

**baby  
chef**<sup>TM</sup>

by **kidslines**

**PROCESS BOOK**

## look of existing baby appliance packaging

- product photography
- white space
- solid colors
- large logo
- call outs

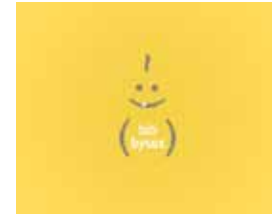


# research - packaging inspiration

characters with biographics  
silhouettes  
solid colors  
basic shapes  
textures  
use of white space



# research - competitors logos





## exploring color trends and palettes in relation to food and children's packaging

Baby Bok Choy by jbbroadway



Fan by groutboy



I like your Smile by joy\_of\_summer



Babylon Sister by smartalec



Refreshing Nature by fazal38



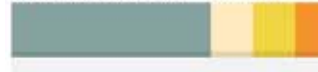
baby food by lizcrimson



baby food by unclattas69



UnderTheMoonOf Love by joy\_of\_summer





# logo development

1



2



3



4



5



6



7



10



11



12



13

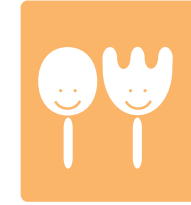


14





 logo development
























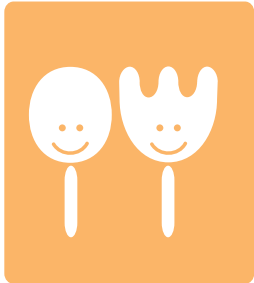
 logo development



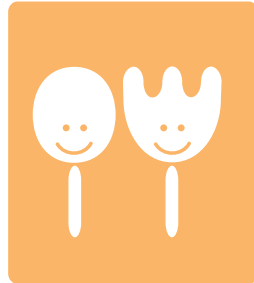
baby chef



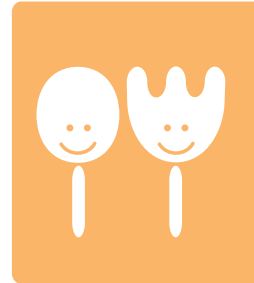
- 1   
baby  
chef
- 2   
BABY  
CHEF
- 3   
BABY  
CHEF
- 4   
baby chef
- 5   
baby chef
- 6   
BABY  
CHEF
- 7   
baby chef
- 8   
baby chef
- 9   
*baby chef*
- 10   
baby  
CHEF
- 11   
baby chef
- 12   
*baby chef*
- 13   
baby chef
- 14   
baby  
chef
- 15  baby  
chef
- 16   
baby chef
- 17   
baby  
chef
- 18   
baby  
CHEF
- 19   
baby chef
- 20   
baby chef
- 21   
baby  
chef



