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GRDS 386: Package Design
Project 2: Branded Set
November 21, 2013

LE BOTANISTE

Le Botaniste is a flower and herb shop in the West Village neighborhood of New York City. It caters to foodies and those looking for eccentric flower arrangements.



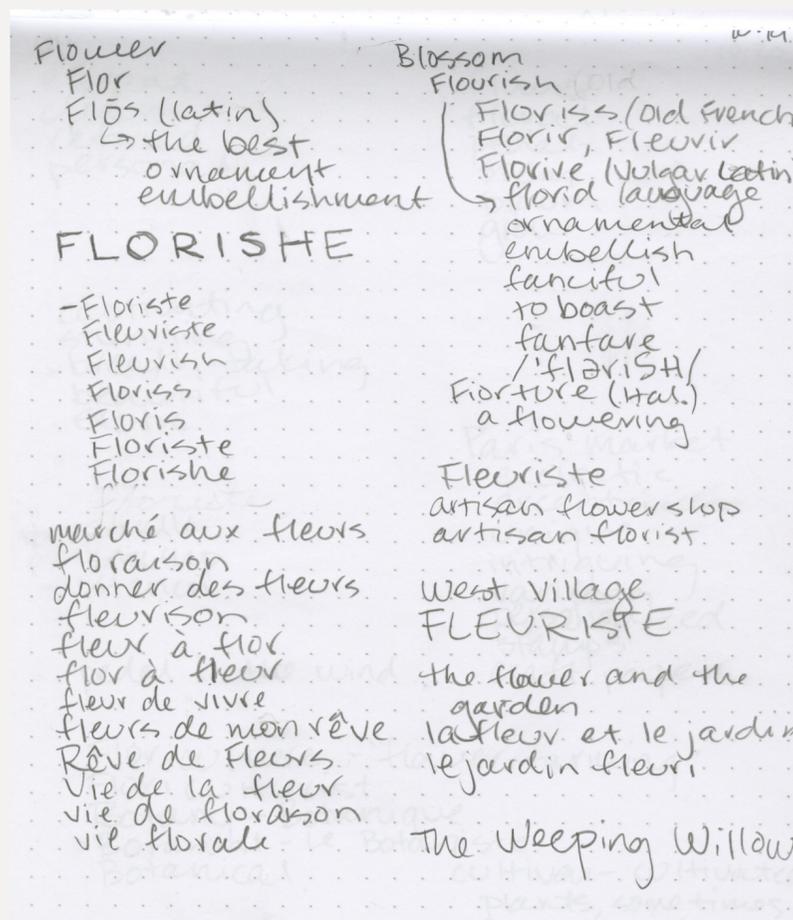
INITIAL INSPIRATION

While collecting images, I looked to my own photographs from cosmopolitan cities like New York City, specifically the West Village, as well as cities in France, including Paris, Angouleme, and Aux-en-Provence. These places host a mixture of tradition and innovation that reflects in the businesses there.



IDEA EVOLUTION

My initial idea for this project was to create and brand a modern flower shop. While researching possible names for this flower shop, I decided that this idea had been done enough. I knew I wanted something more, something that would meld the atmosphere of traditional European markets with the artisanal West Village environment.



PARIS MARKET

As research, I visited Savannah's own Paris Market for inspiration. I looked at the store setup and environment, as well as the labeling and branding of the individual items. As I moved forward with my design process, I would return to Paris Market as my jumping-off point.

Paris Market feels hand-assembled by people who have considered the space as a whole, as well as the individual items. When I pictured the Le Botaniste store, many aspects of the Paris Market would carry over, including the bin of dried lavender surrounded by sachets.



UNIQUE FLORA

As I embarked on researching flower arrangements, I was drawn to the unusual.

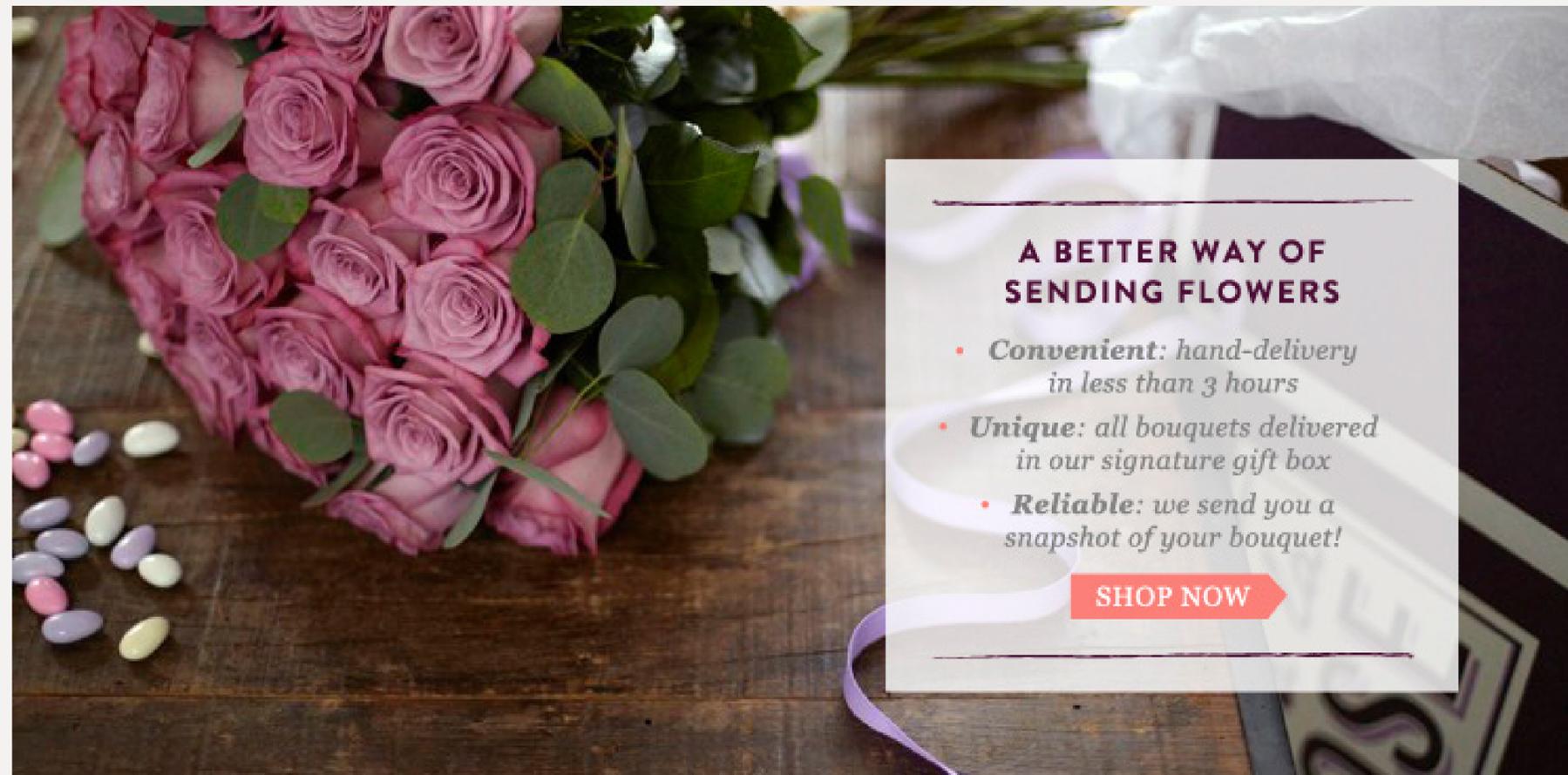
Many of the images I looked at I had never seen anything like them before. I liked the idea that, as opposed to other florists, Le Botaniste would produce each arrangement differently. While the overall materials might repeat, each bouquet or boutineer would be unique.



