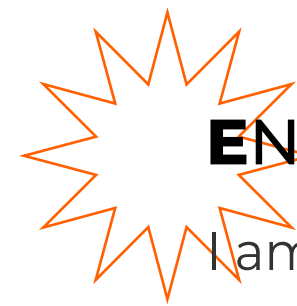


E U N H U Y C H O N

HELLO!

**I AM
A DESIGNER
WITH**



ENTHUSIASM

I am enthusiastic about harnessing design to improve the world.



HANDCRAFT

I blend handcrafting with digital designs for enhanced quality.



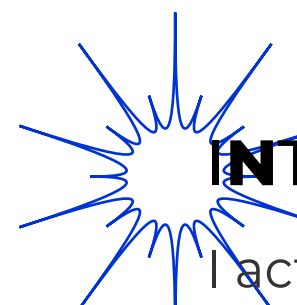
UNDERSTANDING

I am a designer who empathizes with and understands global and personal issues.



SUBTLE

I have a keen eye for subtlety, particularly in the nuances of color.



INTERACTIVE

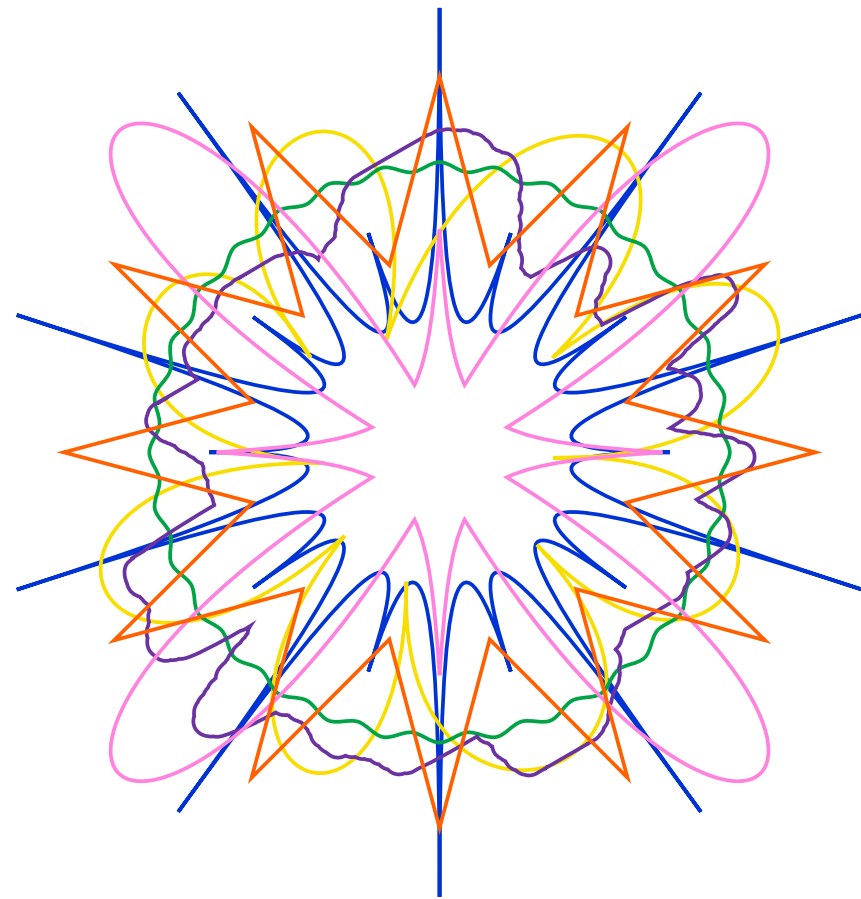
I actively create interactive designs that engage and connect people.



DYNAMIC

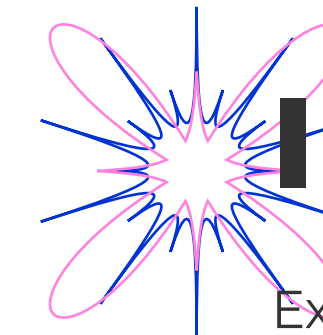
I thrive on exploring dynamic and new design approaches.

PROCESS



RESEARCH

Research to understand the background.



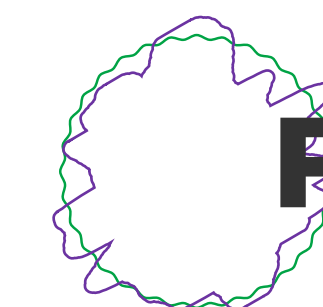
IDEATE

Exploring new directions to connect with the world and people.



EXPLORE

Create and explore variety of designs for the optimal result.



FINAL TOUCH

Create and refine final work.



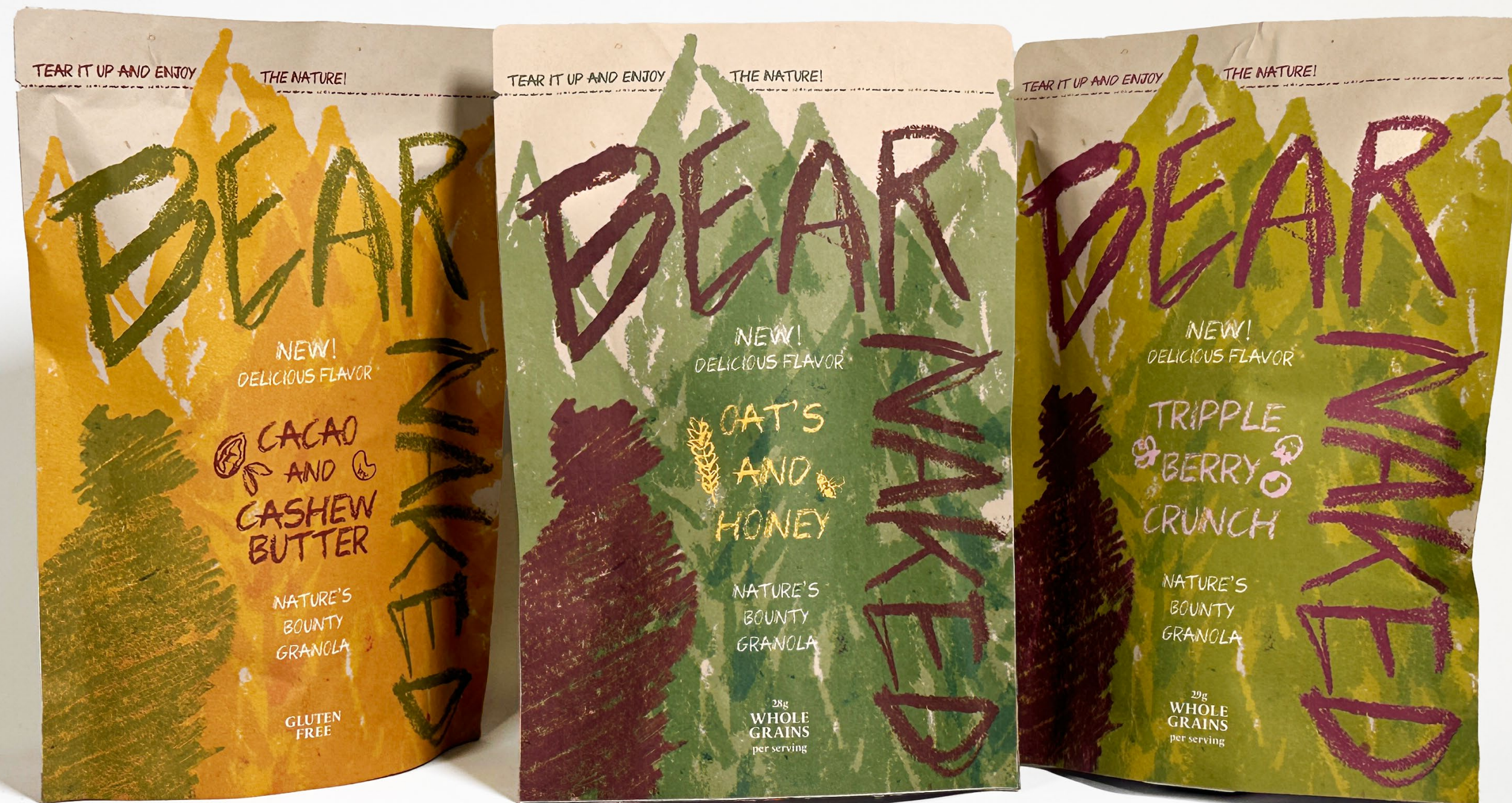
BEAR NAKED GRANOLA

Packaging Design

Branding, Visual identity

Tool: Hand drawing, Adobe InDesign,
Photoshop, Illustrator

BEAR NAKED GRANOLA



GOAL

Refresh Bear Naked's granola brand and packaging to appeal to health-conscious target, emphasizing natural ingredients.

