



the gluten free
brownie box

Gooey is a new, exciting gluten free brownie box aiming to change the food subscription box market!

Gooey was founded due to a lack of exciting & tasty allergy free subscription boxes. Through the Gooey brand, customers can learn how to bake delicious gluten free brownies of all different flavours...

Objectives:

- To create an exciting allergy free subscription box
- To ensure the brand is different to any other subscription box on the market
- To create the branding and packaging for the new brand
- To create exciting recipe cards for the brand

Brand words:

exciting, gluten free,
bake at home

To begin the creation of the brand, I listed some words that would summarise the brand. This helped me identify the focus of the brand and also helped hugely to name the brand and decide on its look and feel.

A word that came to mind immediately was exciting. My research had shown me

that there were not many really exciting gluten free food subscription boxes. This was in terms of the brand's visual design, product and flavours particularly. Bake at home would also be incredibly important for the subscription box. Customers would actively learn how to make the cakes. This would make the brand more interactive and exciting.

Logo:

The word "gooey" is written in a vibrant red, thick, hand-drawn script font. The letters are rounded and connected, with a dynamic, flowing quality. The 'g' has a large, open loop, and the 'y' has a long, sweeping tail. The overall appearance is playful and energetic.

The final name chosen for the brand is Gooey. The brand name describes the product immediately: brownies are gooey inside! This brand name is fun and friendly, capturing the brand's ethos. The misspelling of gooey in the brand name is used to really emphasise the meaning of the word and to create brand differentiation. Gooey is playful,

friendly and fun which is why a hand-written typeface was chosen. The typeface also has a gooey flowing feel to it. The type used for the logo is Fave Script Pro. The Gooey logo is dynamic and its colour alters depending on the flavour of the brownies. Standing alone, the logo will appear in red, capturing the bright, fun nature of the brand.

Type:

this is avant garde
gothic bold

this is avant garde
gothic medium

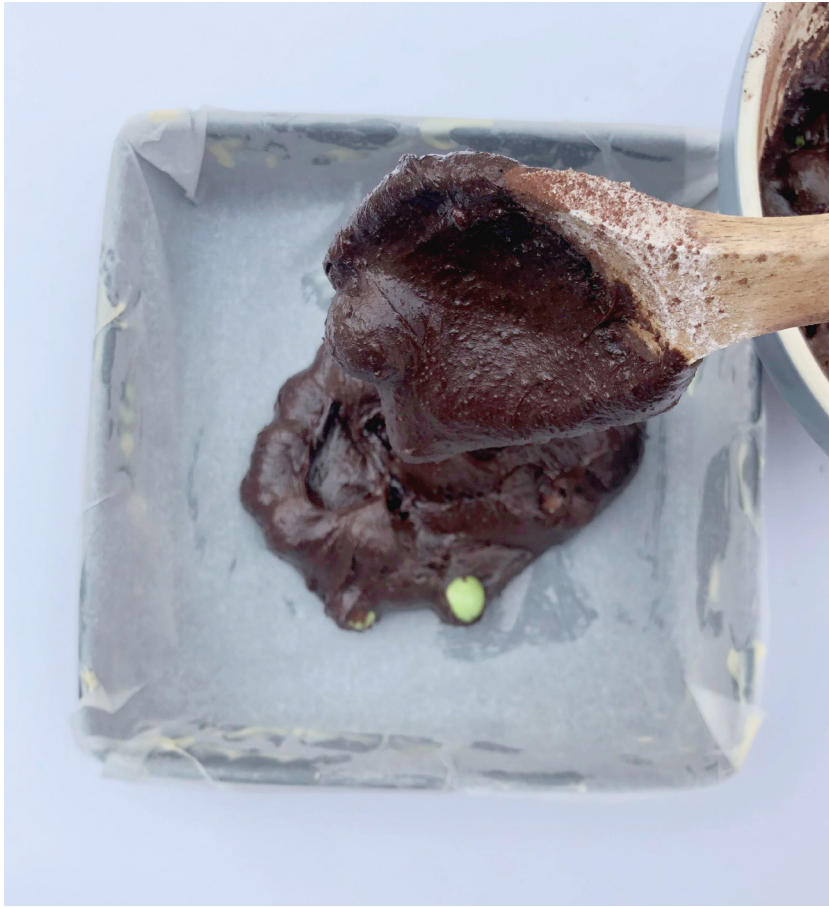
this is avant garde
gothic book

There are two font families used in the Gooey brand. Fave Script Pro is used for the Gooey logo. Contrasting this, Avant Garde is

also used. Avant Garde Bold is used in the Gooey brand for important information such as brownie flavours. Avant Garde Medium

is used for other information, like the brand strapline, while the book weight is used for body copy such as on the Gooey recipe cards.

