NUT-HOUS

DIGITAL PROCESS BOOK

CODY SWANSON

NUT-HAUS

POSITIONING STATEMENT

Nut-Haus is the only nut brand that brings back the magic of a bygone era for upper middle class adults ages 60 & up in North America and Western Europe who want to feel nostalgic in a world that's moving too fast.

NUT-HAUS

DESIGN BRIEF

TARGET MARKET

Nut-Haus aims at predominantly white adults and seniors ages 60 and up who make between $60k & $150k. They are typically married and have children that have moved out. They believe that they ways they spend their time are more important than money, and they value relationships with family and friends highly.

Our secondary market is comprised of young adults looking for trendy retro products and experiences.

MISSION STATEMENT

To offer customers a product experience reminiscent of days gone by, when quality food was given more care than just being wrapped in cellophane, and recapturing the classic feel of daily life before everything went nuts.

COMPETITIVE ADVANTAGE

Nut-Haus provides great nuts. Other companies like Nuts.com and Planters provide nuts too, but they come in cellophane bags and cheap plastic containers that lack the quality feel and fun nostalgia that Nut-Haus offers.

KEY COMPETITORS

Nut-Haus provides a higher quality snacking experience than competitors such as Planters, Nuts.com, Blue Diamond Growers, and Pecans.com.

KEY PRODUCTS

We're proud of our nuts. They're ethically sourced, top quality, and come in classic tins that are simply the best for snacking and sharing with family. In addition to individual tins, Nut-Haus offers boxed assortments of nuts that are excellent for giving to friends and family.

VALUE PROPOSITION:

A quality, classic snack that you can share with your family.

BRAND ATTRIBUTES

Classic! Quality! Germanic! Fun!

NUT-HAUS

LOGO DEVELOPMENT PROCESS

Initial live type: Clarendon T Medium
Tracking and kerning adjusted so letterforms flow

NUT-HAUS

Stroke exploration, replaced A with almond

Drop shadow, vectored almond

Decreased almond size, repositioned hyphen, tweaked "U" serif spacing to match "H"

FINAL: smoother drop shadow

NUT-HOUS

BRAND IDENTITY ASSETS

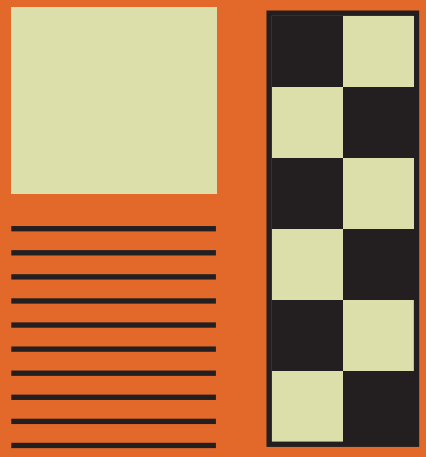
TYPOGRAPHY

Logotype: **Clarendon T Medium** (variable size).....1845
Headers: **FUTURA BOLD** (15pt).....1927
Accents: *Coronet Bold* (variable).....1937
Body: Futura Regular (9pt).....1927