TARGET

People in their 20s and 30s who are interested in healthy eating.

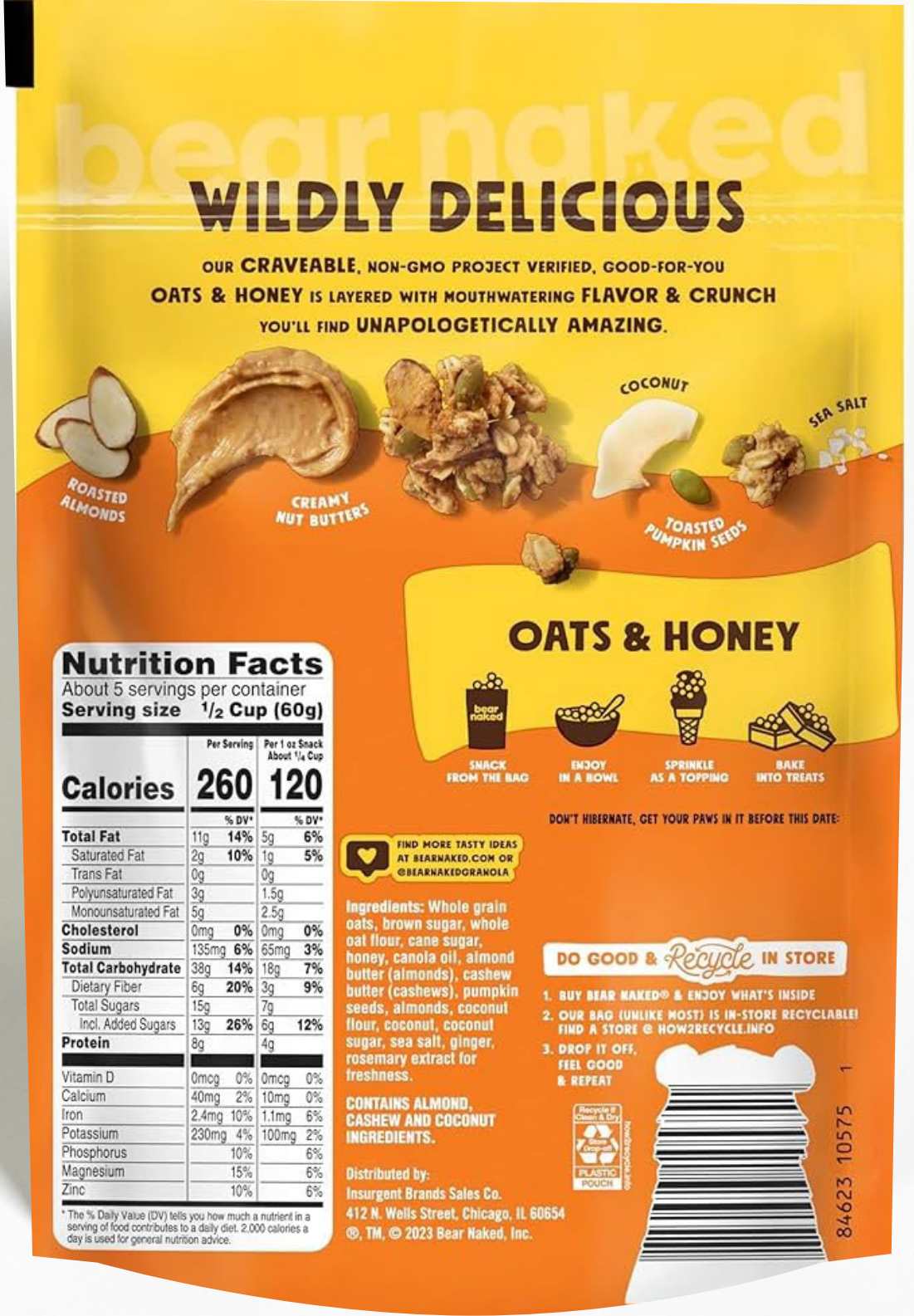
CONTEXT

A redesign was needed to meet millennials' growing demand for healthy food. Emphasize natural ingredients to strengthen brand recognition and appeal to target audiences.



- STUDY CURRENT DESIGN
- RESEARCH CONTEXT
- BREAKING DOWN CONTENT

CURRENT DESIGN



STORY

We're just going to come out with it.
Bears make the decisions around here.

SOLUTION IDEATION

The current design is **playful, bold,** and **vibrant,** with pops of color, simple but clear bear illustrations, and photos of ingredients.

It's great for conveying an **energetic vibe,** but it **does not** highlight the **"no artificial ingredients"** claim and the unique story of **"all-natural granola with a bear picking out the ingredients."**

I wanted to create a design that would convey the theme of "natural granola" by emphasizing the unique features of this granola.

GOAL

Emphasize the brand's unique story.

: Refresh Bear Naked's granola brand and packaging to appeal to health-conscious target, emphasizing natural ingredients.

AUDIENCE

People in their 20s and 30s who are interested in healthy eating.

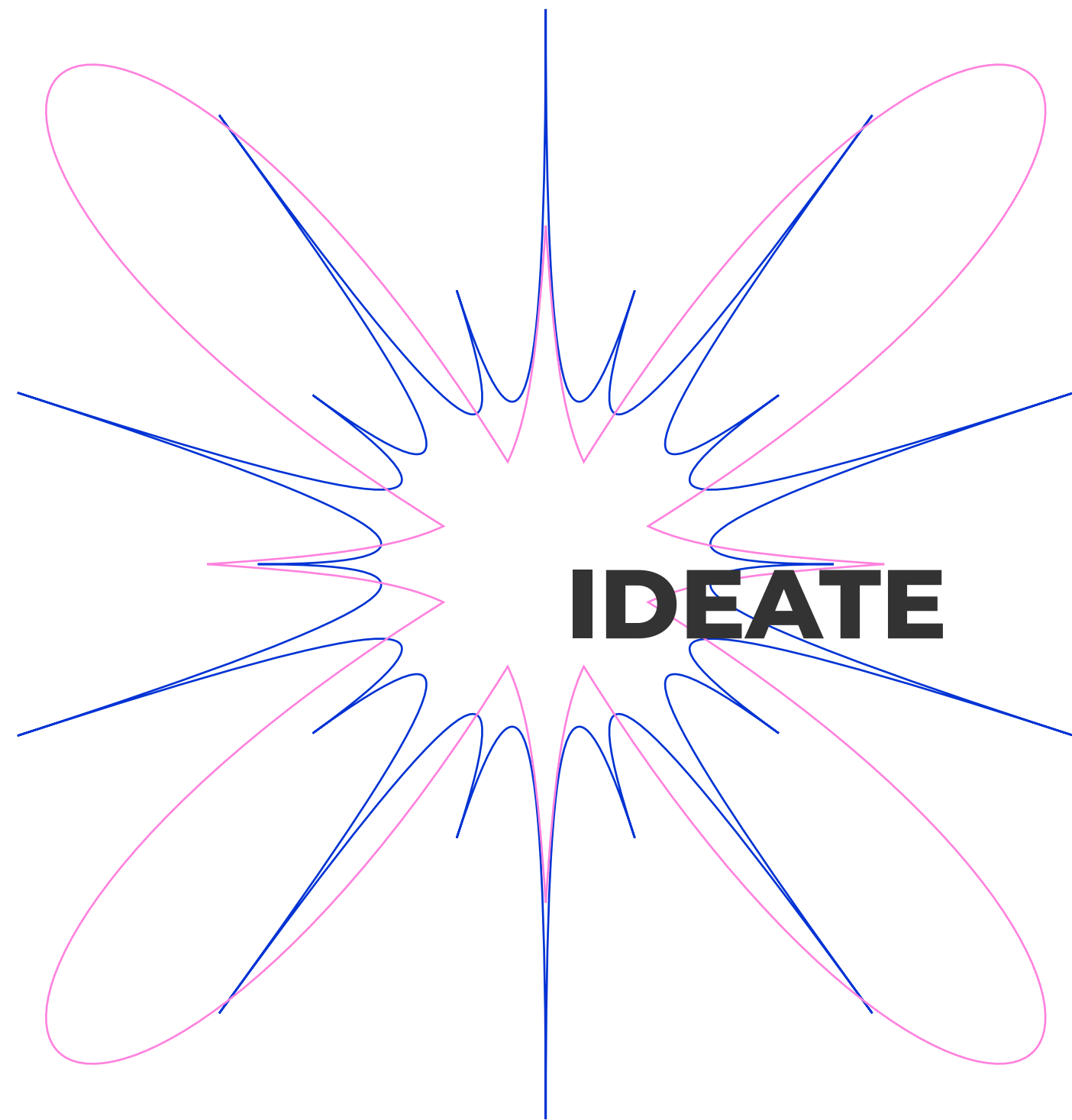
: Targeting the existing younger people (20s, and broadly, up to the 30s), while further refining to target those interested in a "healthy diet" more specifically than before.

