

# NUTTY KING

## CONCEPT: VOTE FOR YOUR KING

Nutty King is a company specializing in organic and delicious nuts, with a goal to encourage people to prioritize their health by making nuts a part of their daily diet.

The project aims to design a series of five products, each with a unique identity but sharing the same package shape.

The "Vote for Your King" concept is based on the Nutty Kingdom, consisting of five islands governed by five distinct kings, who must unify into one. Customers are residents of these islands, invited to vote for the ultimate king. Each character has a unique personality, and the packaging design features basic information, personality description, records, and personality tests (MBTI) for customers to learn more about the characters.

The package design resembles a part of the castle, with die-cuts on the sides to reveal the contents inside. The package can be unfolded into an envelope, allowing consumers to vote and mail their choice back to the company. The tallest castle, where the final king lives, features laser cutting, and the brand story and information are written on the back of the packaging.



### 3 Concepts

#### Concept 1 : Journey of Nutties

This a story of a 3 groups of nuts going on an adventure. They fell down from their trees and began their journey.

They walked through the woods, but along the way, they noticed posters stating that their nutty king is wanted by the police. Some of them got caught in traps and holes. All of the nuts tried to protect the king, but they were all caught or killed. Finally, only the nutty king remains. He kept walking until he came to a beautiful beach. He lay down on the bench because there was no one else around. He dozed off, but the cops arrived and shot through his head.

The package will either be in circular shape, the story will be illustrated on the labels or it will be in the shape of traps, holes that the nuts fell in.

#### Concept 2 : Nut Personality Test

There are a lot of nuts out there but people don't really know what they are so the package is going to link personality test with nuts information.

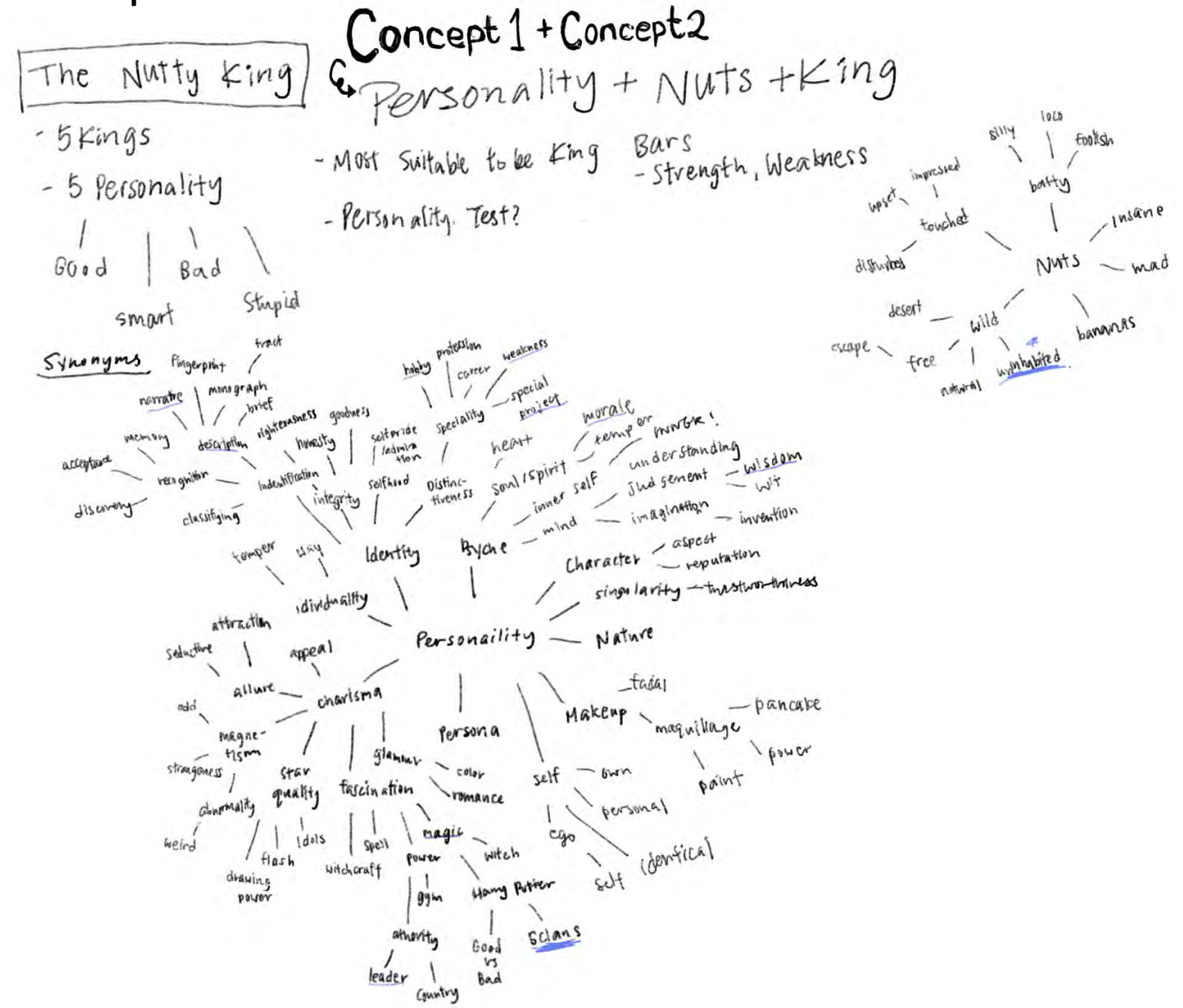
There will be different question, test and graph on the package, the customer will have to answer the questions, and see which nuts do they represent or are they a good/ rotten nut. There will also some nuts information, history and background to let people know why they are that kind of nut.

