





SÜSS: GERMAN DESSERT BAR

This logo was created for a small bakery specializing in authentic German desserts.

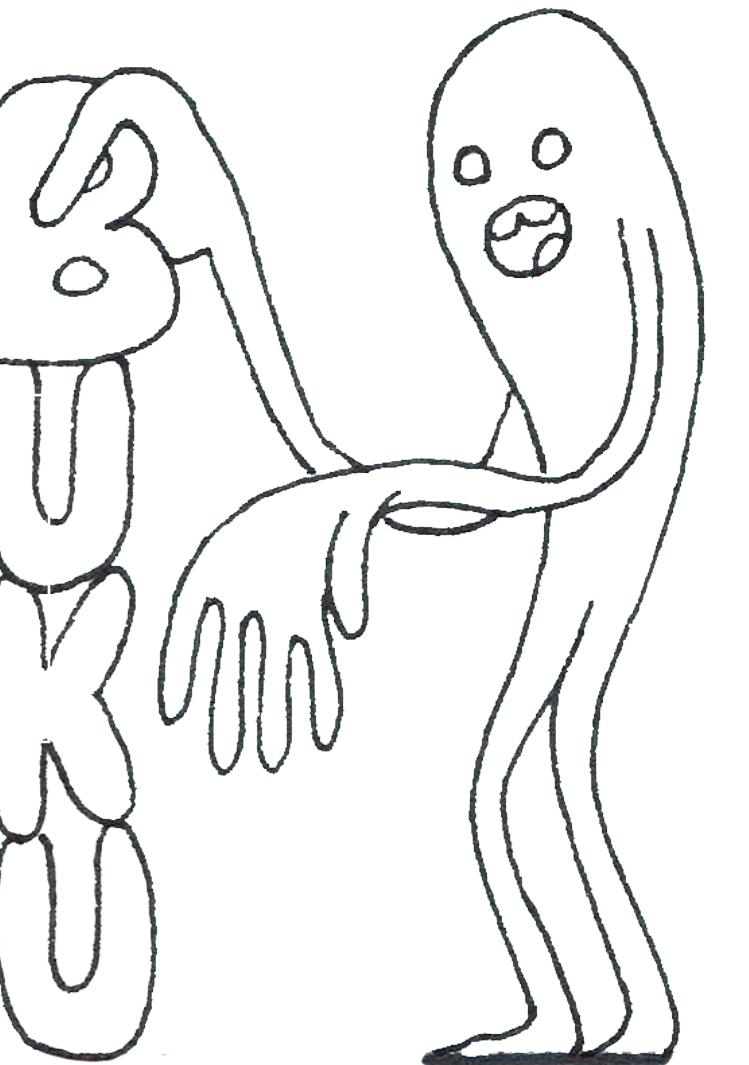
The logo, as well as the bird graphic, had been used throughout the bakery's stationery, the packaging, and product line.





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.

