BAKERY BRAND & PASTRY PACKAGING CONCEPT

TOAST
PAstry STUDIO

GRC 462 Senior Project
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ABOUT CHRISTINA

A look into who I am and why this project is important to me.

PROFILE

• Fourth year Graphic Communication major
• Graphics for Packaging concentration
• From Gardena, California

MY INSPIRATIONS

Growing up in Southern California (specifically Los Angeles county), I have been lucky to get introduced to many different cultures and the foods that come with them. Amongst all of the amazing options out there, the food and drinks of Asian cafes and bakeries are easily my favorite.

There is something so captivating about the beautiful selections of cakes, pastries, and hand-crafted drinks that these types of places have to offer. Anytime I walk into one, I find myself admiring much more than just the delicious sweets.
“christinatoast”

TOAST ORIGINS

Why toast?

christinatoast is an alias I have gone under for years. I came up with it when I was pretty young, and I did not think it would have stuck with me for as long as it has. At this point though, it has essentially become a part of my identity. Toast and all things bread are things I constantly get associated with, and I have really come to embrace that as part of who I am.

This project serves as a representation of a few of my favorite things as well as the technical abilities I have gained as a Graphic Communication student. When ideating the project plan, I immediately knew I wanted to showcase three specific components: toast, packaging, and my personal artistic style. Throughout my collegiate career, I have gotten a feel for the types of design styles I gravitate toward, and I wanted to create a piece that took that inspiration into one I could call my own.

The past four years have been a real learning experience, and I have grown immensely through my studies at Cal Poly. The entirety of TOAST PASTRY STUDIO gives insight to the journey I have been on, and I am grateful to have the opportunity to create a project like this.
IRB STATEMENT

The following project does not require review from the California Polytechnic Institutional Review Board (IRB).
ABSTRACT

TOAST PASTRY STUDIO is a fictitious bakery branding concept made to host an innovative pastry packaging system. The aim of the conceptualized package is to offer additional functionality to bakery consumers. The overall idea of the project stems from a long-term appreciation toward bakery culture and aesthetic as well as clever packaging design.
OPPORTUNITY STATEMENT

While commonly seen polycrystalline and/or cardboard packaging containers of cakes, pastries, and breads successfully protect the product inside, few offer further functionality to the consumer.

Considering the nature of pastries, many require the use of a knife. Whether it be to cut the pastry into portions or to spread excess creams or toppings, having a knife handy can help the consumer reach full enjoyment. By creating a package with a perforated piece that can be popped out and used as a cutter, the user is given a useful tool upon purchase and gets to interact with the package itself in a unique way.
IMPLEMENTATION

The proposed packaging design will be branded under the fictitious TOAST PASTRY STUDIO bakery concept. The branding of the bakery is heavily inspired by the Japanese kawaii art style.
PROJECT OBJECTIVES

PACKAGING DESIGN

Use critical thinking skills toward package design to innovate upon an existing packaging system.

BRANDING DESIGN

Practice graphic abilities to design a branding concept that effectively captures a bakery theme.

PROJECT MANAGEMENT

Utilize planning techniques to execute the project deliverables within the set time constraints.

Ideation for real-world implementation of the branding and packaging design has been excluded from the project. This is mainly due to the limited time constraint. The primary objective of the project is solely to create a creative brand and package design about bakery goods.
## PROJECT TIMELINE

### TEN WEEK SCHEDULE

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RESEARCH & INSPIRATION BUILDING

1. BAKERY CULTURE & AESTHETIC

“French-Asian” fusion bakery chains have skyrocketed in popularity since the concept was first introduced in 1988. Chains like Tous Les Jours and Paris Baguette have a few thousands of locations worldwide but host most in South Korea. Seen at these bakeries are goods that “mix Korean, Japanese, and French baking styles.” Originally French recipes were altered to better suit Asian taste preferences (“less sweet and greasy, but fluffier), allowing for there to be appeal to both the Eastern and Western palette.

PARIS BAGUETTE
GWANGHWAMUN, SEOUL

A French-Asian bakery chain with over 4,000 locations all over the world. Popular for milk bread, soft cream bread, and intricate cakes.

TOUS LES JOURS
GURI, SOUTH KOREA

Due to the rise of social media, the style and aesthetic of eatery locations like bakeries and cafes is extremely important. Close attention is placed on achieving trendy, “Instagrammable” looks, and everything regarding the ambiance and general vibe matters.

Through research of different South Korean and Japanese bakeries and cafes, I noticed a pattern of clean, line based logos. Colors palettes were usually minimal with usage of neutral, pastry-esque tones. Baker mascots or anthropomorphic representations of pastry items seemed to be a common theme as well.
2. THE JAPANESE “KAWAII” ART STYLE

“Kawaii” comes from the Japanese word for cute. It can be broadly defined as “celebrating all things adorable and embracing fictional characters as the embodiment of positivity.” When used in the context of artistic style, kawaii refers to the way a character is designed.