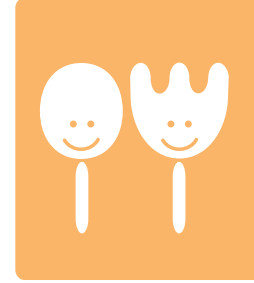
baby  
chef



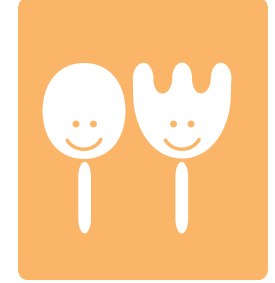
**baby**  
**chef**



**baby**  
**chef**



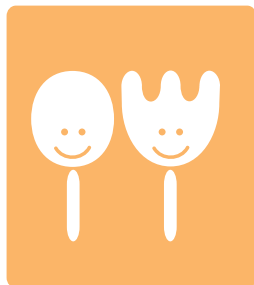
**baby**  
**chef**



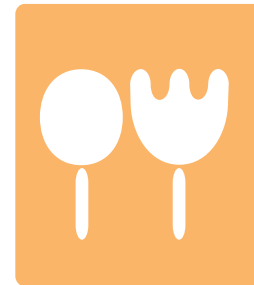
baby  
chef



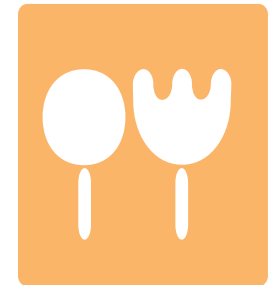
**baby**  
**chef**



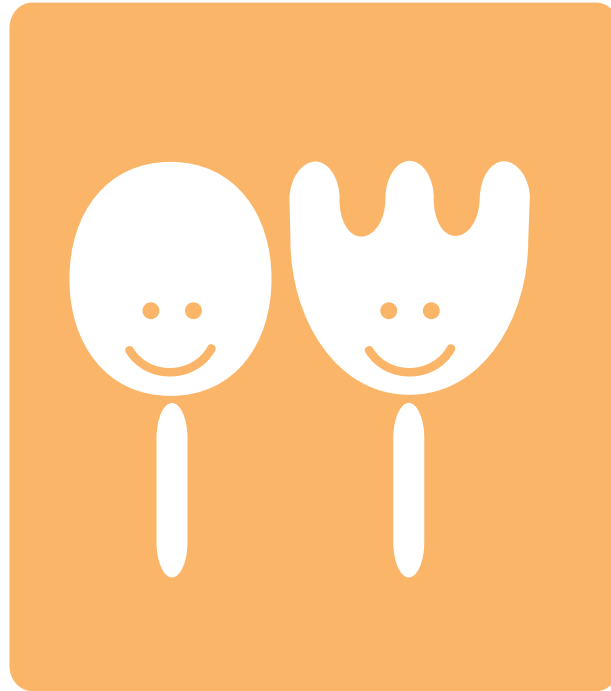
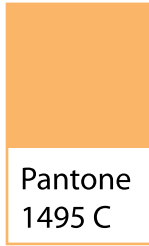
baby  
chef



**baby**  
**chef**



baby  
chef



**baby  
chef**<sup>TM</sup>  
by  kidsline



**product name, description, call out:**  
**thermometer**

Body Copy:

Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time

*Product name, description, call out: Thermometer*

*Body Copy:*

*Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time*

*Product name and description: Thermometer*

*Body Copy:*

*Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time*

*Product name and description: Thermometer*

*Body Copy:*

*Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time*

*Product name and description: Thermometer*

*Body Copy:*

*Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time*

**product name and description: thermometer**

**Body Copy:**

Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time

Product name and description: Thermometer

Body Copy:

Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time

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Count up or down in 24 hour cycles to remind  
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Product name and description: thermometer

Body Copy:

Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time

**Product name and description: thermometer**

**Body Copy:**

Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time

**PRODUCT NAME AND DESCRIPTION:**  
**THERMOMETER**

**Body Copy:**

Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time

**Product name and description:**  
**thermometer**

**Body Copy:**

Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time

**PRODUCT NAME AND DESCRIPTION: THERMOMETER**

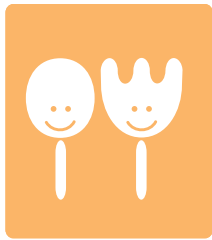
**Body Copy:**

Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time

**Product name and description: thermometer**

**Body Copy:**

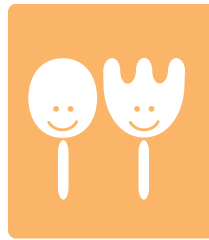
Count up or down in 24 hour cycles to remind  
you when formula is expired past it's serving time



**baby  
chef**  
™kidsline

**ultimate baby food center**

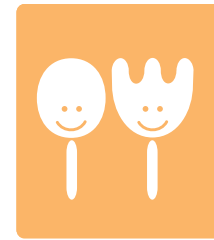
The ultimate baby food machine – BPA free with touch activated electronic controls



**baby  
chef**  
™kidsline

**ultimate baby food center**

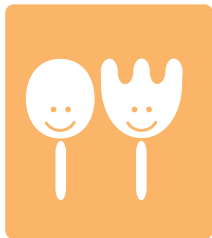
The ultimate baby food machine – BPA free with touch activated electronic controls