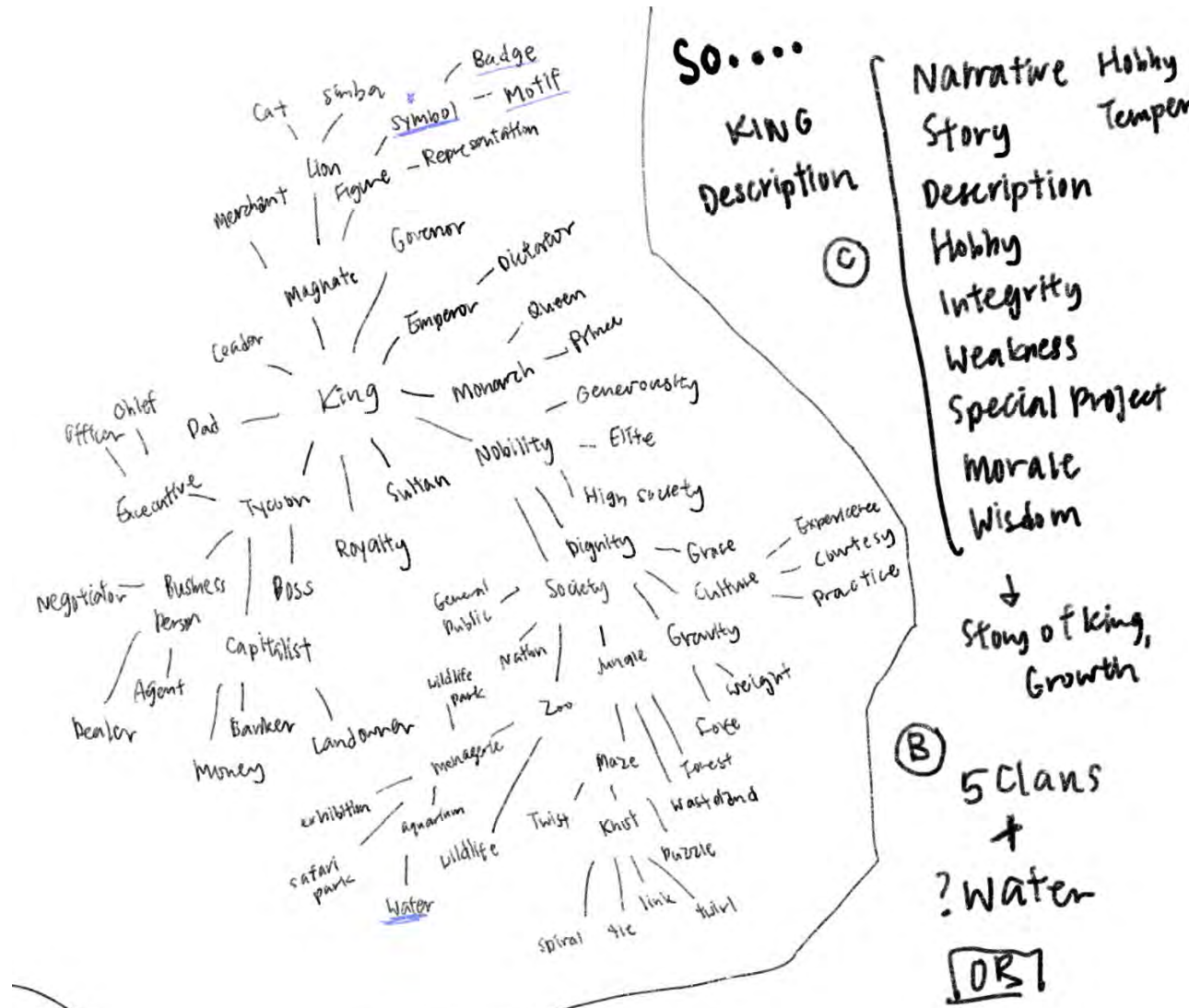
#### Concept 3 : Healthy Nut

For elderly health, it is great if they consume an amount of nuts and vitamins a day. However, they wouldn't know how much or it is not convenient to tire of a lot of packages.

The package will be a plastic box, like a cereal dispenser but will be in the shape of a hot air balloon. When you turn one time, the amount of nuts and vitamins needed for the day will be dropped down.

### Mind Map





① 5 clans + Unhabited  
 ⊕ Originally Separate  
 ⊕ Symbol  
 ↓ INTO ONE?

① Unhabited → Desert → Wild King

② Food, Harvest Place → Rich → Educated → Smart

③ Brth Rate Problem → 90% Female

④ All Mountains, Hills, Sea → Strong King

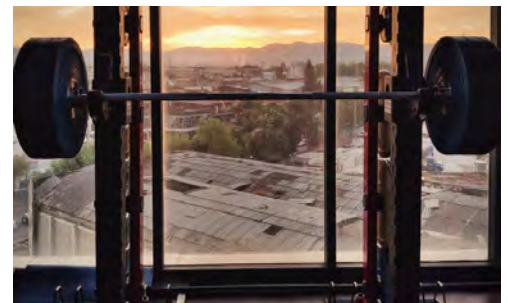
⑤ Poor → need money → Evil King

Each place Have a Symbol

② 5 clans + ? Water  
 [OR]

- ① → SOIL
  - ② → GOLD
  - ④ → FIRE
  - ⑤ → WOOD
  - ⑥ → WATER
- Wood Water Soil Fire Gold
- ⑥ ↓ Water price?