Kawaii characters are usually anthropomorphic, which means attributing human features to non-human objects. The design is very simplistic—with key features being wide eyes, a small (or no) nose, and little facial expression—and many are outlined with thick, darker lines. Popular Examples of popular kawaii characters include Hello Kitty and the Sanrio character line as well as San-X mascots.
3. CLEVER PACKAGING DESIGN

While the main purpose of a package is to protect the product inside, additional creative and/or functional elements can make the package more memorable in the eyes of the consumer.

The following examples were chosen as the standout inspirations for the project.

**BUTTER! BETTER!**  
YEONGKEUN JEONG

Disposable butter package concept that “replaces the ordinary container lid with a wooden, knife shaped one.” Makes spreading of contents easy, fast, and fun.

**DISPEN PAK**  
DISPEN PAK JAPAN CO.INC

Condiment packaging that can be easily used with one hand. Contents can be squeezed out without fear of getting any hands dirty. Perfectly portioned for one serving.
PROJECT EXECUTION

DECIDED DELIVERABLES

1. Pastry packaging featuring a perforation that can be popped out and assembled into a knife.

2. Branding guide defining the logo, design elements, colors, and fonts to be used by the proposed bakery concept.

METHODS & RESOURCES

The following applications were used throughout the project execution process:

- **Adobe Illustrator**
  Illustration and graphic work

- **Adobe Dimension**
  Package mock-up rendering
BRANDING PROCESS

BRANDING MOOD BOARD

Deciding upon the name TOAST PASTRY STUDIO provided guidance when creating the vibe of the mood board. Hearts were an element that I wanted to include in the final branding based off the idea that baked items are said to “be made with love.”
BRANDING: ITERATION

INITIAL SKETCHES

Early sketches of the branding saw hearts being at a more central focus than what would later be in the final product.

FIRST LOGO ITERATION

Emphasis on designing around toast was made after moving to Illustrator. I played with a flat look and knew I wanted the main branding character to be a toast baker.
FINAL BRANDING OF
TOAST PASTRY STUDIO

Logo

TOAST
PASTRY STUDIO

Design Elements

Colors

- HEX: #fdd981
- HEX: #542610
- HEX: #ae885c
- HEX: #fdf0c8
- HEX: #e86344

Typefaces

- CocoSharp Extrabold
- CocoSharp Bold
- CocoSharp Regular
When conceptualization of the look of the package began, there was no clear idea of how the perforated knife portion would be incorporated. Looking at packaging designs was initially done for graphics purposes only, but it was through this search that the idea for an internal plate and securing sticker system was decided upon.
The final pastry packaging design features a square, collapsible box and a perforated pastry plate insert. The box is topped with an instructional sticker that 1) explains the knife mechanism and 2) can be peeled and wrapped around the knife pop outs’ handles for structural support. Upon opening the box, the pastry can be seen resting on the perforated plate. The consumer can most easily interact with the plate when the box is in its collapsed state. To use the knife, the user should hold the two pieces together at both the handles and the tip and perform a sawing-like motion to cut.
PACKAGING GRAPHICS FOR TOAST PASTRY STUDIO

Top View

Front, Back, and Side Views
The graphic approach taken for the pastry package was to highlight the toast baker branding character and emulate a “studio” type feel. On the front, the toast mascot is seen at a work desk/baker’s station that is topped with the bakery’s brick toasts. Hearts run through all faces of the box, whether they be exuding from the character itself or in the bullets of the instructional sticker.

To increase user-package interactivity, a Spotify code was added to the sticker. When scanned, the consumer is taken to “Toast’s Tunes”, a playlist full of bakery and cafe related songs.

**Spotify Code**
RENDERED PACKAGING FOR TOAST PASTRY STUDIO
PACKAGING SPECIFICATIONS

**PAstry Box**

8in x 8in x 8in box  
holds pastry plate inside  
sticker found on top flap

**Pastry Plate**

7in x 7in x 0.25in plate  
pastry rests in center area  
dieline for (2) knife pop-outs

**Knife Pop-Outs**

(2) to come from plate  
used for cutting/spreading
REFLECTIONS

Overall, this project achieved everything I had envisioned for what my Senior Project would be. I wanted this experience to take what I have learned about myself personally and as a designer, and I am really happy with how the final product turned out.

Through designing the TOAST PASTRY STUDIO branding and packaging, I truly felt my efficiency and creativity grow to a new level. Previous projects have put me in slumps that were a struggle to get through, and, although I did experience something similar within this project’s process, thoughts and execution began to click much smoother than usual. As I went through the steps and saw my ideas become results that I was genuinely proud of, I felt motivated to just let my passion for packaging, toast, and the Adobe Suite guide me through to the end.
Moving forward, I hope to actually turn the proposed pastry box into a tangible product. Accomplishing that could be done through Cal Poly University Graphic Systems services or a printing company back home, but regardless, I would want to see the box in full working action in the near future.

I soon will graduate from Cal Poly, and I could not be more thankful for having been part of the Graphic Communication department. The opportunity to do this passion project of mine as part of my studies has been extremely memorable, and I am certain that I will carrying what has come from it into my professional life.
Articles and Webpages


Photo Links

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