**baby  
chef**  
™kidsline

**ultimate baby food center**

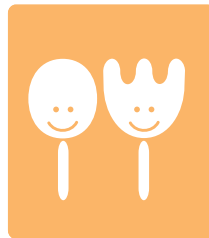
The ultimate baby food machine – BPA free with touch activated electronic controls



**baby  
chef**  
™kidsline

**ultimate baby food center**

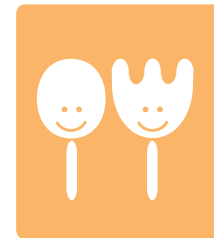
The ultimate baby food machine – BPA free with touch activated electronic controls



**baby  
chef**  
™kidsline

**ultimate baby food center**

The ultimate baby food machine – BPA free with touch activated electronic controls



**baby  
chef**  
™kidsline

**ultimate baby food center**

The ultimate baby food machine – BPA free with touch activated electronic controls



www.shutterstock.com · 35826238



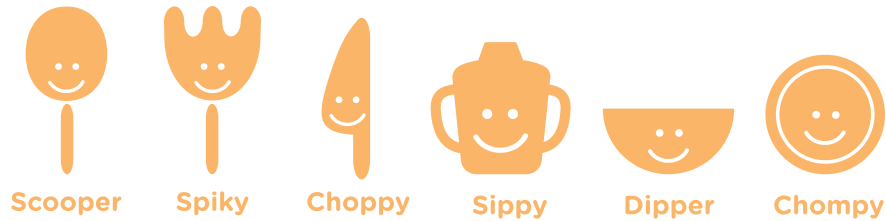
www.shutterstock.com · 16493251





## Entire Utensil Family

Use: Icons/bullets for different fun tips, recipe suggestions, and other features  
Feature each character on different products



## Special Features



## Entire Utensil Family

Biographies to be featured on different products



Scooper



Spiky



Choppy



Sippy



Dipper



Chompy



Spiky

Name: Spiky  
Characteristics: Curious and creative  
Favorite Food: Spaghetti  
Favorite Recipe: Spaghetti and meatballs  
(Recipe will be featured here)



Scooper

Name: Scooper  
Characteristics:  
Favorite Food: Soup  
Favorite Recipe:



Sippy

Name: Sippy  
Characteristics: Hearty and warm  
Favorite Food: Juice  
Favorite Recipe: Apple Juice



Chompy

Name: Chompy  
Characteristics:  
Favorite Food:  
Favorite Recipe:



Dipper

Name: Dipper  
Characteristics: Friendly and wholehearted  
Favorite Food: Mashed Potatoes  
Favorite Recipe: Mashed Potatoes with peas



Choppy

Name: Choppy  
Characteristics: Outgoing  
Favorite Food: Veggies  
Favorite Recipe: Mashed veggie salad