ODE À LA ROSE

This company provided a realistic competitor for Le Botaniste.

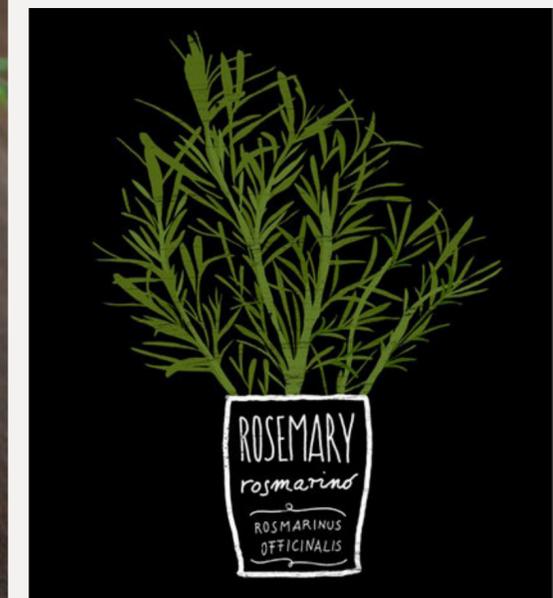
They focus on the experience of receiving a flower arrangement and making that a meaningful moment for the recipient. Also based out of New York City, their branding and packaging, along with their attention to detail, makes Ode à la Rose a company to contend with.



LES HERBES

In my search for unique florals, I came across the incorporation of herbs as an element in floral arrangements. Though not common, it seemed like a natural progression from unique flower shop to a flower and herb shop.

Of the herbs I looked at, I gravitated the most toward rosemary. The herb is sturdy with delicate leaves and has a distinct and lovely fragrance. The name itself is beautiful and lead me to wonder what it would translate to in French: romarin. While not quite right for the name of my business, I did like the idea of incorporating both the English and French names of each item I branded, as I would go on to do in my designs.



CONSUMER PROFILES

Ina Garten

65 years old

Cookbook author & Food Network host

Ina lives primarily in the Hamptons but frequently visits her and her husband's Manhattan apartment. She entertains frequently, both for work and for pleasure. She buys flowers about once a week and loves innovation when it comes to arrangements.

This profile provided me with a name and a face to a regular customer. While designing many of my products, I asked myself, "What would Ina do?" She would carry her own canvas bag from specialty shop to specialty on a Saturday morning, collecting items to cook with for the week to come. This fantasy provided me with a way to answer the many questions I came across with designing for Le Botaniste.

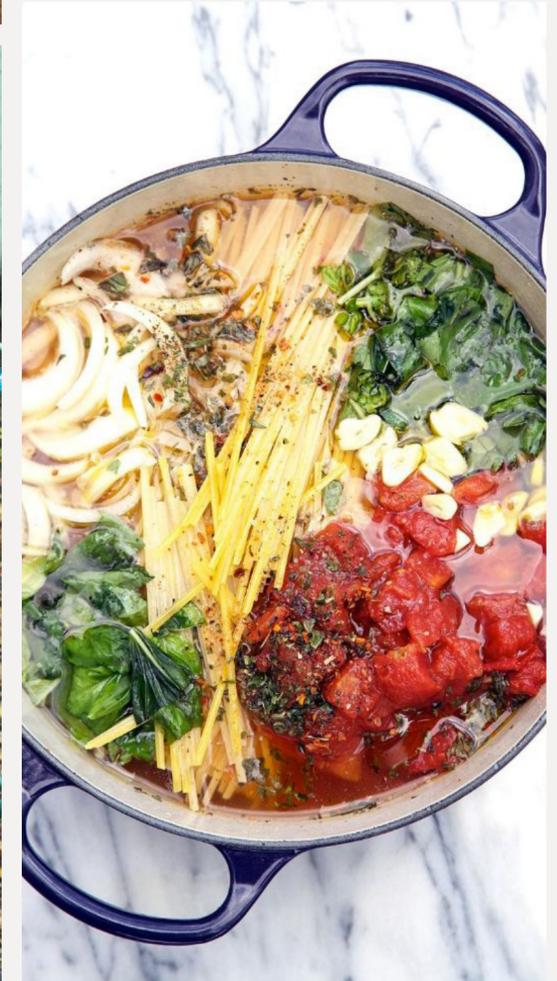


CONSUMER PROFILE

Kelly Brisson
27 years old
Writer

Kelly's getting hitched! She lives in Brooklyn with her soon-to-be husband and frequently works out of their apartment. She's planning their wedding herself and wants it to feel handmade, but not homemade. She thinks of herself as slightly eccentric and wants her wedding aesthetic to convey that as well. She's looking for a florist that can put the finishing touches on her big day.

Since I focused mostly on in-store purchases, Kelly's profile became less relevant to the story of Le Botaniste. While there are some products that could apply to this one-time wedding purchase, the bulk of the products are meant to reflect a market-place atmosphere.



PACKAGE MOODBOARD

This moodboard was my initial look into specific packaging options and aesthetics. At the time, I was considering using butcher paper as one of my main materials. As the project progress, I moved away from the butcher paper look and started to look at simple white packaging and labels. The most important element of this moodboard in the herb bath oil; this brought me to herb infused olive oils, a product that would fit with my brand and allow for a diverse line of packaging materials.



INITIAL LOGO DESIGNS

While searching for a type treatment that could act as my logo, I focused on sans serif typefaces. I wanted the logo to be clear and strong, designing it to appear on a storefront window. Choosing Nevis Bold for its strong but approachable look, I began to play with the arc. This aesthetic echoed that of many French storefronts I saw in my research. In an attempt to add a touch of playfulness to the logo, I looked at a few script faces, focuses on the more hand-drawn forms. The rough logo uses Learning Curve Pro for “Le” and, though I did like the look, I decided this playfulness was no longer appropriate for the brand I was trying to cultivate.

