



RETHUNK FOODS



executive summary

Jim Goldberg, the CEO of Deep River chips aims to revolutionize the snacking industry with his new brand ReThink Foods. ReThink goes beyond the traditional snack and has this to say about their budding brand, “We produce the only fully snack foods made in a comprehensively sustainable way - from the Earth to your mouth. Ours is a movement to reimagine the snack food industry. We’re producing better-for-us snacks in better-for-our-earth ways featuring the craveable flavors we all expect. From soil-friendly dryland farming to easily compostable packaging, our mission is to get you the greatest tasting snacks without leaving big heavy boot prints on our world”. This book shows our process from ideation to implementation in developing logo design for ReThink.

rethink foods is...

A pioneering new snack food company that aims to completely revolutionize the snack industry.

that delivers ...

Healthier snacks that give back to me, and the world

for...

All snack lovers of all ages

because...

ReThink Foods believes there is a better way to snack - that is better for you, better for the environment, and supports a better world for those in need - and still tastes great.

rationale

ReThink wants to incite a fundamental change to the way snack foods are created and presented from farm to package. They are willing to try new and responsible actions and will consider themselves successful when major manufacturers imitate their methods. ReThink is perfect for snack lovers who want tasty and healthy alternatives to the mass market snacks, particularly if it's uncomplicated and easy to incorporate into their regular shopping trips.

ReThink values self, society, and the planet above huge profit margins. They want to show the market leaders how they should be conducting their business. ReThink will be successful when every major manufacturer uses their methods, fundamentally changing the industry for the better.

With a wealth of experience of how to create successful healthy snack food, ReThink is well-positioned to reimagine current popular snack foods into sustainable and responsible new products. The packaging, while visually engaging, will also reflect this initiative, something no chip company has attempted on a large scale.

“Healthier” describes reimaged popular snack foods that are made with more thoughtful ingredients, and packaging, that are good choices for me, and the environment. ReThink snacks should be relevant to any who enjoys snacks.

You can make a better choice and not have to sacrifice on anything you truly care about.

comparative analysis

Our team at The Agency were tasked with familiarizing ourselves with the brand foundation of ReThink Foods. Once familiarized with who ReThink is growing to be we were then asked to encapsulate the brand's values, voice, and vision into a logo for the new brand.

To begin this process, our team conducted individual research composed of mood boards, competition analyses, and initial sketches. The team met internally and as a whole within The Agency critiquing logo mockups. Once settled on the three sets of our strongest three logos, we began color studies that also reflect the ReThink brand and then applied them. After finalizing our three logos each, we met with Jim and received his feedback on our designs. With his feedback, we altered our logos one last time to reach our final ReThink designs.



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research

After being given the brand foundation for ReThink Foods my group and I were asked to design logos for the new brand that emphasis their motivational drivers: healthier, tasty, accessible, responsibility, well-being and enjoyment. I then began my research by creating a mood board for inspiration and understand the design of the possible competition.

mood board

After creating my mood board I found there was a common theme throughout each of the packaging and logo designs. Each of the designs used bright and fun colors, along with a hand drawn element which reflected its organic and healthy appeal. Therefore, when I wanted to emulate a similar style for my logo designs.



sketches

Class Feedback:

Page 1

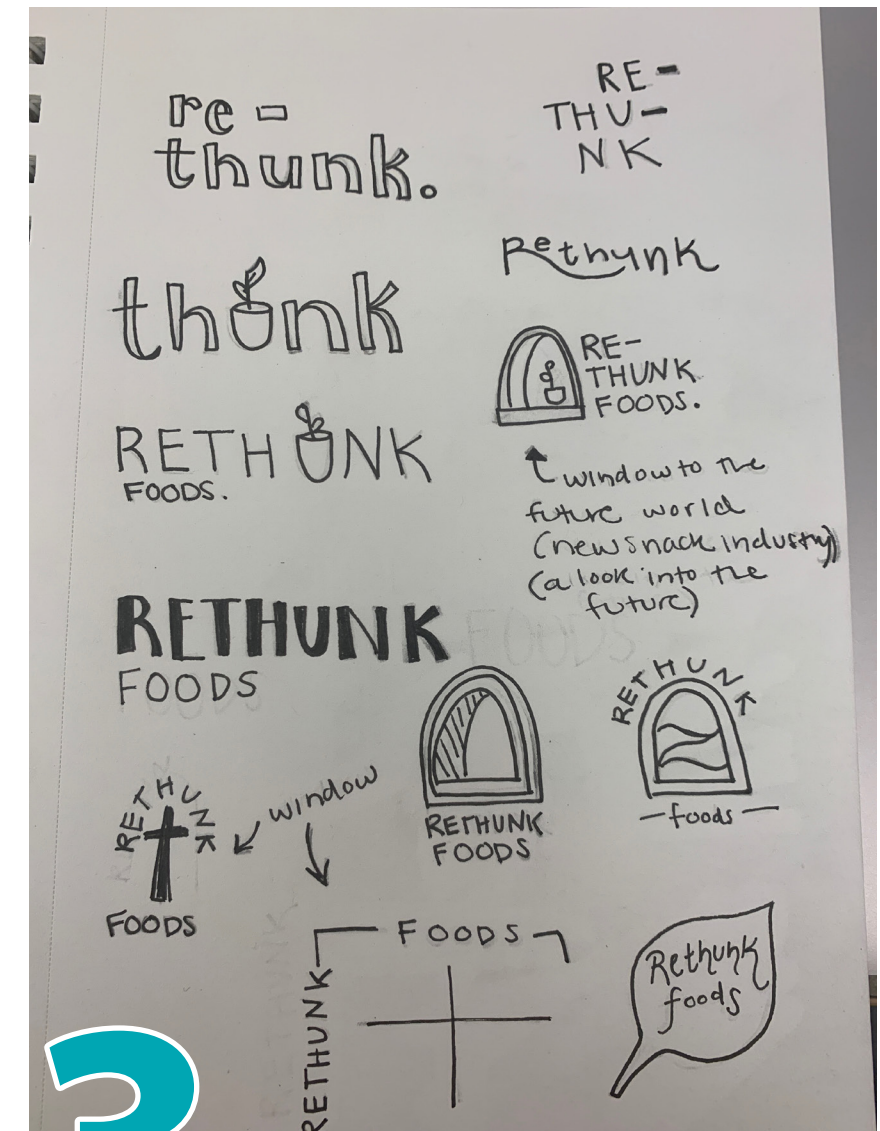
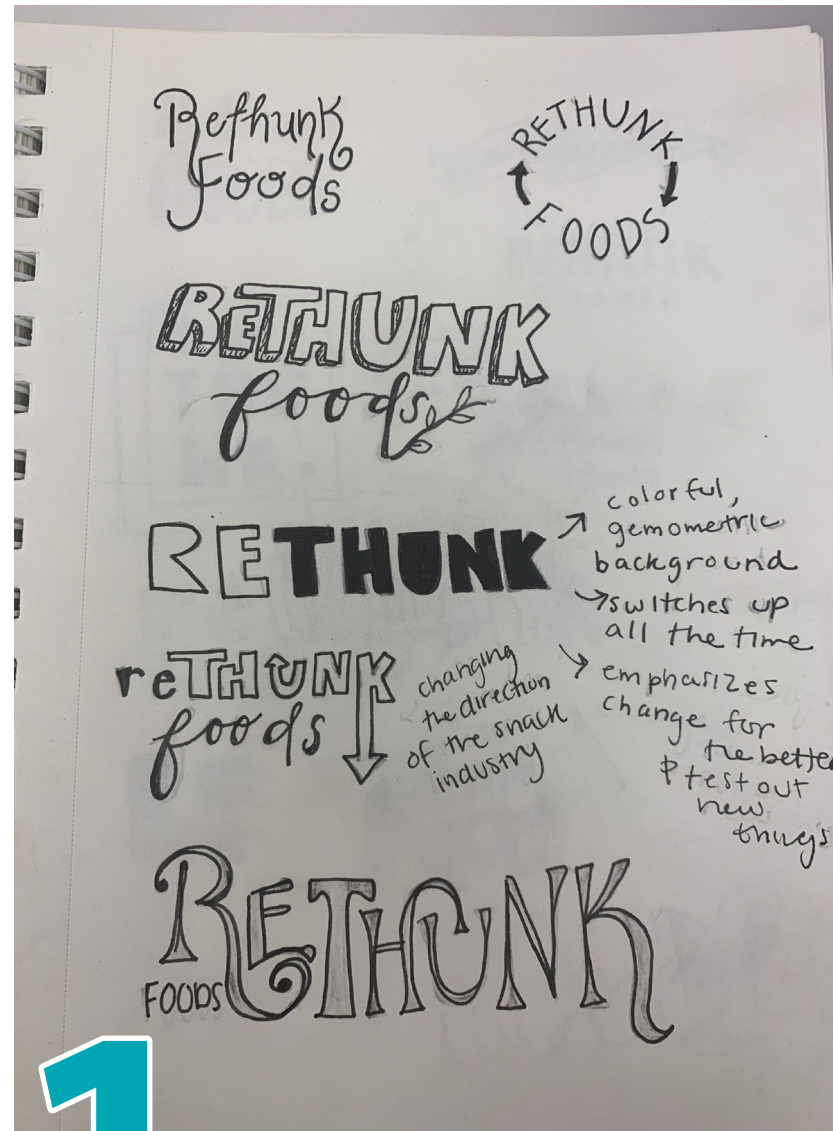
- liked handwritten ReThink
- liked ReThink in circle because it shows the sustainability factor