CONTEXT

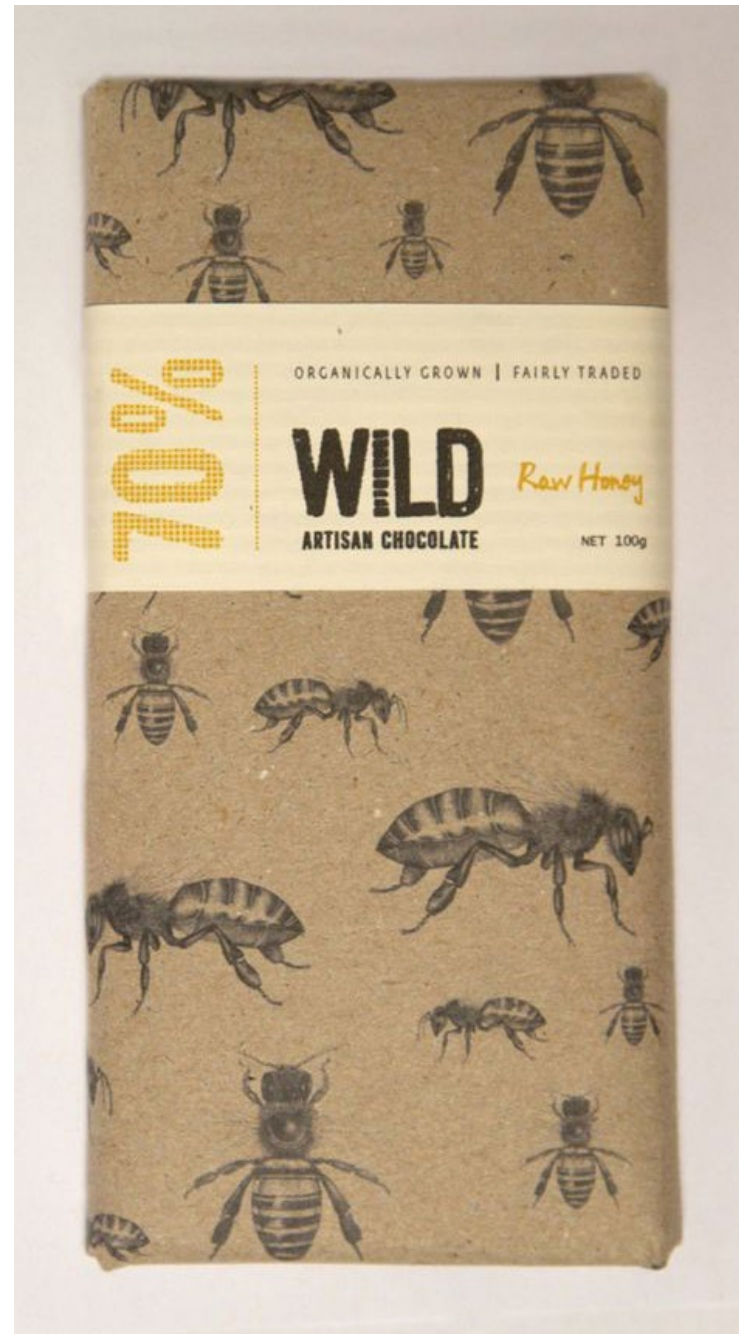
With millennial demand for healthy food on the rise, emphasize the brand's unique feature of using natural ingredients to strengthen brand recognition and appeal to the target audience.