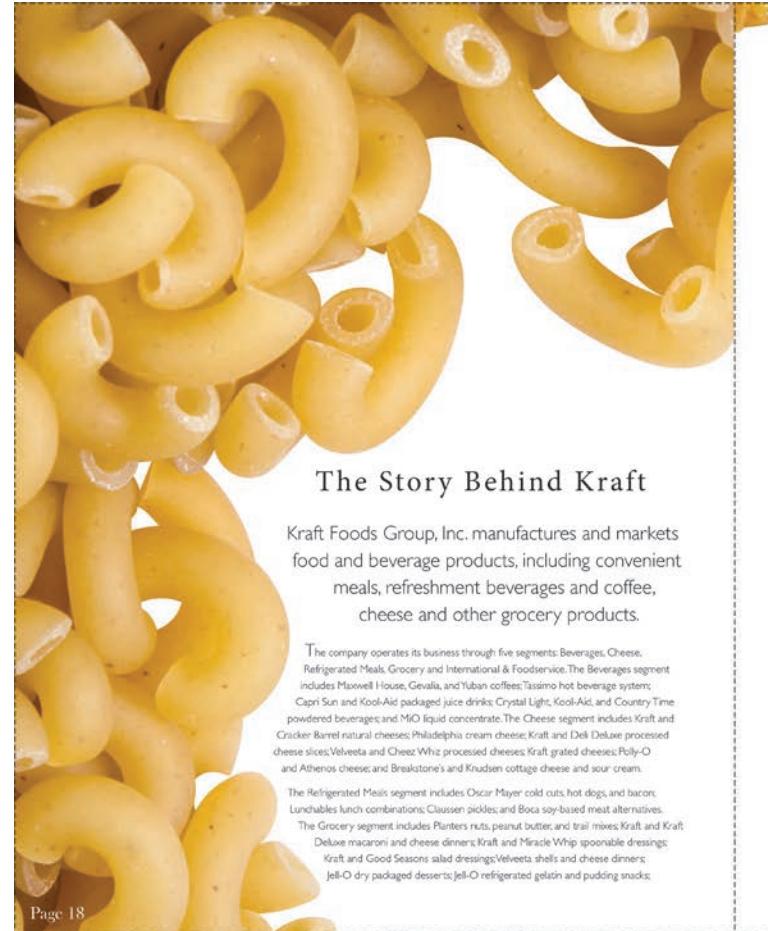






KRAFTHEINZ MAGALOGUE

This magalogue for the KraftHeinz 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 Yuban instant hot beverage systems; Capri Sun and Kool-Aid packaged juice drinks; Crystal Light, Kool-Aid, and Country Time powdered beverages and MIO liquid concentrate. The Cheese segment includes Kraft and Cracker Barrel natural cheeses; Philadelphia cream cheese; Kraft and Deli Deluxe processed cheese slices; Velveeta and Cheez Whiz processed cheeses; Kraft grated cheeses; Polly-O and Athenos cheeses; 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; Claussen pickles; and Boca soy-based meat alternatives. The Grocery segment includes Planters nuts, peanut butter, and trail mixes; Kraft and Kraft-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.