Page 2

- liked ReThink in the box because it represents thinking outside of the box
- liked transparent rethink because it represents brand transparency
- also like the ReThink in front of the FOOD.

Page 3

- liked the idea of the plant pot/chip bowl
- mixed messages about the window idea- representing window to the future.



sketches
go
digital



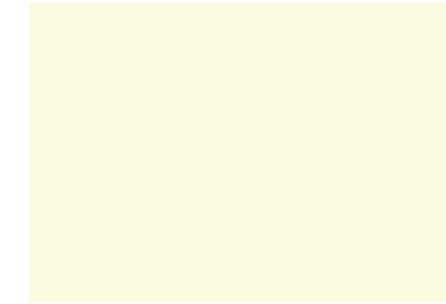
rethink



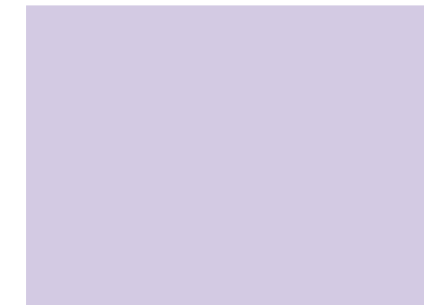
pick A COLOR palette



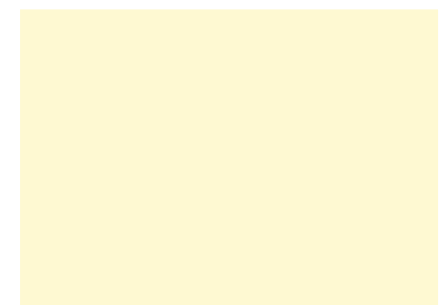
#8b7ab8



#fcfae0



#d3c9e4



#fff7d1

For my color palette I chose two purples, one dark yet slightly faded purple and then a soft lavender purple. I wanted to choose a purple color because I know Jim wants to sell his products in a healthy foods grocery store, most packaging designs for healthier food options tend to be blue and green. Therefore, I wanted to choose a color that would not blend in on the shelf, but rather stand out. However, by using two colors that are soft and faded they still feel natural, organic and healthy without being obvious. I also decided to pick two soft yellows to go along with the purple. The two are complementary colors so they stand beautifully next to each other. I believe the yellow will emphasize the key motivational drivers of taste and enjoyment. Overall, I believe this is incredibly strong color palette for the brand because it unique to its competitors but still helps convey ReThink's core values.

general notes from Jim.