## Call Out Icons



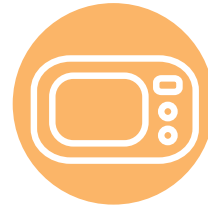
**bpa free**



**dishwasher safe**



**on-the-go**



**microwave safe**



**preserves freshness**



**easy as 1-2-3**



**mom approved**



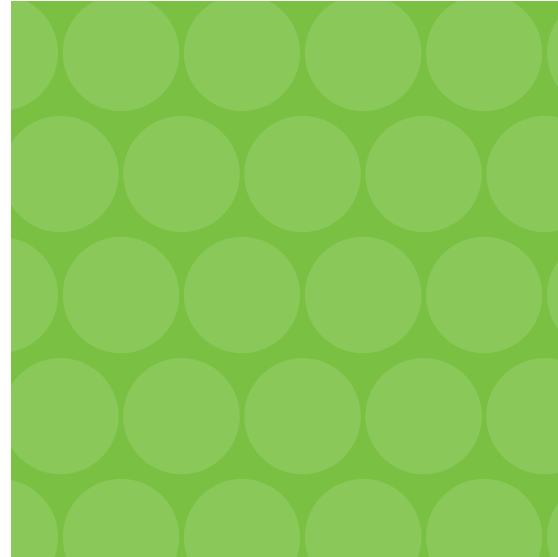
**great for fruits and veggies**

# study of different textures and trade dress

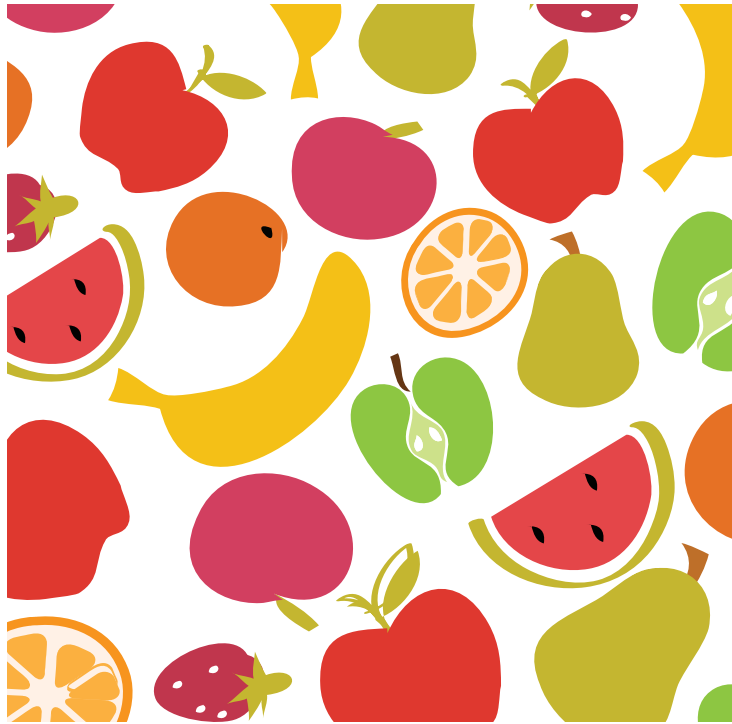
Texture for Box Interior



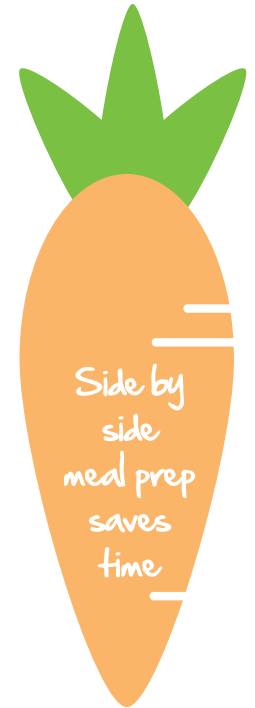
Texture for Box Exterior



study of different fruit and veggie illustrations for  
texture of inside products for placement

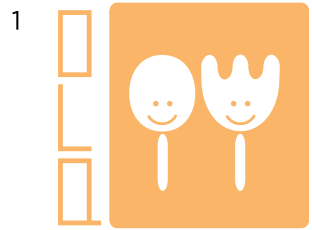


 study of different fruit violators for callouts

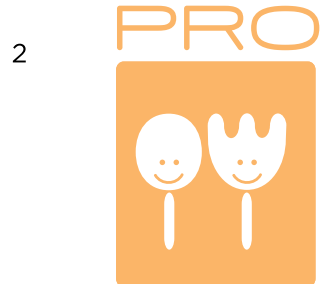




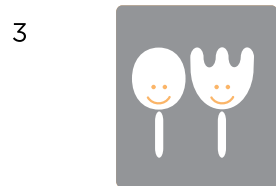
# Baby Chef PRO logos - draft 1



baby  
chef™  
by kidsline



baby  
chef™  
by kidsline



baby  
chef  
pro™  
by kidsline



8



9



13



10



14



16



11



17





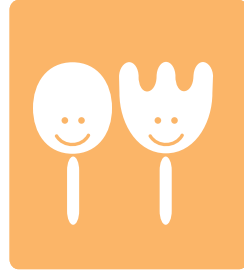
# Baby Chef PRO logos - draft 2

1



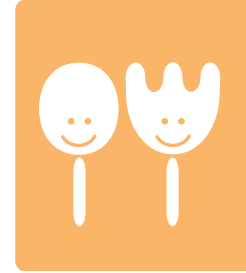
baby  
chef<sup>™</sup>  
pro by k&dslne