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As a result of his efforts, National Dairy Products Corporation was formed in 1923 in a merger of McInerney's Hydrex with Red Milk. Mountain 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 Stevesville, 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 "dismal," losing \$3,000 and a horse. However, the business took hold and Kraft was joined by his four brothers to form JL Kraft and Bros. Company in 1909. 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 factory 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 U.S. Army for military rations during World War I.

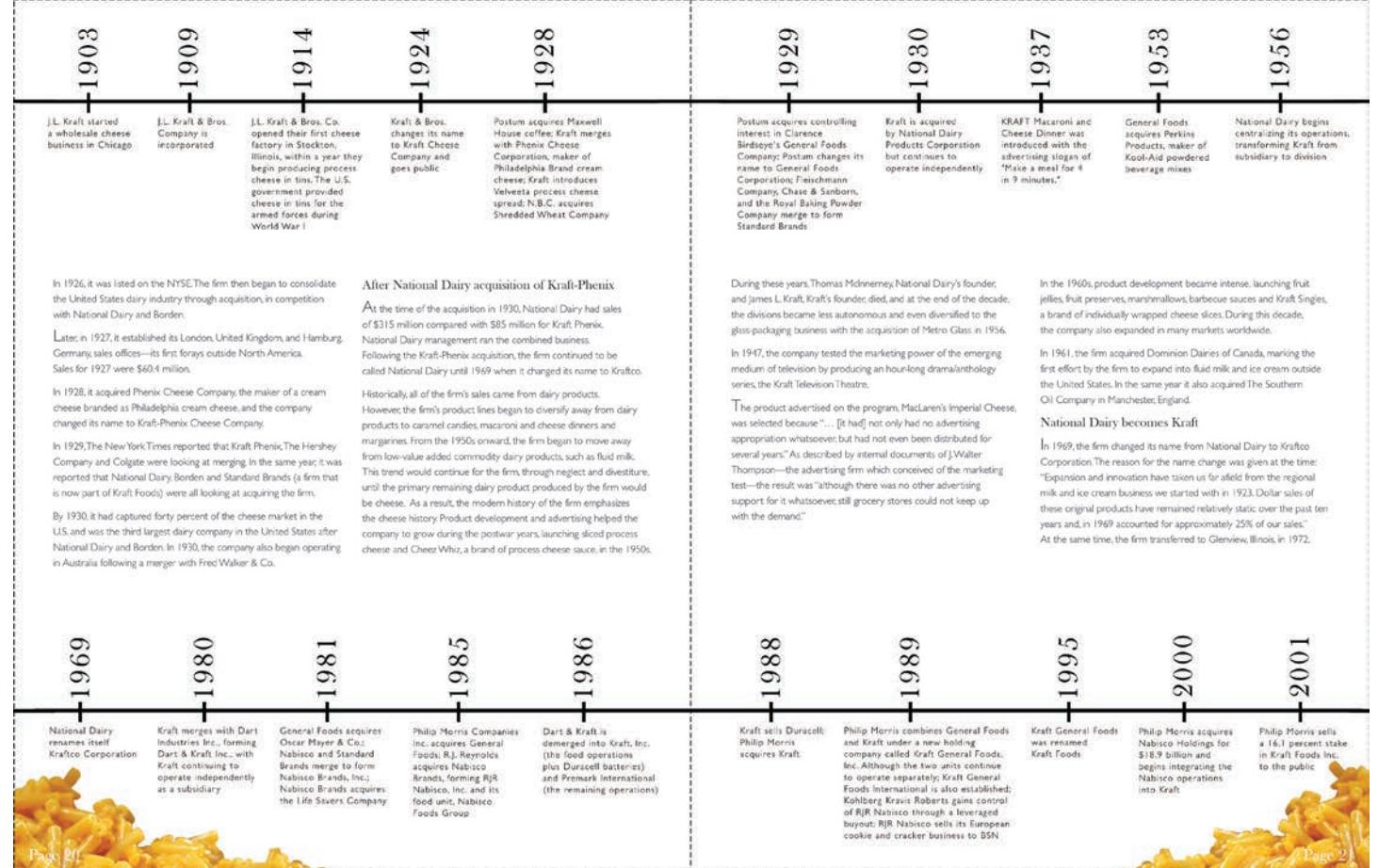
In 1916, the company began national advertising and had made its first acquisition—a Canadian cheese company.

