

blooming
brooches



Company Overview

Blooming Brooches blends the simple idea of beautiful brooches with a new and smart way to create them. These brooches are all one of a kind, hand crafted pieces. Each one is made from recyclable soda cans. No one brooch is the same. Each has a unique pattern and design using bright bold colors. Blooming Brooches is a creative way to look at the classic brooch.



Individuality

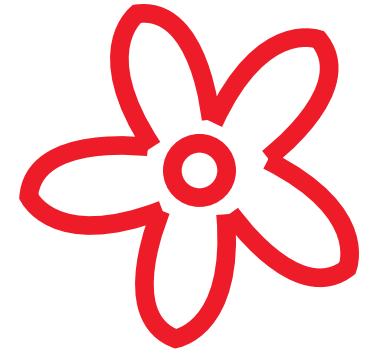
Each brooch is hand crafted, so therefore each piece will be unique. Since they are made from soda cans, there are many different colors and patterns that can be used in making the brooches. Although the flower template is the same, the way the patterns are used will be very different.

Target Audience

The target audience for this product would mostly consist of young females. With the bright, fun colors and patterns the younger age group will be targeted.



Sketches



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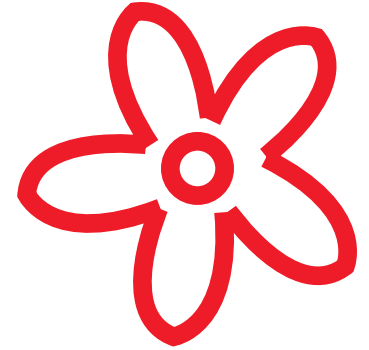
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Final Logo

This is the final logo. The 'B' in the square is made from the same shape as the petals of the flower. I used Book Antiqua as the typeface. It is a nice, flowing font and it fits nicely with the concept of the product. The color varies depending on the brooch itself. The colors are taken from the type of soda can the brooch is made from. There are many different variations that are possible. These are just a few.



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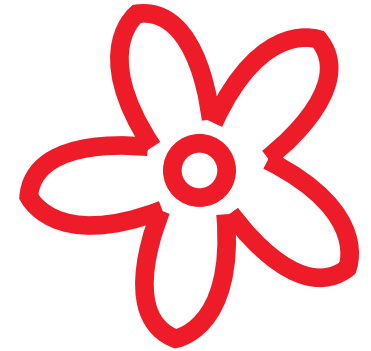
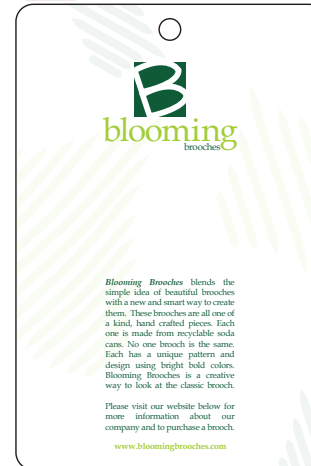
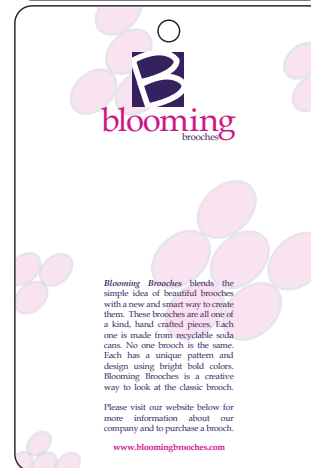
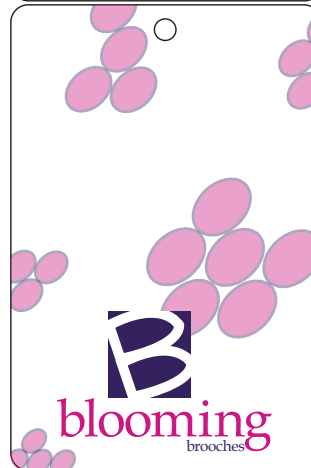
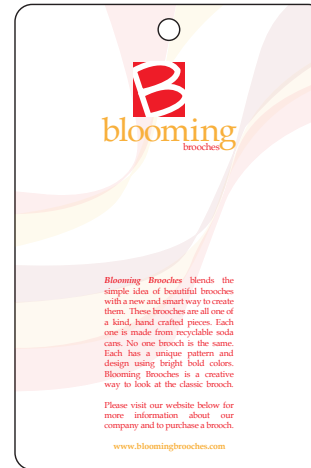
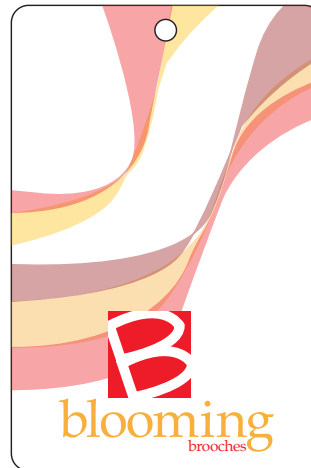


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Packaging

These are the layouts for three examples of the packaging. The brooches would be placed in the center of each hang tag. This is the front and back of each different package. I used the colors and patterns found on each separate soda can on the package itself. This helps the packaging flow with each individual brooch.



Packaging

These are the three packaging layouts.