2



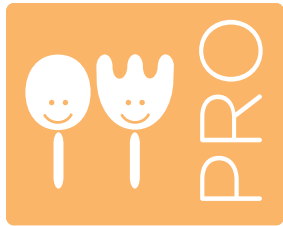
baby  
chef<sup>™</sup>  
pro by k&dslne

3



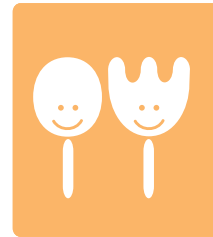
baby  
chef<sup>™</sup>  
PRO by k&dslne

4

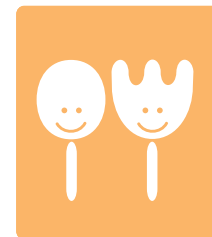


baby  
chef<sup>™</sup>  
by k&dslne

5



BABY  
CHEF  
PRO by k&dslne

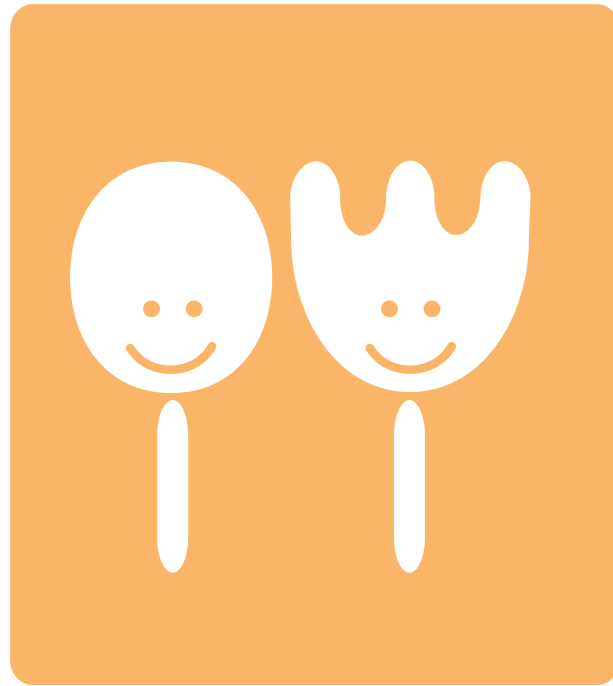


BABY  
CHEF  
PRO by k&dslne



 Baby Chef PRO logos - draft 4





**baby  
chef**<sup>TM</sup>  
by **kidsline**

**STYLE GUIDE**

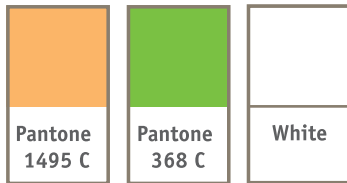
# style guide - type and color

Product name, product description, and special features: Hand of Sean (lower case)

abcdefghijklmnopqrstuvwxy  
z  
1234567890

Body and call outs: Gotham Rounded Bold  
abcdefghijklmnopqrstuvwxy  
z  
1234567890

## Colors



## Application of Type

**ULTIMATE** Baby Food Center

The ultimate baby food  
machine - BPA free with touch  
activated electronic controls

on white

Character Biography Layout

Name: Spiky

Characteristics:  
Curious and creative

Favorite Food: Veggies

Name of product **ORANGE FOR TITLE**

**ULTIMATE** Baby Food Center

script type face/ Hand of Sean: **FIRST WORD IN TITLE IN ALL CAPS**  
**TITLE CASE FOR REST OF NAME**

Description **GREEN FOR SUB AND BODY COPY**

The ultimate baby food  
machine - BPA free with touch  
activated electronic controls