- try logos without “foods”
- brighter colors
- more modern and simple

new edits & ideas

RETHUNK

rethunk.

rethunk.

rethunk



rethunk

RETHUNK



RETHUNK

logo critique

notes from zoom
meeting with Jim.



rethink

- likes the color and cheese pattern, feels fun, bright and tasty.



RETHUNK

- likes the color however does not feel balanced the different of the letters is weird



RETHUNK

- likes the message behind the logo, however change leaf to a rain drop.

the finalized logos.

finalized logos



RETHUNK

rethink



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research

Looking to pinterest and familiar health food products, I pulled my inspiration from the more modern and clean looking products that I thought as followed the brand foundation similar to ReThink and brands that have uniform and consistent theme throughout their products and brand image.

mood board

Since ReThink is striving to revolutionize the snack food interesting I based my research off modern and simplified logo and package design with only a few theme colors. For ReThink sans serif would better fit the modern image than a traditon sans serif font face. I also explored pattern opportunities as well.



sketches

Class Feedback:

Page 1

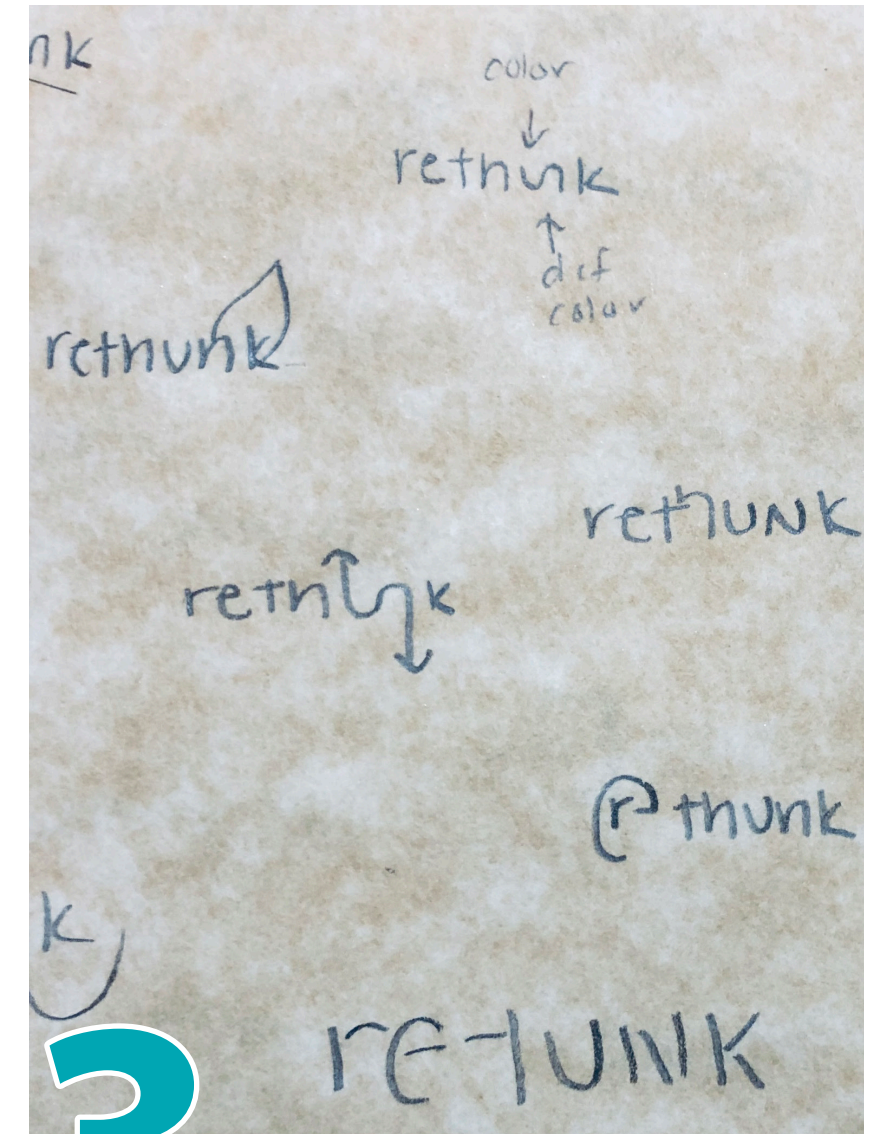
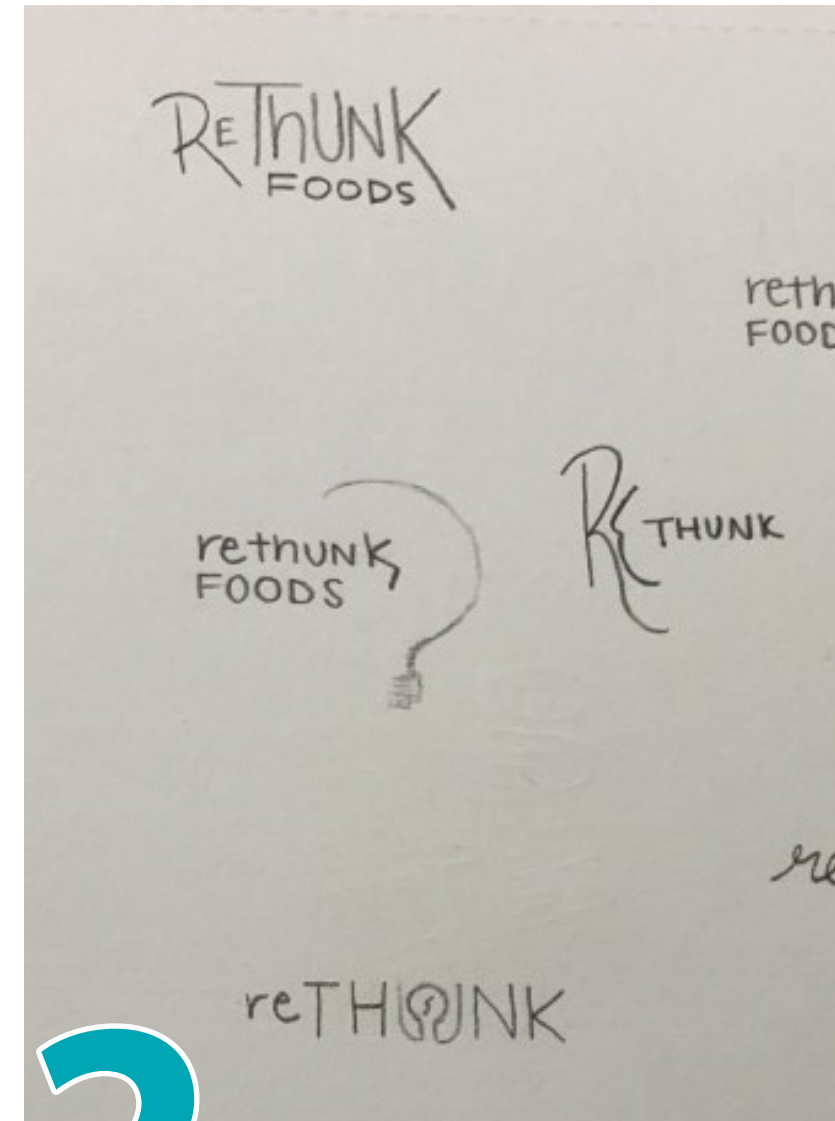
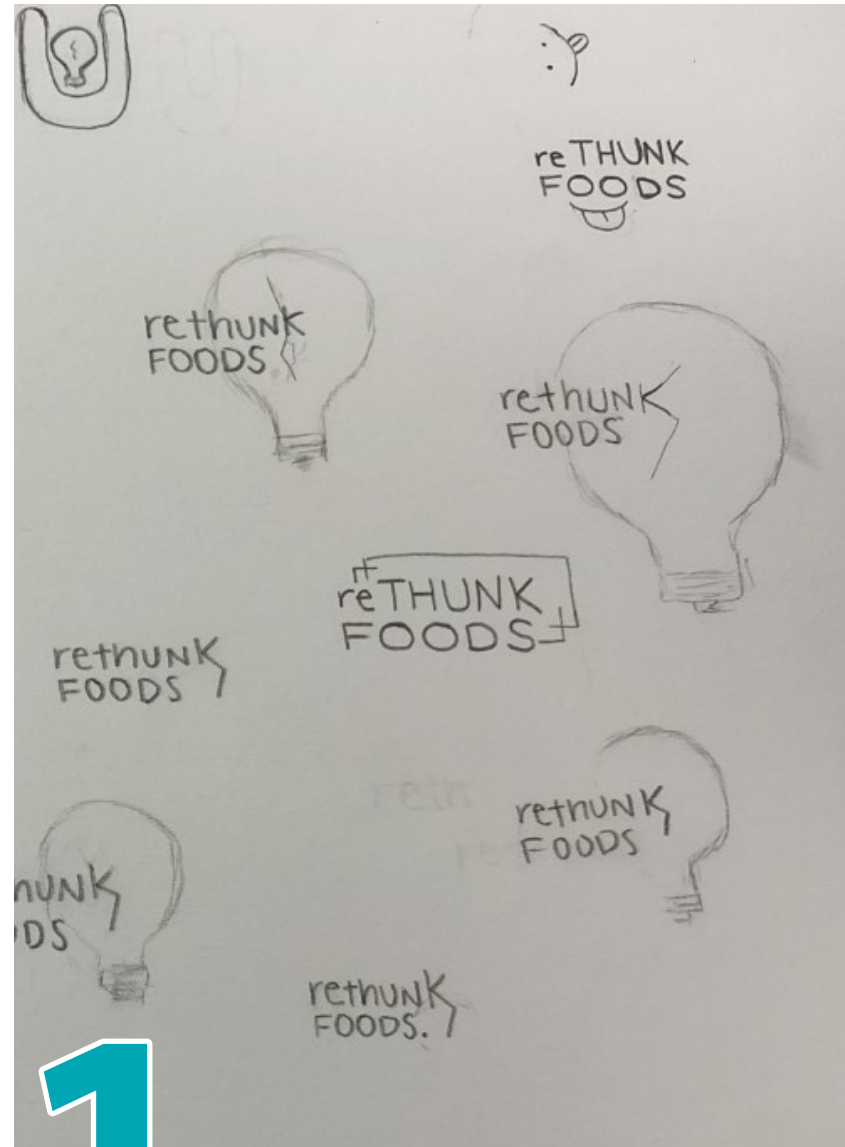
- light bulb overdone
- period at the end well recieved