Photography:



I have included my own photography in the brand. The aim of these step by step photos was to ensure customers could follow the recipes easily. I chose to photograph each step and edit these photos on Photoshop. These images could also be used elsewhere in the brand aswell as on the recipe cards such as on posters.

toasted
marshmallows
& strawberries

Packaging:



The original flavour of the Gooney brand is Toasted Marshmallow and Strawberry. This was chosen after I carried out a survey for my target

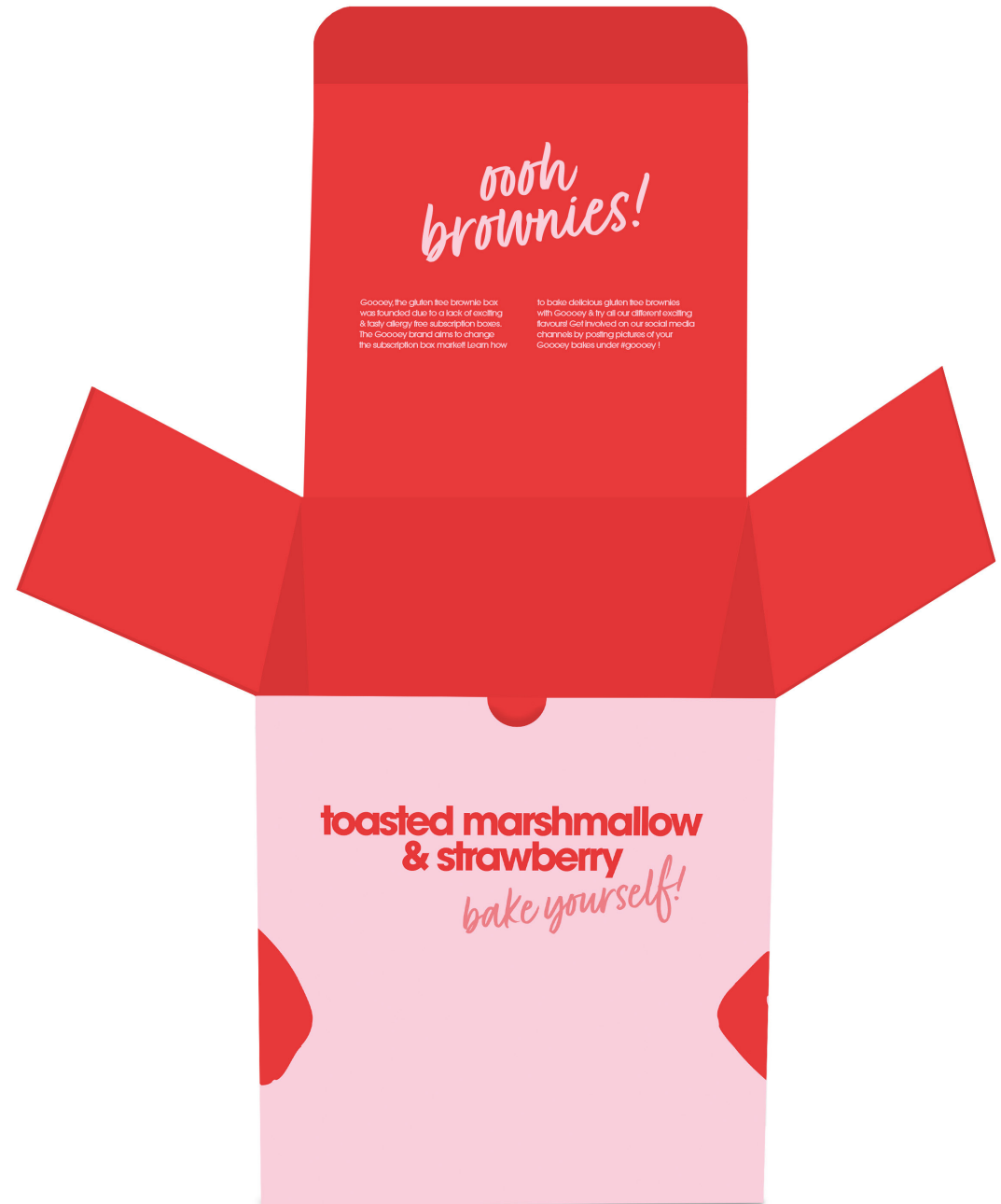
audience. The Toasted Marshmallow and Strawberry box is shown above with the front of the box to the left and the back of the box to the right.