COLOR PALETTE

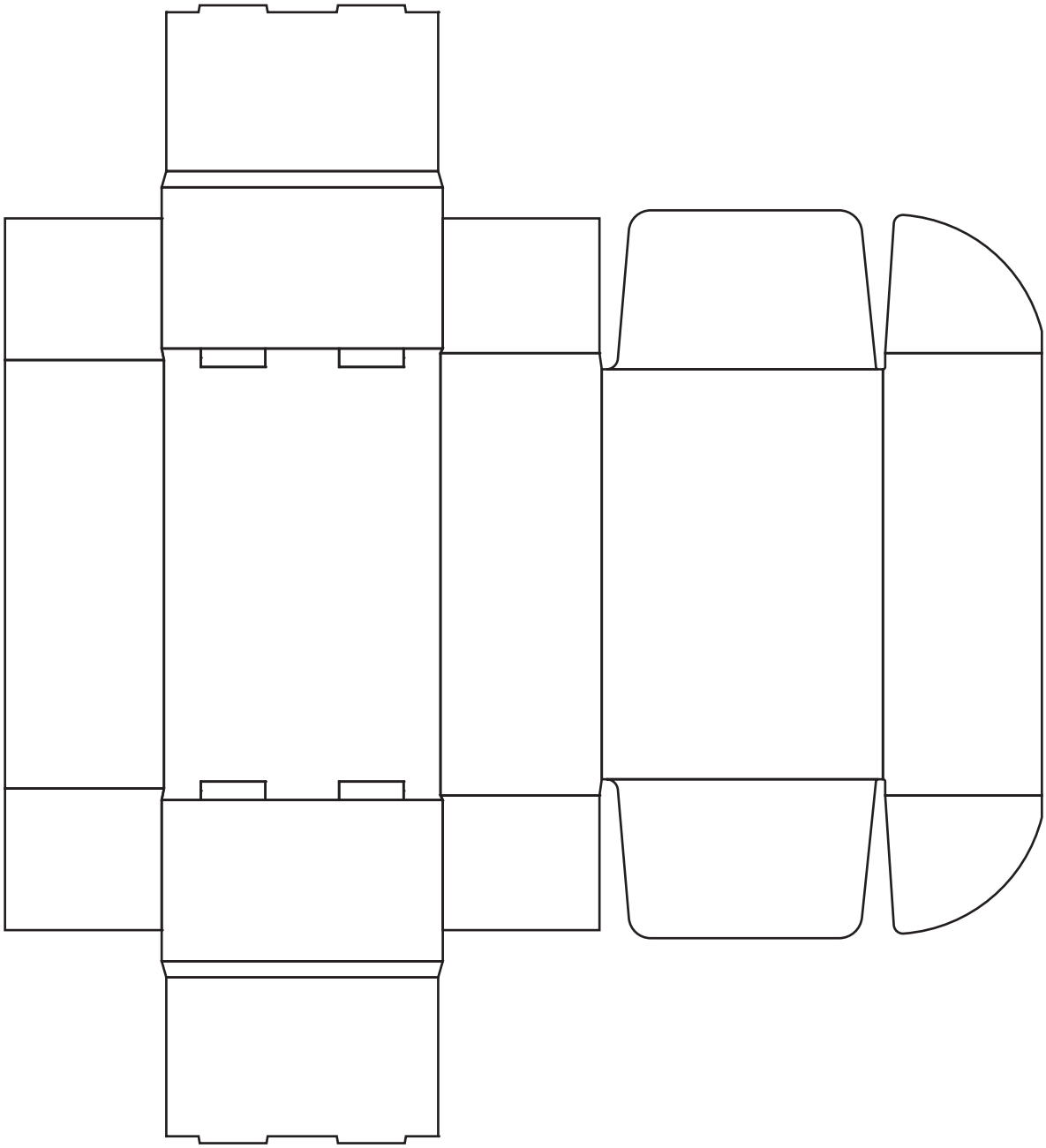
#231F20	#E46A2A	#DEE0AD
R: 35	R: 228	R: 222
G: 31	G: 106	G: 224
B: 32	B: 42	B: 173