**GOTHAM ROUNDED FOR SUB COPY**  
**ON SIDE PANELS**

make the perfect  
bottle of formula in  
60 seconds or less

**HAND OF SEAN FOR CALLOUTS**  
**AND FRONT AND BACK OF PANELS**

Recipe Layout

Favorite Recipe:  
Fresh Steamed Veggies

Title shown: 8/11

1 pound Integer  
1/4 cup seasoned dry Integer  
1 large dolor sit am  
2 tablespoons dolor sit am  
1 tablespoon chopped curabitur

**Space out for body of recipe copy.**  
**Maintain these proportions.**  
**(Shown 6/9 in proportion)**

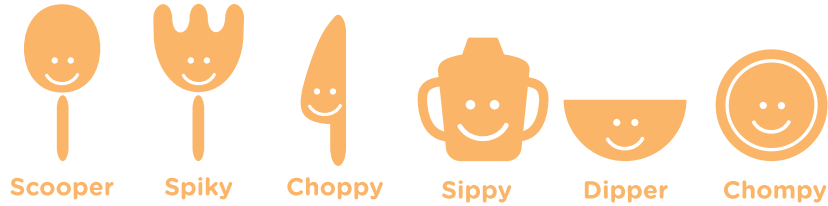
Lorem ipsum dolor sit amet, consecte-  
tur  
adipiscing elit.

Integer eu metus erat, ac malesuada  
Mauris in leo vitae sem bibendum  
egestas non et dolor.

Etiam vehicula laoreet ligula, id  
pretium enim scelerisque eget.

Aenean non metus diam.

# style guide: characters and biographies- final draft



Name: Scooper  
Characteristics: Giving and kind  
Favorite Food: Soup



Name: Spiky  
Characteristics: Curious and creative  
Favorite Food: Veggies



Name: Chompy  
Characteristics: Well rounded and fun  
Favorite Food: Pancakes



Name: Sippy  
Characteristics: Warm hearted  
Favorite Food: Milk



Name: Choppy  
Characteristics: Outgoing  
Favorite Food: Veggies



Name: Dipper  
Characteristics: Friendly and wholehearted  
Favorite Food: Mashed potatoes

# style guide - icons and call outs final draft

Save time with side by side meal prep! Save time by steaming and blending at the same time!

Save over \$1,000 per year by making your own baby food! By buying your own fruits and veggies instead of canned food, you can save an average of \$0.23 per ounce. Babies eat an average of 12 ounces per day. In 365 days, you can save over \$1,000 by making your own baby food!

**BODY COPY ON SIDE PANELS**  
**USE SHAPE FOR LARGE BLOCKS OF COPY**  
**REVERSE GOTHAM ROUNDED MEDIUM**

\*



**bpa free**



**dishwasher safe**



**preserves freshness**



**microwave safe**



**mom approved**



**easy as 1-2-3**



**great for fruits and veggies**

**USE INTERCHANGEABLE ICONS FOR CORRESPONDING PACKAGING ON FRONT AND BACK PANEL**  
**USE BPA ON EVERY PANEL**



**USE AS ARROW FOR CALLOUT ON SIDE AND FRONT PANELS**



# style guide - final draft of placements

**top panel: vertical orientation**

[On larger products] interchange biography of a 'family' member

[On larger products] Family on inside flap

logo and product name size:  
 front and back panel: largest  
 side panels: (same as each other)  
 appx. 75%-80% smaller from front  
 top: about the same as sides or 90% smaller

back panel: horizontal orientation

call outs on front and back:  
 Hand of Sean with leaf arrow

trade dress/texture on every side.

bpa icon on every side

other feature icons on front and back panel

trade dress/texture on every side.  
 front panel: curve to the bottom right

trade dress/texture on every side.  
 side panel: curve to the bottom left

reversed out logo on bottom right hand of every corner

trade dress/texture on every side.  
 front panel: curve to the bottom right

trade dress/texture on every side.  
 side panel: curve to the bottom left

trade dress/texture on every side.  
 side panel: curve to the bottom left