

CASE STUDY:

Juniata Essentials

COURSE:

IM 398 - Practicum II

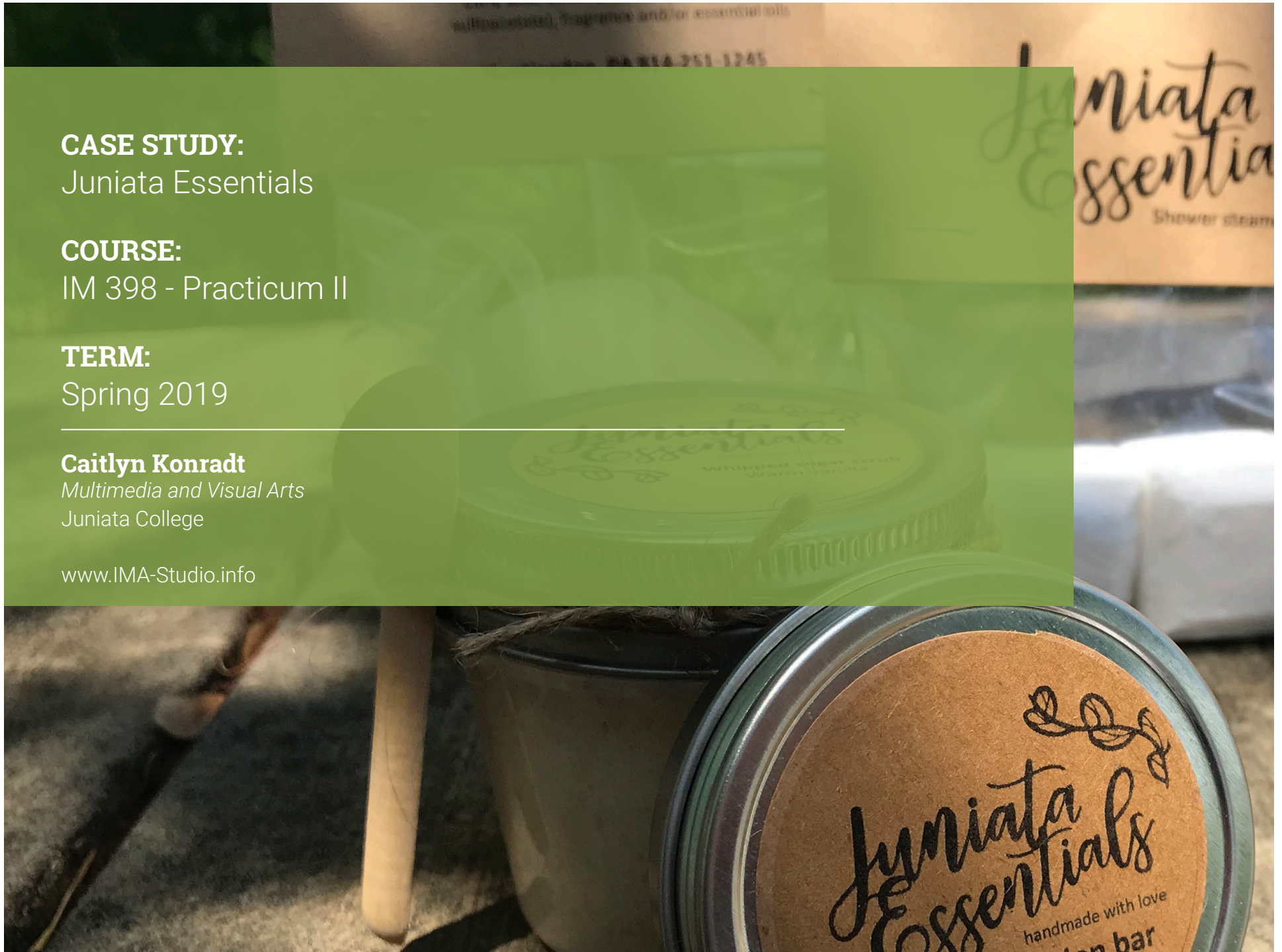
TERM:

Spring 2019

Caitlyn Konradt

Multimedia and Visual Arts
Juniata College

www.IMA-Studio.info



03 **DEFINE**

04 **ASSESS**

05 **RESEARCH**

06 **DESIGN**

07 **DELIVER**

09 **PRESS**

DEFINE

The designer spent the start of the semester defining the project, researching and meeting with the community partners, and creating a timeline based on the needs of the client.

Questions

What are some keywords you would use to describe your brand?

- Hand rendered vs sharp and refined?

What programs are you currently using for design your packaging/templates/menus?

- What programs do you have access to?

Where do you print your labels?

- What type of paper/labels do you print on?

Best way to contact you?

13

Final Deliverable

Packaging design

Menu, lip balm labels, lotion bar labels, "handmade with love" sticker, double sided stapled ingredients

Social media

Icon to be later made into a stamp

14

ASSESS

After identifying the scope of the project with our community partner, the designer identified the print and digital needs of the client. Since Juniata Essentials has no physical location, creating materials for a strong online presence was key.



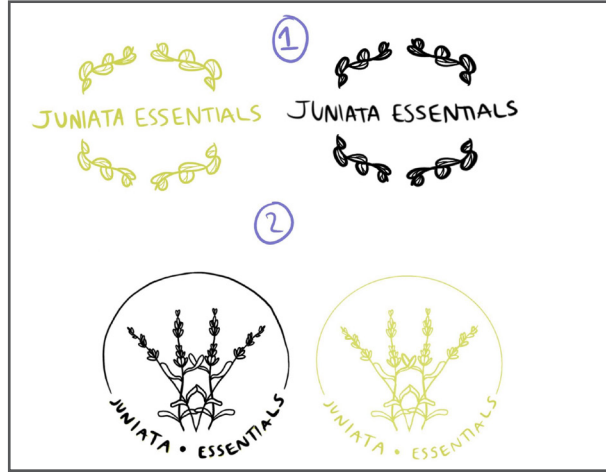
RESEARCH

Our designer team prioritized research as the first step in the design phase. This is where we began collaborating closely with our community partners to identify a style and tone for the final design deliverables.



DESIGN

New branding identity and materials needed to reflect the desired natural and homemade elements. The designer worked closely with the community partner to create a new logo, color palette, brand fonts, and materials to follow these guidelines. Below is the process the designer went through to create the new branding and packaging.



DELIVER

The designer created a new logo with online and stamp variations, new labels and packaging for all skincare products, and a menu for online and print use. The goal was to create a strong branding presence for Juniata Essentials with new packaging and social media elements. All packaging and print materials are able to be updated by the community partner.



DELIVER

New online logo with social media banners that show off the business's products. All online material was created within the newly created branding guidelines.



PRESS



Juniata Essentials



May 6 · 🌐

Have you noticed anything new about our page? I'm so excited to introduce our new brand created by Juniata College integrated media arts student Caitlyn Konradt. We are thrilled with the outcome and can't thank Caitlyn for all of her hard work! Please read our launch announcement below! And be sure to look for Caitlyn's work on our new packages and labeling!

Juniata Student Crafts Brand for Small Business

Huntingdon, Pa. – Monday, May 6, 2019, Juniata Essentials, a small business that crafts and sells handmade bath and skin products from all-natural ingredients, launched its new brand, which was created by a student in Juniata College's Integrated Media Arts (IMA) program.

Founded approximately one year ago, Juniata Essentials is owned by Huntingdon native Becky (Weikert) Bard, a 2002 Juniata College graduate.