Mood Board



# Logo Sketches



# Refined Digital Logos



# Final Logo

B/W



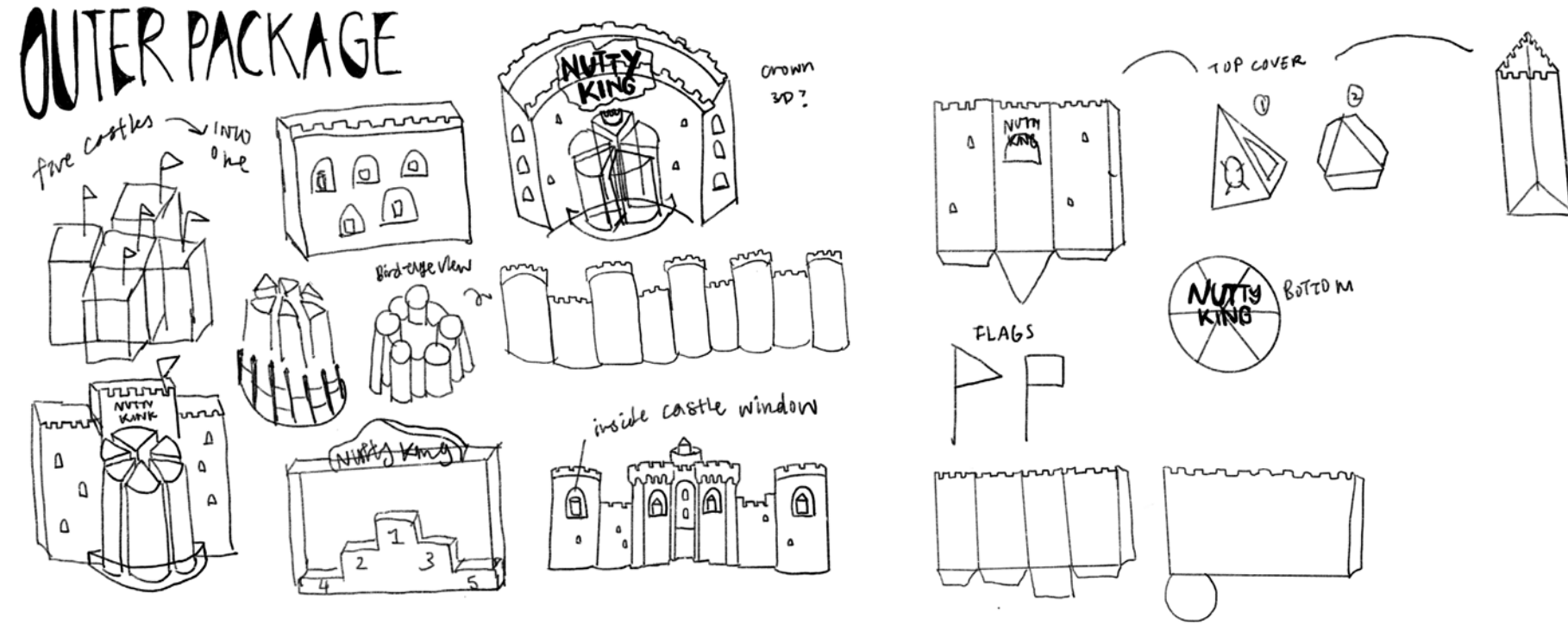
PRIMARY



COLOR EXPERIMENTS



# Outer Package Sketches

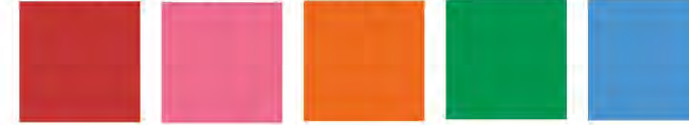


# Type and Color Palette

First Package Color Palette



