



**natural calm**

Rebrand/Package Design

**Bria Kenlock-Sherman**

Final Project — Graphic Design VI  
March 2020 — Group 020

# Contents

The Problem	3
Inspiration	4
Target Audience	5
Logo Rebrand	6
Packaging	7
Mockups	9

# The Problem

Bria Kenlock-Sherman | Group 020



Current Branding

**RECOMMENDED PURPOSE OR USE:**

- A factor in the maintenance of good health
- Helps the body to metabolize carbohydrates, fats and proteins
- Helps in the development and maintenance of bones and teeth
- Helps to maintain proper muscle function
- Helps to prevent magnesium deficiency

**USAGES OU FINS RECOMMANDÉS :**

- Contribue au maintien d'une bonne santé
- Aide l'organisme à métaboliser les glucides, les lipides et les protéines
- Contribue au développement et à la santé des os et des dents
- Aide au bon fonctionnement des muscles
- Aide à prévenir une carence en magnésium

**RECOMMENDED DOSE:** Adults—take 1-2 teaspoons daily. To help with magnesium deficiency, adult males 19-30 / adult females 19 and older—take 2 teaspoons (5 g) daily. Each teaspoon (2.5 g) contains 205 mg of elemental magnesium from magnesium citrate. See directions below.

**POSOLOGIE:** Adultes—1 à 2 cuillères à thé par jour. Pour traiter une carence en magnésium, hommes de 19 à 30 ans / femmes de 19 ans et plus—2 cuillères à thé (5 g) par jour. Une cuillère à thé (2,5 g) contient 205 mg de magnésium élémentaire provenant de citrate de magnésium. Voir le mode d'emploi ci-dessous.

**DIRECTIONS OF USE:** Dissolve 1-2 teaspoons in 1/4 cup of hot water, stir well and then add cool water or your favorite juice to taste. For best results, divide your daily amount of *Natural Calm* into two servings. *Natural Calm* can be taken with or without food. When bowels are comfortably loose, this is the optimal amount.

**MODE D'EMPLOI :** Dissoudre complètement de 1 à 2 cuillères à thé de *Natural Calm* dans 1/4 de tasse d'eau bouillante, puis ajouter de l'eau froide ou du jus avant de boire. Pour de meilleurs résultats, diviser la dose quotidienne en deux prises. *Natural Calm* peut être pris avec ou sans nourriture. La dose est jugée optimale lorsque les intestins fonctionnent aisément.

**VEGAN** **GLUTEN-FREE** **NON-GMO VERIFIED**

**Medicinal Ingredient:** Magnesium carbonate.\*  
**Ingédient médicamenteux :** Carbonate de magnésium.\*

**Non-medicinal Ingredients:** Citric acid, organic natural raspberry and lemon flavours, organic stevia.

**Ingédients non médicamenteux :** Acide citrique, saveurs de framboise et de citron naturelles biologiques, stévia biologique.

**Known adverse reaction:** Some people may experience diarrhea.

**Réaction indésirable connue :** Certaines personnes pourraient souffrir de diarrhée.

\*Magnesium carbonate and citric acid, when combined with water creates lactic magnesium citrate.

\*Mélange de carbonates de magnésium et d'acide citrique, qui combiné à de l'eau, devient du citrate de magnésium ionique.

Keep out of reach of children. Amount of product in bottle is based on weight. Some settling may occur.

Tenir hors de portée des enfants. La quantité de produit en bouteille est basée sur le poids. Un peu de règlement peut se produire.

100% of profits are donated by Bolton's Naturals to fight extreme poverty in the world's poorest countries. Les produits naturels de Bolton reversent 100% des bénéfices à la lutte contre la pauvreté extrême dans les pays les plus pauvres du monde.

threeforpoor.org

Distributed by / Distribué par :  
CTW Ent. DBA Bolton's Naturals  
5 Keeswick Dr., Thornhill, ON L4J 1K6  
1-888-854-CALM (2255)  
info@naturalcalm.ca • www.naturalcalm.ca

†Product No./No de produit 10173.0001  
© 2017 Natural Vitality. All rights reserved. Tous droits réservés.