Packaging:



The brand name Gooey wraps round the box to create an exciting, abstract and intriguing pattern. When looking down on the box as

shown above you see the word 'ooo,' which you may say when you receive a Gooey box! This phrase is used elsewhere in the brand also.



Packaging:



Inside the Gooey box, customers will receive all the dry ingredients to make the brownies. These will be stored inside cartons as shown

above, which slot compactly into the main box. Again Gooey wraps round the box with the 'ooo,' being the first thing customers see!

Packaging:



This page shows the set of cartons a customer receives in the Toasted Marshmallow box. They sit really compactly in the box to ensure the

box is able to be transported through the post. The step at which you add each ingredient is written on every carton, ensuring baking the cakes

is incredibly easy. For example the final ingredient you would add to the mixture would be the marshmallows as shown.

Packaging:



Inside a Gooey box, customers will also receive chocolate. In the Toasted Marshmallow box, customers receive milk and dark chocolate. On the

chocolate, the 'ooo,' is shown which similarly appears like this frequently throughout the brand such as on the front of the recipe cards.

Recipe Cards:



In the Gooeey box, customers also receive a recipe card concertina leaflet. On the side shown here, customers are able to learn more

about the Gooeey brand such as why it was founded, how they can interact with the brand on social media and what flavours the brand offers.

Recipe Cards:



The flip side of the concertina shows customers how to make the Gooey brownies. I chose to make the recipe card a concertina leaflet as it

provides a more exciting way of showcasing the recipe. I also thought it would be more unique, therefore differentiating the brand from its

competitors. The recipe card folds up to be a small square which slots neatly into the box.

Recipe Cards:



The mockups show how the recipe cards look when folded up and how customers will see them when they first open the box. On the left is the

front of the recipe card, and to the right is the back. These colours are the colours of the main box inverted.

crushed cookie
& blueberry

Packaging:



Another flavour in the Gooey brand is Crushed Cookie & Blueberry. The packaging colours strongly reflect the flavour of the brownies.

Most of the information on the packaging and used throughout the brand is in lowercase continuing Gooey's friendly brand feel.

Packaging:



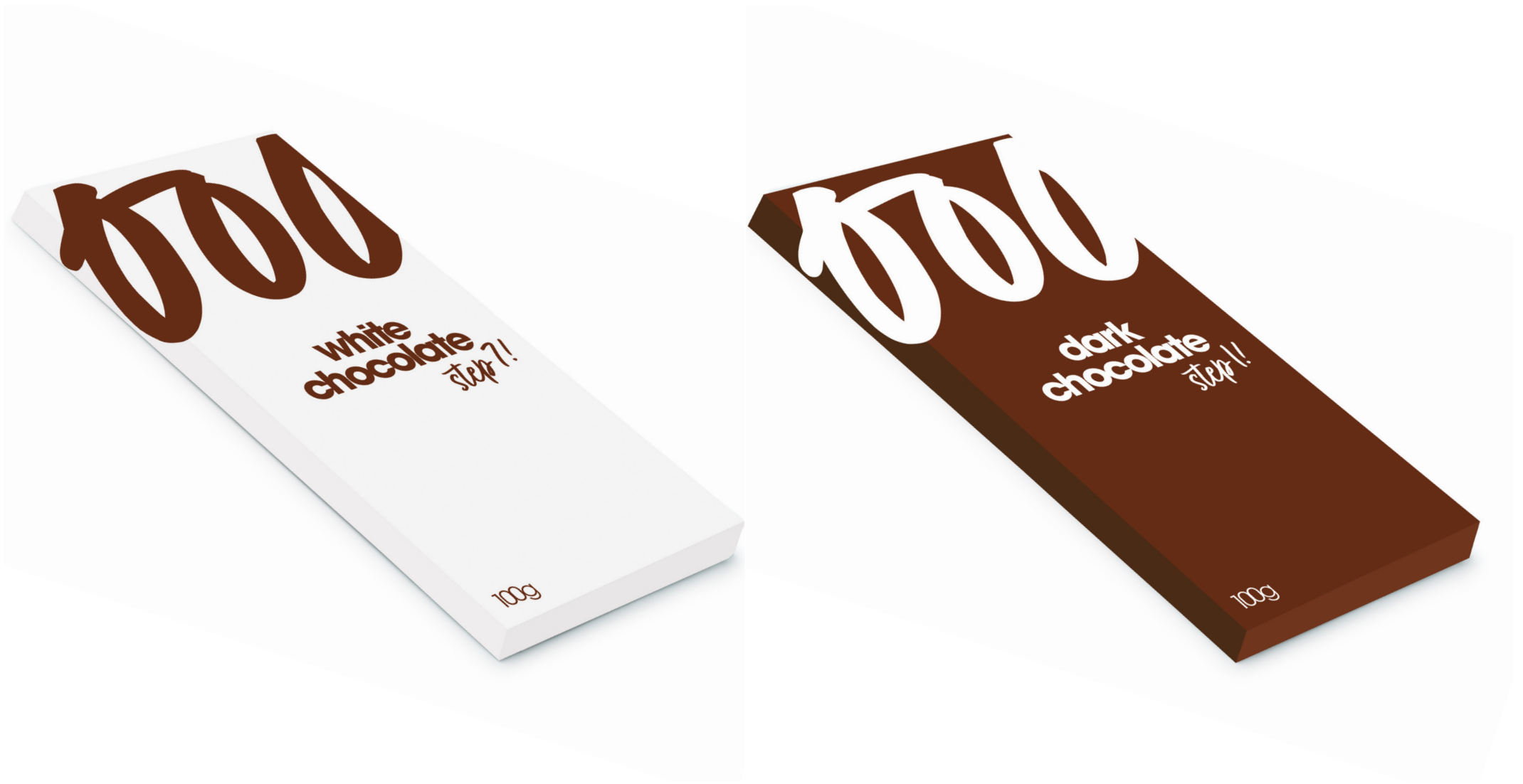
To the left shows the top of the box and to the right shows the box opened up, showing how the inside will look.