le botaniste

Airplane

Le Botaniste

Avenir LT Std 65 Medium

LE BOTANISTE

Avenir LT Std 65 Medium

LE BOTANISTE

Marvel

LE BOTANISTE

Nevis Bold

LE BOTANISTE

Vincent

Le Botaniste

Cedarville Cursive

Le Botaniste

Dancing Script

Le Botaniste

Dawning of a New Day

Le Botaniste

Learning Curve Pro

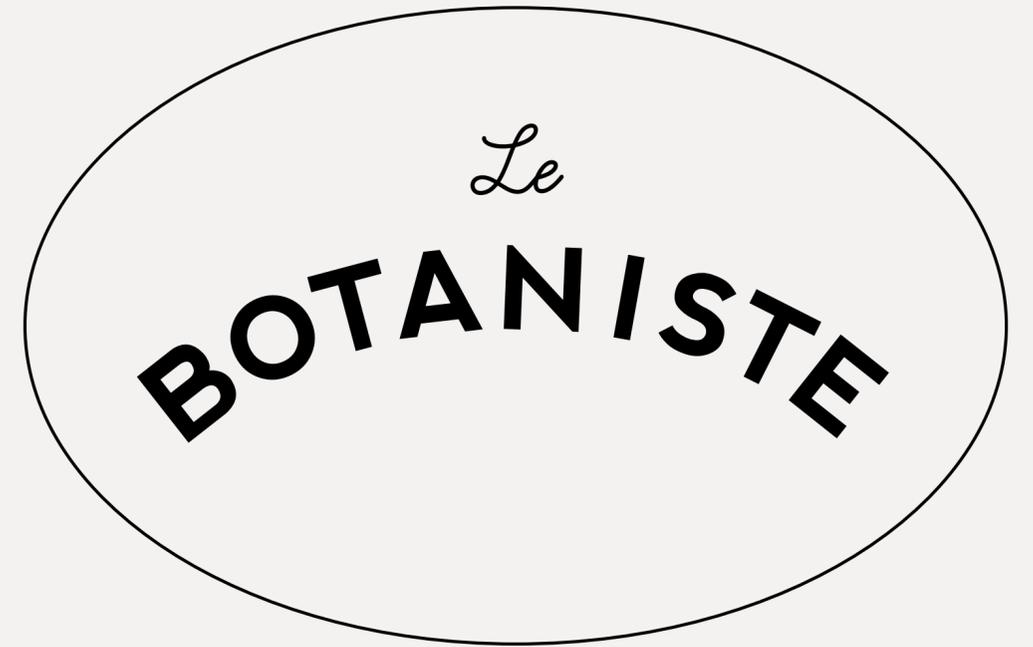
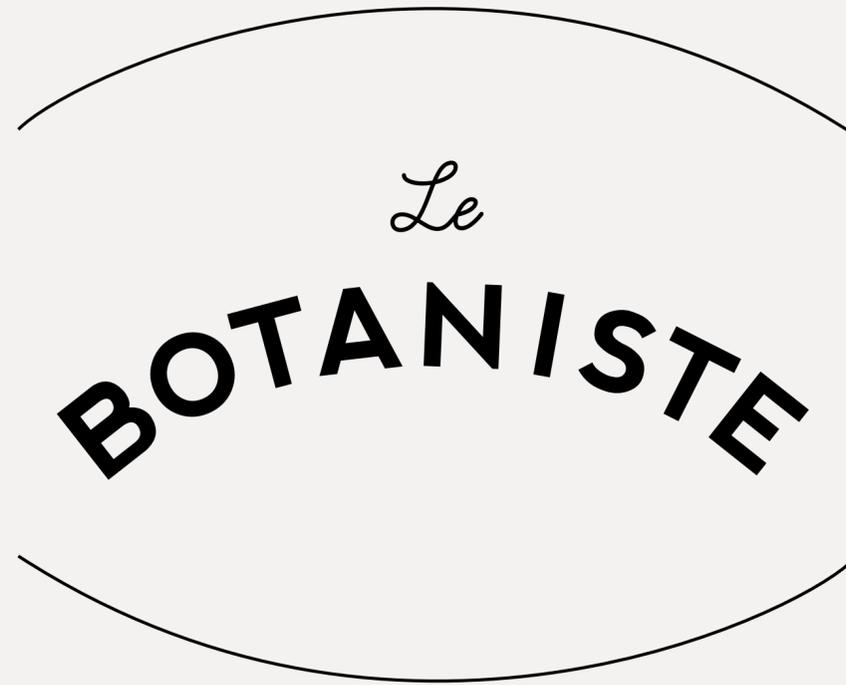
LE BOTANISTE

Le
BOTANISTE

Le
BOTANISTE

LOGO VARIATIONS

I tried a number of iteration on the logo and the space around it. Ultimately, I decided the simplest was best and kept only the words.



LOGO VARIATIONS

I attempted to incorporate the “Le” more thoroughly than in my first logo design. I decided to keep the “Le” on the same line as “Botaniste”, which unified the phrase.

Le
BOTANISTE

LE
BOTANISTE

LE
BOTANISTE

LE BOTANISTE

FINAL LOGO

I created a number of variations on the final logo, adjusting strokes and allowing for stencils.

