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**LOGAN
CONRAD**

Mac & Cheese Process Book

Package Design | Fall 2025

RESEARCH

Logan Conrad | Mac & Cheese | Package Design | *Fall 2025*

CREATIVE BRIEF

PROJECT 1 – Rectilinear Forms

Redesign/reimagine a simple paperboard carton

The macaroni & cheese box is a staple on grocery stores shelves. Outside of surface graphics, it has remained largely unchanged for years. For this project, you are asked to consider the shape and form, as well as the surface graphics of the 6-sided carton.

The existing box is 3.5" wide by 7.125" tall by 1.25" deep. You may decide to maintain the size and orientation of the box on the shelf, or you may want to reconsider the form, as long as the total volume of the box (3.5" x 7.125" x 1.25" = 31.172") remains the same.

The package should remain a rectilinear form and must contain all of the existing content (weight, preparation instructions, nutrition facts, etc.), although you are asked to redesign all of the text and graphics.

You may choose to use the Kraft brand logo or reimagine the brand. You must design a series of three boxes (based on variations such as noodle type, cheese, etc.) that work together.

Consider: research existing brands, color, form, shelf presence, imagery, typography, design that wraps around surfaces of the form

What is due: Color comps, built to size and properly photographed for presentation. Process book showing documented research, ideation, sketches, views of all 6 sides of final forms and professional photography of final forms.

SUBJECT RESEARCH - BARNES WITH ADS



DESIGN RESEARCH



Packaging with windows



Carton Packaging with Drawer



Chinese Box-Cup Hybrid Packaging



Lunch Bag Packaging with Handle



Rectangular Packaging



Cube Packaging



Cheese Wedge-shaped Packaging

TYPOGRAPHY EXPLORATIONS

Cowboy Outlaw

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Easy to read when resized and decorative.

Western Groove

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Decorative, but not easy to read when scaled down.

HIGBORN

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Decorative, but not easy to read when scaled down.

Helvetica

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Is to read and scalable.

Galvji

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Is to read and scalable.

Hooverville

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
1234567890&

Easy to read when resized and a decorative distressed font.

TYPOGRAPHY EXPLORATIONS

NEXA RUST SLAB

**AABBCCDDEEFFGGHHIIJK-
KLLMMNNOOPPQQRRSSTTUUVVW-
WXXYYZZ1234567890&**

Easy to read when resized and a decorative font.

NEXA RUST SANS BLACK SHADOW 2

**AABBCCDDEEFFGGHHIIJJKLLMMNNOO
PPQQRRSSTTUUVVWWXXYYZZ
1234567890&**

Easy to read when resized and a decorative font.

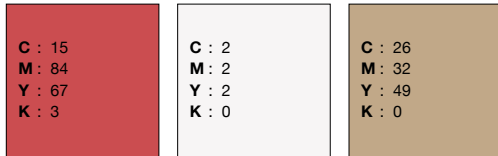
NEXA RUST SANS BLACK 2

**AABBCCDDEEFFGGHHIIJJKLLMMNNOO
PPQQRRSSTTUUVVWWXXYYZZ
1234567890&**

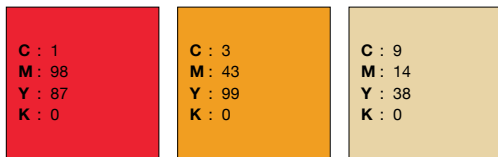
Easy to read when resized and a decorative distressed font.