## What is the problem?

For this assignment I will be redesigning the logo and packaging for the Natural Calm product line, as well as providing a more sustainable solution for the packaging.

Natural Calm is Canadian business selling natural magnesium supplements.

The problem with the current branding and package design for the Natural Calm products is that it looks quite dated for their target market today and the packaging could use a sustainable upgrade.

The company does use 100% recycled plastic to produce their packaging already but at the end of the day it is still plastic that will eventually end up in a landfill or our oceans. There are many plastic substitutions becoming more accessible and I believe investing in the option that supports the bigger picture is most important.

## My solution

Often when I look at packaging with excessive waste I immediately start to think about what other options they could have used and want to bring those ideas to life.

To solve the plastic waste that this product produces, I plan to propose a glass package design with a metal lid. Both of these materials are extremely recyclable and can be broken down into the earth again.

On the next page you will see inspiration photos for the new design direction I would like to bring this project. The logo design will get an update using a stylish, yet classic serif font and use a more natural, but still fun colour palette. More whitespace will be added to the package design and I would like some illustrations of fruits to be included representing the flavours of each supplement.

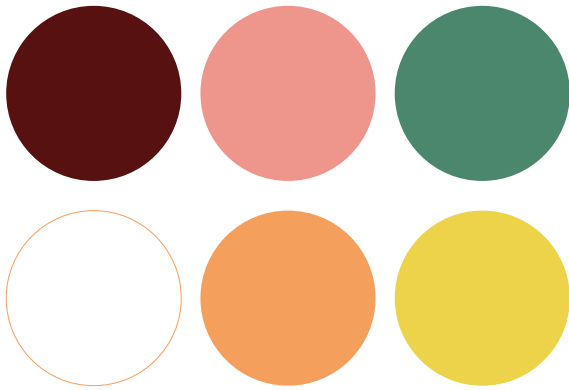
# Inspiration

Bria Kenlock-Sherman | Group 020



# Target Audience

Bria Kenlock-Sherman | Group 020



## Moret

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6  
7 8 9 0 ! @ # \$ % ^ & \* ( ) - +

### Who is the audience?

The target audience is quite broad, ranging from ages 4–60+ and all genders with an middle–high household income. These products claim to reduce symptoms of stress, anxiety, pain, tension and poor sleep which are all symptoms of low magnesium levels. Therefore the audience would also most likely be interested in natural healing/ healthy lifestyles.

Because the target audience is so broad the package design needs to be friendly for all. I do not want to make it too feminine, nor too masculine. A balanced use of colours found in nature, an aesthetically pleasing typeface, kid friendly graphics and more whitespace will help this design be approachable by all.

### Whats in it for them?

The new design will benefit the client by providing a more sustainable, guilt-free purchase with a glass jar that they can choose to reuse or recycle.

This can create feelings of happiness and satisfaction with the knowledge of their purchase not creating significant waste, as well as a sense of community by contributing to a company that cares about the environment.

The overall design will become more up to date and aesthetically pleasing which also helps with the brand's theme of calm. Less clutter, less bold, screaming, uppercase text and more natural elements. For example I keep my bottle of Natural Calm on my work desk and it would be ideal if it was nicer to look at everyday.

# Logo Rebrand

Bria Kenlock-Sherman | Group 020



## The New Look

For the rebranded Natural Calm logo I used the font *Moret* seen on the previous page. This font has an interesting almost serif cap and gives off a friendly but sophisticated look being written in all lowercase. I attached the *T* and *L* to make the viewers eye travel across the logo and flow easily, emphasizing the calmness you should feel when consuming this product. The colour green and off-white used is also representative of calmness and nature.