LE BOTANISTE

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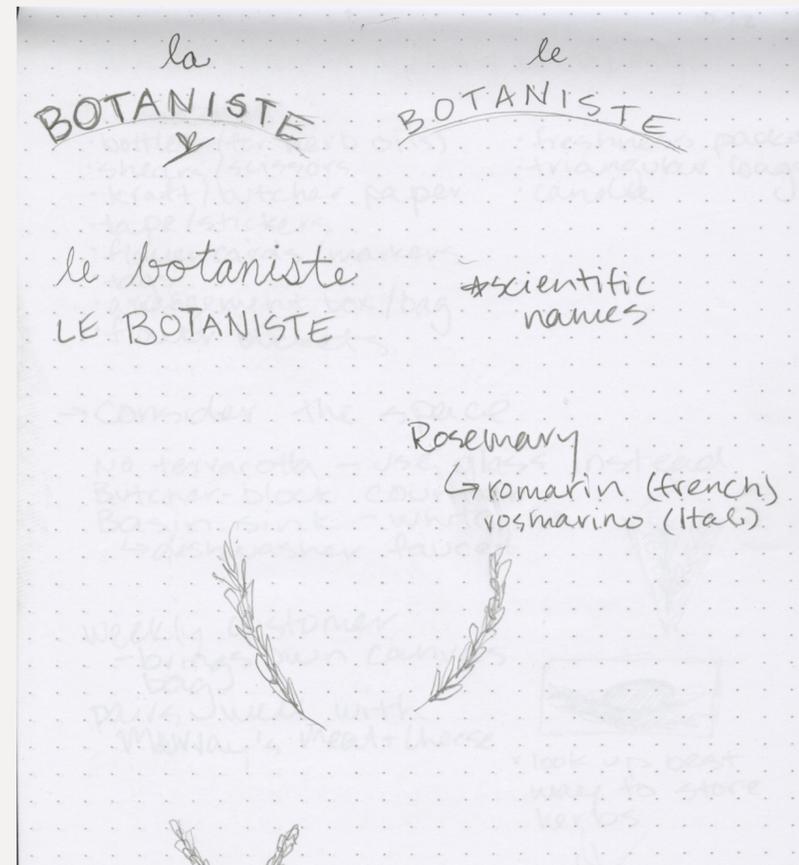
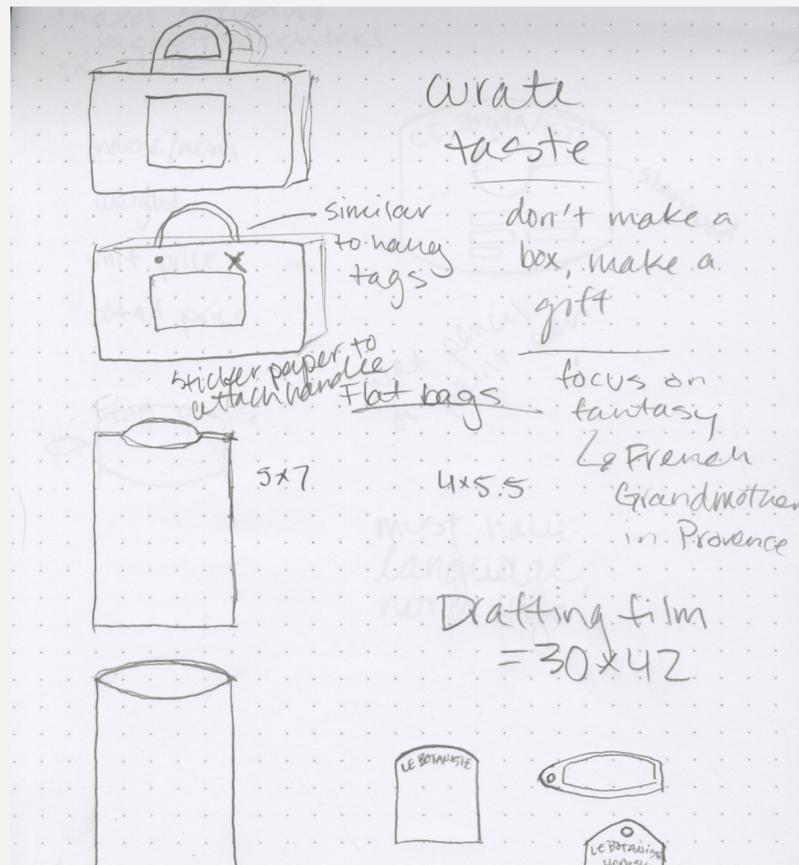
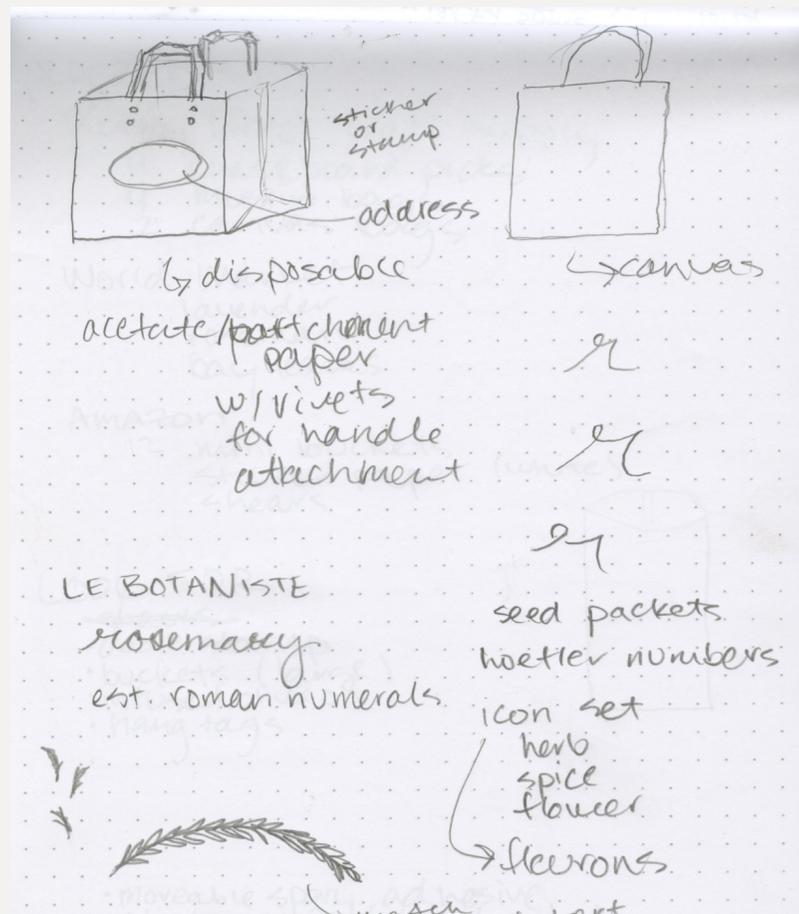
