



party
spoons

REDESIGN PLAN

Product Name

Western Family Heavy Duty Plastic Spoons (24 count)

Target Group

Western Family brand products target smart consumers who are looking for a great value while shopping at their local grocery store. In particular, the plastic spoons are primarily targeted toward women, especially those who are holding a casual party or other gathering, or have another need for disposable products.

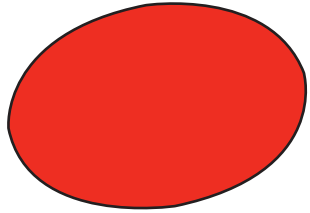
Brief History

Western Family traces its origins back to 1934, when it was founded as a cooperative organized by retailer-owned wholesalers to enable better competition against corporate-owned chain grocery stores. This cooperative transformed into Western Family Foods, Inc. in December 1963, and has been based out of Tigard, OR since 1982. Western Family provides a “store brand” for independently owned grocery stores, enabling stores to offer better value to their customers and more effectively compete against the grocery mega-chains of the world. Their most recent major design update was in 1995, when they switched to their current Western Family oval logo.

Big Idea

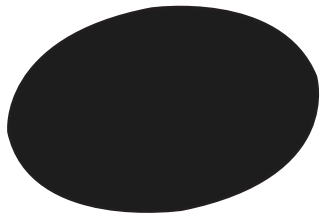
Currently, people aren't “discovering” Western Family plastic spoons on the shelf. The package is plain, and most people pick it up simply because of the price. My big idea is to change the package completely: putting the spoons into a clear, round plastic container with an attractive and colorful label that will attract attention on the shelf, and help dispel the “cheap” image of the Western Family brand. The new container will make it far easier to just grab the spoons and set them out at a party, without looking ugly or cheap. This would be accompanied by an ad that of a party with the Western Family spoons set out, challenging the notion that our plastic spoons are a blight that should be hidden.

STYLE GUIDE



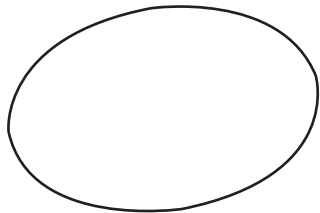
WF Red

Pantone: 485 C
RGB: 220 41 30
CMYK: 8 97 100 1
Hex: DC291E



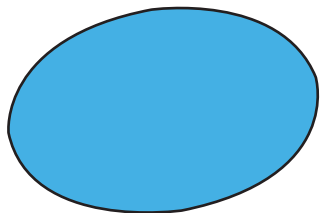
Black

Pantone: Process Black C
RGB: 29 29 29
CMYK: 72 66 65 76
Hex: 1D1D1D



White

Pantone: 7541 C if no better option
RGB: 255 255 255
CMYK: 0 0 0 0
Hex: FFFFFFFF



Modern Blue

Pantone: 292 C
RGB: 94 176 229
CMYK: 58 17 0 0
Hex: 5EBOE5

Western Family Logo Font

Linotype Windsor Elongated (not pictured)

Headings

Cooper Std

Main Heading: ALL CAPS 36pt

Regular Headings: 18pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Copy

Varela

Body Copy: 10pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

WESTERN FAMILY LOGO

Full Color WF Logo



Grayscale WF Logo



Logo Guidelines

The Western Family logo should be printed in color whenever possible, but grayscale is acceptable in all other situations. It should never be reduced to mere outline.

In general, the logo should be sized 2 inches wide, but the area of the logo on a package should never exceed 30% of the surface area of the package, with the 30% rule taking precedence.

The clearance around the logo should be 15% of the width of the logo (for the 2-inch-wide logo, 0.3 inches) on each side.

The logo should be placed at the top of the front of the product packaging, in a centered position. In the case of round product packaging, such as the plastic spoons, the "front" is the side that will be facing the consumer, and the area of the front should be estimated by placing several of the packages tight to each other on a shelf, and seeing how much of the package's front is visible.

NEW PACKAGING

Front



party
spoons

24 count

Back

Get the party started with Western Family brand plastic party spoons! These spoons make it easy to entertain guests, while doing it in style!

Be sure to check out Western Family brand party forks and party knives too!

Distributed by
Western Family Foods, Inc.
P.O. Box 4057
Portland, OR 97208



PRODUCT PHOTOS

Old



New



ADVERTISEMENT: IN-STORE POSTER

The poster features a white background with a border of colorful streamers and confetti. The text is arranged vertically: 'get the party started with' in a mix of black and blue, the 'WESTERN FAMILY' logo in a red oval, 'party spoons' in large blue font, and 'find them in the paper and plastic goods aisle' in black at the bottom.

get the
party started
with



party
spoons

find them in the paper and
plastic goods aisle