Throughout the new packaging label designs I created on the next two pages I wanted to achieve a simplified, less cluttered appearance compared to the previous design.

To do so I consistently applied the chosen colour palette to display the 4 different product flavours and new primary brand colour green. Simplifying the amount of fonts, text and imagery on the label was necessary as well to achieve the calming, approachable appearance they want to

reach their target audience. The previous text was very aggressive in all capitals and came across as yelling.

To add more interest to the simple colour blocked packaging, I illustrated the fruits for each product flavour. This adds texture and attaches an aesthetically pleasing piece of imagery to the design to attract the target audience.

In regards to the copy on the packaging, I re-arranged the text in a hierarchical order that makes more sense allowing the user to read what is most important quicker and easier. With large amounts of text displayed on this type of packaging it creates work for the user to read the important copy created for them if it is too small. Use of headings, spacing and different font weights helps solve this problem.

# Packaging

Bria Kenlock-Sherman | Group 020



**Directions for Use:**  
Dissolve 1-2 teaspoons in 1/4 cup of hot water, stir well and then add cool water or your favorite juice to taste. For best results, divide your daily amount of Natural Calm into two servings. Natural Calm™ can be taken with or without food.

**Recommend Dose:**  
Adults—take 1-2 teaspoons daily.  
**To help with magnesium deficiency:** Adult males 19-30 / Adult females 19 and older— take 2 teaspoons (5 g) daily.

**Cautions:**  
Some users experience a laxative effect, which is a natural side-effect of taking too much magnesium at any one time. If this should occur, simply reduce the amount of product you take at one time and increase the frequency, for example by taking Natural Calm™ twice daily. Note that comfortably loose stools are an indication that you are taking the right amount.

Distributed by:  
CJW Inc. (aka Nature's Naturals)  
5 Sidemill Dr., Thornhill, ON L4J 1K5  
1 866-854-CALM (2256)  
info@naturalcalm.ca  
www.naturalcalm.ca

Product No. 0073.0001  
©2017 Natural Vitality. All rights reserved.

Iconic Magnesium Citrate Powder

## natural calm



**Lemon-Raspberry Flavour**

**Natural Calm™ is the better-tasting, better-absorbing, best-loved magnesium drink.**

**Medicinal Ingredients:** Natural Calm™ magnesium citrate. An 8oz bottle contains 48 mg of magnesium per 1 tsp serving.

**Non-medical Ingredients:** Citric acid, organic natural, raspberry and lemon flavours, organic stevia.

The proprietary magnesium citrate formula is fast-acting, to relieve stress, improve sleep, reduce pain, promote heart health and more.

**Recommended Purpose or Use:**

- A factor in the maintenance of good health
- Helps the body to metabolize carbohydrates, fats and proteins
- Helps on the development and maintenance of bones and teeth
- Helps maintain proper muscle function
- Helps to prevent magnesium deficiency

This product is not intended to treat, prevent or cure any diseases or conditions.

**Keep out of reach of children.**

Bottle made from 100% recycled material.

**Directions for Use:**  
Dissolve 1-2 teaspoons in 1/4 cup of hot water, stir well and then add cool water or your favorite juice to taste. For best results, divide your daily amount of Natural Calm into two servings. Natural Calm™ can be taken with or without food.

**Recommend Dose:**  
Adults—take 1-2 teaspoons daily.  
**To help with magnesium deficiency:** Adult males 19-30 / Adult females 19 and older— take 2 teaspoons (5 g) daily.

**Cautions:**  
Some users experience a laxative effect, which is a natural side-effect of taking too much magnesium at any one time. If this should occur, simply reduce the amount of product you take at one time and increase the frequency, for example by taking Natural Calm™ twice daily. Note that comfortably loose stools are an indication that you are taking the right amount.