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 1934



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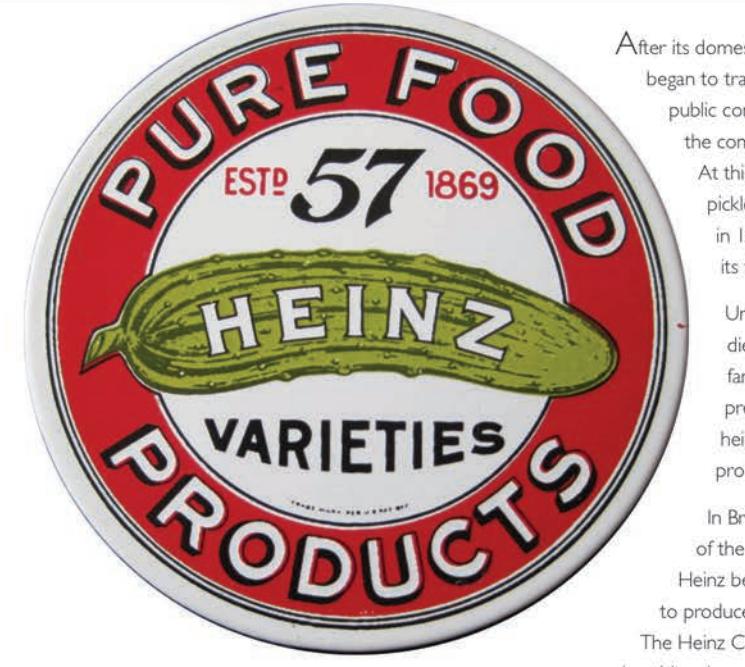


Image Above: A porcelain, Heinz Pickle Sign from 1963

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 Beanz 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 "Beanz Meanz 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