CURRENT MARKET



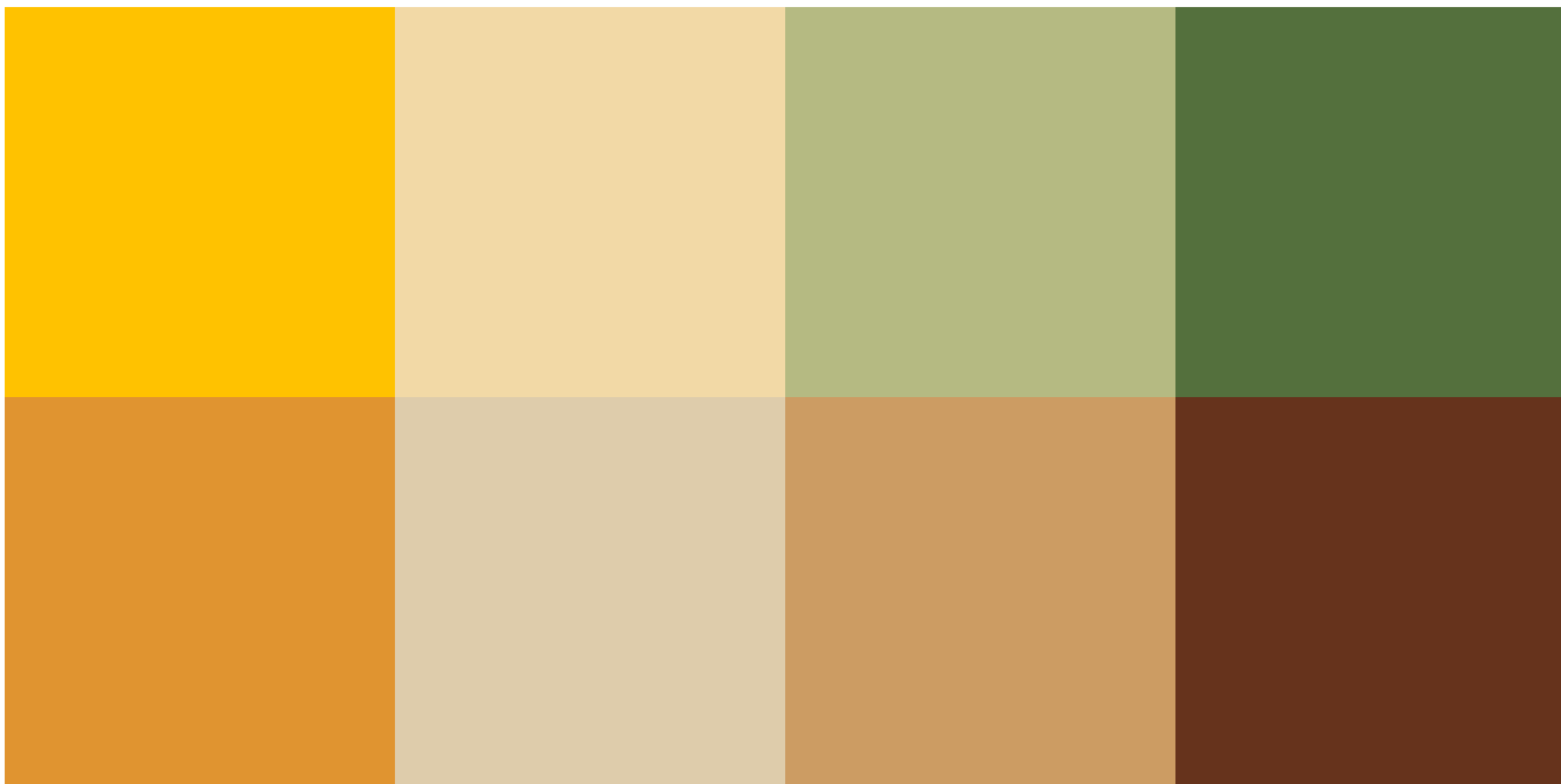
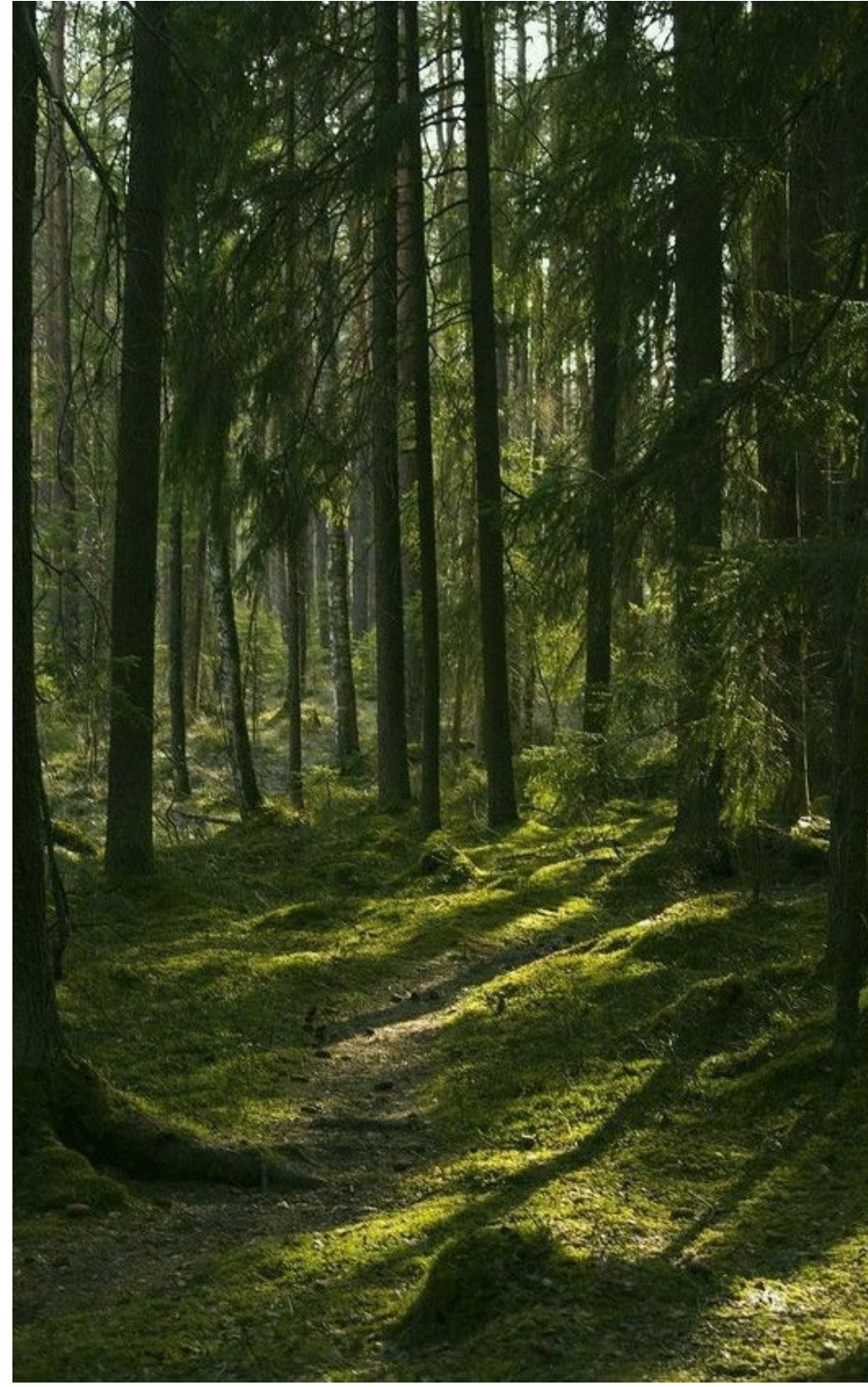


- CONCEPT RESEARCH
- CONCEPT DEVELOPMENT



CONCEPT RESEARCH

Searched designs that could serve as references. Considered how to create a design that feels natural and not artificial.



COLOR MOOD

The color palette reflects the colors of nature, with most colors having natural tones of beige, brown and green. But not too dark color because this is food.

Tear it up and enjoy the nature!

**Granola with the wildness of nature
and the choice of bears.**

1. Naturalism / Naturalness

: 100% all-natural
ingredients without
artificial additives

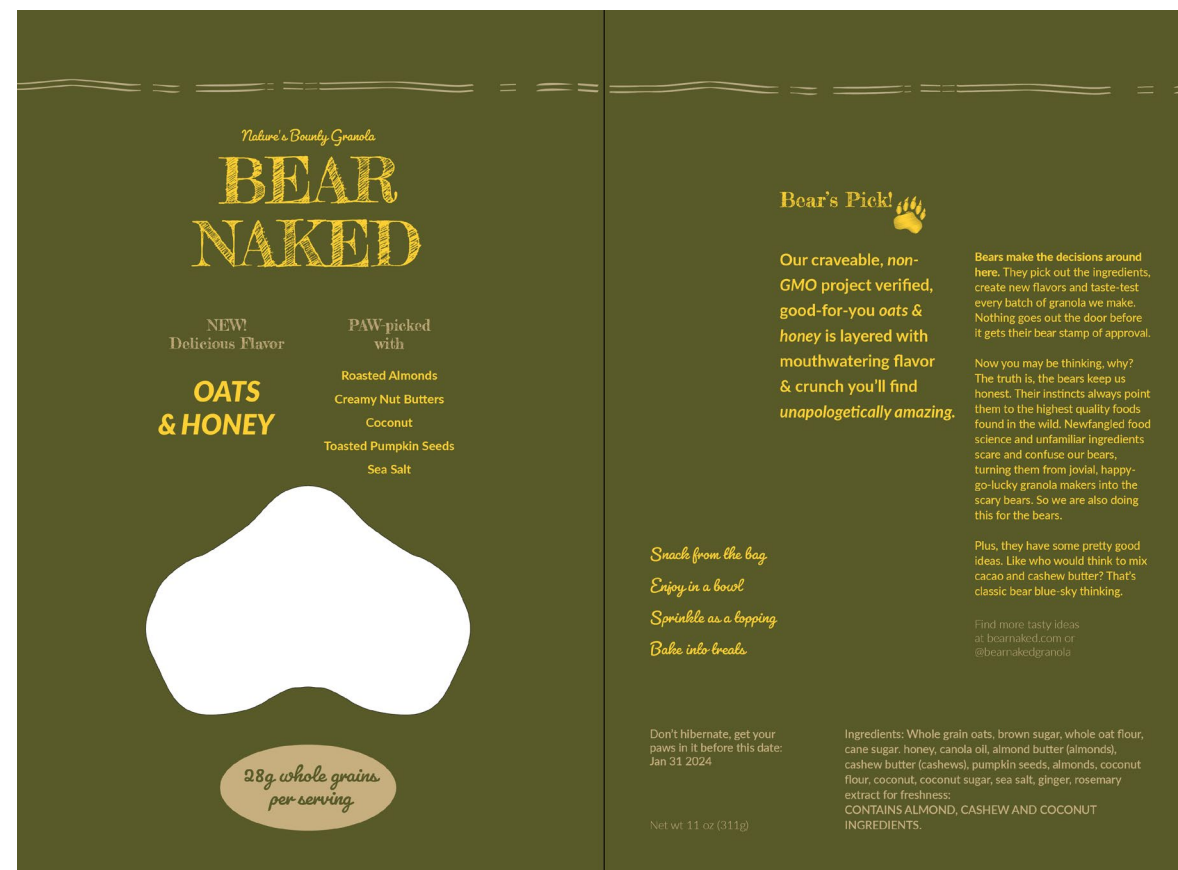
2. Bear-picked ingredients

: Granola made with
ingredients picked by bears
from nature.