Quality PATTERNS

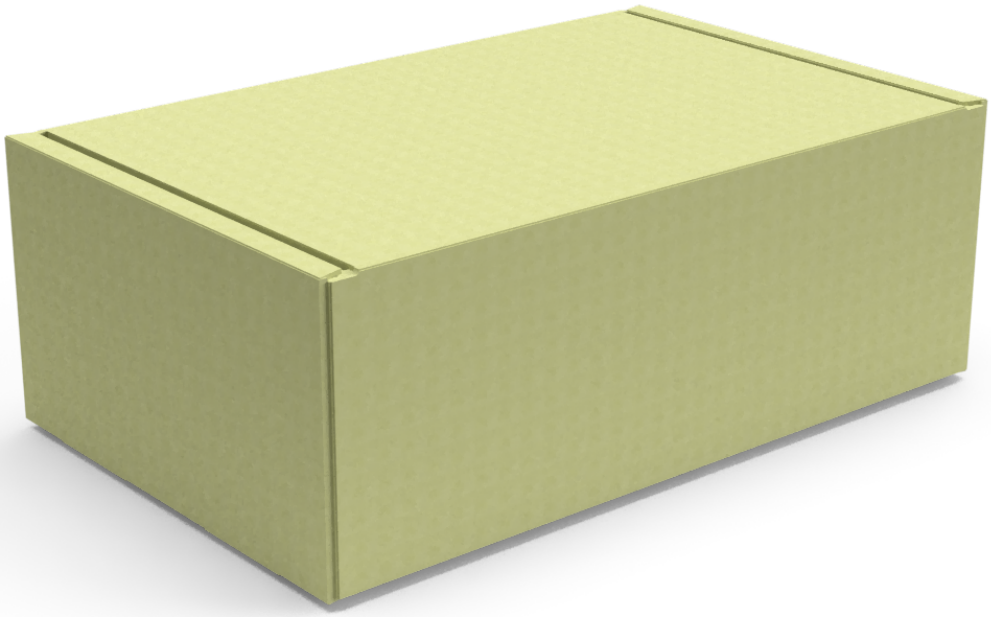


TIN 3D MODEL

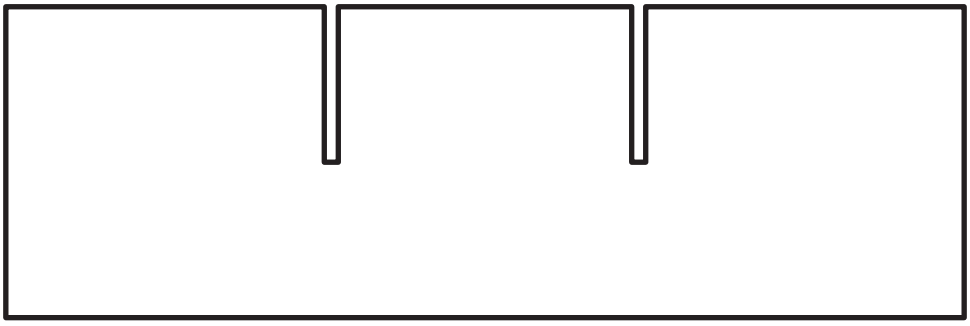
BOX DIELINE

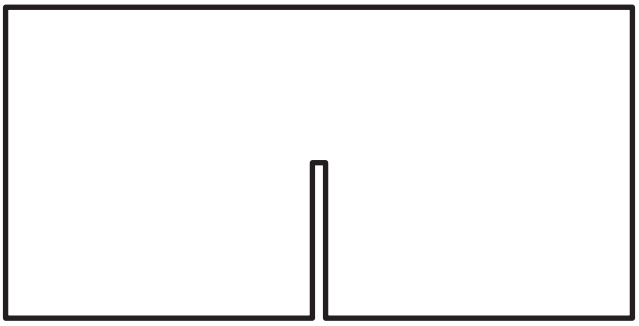


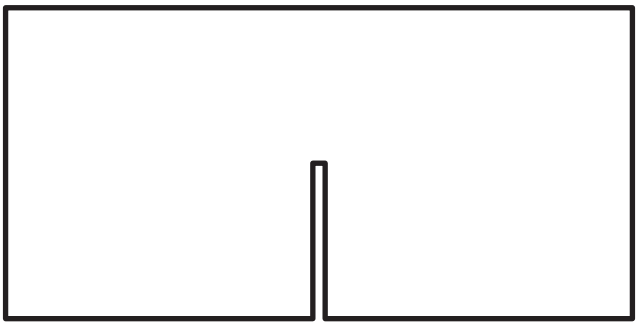
BOX 3D MODEL



PARTITION DIELINE

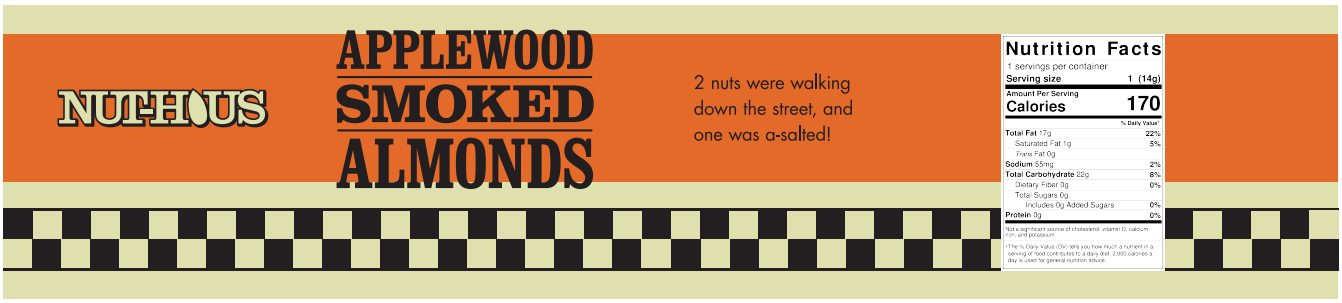






TIN LABEL


NUT-HOUS
HICKORY
ROASTED
PECANS
How do you get a squirrel to like you?
Act like a nut!
Nutrition Facts
1 servings per container
Serving size 1 (14g)
Amount Per Serving
Calories 170
% Daily Value*
Total Fat 17g 22%
Saturated Fat 1g 5%
Trans Fat 0g
Sodium 55mg 2%
Total Carbohydrate 22g 8%
Dietary Fiber 0g 0%
Total Sugars 0g
Includes 0g Added Sugars 0%
Protein 0g 0%


NUT-HOUS
APPLEWOOD
SMOKED
ALMONDS
2 nuts were walking down the street, and one was a-salted!
Nutrition Facts
1 servings per container
Serving size 1 (14g)
Amount Per Serving
Calories 170
% Daily Value*
Total Fat 17g 22%
Saturated Fat 1g 5%
Trans Fat 0g
Sodium 55mg 2%
Total Carbohydrate 22g 8%
Dietary Fiber 0g 0%
Total Sugars 0g
Includes 0g Added Sugars 0%
Protein 0g 0%


NUT-HOUS
HONEY
ROASTED
CASHEWS
What sound does a nut make when it sneezes?
Cashew!
Nutrition Facts
1 servings per container
Serving size 1 (14g)
Amount Per Serving
Calories 170
% Daily Value*
Total Fat 17g 22%
Saturated Fat 1g 5%
Trans Fat 0g
Sodium 55mg 2%
Total Carbohydrate 22g 8%
Dietary Fiber 0g 0%
Total Sugars 0g
Includes 0g Added Sugars 0%
Protein 0g 0%