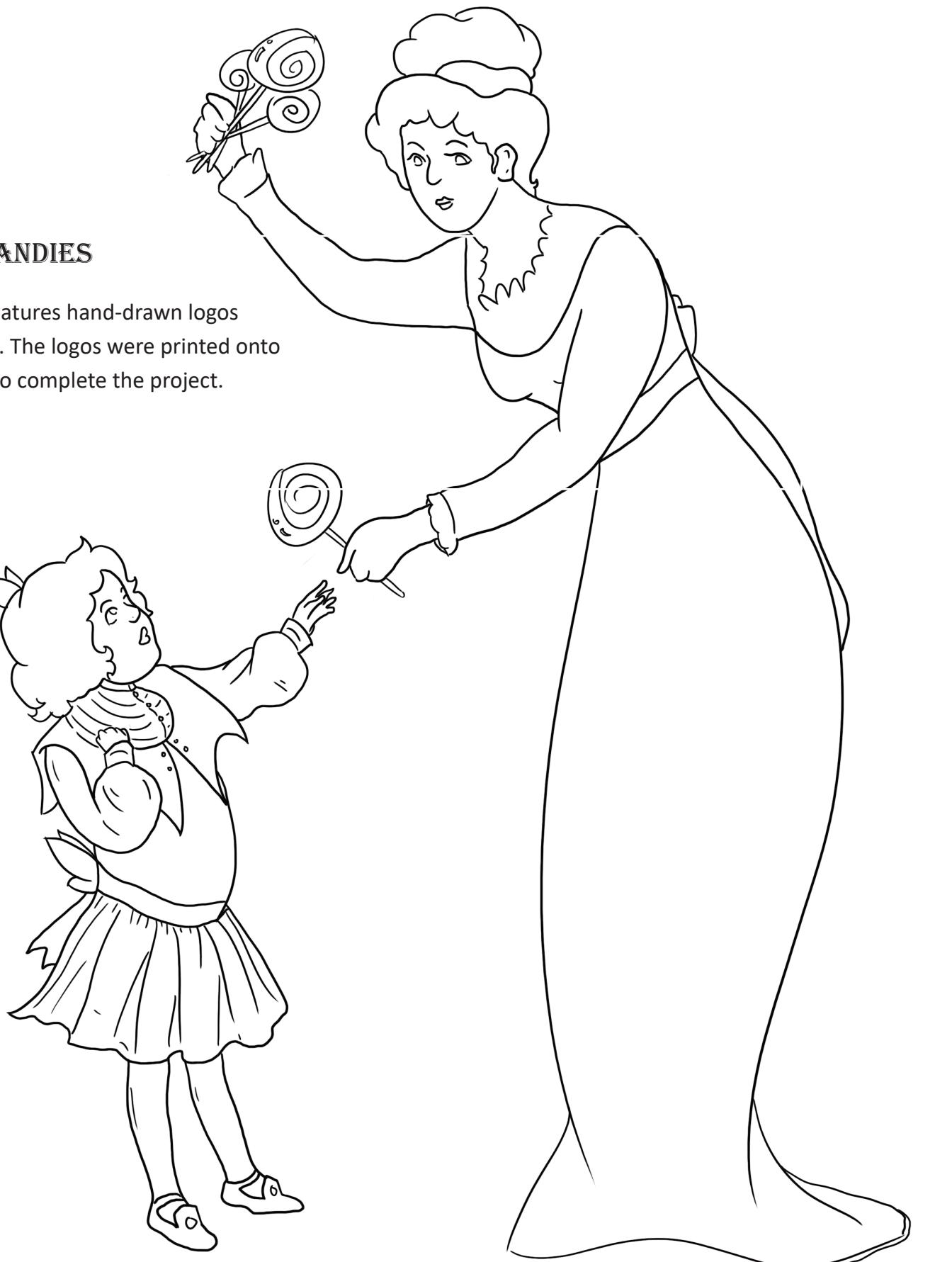


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MOTHER VICTORIAN'S CANDIES

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.