: Bears are the ones who
best understand the
sensations and flavors of
nature. Their choice ensures
the taste is as natural as
possible.

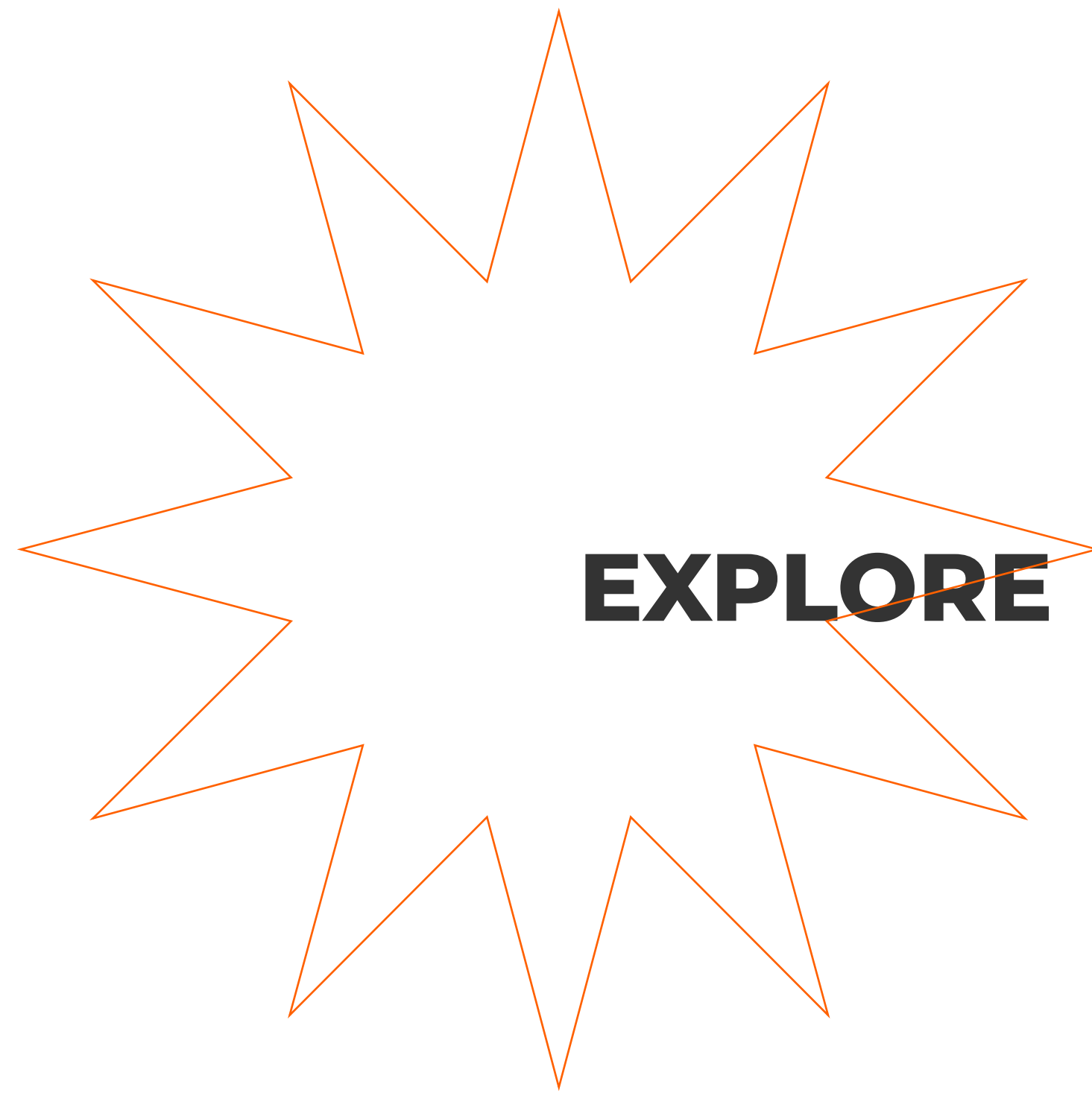
SLOGAN

Created a new slogan that emphasizes the naturalness of the product.



LAYOUT

Adjusted the layout and colors to fit the actual pouch size. Realized that the colors were dull and the fonts needed further adjustment to fit the theme.



- CREATE ELEMENTS
- EXPLORE VARIOUS WAYS

BEAR
NAKED
OAT & HONEY
BEARS
Pick!

NATURE'S
BOUNTY
GRANOLA
OAT'S EI
AND HON

BEAR
NAKED
OAT & HONEY

BEAR ~~OAT & HONEY~~
BEAR
BEAR
NAKED
Bear
N NAKED
OAT & HONEY
Bear Nature's
NAKED Bounty
OAT and Granola
HONEY Bear's Pi
ei

BEAR
NAKED
Oat and Honey
BEAR NAKED
OAT AND HONEY

Bear NAKED
Nature's
Bounty Granola
New! Delicious
Flavor
Oat and HONEY

BEAR NAKED
Nature's Bounty Granola
New! Delicious flavor
OAT &
HONEY

BEAR'S
NAKED
OAT & HONEY

CREATE ELEMENTS

Realized that existing fonts weren't enough to convey a natural vibe in a way that felt appealing, so the main text was handwritten.

BEAR'S PICK!

Our craveable, non-GMO project verified, good-for-you **oats & honey** is layered with mouthwatering flavor & crunch you'll find unapologetically amazing.

PAW-PICKED with
ROASTED ALMONDS
CREAMY NUT BUTTERS
COCONUT
TOASTED PUMPKIN SEEDS
SEA SALT

Bears make the decisions around here. They pick out the ingredients, create new flavors and taste-test every batch of granola we make. Nothing goes out the door before it gets their bear stamp of approval.

Now you may be thinking, why? The truth is, the bears keep us honest. Their instincts always point them to the highest quality foods found in the wild. Newfangled food science and unfamiliar ingredients scare and confuse our bears, turning them from jovial, happy-go-lucky granola makers into the scary bears. So we are also doing this for the bears.

Ingredients: Whole grain oats, brown sugar, whole oat flour, cane sugar, honey, canola oil, almond butter (almonds), canola butter (cashews), pumpkin seeds, almonds, coconut flour, coconut, coconut sugar, sea salt, ginger, rosemary extract for freshness. CONTAINS ALMOND, CASHEW AND COCONUT INGREDIENTS.

Don't hesitate, get your paws in it before this date: Jan 31 2024

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ROASTED ALMONDS
CREAMY NUT BUTTERS
COCONUT
TOASTED PUMPKIN SEEDS
SEA SALT

BEARS MAKE THE DECISIONS AROUND HERE. THEY PICK OUT THE INGREDIENTS, CREATE NEW FLAVORS AND TASTE-TEST EVERY BATCH OF GRANOLA WE MAKE. NOTHING GOES OUT THE DOOR BEFORE IT GETS THEIR BEAR STAMP OF APPROVAL.

Ingredients: Whole grain oats, brown sugar, whole oat flour, cane sugar, honey, canola oil, almond butter (almonds), cashew butter (cashews), pumpkin seeds, almonds, coconut flour, coconut, coconut sugar, sea salt, ginger, rosemary extract for freshness. CONTAINS ALMOND, CASHEW AND COCONUT INGREDIENTS.

Find more tasty ideas at bearnaked.com or www.instagram.com/bearnakedgranola

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EXPLORATION

Tried a brighter, more lively vibe.

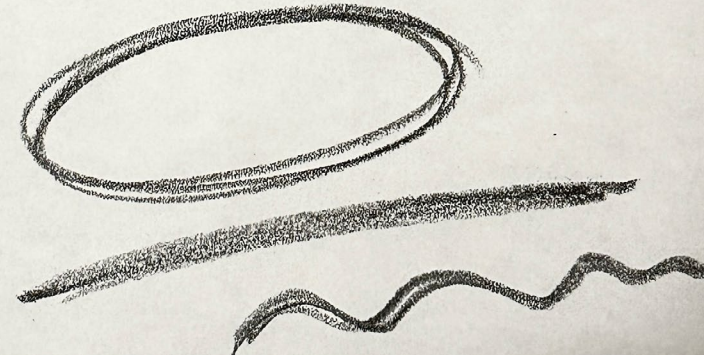


EXPLORATION

A good approach for a younger audience, but found that a more natural vibe was needed.