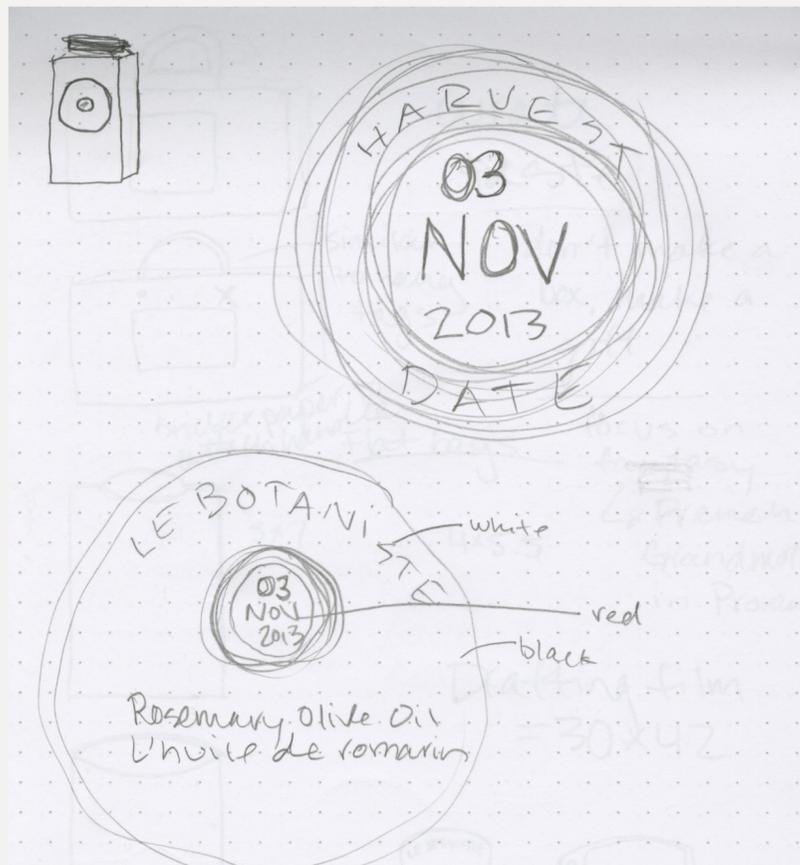
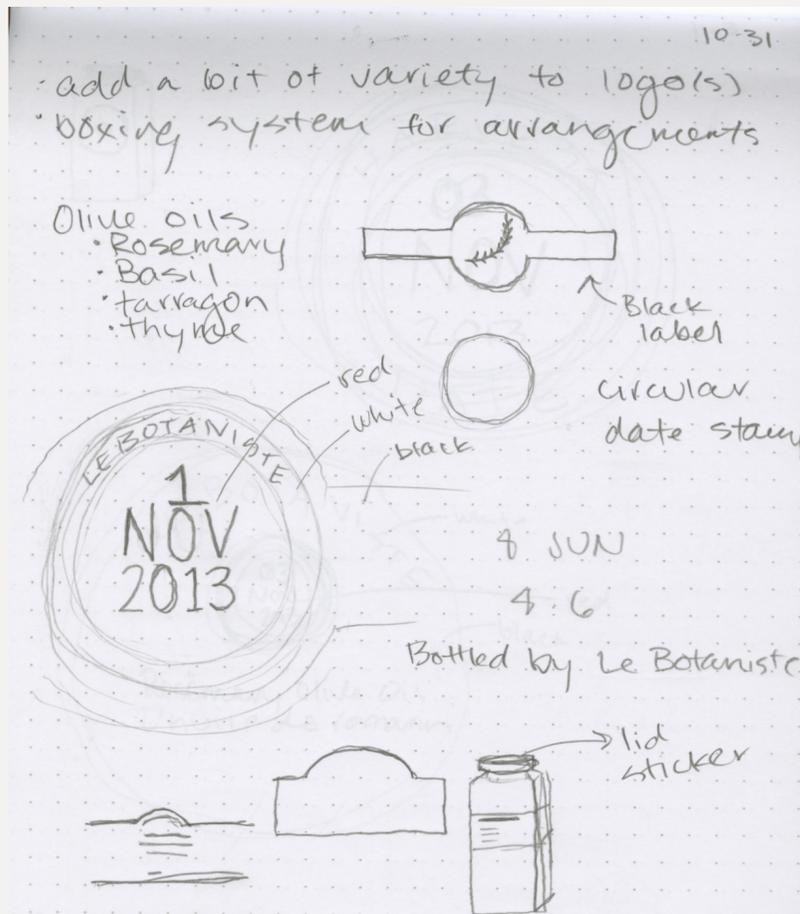
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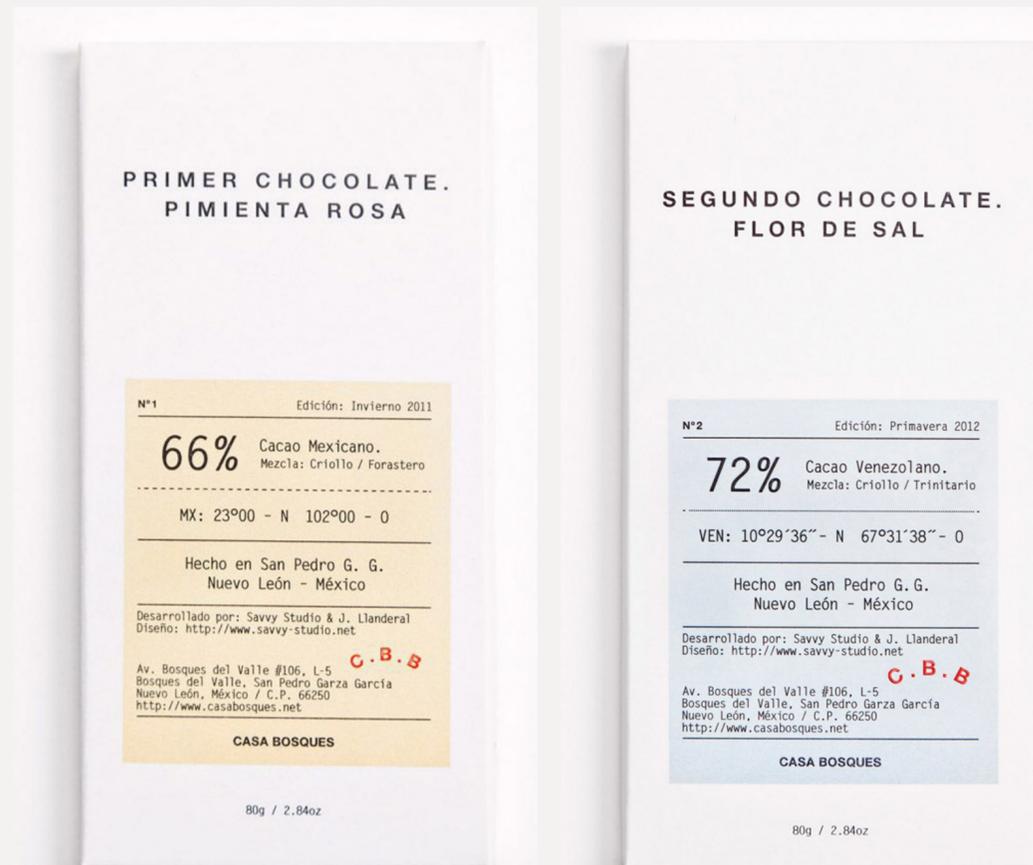
SKETCHES