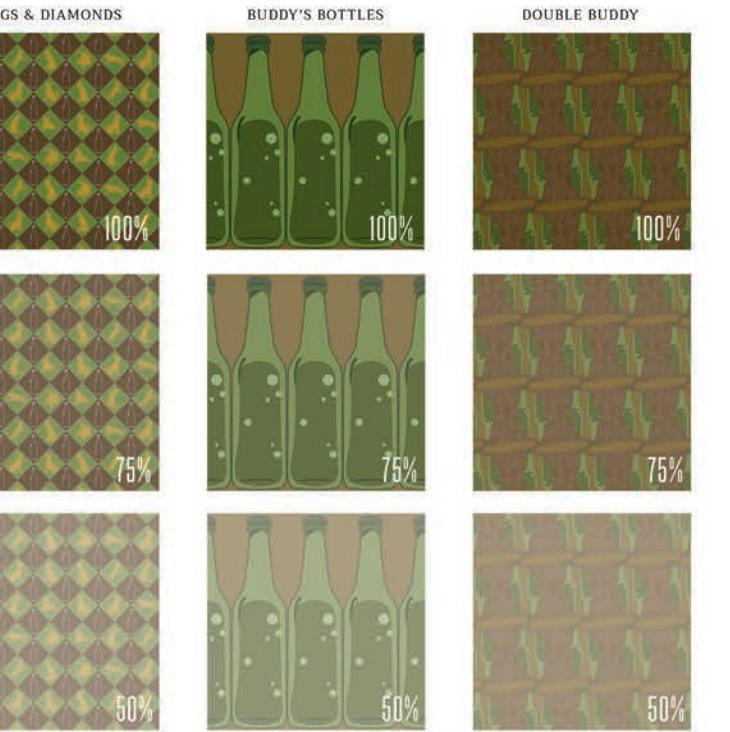


MICROBREWERY & TAVERN

BUDDY'S BREWS: MICROBREWERY & TAVERN

This logo was created for a company that prints your dog's image onto beer bottles. The logo and certain elements of it have been implemented throughout the company's stationery and other products such as merchandise.

PATTERNS AND COLOR PALETTES

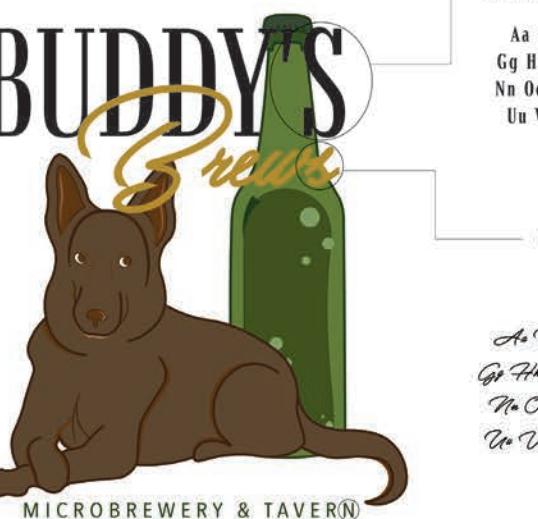


© BUDDY'S BREWS BRANDING MANUAL



© BUDDY'S BREWS BRANDING MANUAL

LOGO TYPOGRAPHY



BUDDY'S
Baltica Extra Condensed
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

Brews
Allegro
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

descriptor line

D-Din
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

© BUDDY'S BREWS BRANDING MANUAL

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

RECOMMENDED FOR HEADLINES
Trirong Light *Trirong Light Italic*
Aa Bb Cc Dd Ee Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz Vv Ww Xx Yy Zz

Point Size: 11pt
Leading: 13pt
Tracking: 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

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
SMALL - \$15.00	DOGS & DIAMONDS	CHAMPAGNE YELLOW
MEDIUM - \$20.00	DOUBLE BUDDY	COOL GRAY
LARGE - \$30.00		
EXTRA LARGE - \$45.00		