TRY OUR GREAT NUTS
Applewood Smoked
NUT-HOUS
Almonds
CLASSIC & QUALITY


TRY OUR GREAT NUTS
Hickory Roasted
NUT-HOUS
Pecans
CLASSIC & QUALITY

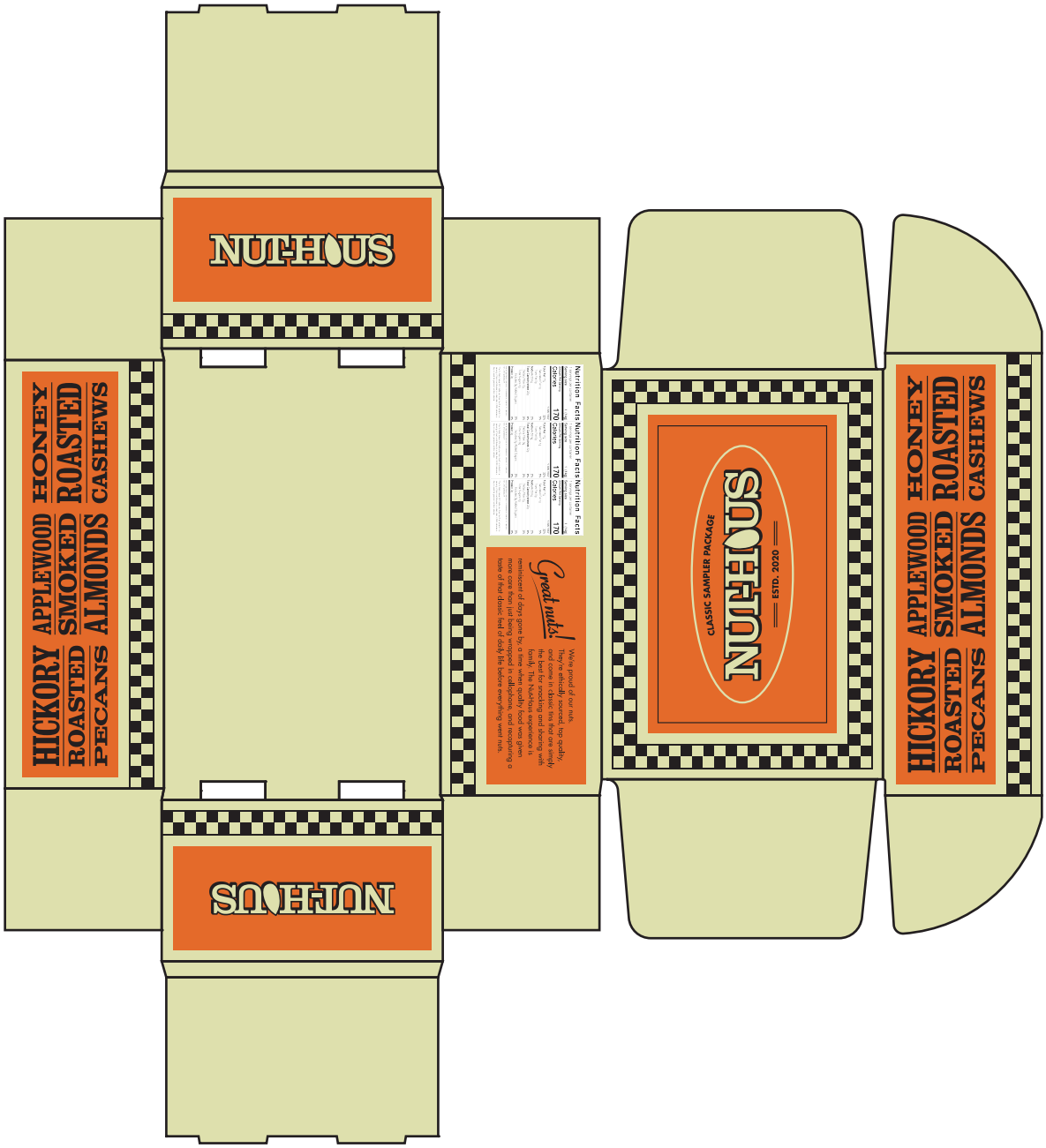

TRY OUR GREAT NUTS
Honey Roasted
NUT-HOUS
Cashews
CLASSIC & QUALITY

TIN PHOTOS


TRY OUR GREAT NUTS
NUTHUS
CLASSIC & QUALITY
Pecans
Cashews
Almonds
NUTHUS
HICKORY
ROASTED
PECANS
NUTHUS
HONEY
ROASTED
CASHEWS
NUTHUS
APPLEWOOD
SMOKED
ALMONDS


NUTHUS
HICKORY
ROASTED
PECANS
What sound does a nut
make when it sneezes?
Cashew!
Nutrition Facts
1 servings per container
Serving size
1 (14g)
Amount Per Serving
Calories
170

BOX LABEL


NUT-HOUS
HICKORY APPLEWOOD HONEY
ROASTED SMOKED ROASTED
PECANS ALMONDS CASHEWS
Nutrition Facts
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Great nuts!
We're proud of our nuts. They're ethically sourced, top quality, and come in classic tins that are simply the best for cracking and sharing with family. The Nut-Hous experience is reminiscent of days gone by, but with a more care than just being wrapped in cellophane, and recapturing a taste of that classic feel of daily life before everything went nuts.
CLASSIC SAMPLER PACKAGE
NUT-HOUS
ESTD. 2020
HICKORY APPLEWOOD HONEY
ROASTED SMOKED ROASTED
PECANS ALMONDS CASHEWS
NUT-HOUS

BOX PHOTOS


CLASSIC SAMPLER PACKAGE
NUTHUS
ESTD. 2020
NUTHUS
HICKORY ROASTED PECANS
APPLEWOOD SMOKED ALMONDS
HONEY ROASTED CASHEWS


NUTHUS
Nutrition Facts
Great nuts!


NUTHUS
HICKORY ROASTED PECANS
APPLEWOOD SMOKED ALMONDS
HONEY ROASTED CASHEWS

NUT-HAUS RENDERS