSITY POSTER

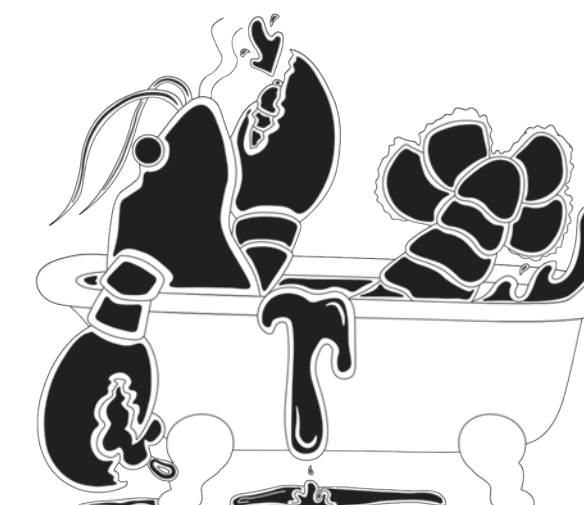
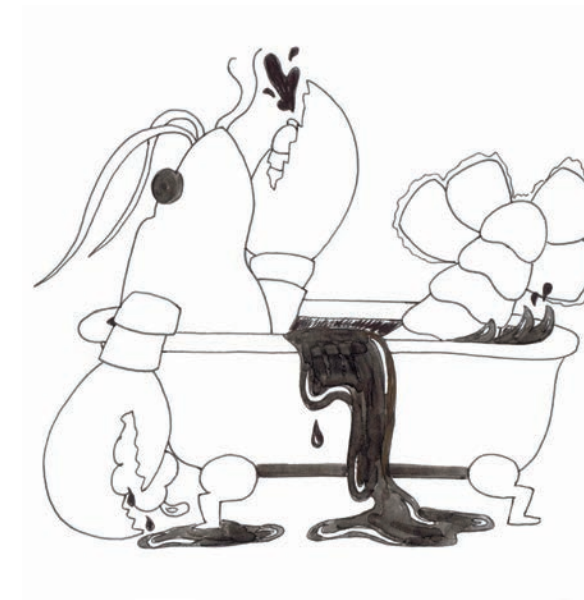
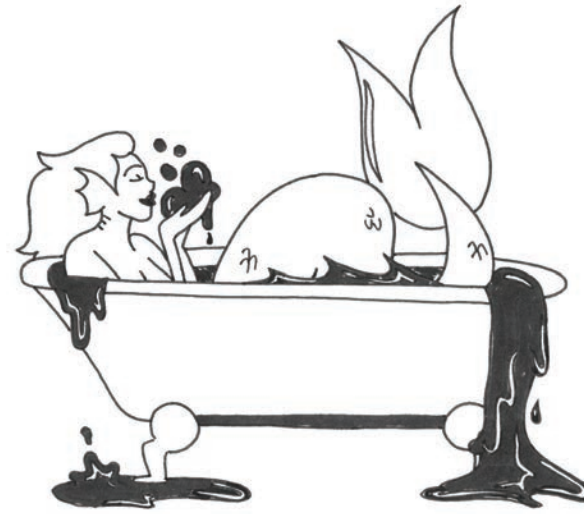
The task assigned was to create a poster that best depicted what diversity meant to us and had typographic elements. Matryoshkas of different nationalities, nesting within each other best represented the idea of diversity as well as acceptance.





UNDER THE SEA

This series of sea creature icons have so much personality to offer, whether it be used for beachhouse or bathroom decor. A great amount of development and experimenting brought these three icons (tricons) to life.





VINE SPIRALS

A copper-plate engraving was created during a month-long process that involved applying thick, tar-like layers of ink, burnishing away the desired areas and linework, and resting the plate in an acid-bath solution for a period of time. This process was repeated numerous times until the desired image was created. Several copies were printed in multiple colors on rich, Hannelora print-making paper.



SPROUT: BEGINNER'S SUCCULENT GREEN HOUSE

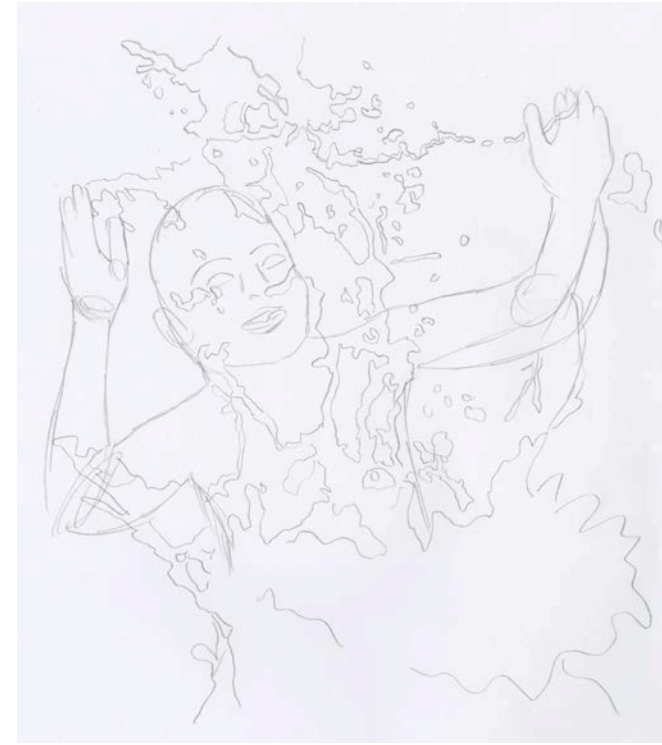
This piece was created for the Kutztown University Senior project during the internship assignment. Free, creative range was given with no limitations. I had decided to create a package design based project in order to reflect what I had learned during my internship.