Though I sketched throughout the process of creating this brand, sketching became especially important moving past the logo design and into the packages themselves. I kept lists of words I wanted to associate with the brand in order to stay focused and to have a unified line of products in the end.



LABEL INSPIRATION

I looked at various labels for inspiration but especially enjoyed labels with some form of hand-writing or stamping. For my final labels, I decided to leave many areas blank to allow for an employee to fill in the information. This reinforces the marketplace feel that I was striving for.



BOTTLE LABELING

I was particularly drawn to clean, clear, almost scientific labels for bottles. Though minimal, they still convey a feeling for the brand they represent. Though my final labels are black with white text, I began with white labels but decided the black was more fitting for my brand.



SECONDARY TYPEFACE

I decided that Nevis Bold should be applied only to my logo. This allowed me to find a secondary typeface for the labeling system. In order to contrast the clean, heavy lines of the logo, I looked for slender serif typefaces that could add to the slightly scientific feel I wanted to echo in my design. I chose MrsEaves because it not only looked appropriate for my application, it also comes in a number of weights and styles. By utilizing these many styles, I could execute the English and French names the way I had intended.

Rosemary
romarin

NIXIE ONE

**Rosemary
romarin**

BELGRANO

Rosemary
romarin

MRS EAVES

**Rosemary
romarin**

BENTHAM

**Rosemary
romarin**

ARBUTUS SLAB

Rosemary
romarin

ST MARIE THIN

**Rosemary
romarin**

ARVO

Rosemary
romarin

ZNIKOMIT

MRS EAVES

Rosemary
romarin

Rosemary
romarin

**Rosemary
romarin**

*Rosemary
romarin*

ROSEMARY
ROMARIN

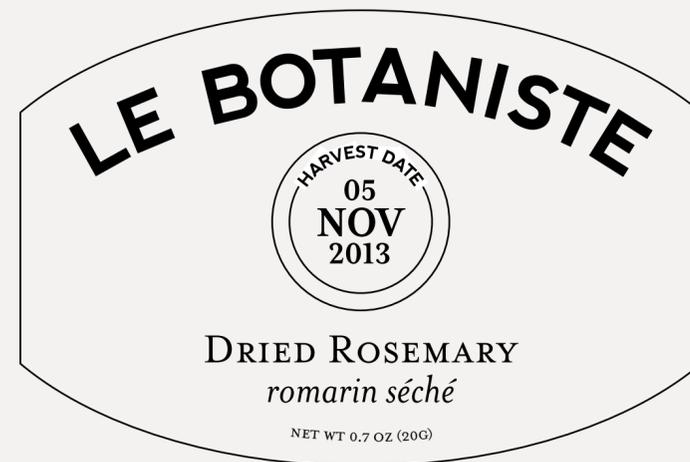
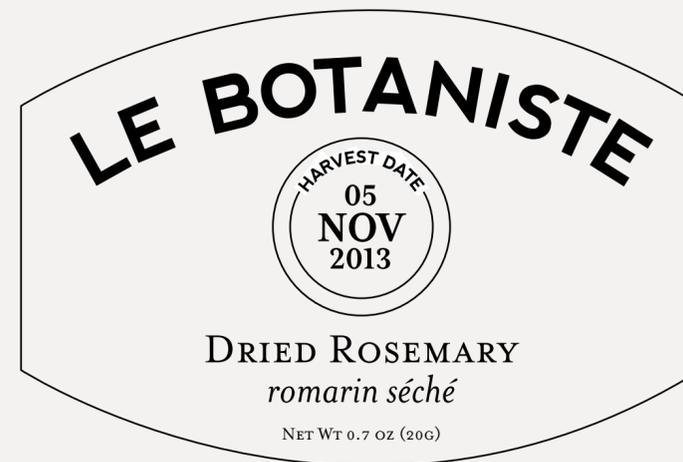
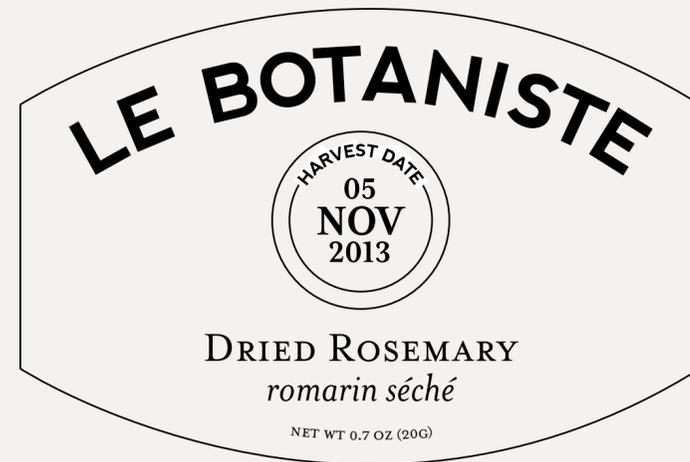
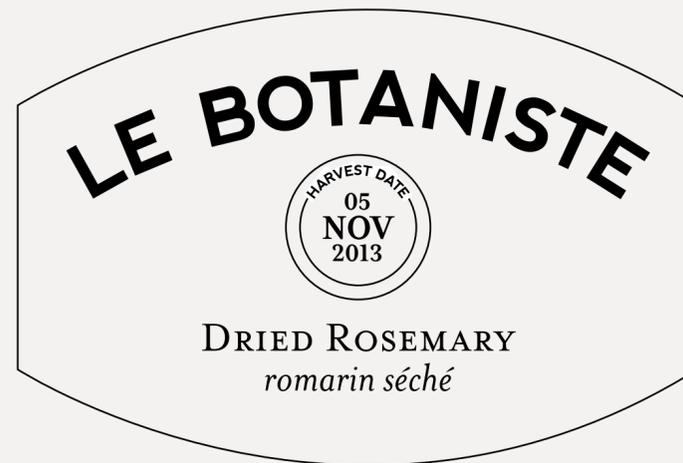
Rosemary
romarin

*Rosemary
romarin*

**Rosemary
romarin**

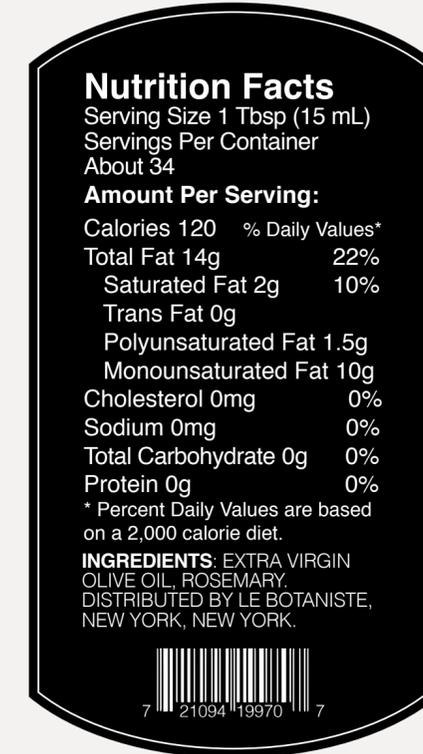
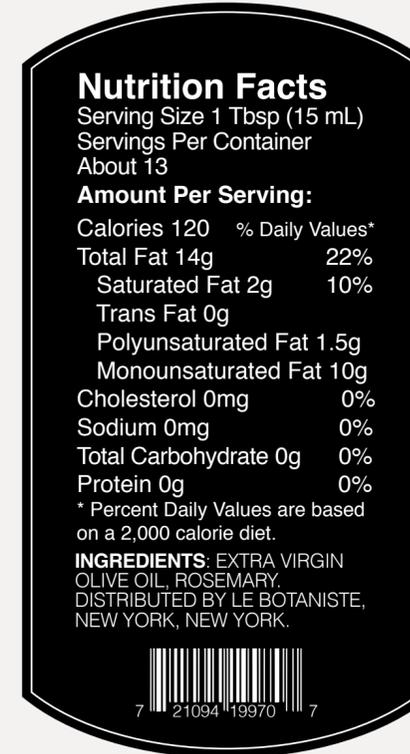
INITIAL LABELS

These labels were some of the first I created. I began with the truncated oval to match the arc of the text and add visual interest. The date stamp within the label is a design element that I tried a number of ways and in a number of applications but ultimately decided it was too visually heavy to be integrated into my designs.



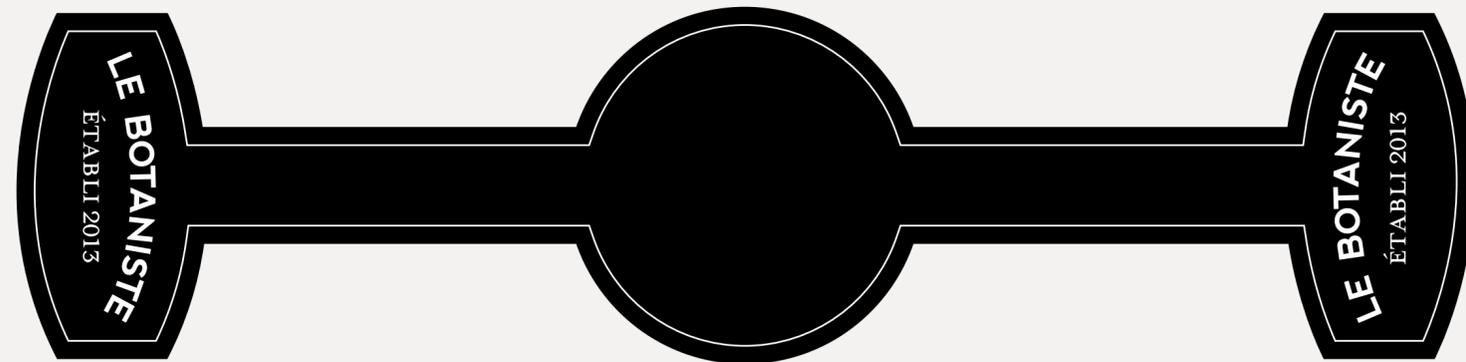
FINAL BOTTLE LABELS

The final labels are black with white text, which adds a level of sophistication to the brand. These labels represent the three bottled products I created: dried rosemary and two sizes of rosemary olive oil. Including the nutrition facts was an important step toward legitimizing the brand.