NATURE'S
BOUNTY
GRANOLA
OAT'S EY
AND HON

IV NATURE'S
BOUNTY
GRANOLA
OAT'S AND
& HONEY




ABCDEF
GHIJKL
MNOPQR
STUVWXY
Z

BEAR NAKED



ABCDEF
GHIJKL
MNOPQR
STUVW
XYZ

BEAR NAKED



BEAR NAKED

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ



EAR LKR
N NAKED
- NAKED BEAR

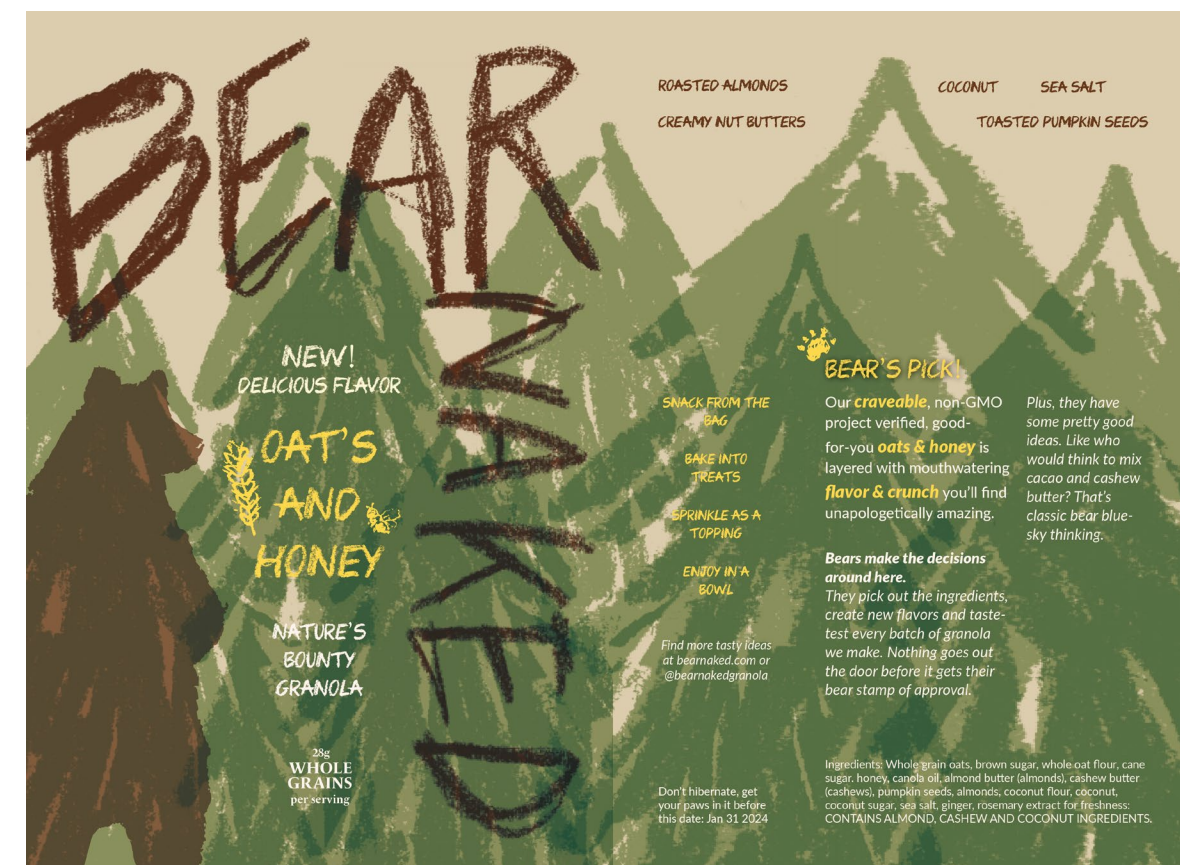
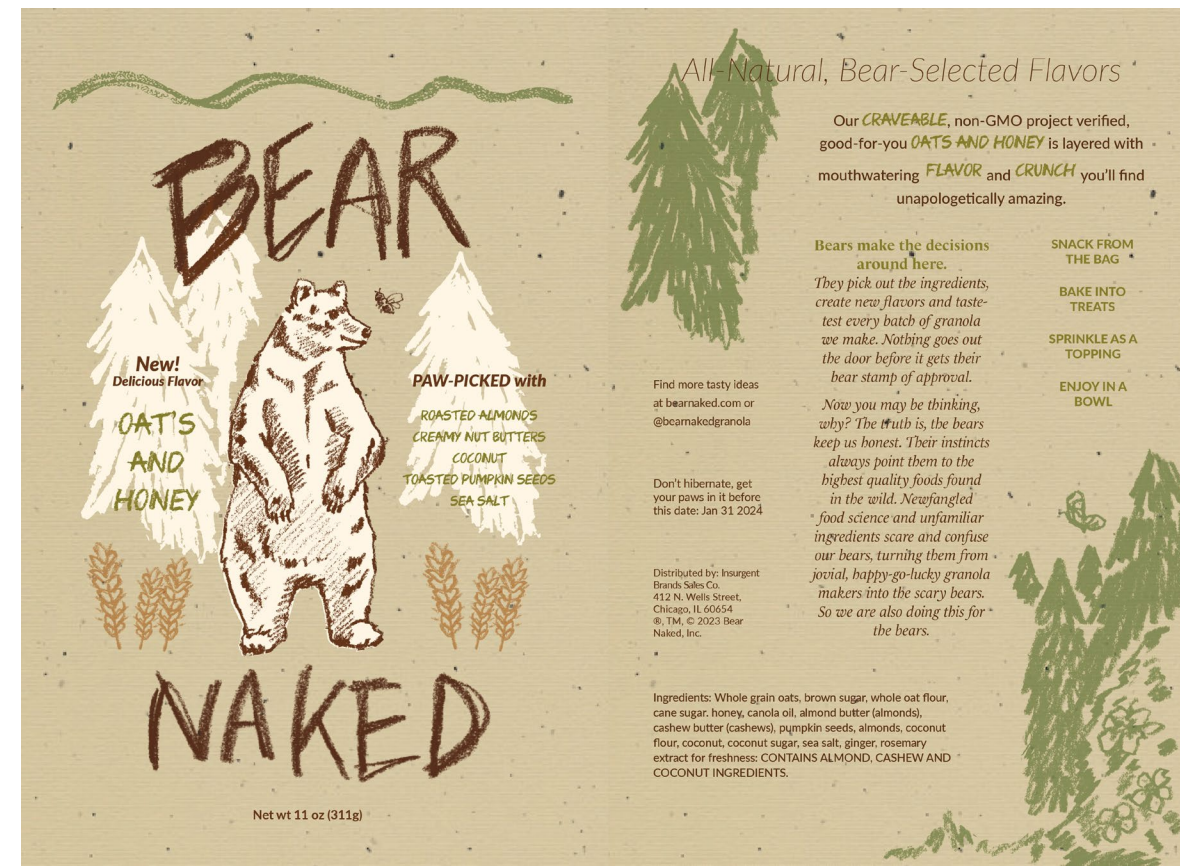
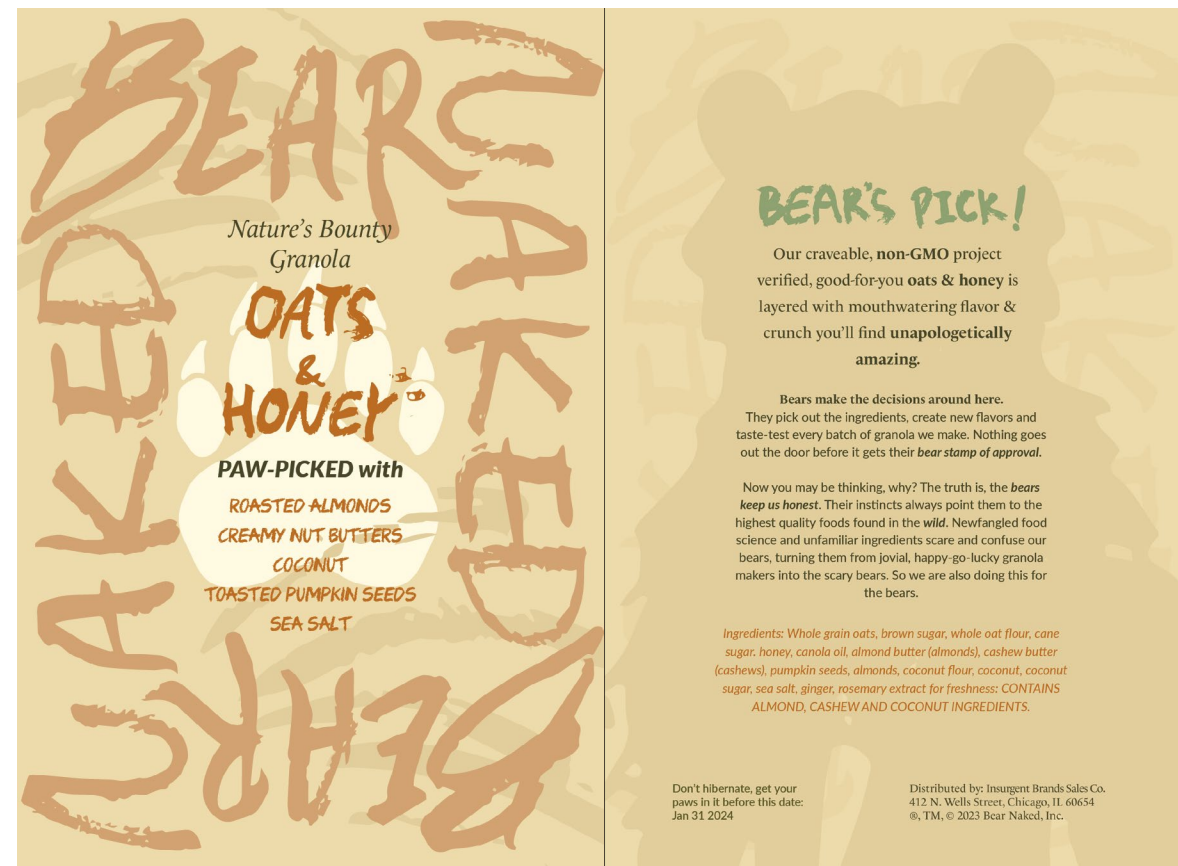
BEAR NAKED
BEAR NAKED
1 BEAR NAKED