SEASON OF THE WITCH

This series of four spot illustrations is based around the four seasons. The project started with an initial concept sketch for the Halloween season detailing witches, from there the concept of witches celebrating the different seasons emerged.

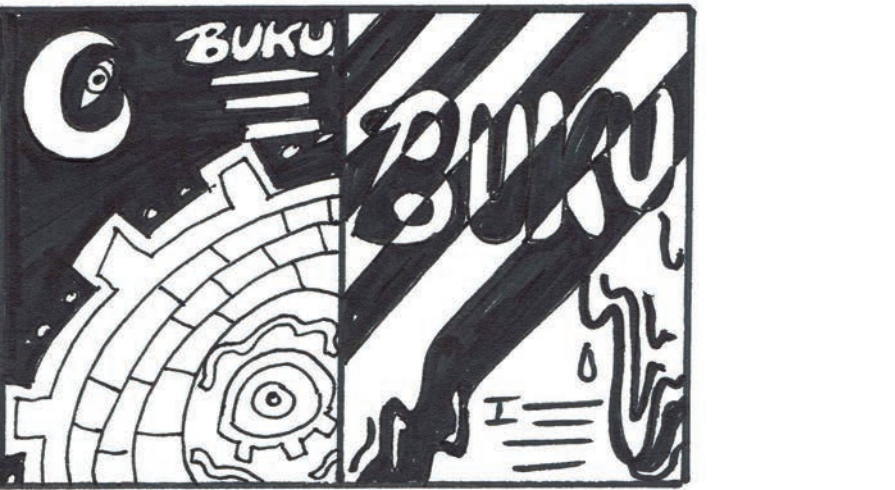
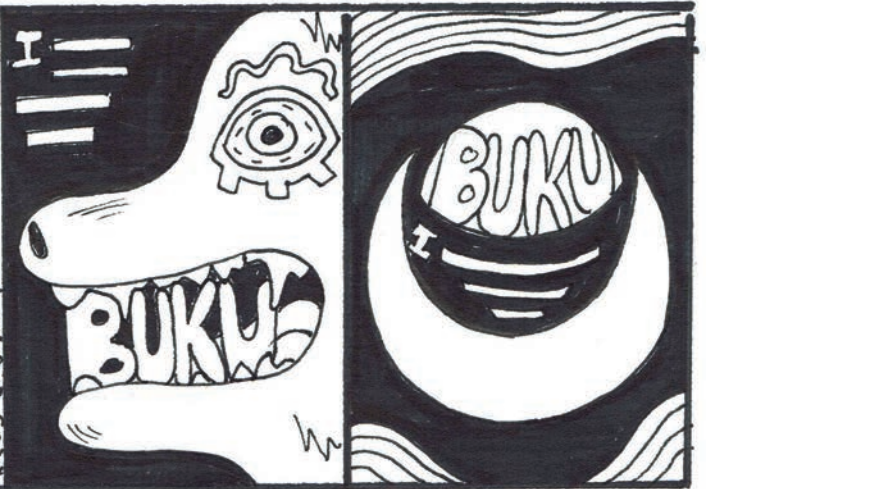
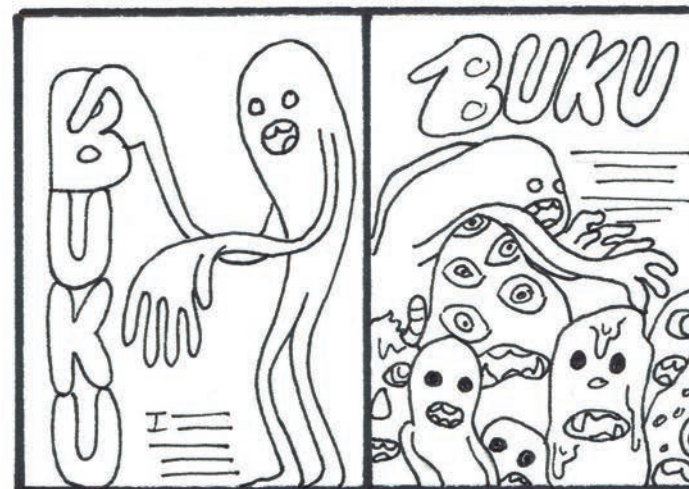
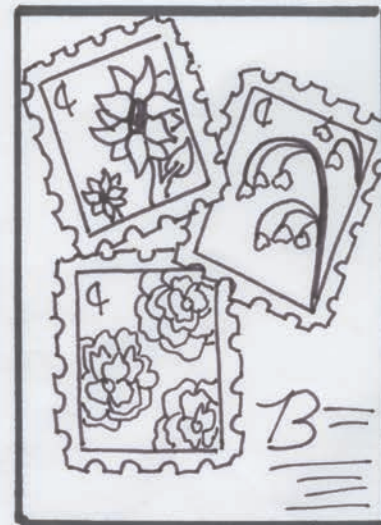
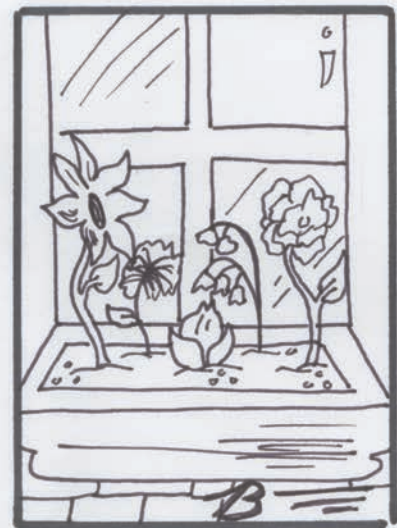








DEVELOPMENT





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