COLOR REFERENCE

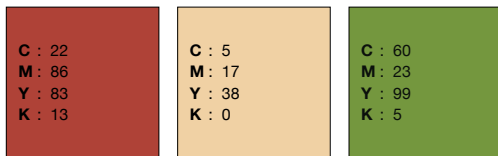
Palette 1



Palette 2



Palette 3



Color Image Reference



White Barn texture



Parsely



Goat Cheese



Grandpa's Cheese-Barn



Kraft Mac & Cheese



Maple Bacon Cheese

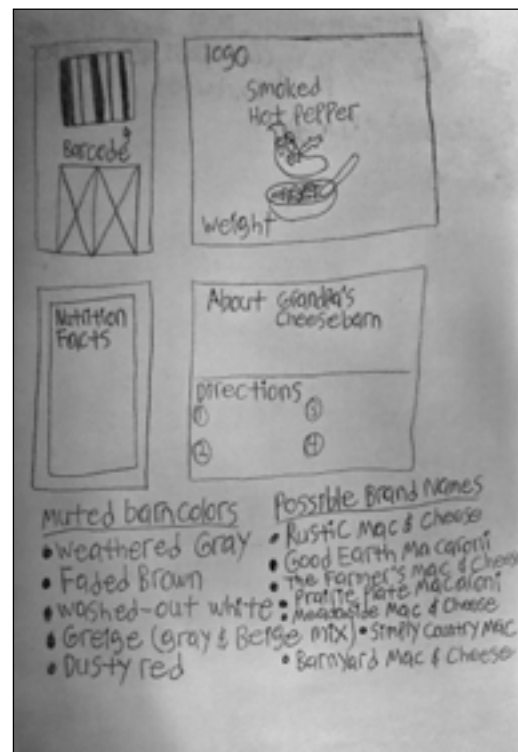
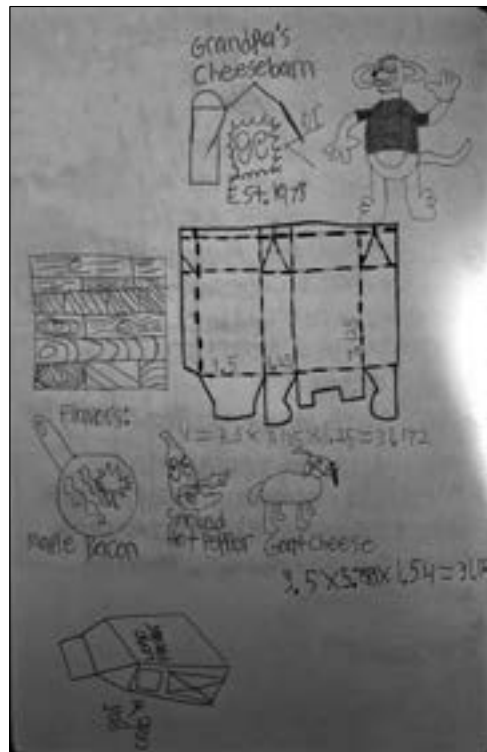
DESIGN EXPLORATIONS

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SKETCHES

Mac & Cheese Packaging Brand Ideas

- 1 Grandpa's Cheese Barn } Existing Brands
- 2 Bellwether Farms } Existing Brands
- 3 Central Coast Creamery
- 4 Lunar Mac / moon melt mac / cheesy galaxy / Cosmic Cheddar Co. / orbit Mac & Cheese
- 5 Golden Pot Mac / Mac & Gold, Lucky Mac & Cheese / Treasure Mac / Shamrock 'n' Cheddar
- 6 Goopy Mac Monsters
- 7 Swiss Valley
- 8 Mountain / Mount + Mozzarella Pun
Mountarella / Mozzarella tin / Mountarella / mozzamont / Alpmarella (Alps + Mozzarella) / Mozzamonte
Sounds Italian, "monte" = Mountain
- 9 Cheddar Peak
- 10 Prospector



PAPER ROUGHS

Version 1



3.5 in W x 1.25 in D
x 7.125 in H

Version 2



3.5 in W x 1.5 in D
x 5.75 in H

Top: 3/4 in

Tap: 1/4 in

Version 3



3.5 in W x 1.5 in D
x 5.75 in H

Top: 1.5 in

Tap: 5/8 in

PAPER REFINEMENT



FINAL LAYOUTS

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FINAL MAPLE BACON LAYOUTS



FINAL SMOKED HOT PEPPER LAYOUTS



FINAL GOAT CHEESE LAYOUTS



FINAL LAYOUTS



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