Page 2

- preferred the light bulb not fully constructed
- top left sketch was interesting but difficult to read with hierarchy
- although the K did not have a purpose being larger

Page 3

- the connected u an n was easily readable and represented sustainability
- the bottom right sketch was visually appealing but off brand



sketches
go
digital

rethink
FOODS 

rethink
FOODS


rethink
FOODS.

rethink
FOODS.

reTHUNK
FOODS.

reTHUNK
FOODS.


RETHUNK
FOODS

pick A COLOR palette



#00a1a9



#ff3a4b



#ff7d1



#ff9f00



#fed115



#91d1be

I chose my colors with taste and richness in mind. For my first set I selected a rich green and a zesty orange these color represented the savory exciting flavors that ReThink is introducing. The second column was chosen to make wcolumn, I focused of choosing a sophisticated purple and complementary color to accompany it.

general notes from Jim.

- try logos without “foods”
- brighter colors
- more modern and simple

new edits & ideas

rethink

reTHUNK
FOODS.


RETHUNK
FOODS | 

re|think

rethink

re THUNK

logo critique

notes from zoom
meeting with Jim.



rethink

- found this very creative and enjoyed the conjunction of the letters “u” and “n”



rethink

- found this one striking and interesting and like the distinction between the “re” and “think”



rethink

- enjoyed the purple and subtle message of rethink going “outside the box”

finalized logos

rethink

re THUNK

rethink

the finalized logos.



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research

After receiving the brand foundation deck for ReThink Foods, I began researching similar companies that have the same mission as Rethink: making a better choice without having to sacrifice anything you love. I chose to look at snack competitors as well as just healthy snacks with bold packaging.

mood board

Throughout my research, I have noticed that many healthy snack alternatives have bright and bold packaging that allow their logos to stand out on. I knew from this moment on that the logos I would create would need to be able to stand out on the packaging and on the shelves. The packages I gravitated towards have handwritten fonts and pastel colors. When creating my logos, I kept in mind that people buy products that reflect their style.



sketches

Class Feedback:

Page 1

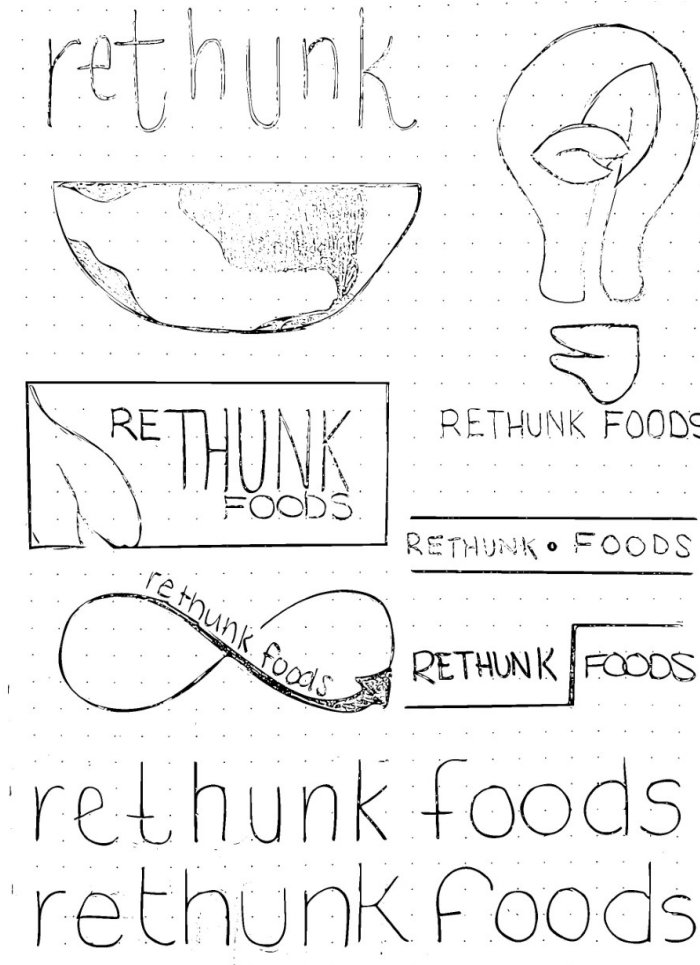
- leaves is too common for a healthy snack, think outside the box
- handwritten font is strong
- having “re” regular and “thunkfoods” bolded creates an interesting interpretation for the design