5 Line Product Color Palette



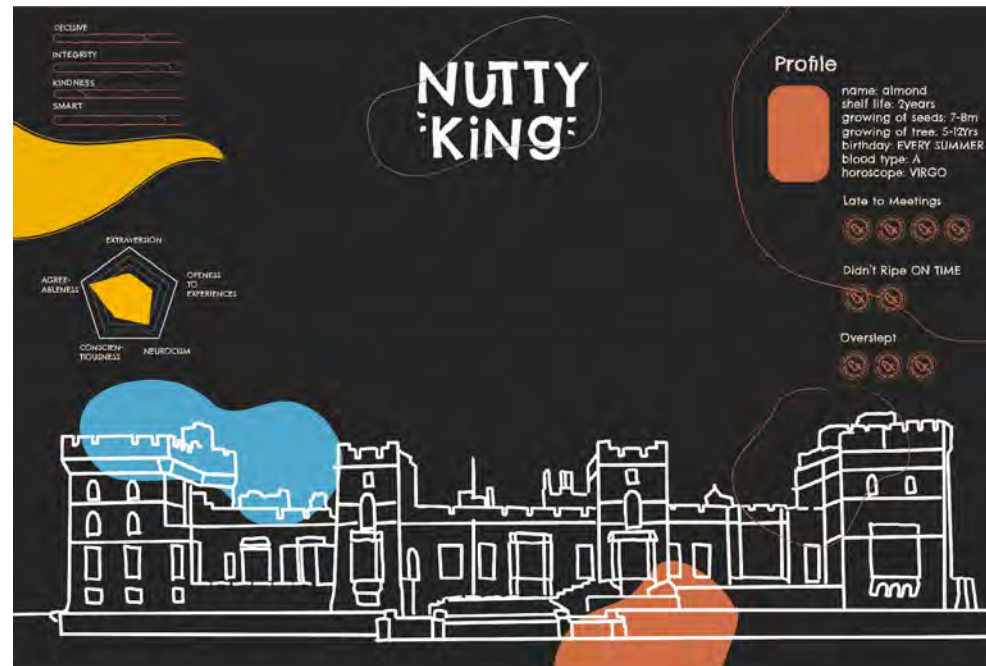
Chelsea Market Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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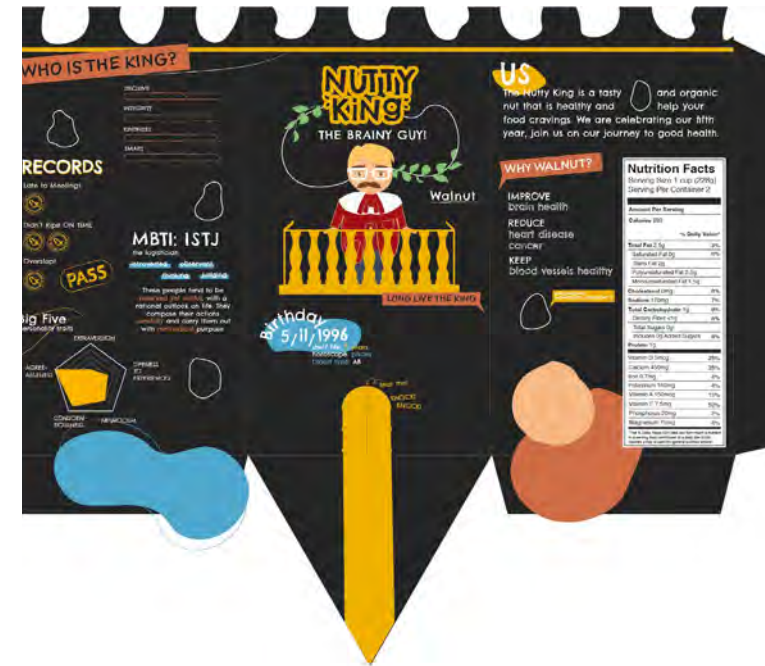
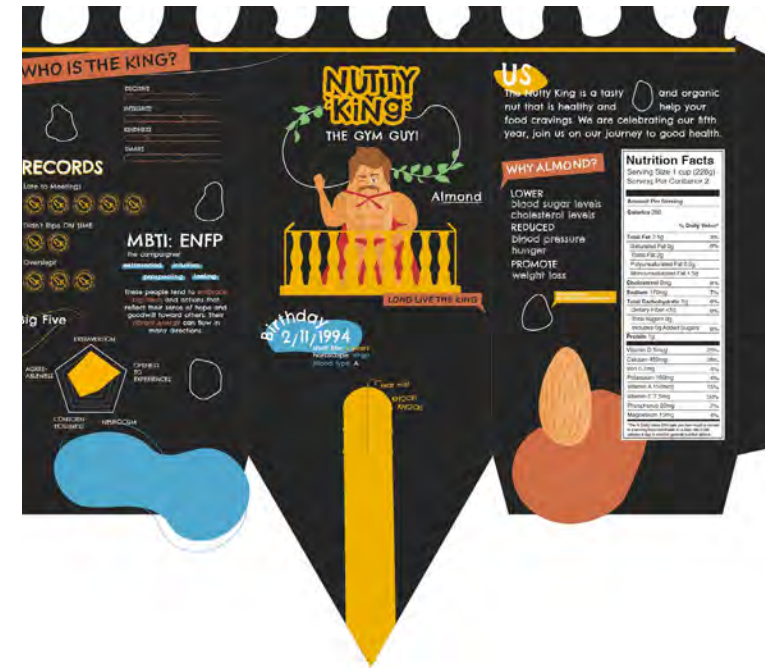
Filson Pro