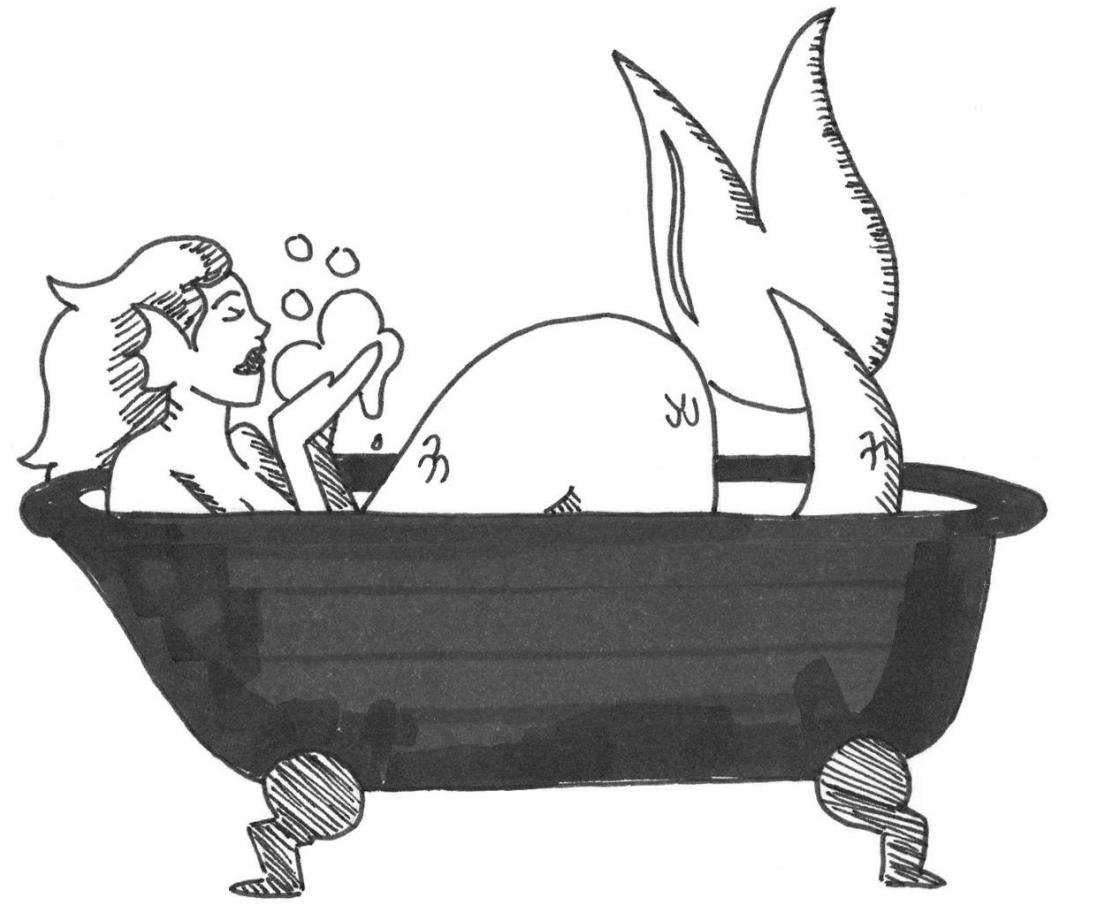




DIVERSITY POSTER

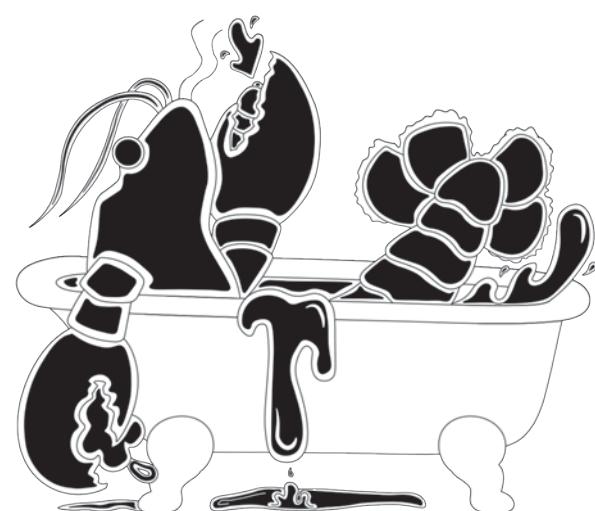
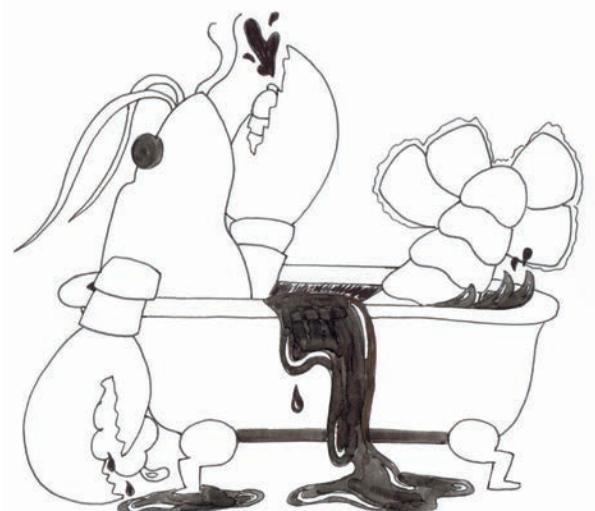
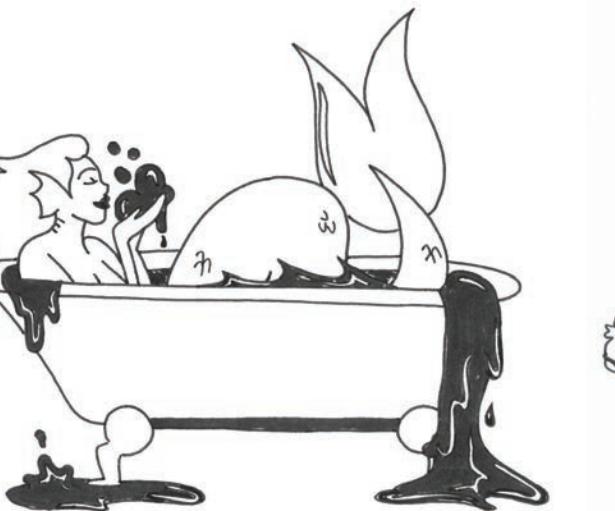
The task assigned was to create a poster that best depicted what diversity meant to us and had typographic elements. Matryoshkas of different nationalities, nesting within each other best represented the idea of diversity as well as acceptance.