BBB
BEAR NAKED

B Bear B Bear
N Naked
Naked

CREATE ELEMENTS

Realized that existing fonts were not enough to convey a natural vibe in a way that felt appealing, so the main text was handwritten.



EXPLORATION

Added graphics to emphasize the bear and that it came from nature.

HAND DRAWING

The main text or graphics are handwritten and hand-drawn to emphasize the non-artificial touch.

COLORS

The color palette reflects nature. It focuses on browns, beiges, and greens, the colors found in nature. The color reflects the ingredients that change based on the flavor, so for honey granola, it's yellow.

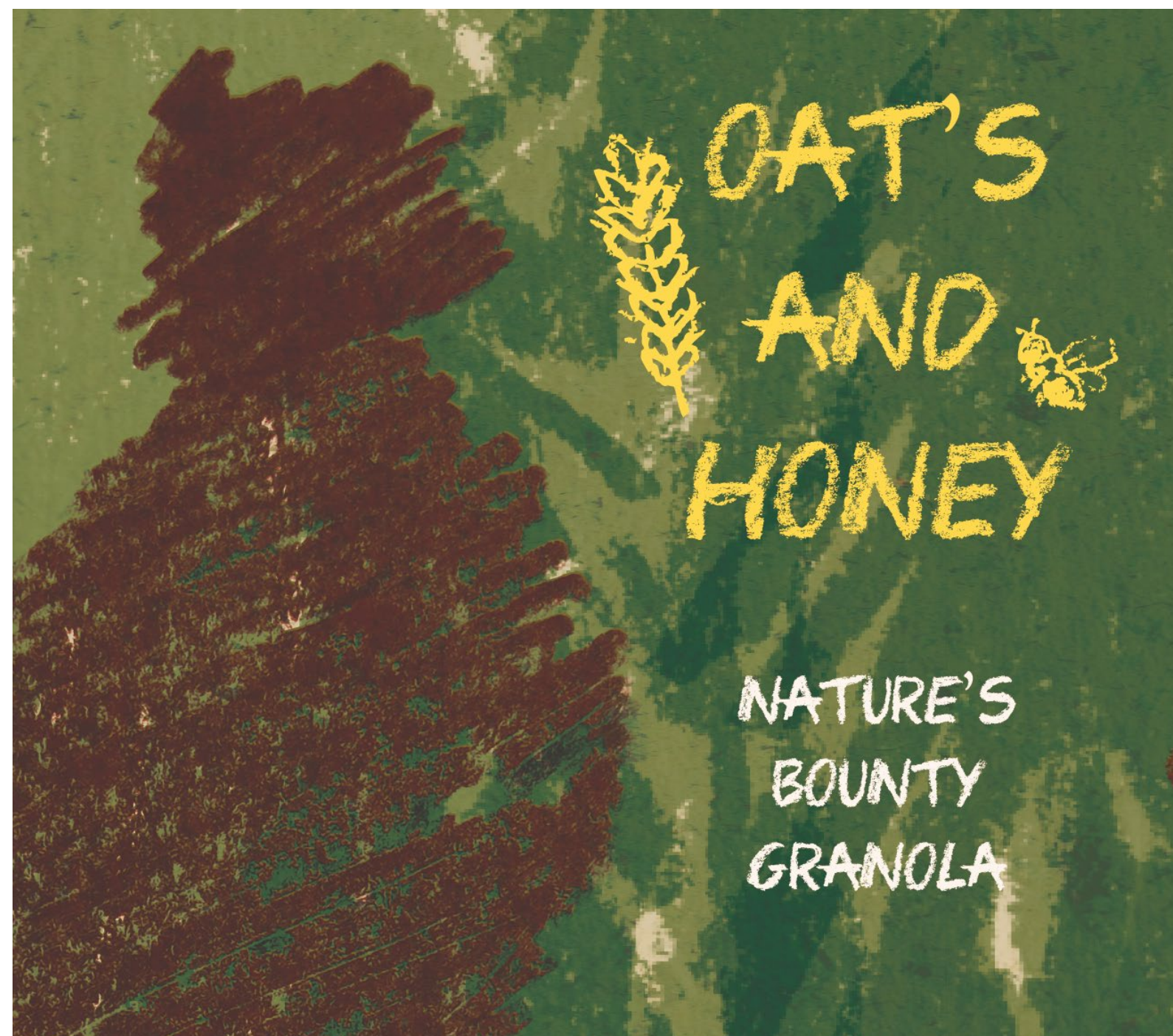
TEXTURE

Keeping the rough texture of the pen for naturalness.