SWING-TOP SEALS

The bottles for the olive oil has a swing-top closure, which suggests a European product. In order to seal the product, I created a sticker seal. The largest seal is the final version. I did not use the date stamp because it took away from the other labels and would not have made sense existing on its own in the application. The simplicity of the final design adds a sophistication, rather than distracting from the product as a whole.



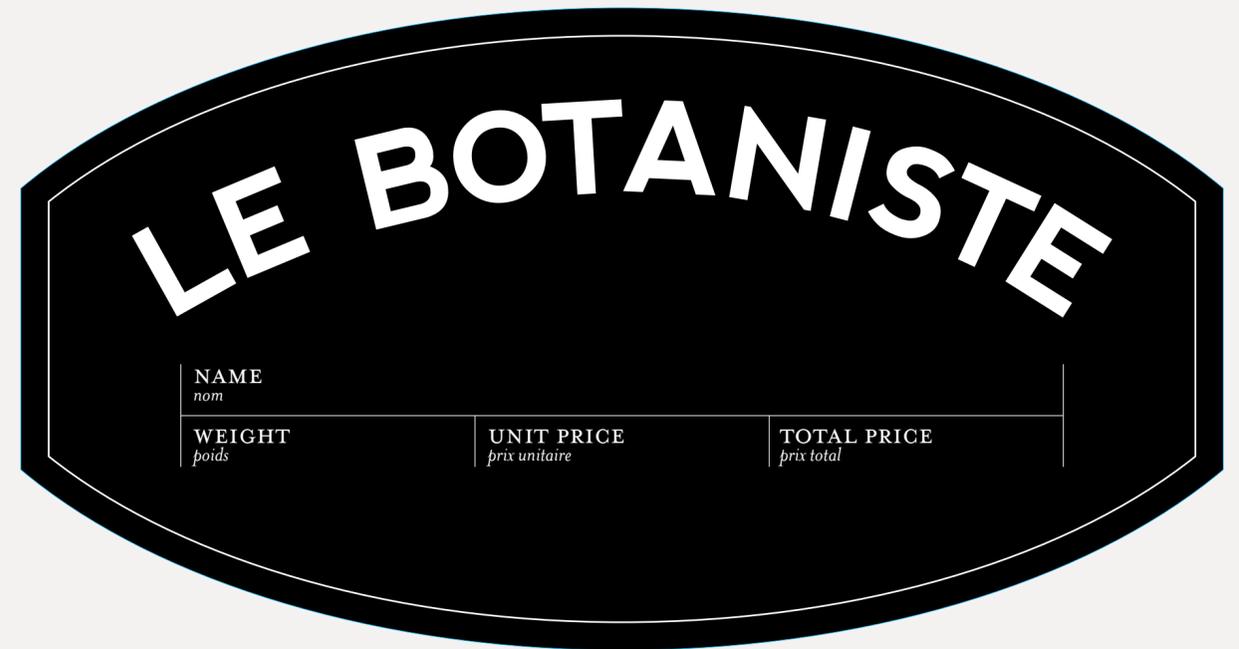
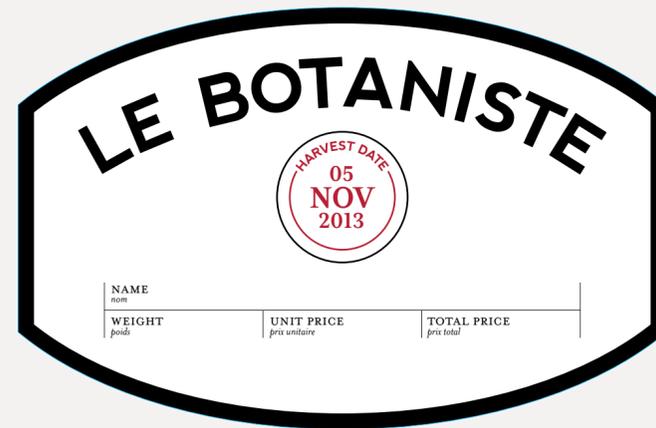
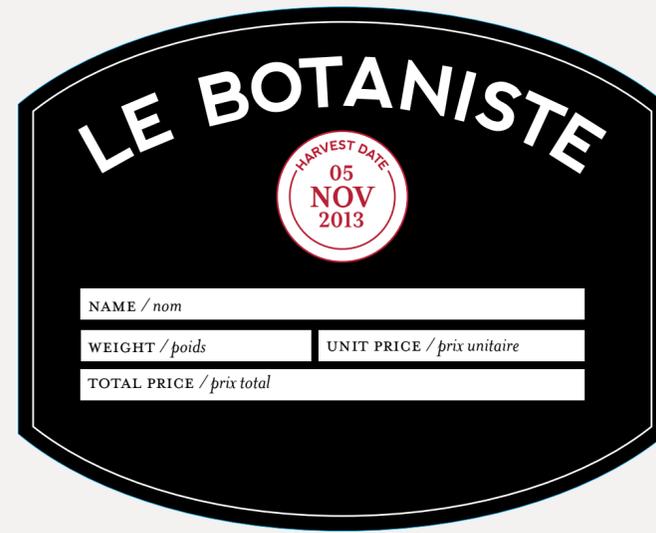
HERB BAG LABELS

After doing visual research of labels, I knew I wanted to somehow incorporate hand-written text. I didn't want to make it a permanent part of the logo or label, it simply would not have fit in.

The stamp was a similar attempt at incorporating a hand-done element. I decided the stamp drew too much attention away from the crispness of the label.

This label echoes a deli label, with name, weight, unit price, and total price. In keeping with the bottle labels, I included each of these titles with their French translation.

Adding the element of hand-writing helps to prevent monotony with the brand as a whole. Each time something is written, in this case with a white paint pen, it turns out differently. From person to person, or even label to label, the hand-writing will change, bringing the brand to life.



LARGE BAG LABELS

These labels are for the canvas bags, which would be for sale in the store, and the disposable bags that would be given to any customer.