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.

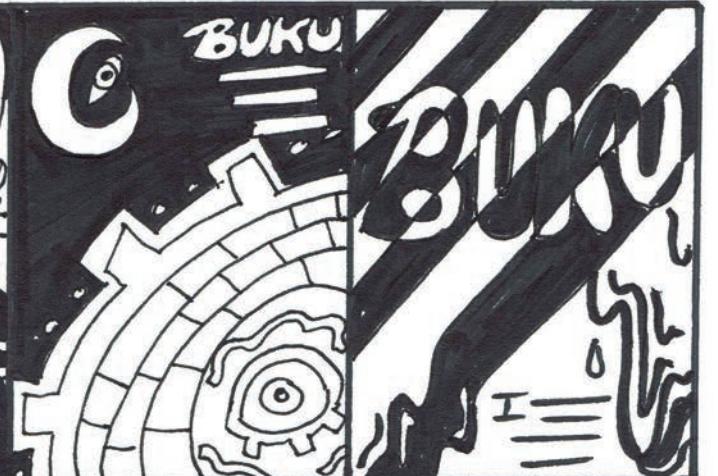
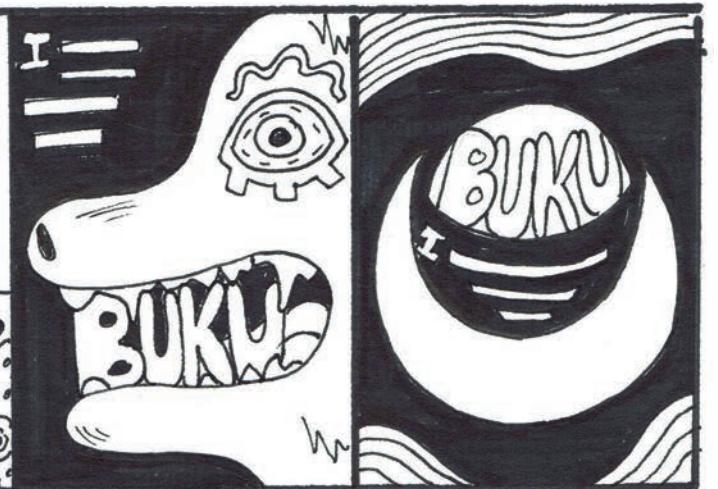
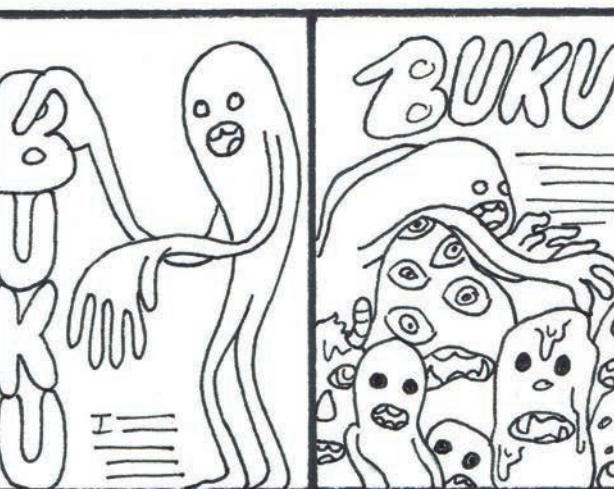
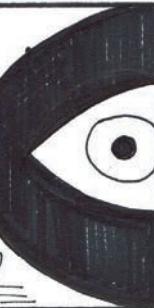
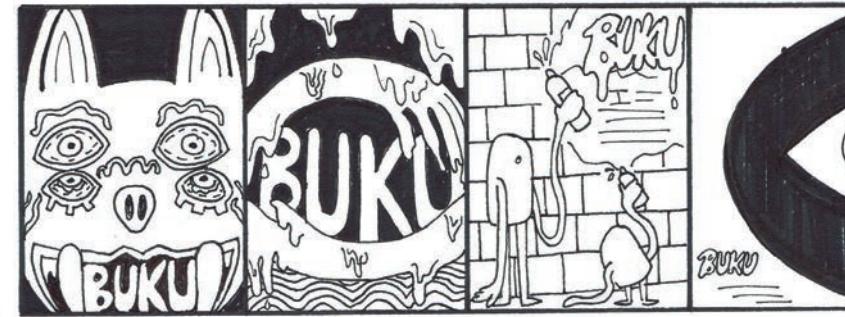
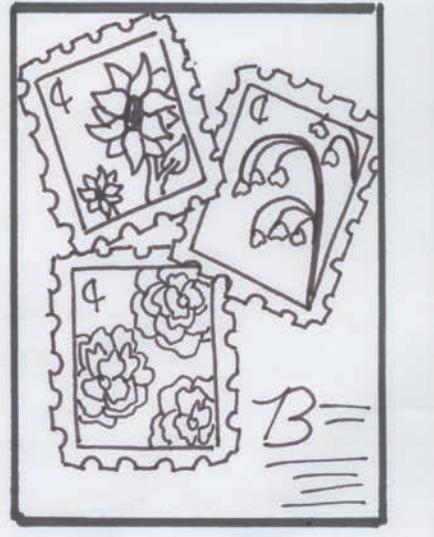
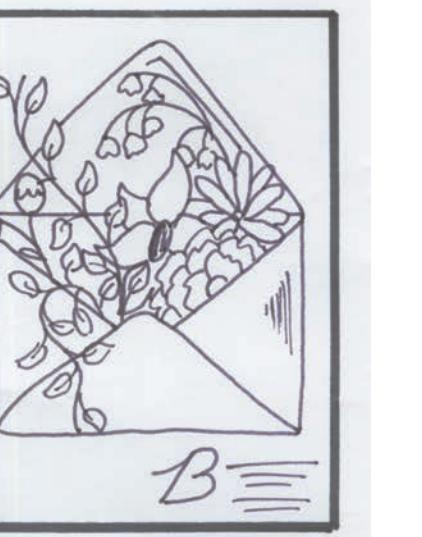
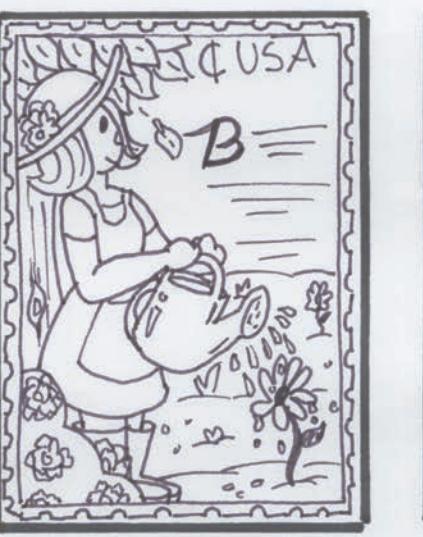








DEVELOPMENT





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