Packaging:



Above shows the set of cartons customers receive in the Crushed Cookie & Blueberry brownie box.

Packaging:



Inside a Crushed Cookie & Blueberry box, customers will also receive chocolate. In this box, customers receive white and dark chocolate.

Recipe Cards:



Above shows the Crushed Cookie & Blueberry recipe card. When carrying out a survey with my target audience, I found that

my target audience wanted to try more unusual flavoured brownies. This led to more unusual flavours as listed on the recipe cards.

These flavours also differentiate Gooeey from its competitors.

Recipe Cards:



Above shows the process of making the Gooey brownies shown on the recipe cards. I wanted to ensure the recipes were as easy to follow as

possible hence only having 10 steps to the recipe. The recipes were made from me trying out different ideas when baking and swapping out the

flour for gluten free flour. The images guide the customer through the baking process.

Recipe Cards:



The mockups show how the recipe cards look when folded up and how customers will see them when they first open the box.

mint chocolate
chip

Packaging:



Above shows the packaging for the Mint Chocolate Chip Gooeey brownie box. The cut out semi-circle at the front of the box indicates how

customers should open the box and allows them to open the box with ease.

Packaging:



To the left shows the top of the box and to the right shows the box opened up, showing how the inside will look.

Packaging:



Above shows the set of cartons customers receive in the Mint Chocolate Chip box.

Packaging:



Inside a Mint Chocolate Chip box, customers will also receive chocolate. In this box, customers receive white and dark chocolate.

Recipe Cards:



Above shows the Mint Chocolate Chip recipe card. The colours closely link the concertina leaflet to the packaging.

Recipe Cards:

1 Line a baking tin approximately 25x25cm & set your oven to 180 degrees.

2 Weigh out 200g of butter into a bowl & break up the dark chocolate!

3 Put the butter & chocolate into a pan & melt on the hob.

4 When melted, it should look like this, no lumps!

5 In a separate bowl, mix the sugar with three large eggs.

6 Add the melted chocolate & butter to the sugar & egg mixture. Stir this together & then add the flour slowly.

7 Add the cocoa powder & mix in well. After this, add in half of the mint chocolate spheres, chocolate chips & stir in! Next, you are ready to bake the brownie!

8 Bake the brownie in the oven and take out after 30 minutes!

9 When the brownie is cool, melt the white chocolate on the hob & drizzle over the top of the brownie! Colour the chocolate green with green food colouring if you wish! Decorate the cake with the remaining mint spheres & enjoy!

Above shows the inside of the concertina, showing customers how to make the Mint Chocolate brownies step by step.

Recipe Cards:



The mockups show how the recipe cards look when folded up and how customers will see them when they first open the box.

Packaging:



When three Gooey boxes are placed side by side as shown here, they spell the brand name. The Gooey brand aims to be bright, colourful

and energetic shown throughout its packaging.