ELEMENTS

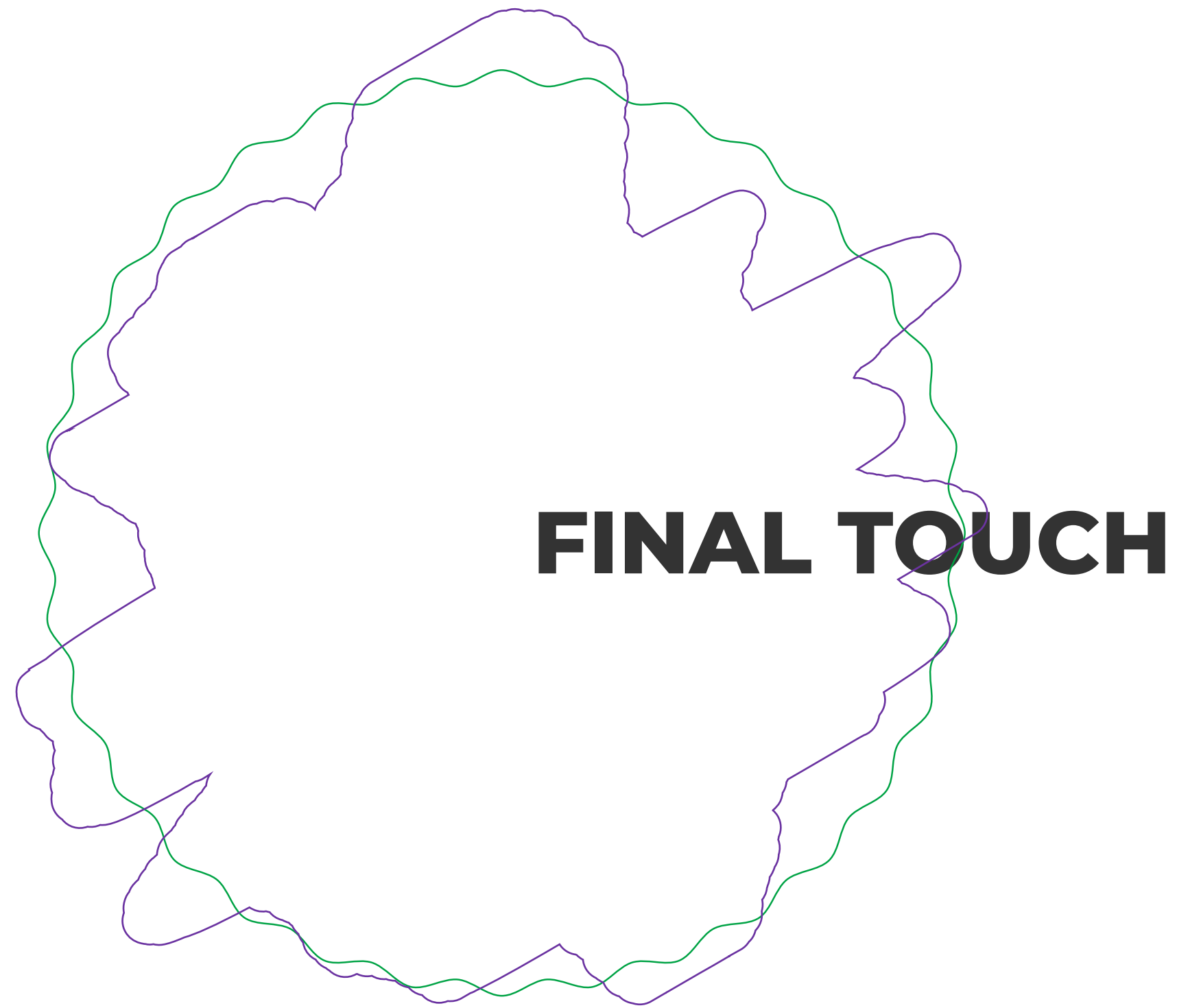
Created graphic elements featuring handwritten text and drawings to achieve a more natural look.





FINAL EXPLORATION

Hand-drawn graphics and kraft paper were used to enhance the natural feel. Varied the colors for each flavor to match the ingredients.



TEAR IT UP AND ENJOY

THE NATURE!

BEAR

NEW!
DELICIOUS FLAVOR

 CACAO
AND 
CASHEW
BUTTER

NATURE'S
BOUNTY
GRANOLA

GLUTEN
FREE

MINI PACK

TEAR IT UP AND ENJOY

THE NATURE!

BEAR

NEW!
DELICIOUS FLAVOR

 OAT'S
AND 
HONEY

NATURE'S
BOUNTY
GRANOLA

28g
WHOLE
GRAINS
per serving

MINI PACK

TEAR IT UP AND ENJOY

THE NATURE!

BEAR

NEW!
DELICIOUS FLAVOR

TRIPPLE
 BERRY 
CRUNCH

NATURE'S
BOUNTY
GRANOLA

29g
WHOLE
GRAINS
per serving

MINI PACK



TEAR IT UP AND ENJOY

THE NATURE!

BEAR

NEW!
DELICIOUS FLAVOR

GOAT'S AND HONEY

NATURE'S
BOUNTY
GRANOLA

28g
WHOLE
GRAINS
per serving

UNKLEED



BEAR



UNKLEED



NAT
BOUNTY
GRANOLA
GLUTEN
FREE

THE NATURE!
TEAR IT UP AND ENJOY

NEW!
DELICIOUS FLAVOR

RAW
OATS
AND
HONEY

NATURE'S
BOUNTY
GRANOLA

28g
WHOLE
GRAINS
per serving

THE NATURE!
TEAR IT UP AND ENJOY

NEW!
DELICIOUS FLAVOR

RAW
CACAO
AND
CASHEW
BUTTER

NATURE'S
BOUNTY
GRANOLA

GLUTEN
FREE

THE NATURE!
TEAR IT UP AND ENJOY

NEW!
DELICIOUS FLAVOR

RAW
TRIPPLE
BERRY
NACH

NATURE'S
BOUNTY
GRANOLA

THE NATURE!
TEAR IT UP AND ENJOY

NEW!
DELICIOUS FLAVOR

RAW
TRIPPLE
BERRY
NACH

NATURE'S
BOUNTY
GRANOLA

THE NATURE!
TEAR IT UP AND ENJOY

TEAR IT UP

TEAR IT UP AND ENJOY THE NATURE!

BEAR

NEW! DELICIOUS FLAVOR*

CAT'S AND HONEY

NATURE'S BOUNTY GRANOLA

28g WHOLE GRAINS per serving

NKED

AND ENJOY THE NATURE

TEAR IT UP

TEAR IT UP AND ENJOY THE NATURE!

BEAR

NEW! DELICIOUS FLAVOR*

CACAO AND CASHEW BUTTER

NATURE'S BOUNTY GRANOLA

GLUTEN FREE

NKED

AND FEEL THE NATURE

TEAR IT UP

TEAR IT UP AND ENJOY THE NATURE!

BEAR

NEW! DELICIOUS FLAVOR*

TRIPPLE BERRY CRUNCH

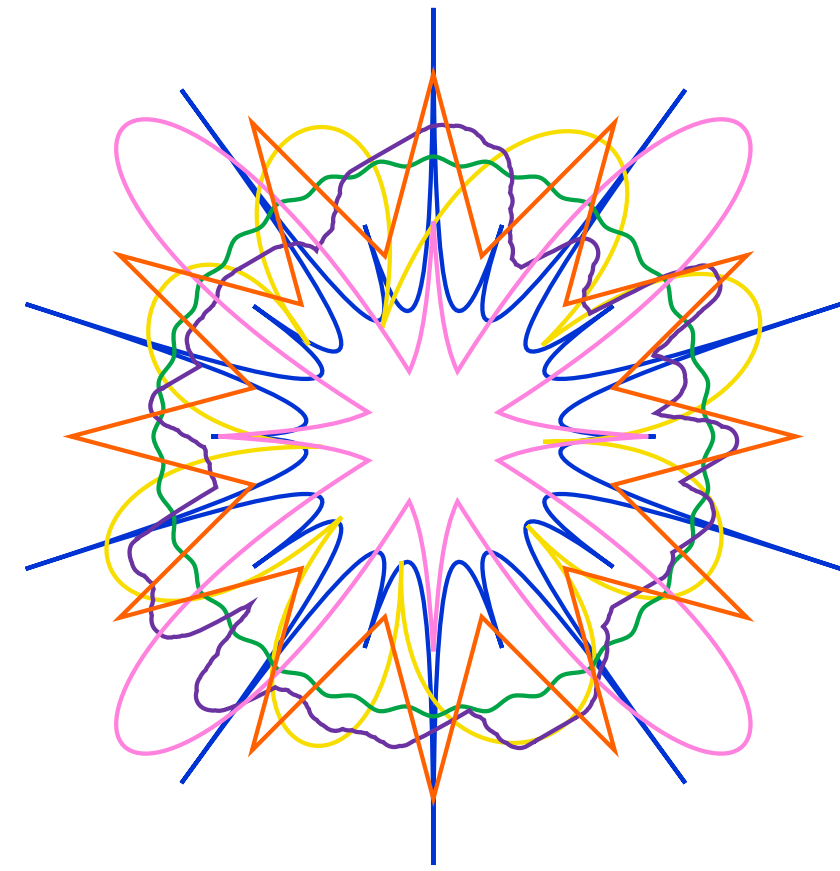
NATURE'S BOUNTY GRANOLA

28g WHOLE GRAINS per serving

NKED

AND EXPLORE THE NATURE





EUNHUY
CHON

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Click the logo!