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# Layout Exploration



# Version 2



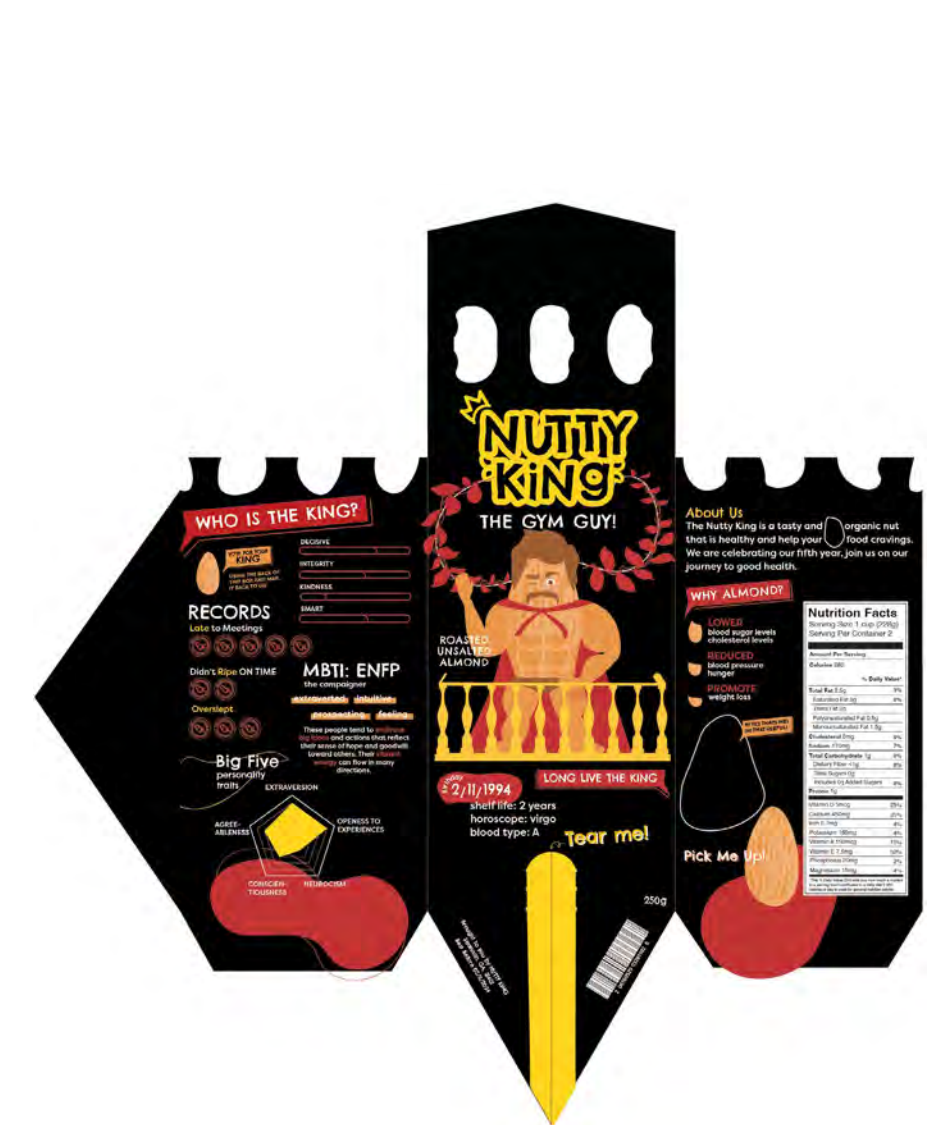