Page 2

- light bulb is overdone
- heirachry is strong
- the word rethink over the world creates an interesting thought, perhaps try to make it into a chip bowl
- the word food may not be needed however, combining rethink foods into one word works
- The one in the box looks similar to a license plate but could possibly still work



1



2

sketches
go
digital

RETHUNKFOODS
rethinkfoods

rethink

RETHUNK.

rethink

**RETHUNK
FOODS**



RETHUNK



pick A COLOR palette



#005717



#428a46



#82cb82



#e78749



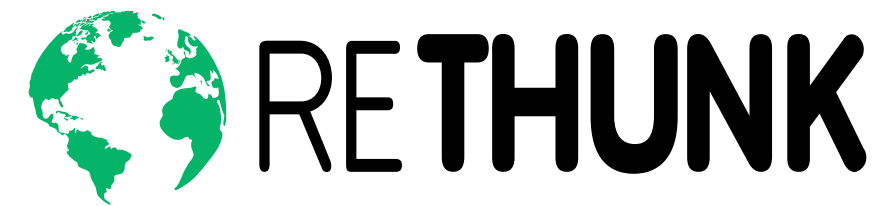
#ffd117

The color palette I chose represents health and sustainability when incorporated into each design. The greens are subtle but have that earthy feel when paired with the globe to allow you to make a conscientious decision that you are not only making a good decision for yourself but also for the environment. The orange chosen is also subtle and does not scream cheese snack at you, it symbolizes savory and in some Asian cultures a symbol of good health. The bright and vibrant yellow was used to catch your eye when placed on a shelf. Yellow evokes happiness inferring that this snack will fulfill your enjoyment. When the colors are used together, I believe they embody what ReThink food stands for, it addresses sustainability and a healthy alternative snack without having to sacrifice anything you love.

general notes from Jim.

- try logos without “foods”
- brighter colors
- more modern and simple

new edits & ideas



rethinkfoods

logo critique



- interesting concept, the “unkfo” part of the word makes readability a little fuzzy, possibly create it in a different color palette



- interesting concept with “ReThink” in between the world
- have “re” and “thunk” be the same type size for better readability



- the half of the world is too deep of a meaning for a consumer to understand at their first look
- the yellow is the exact type of vibrancy he is looking for

notes from zoom
meeting with Jim.

the finalized logos.

finalized logos



reflection.

Lisa Ferrara

reflection

Being able to create logos for ReThink Foods was an unimaginable opportunity. Throughout this process, I was able to learn how to further my design skills and how to have a better relationship with our client, Jim Goldberg. I have learned that it is not always just about creating the best design possible but creating the best design possible that is able to fit the client's needs. At the beginning of this process, I was a little confused about what Jim wanted and how I could achieve it. For example, it was not until week three or four that I learned that Jim wanted to have a globe somewhere tied into the design. In the future, my first step would be to ask the client if they have any ideas or what they hope to communicate through the design. Clarity and open communication during this process are key.

I have also learned how to communicate my designs better using emotional words to allow the client to view my design based on how I created them. Working with Jim allowed me to realize this is not like class anymore and not everyone understands design terminology as well my classmates might have. Explaining to Jim the words I think of and how they make me feel allowed him to understand the design a little bit more and make room for his interpretation. Lastly, I learned how to professionally handle criticism. This is one of the first times that I have presented work to an actual client explaining my thought process. During the critiquing process with my classmates, I was not nervous or afraid they were not going to like my designs. However, when it came to meeting with Jim, I felt extremely anxious and nervous for the outcome. I was able to stay calm during the meeting and absorbed all of the useful information he had to say about our designs. From there I was able to change my designs for the better of understanding his company and his take on what they mean. Jim was a great first client to work with and has taught me a lot about myself that I didn't know before in the process. In order to succeed in the field of design, I will use all of the lessons learned to continue building relationships with a client and bettering my skills.