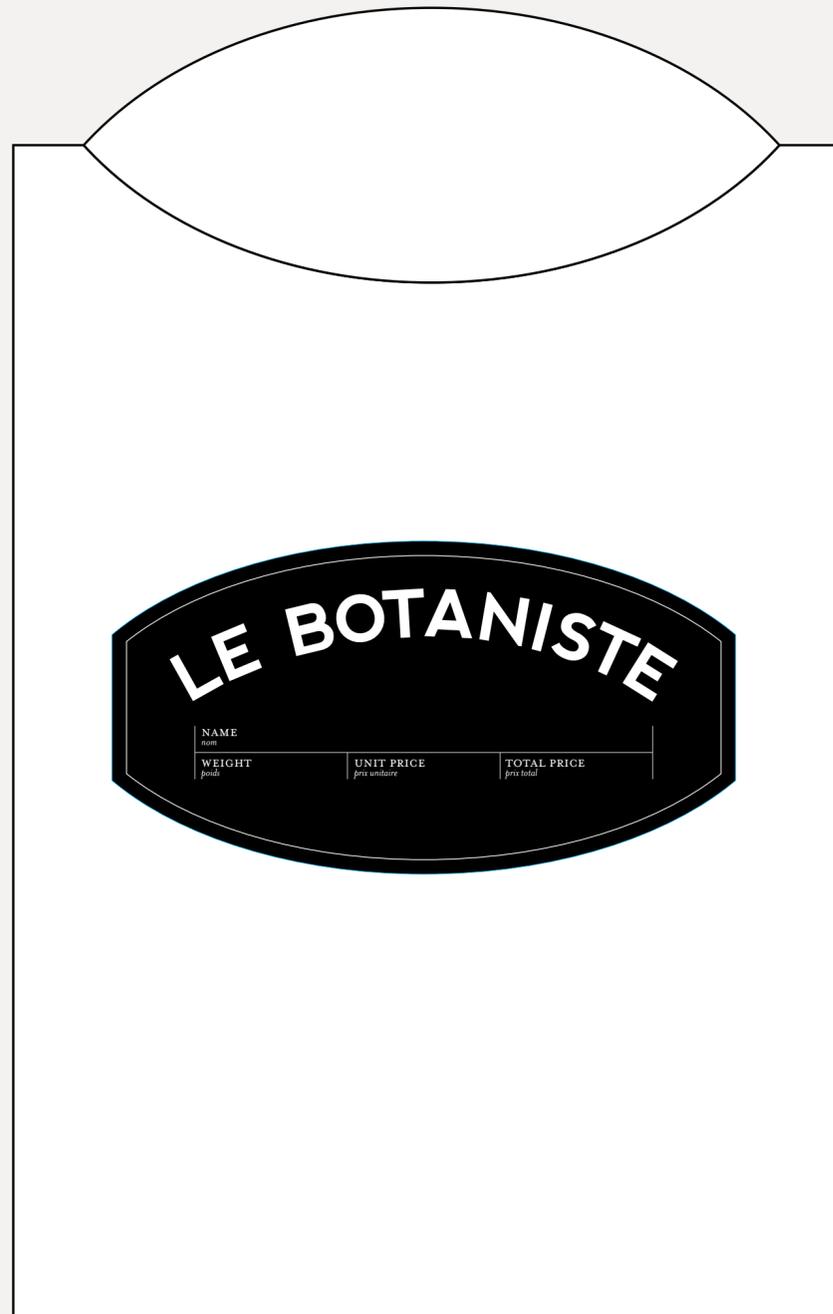
The disposable bag was adapted from a picnic basket template. The shape of the bag allows the flowers and herbs to be seen just over the top, show-casing the product.

The canvas bag label was transferred to the bag with the use of a gel medium. This allowed the label to become part of the bag, rather than a sticker resting on the surface.



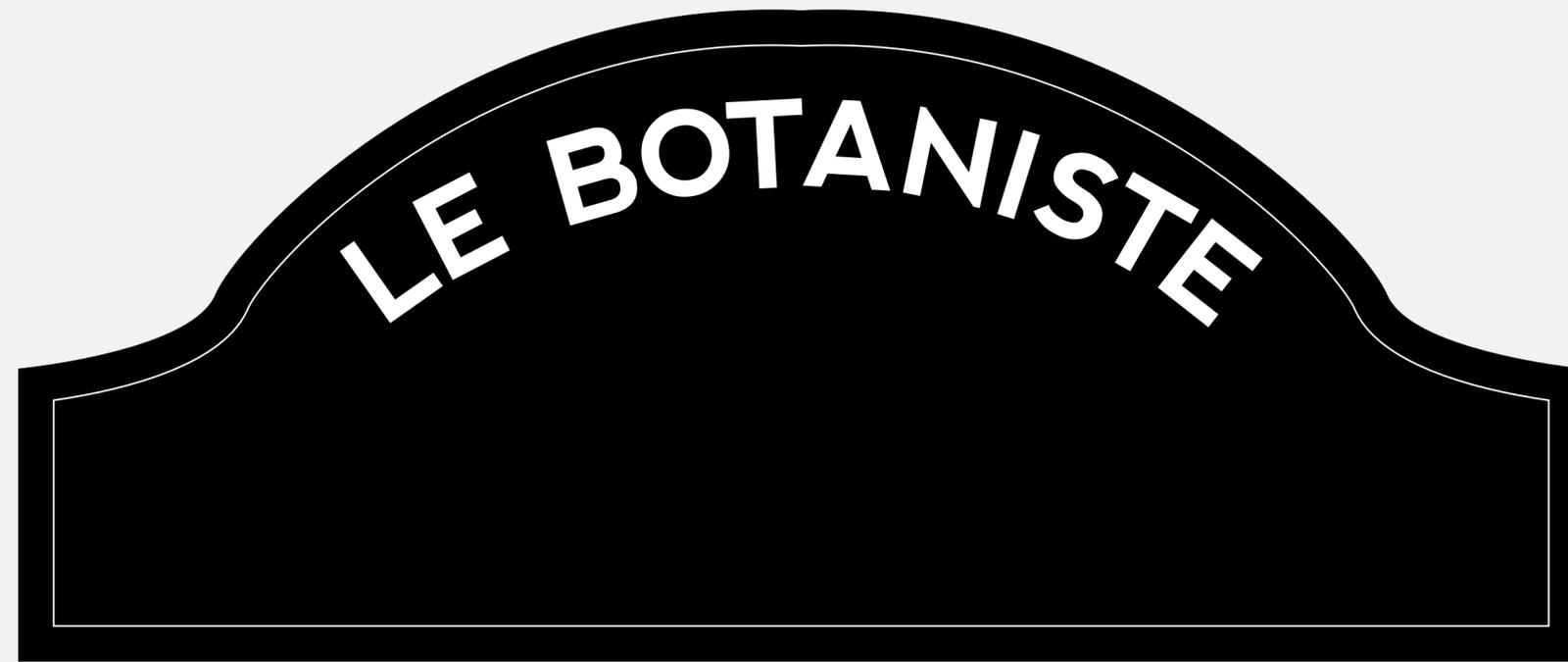
SMALL BAG TEMPLATES

I created the template for both the herb bag and the flower preservative bag. The opening of the herb bag is meant to echo the shape of the label, and to allow the product to be seen. The preservative bag also incorporates the arc of the logo and labels.



ADDITIONAL ELEMENTS

The flower labels with the curved top and squared bottom were something I saw many times in France. They add a personal touch to Le Botaniste. As with the canvas bags, the dried lavender labels with transferred to muslin bags using gel medium. The tape is intended to secure the wrapping of a bouquet.



FINAL DELIVERABLES

My final deliverables include canvas bags, muslin bags for dried lavender, disposable bags for herbs, tape to wrap bouquets, flower preservative, large disposable bag, 17 and 7 ounce bottles of herb infused olive oil, bottles of dried rosemary, herb shears, and flower labels.