# Version 3



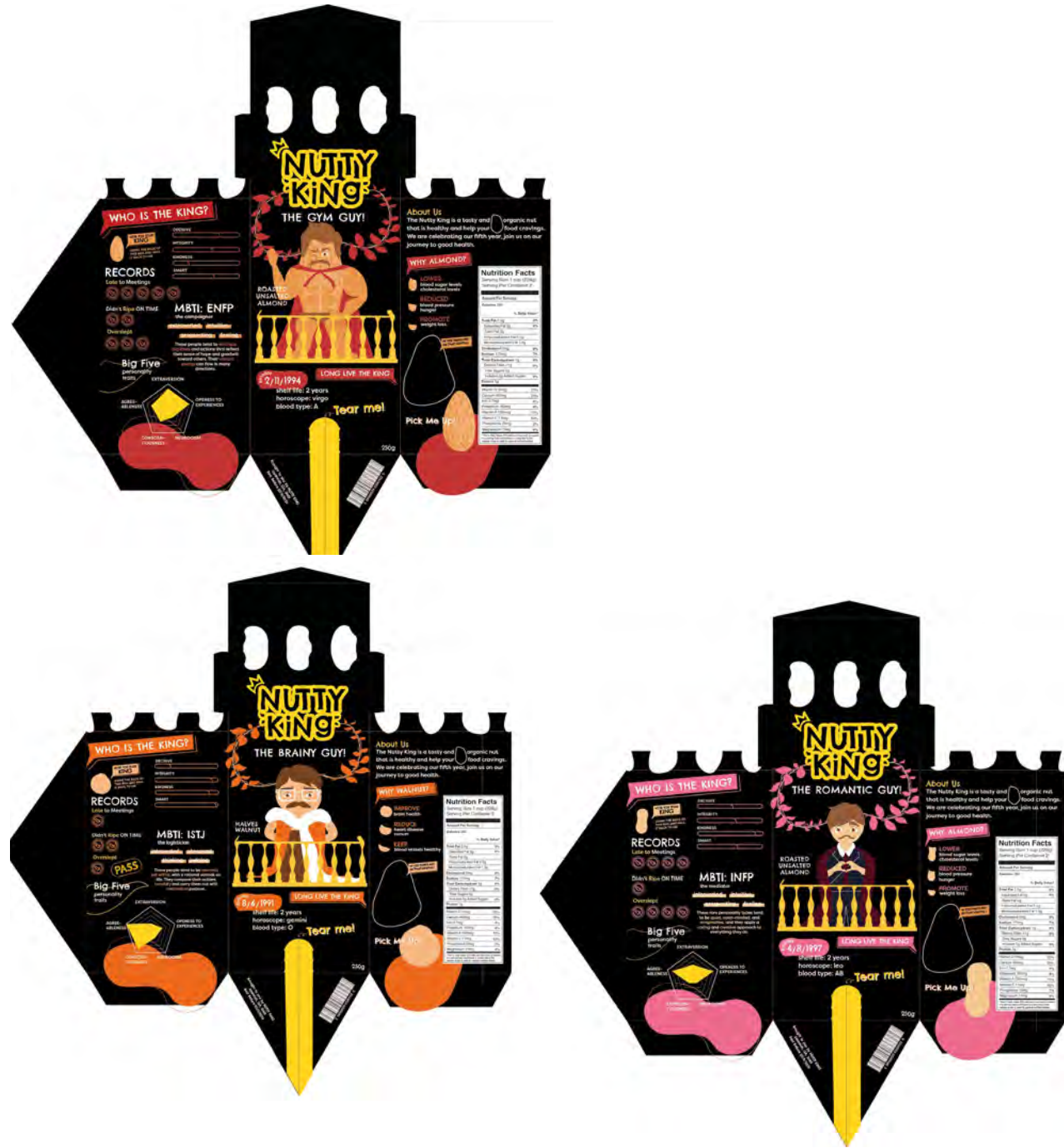
# Version 4



# Version 5



# Version 5



# Printing and Photography