Distributed by:  
CJW Inc. (aka Nature's Naturals)  
5 Sidemill Dr., Thornhill, ON L4J 1K5  
1 866-854-CALM (2256)  
info@naturalcalm.ca  
www.naturalcalm.ca

Product No. 0073.0001  
©2017 Natural Vitality. All rights reserved.

Iconic Magnesium Citrate Powder

## natural calm



**Cherry Flavour**

**Natural Calm™ is the better-tasting, better-absorbing, best-loved magnesium drink.**

**Medicinal Ingredients:** Natural Calm™ magnesium citrate. An 8oz bottle contains 48 mg of magnesium per 1 tsp serving.

**Non-medical Ingredients:** Citric acid, organic natural, cherry flavour, organic stevia.

The proprietary magnesium citrate formula is fast-acting, to relieve stress, improve sleep, reduce pain, promote heart health and more.

**Recommended Purpose or Use:**

- A factor in the maintenance of good health
- Helps the body to metabolize carbohydrates, fats and proteins
- Helps on the development and maintenance of bones and teeth
- Helps maintain proper muscle function
- Helps to prevent magnesium deficiency

This product is not intended to treat, prevent or cure any diseases or conditions.

**Keep out of reach of children.**

Bottle made from 100% recycled material.



# Packaging

Bria Kenlock-Sherman | Group 020

5"

**Directions for Use:**  
Dissolve 1-2 teaspoons in 1/4 cup of hot water, stir well and then add cool water or your favorite juice to taste. For best results, divide your daily amount of Natural Calm into two servings. Natural Calm™ can be taken with or without food.

**Recommend Dose:**  
Adults—take 1-2 teaspoons daily.  
**To help with magnesium deficiency:** Adult males 19-30 / Adult females 19 and older— take 2 teaspoons (5 g) daily.

**Cautions:**  
Some users experience a laxative effect, which is a natural side-effect of taking too much magnesium at any one time. If this should occur, simply reduce the amount of product you take at one time and increase the frequency, for example by taking Natural Calm™ twice daily. Note that comfortably loose stools are an indication that you are taking the right amount.

Distributed by:  
CTW Int. Div. Nature's Naturals  
5 Aldenhill Dr., Thornhill, ON L4J 1K5  
1 888 854 CALM (2256)  
info@naturalcalm.ca  
www.naturalcalm.ca

Product No. 0073.0001  
2017 Natural Vitality. All rights reserved.



Iconic Magnesium Citrate Powder

## natural calm



**Lemon Flavour**

**Natural Calm™ is the better-tasting, better-absorbing, best-loved magnesium drink.**

**Medicinal Ingredients:** Natural Calm™ magnesium citrate. An 8oz bottle contains 48 mg of magnesium per 1 tsp serving.

**Non-medical Ingredients:** Citric acid, organic natural lemon flavour, organic stevia.

The proprietary magnesium citrate formula is fast-acting, to relieve stress, improve sleep, reduce pain, promote heart health and more.

**Recommended Purpose or Use:**

- A factor in the maintenance of good health
- Helps the body to metabolize carbohydrates, fats and proteins
- Helps on the development and maintenance of bones and teeth
- Helps maintain proper muscle function
- Helps to prevent magnesium deficiency

This product is not intended to treat, prevent or cure any diseases or conditions.

Keep out of reach of children.

Bottle made from 100% recycled material.

**Directions for Use:**  
Dissolve 1-2 teaspoons in 1/4 cup of hot water, stir well and then add cool water or your favorite juice to taste. For best results, divide your daily amount of Natural Calm into two servings. Natural Calm™ can be taken with or without food.

**Recommend Dose:**  
Adults—take 1-2 teaspoons daily.  
**To help with magnesium deficiency:** Adult males 19-30 / Adult females 19 and older— take 2 teaspoons (5 g) daily.

**Cautions:**  
Some users experience a laxative effect, which is a natural side-effect of taking too much magnesium at any one time. If this should occur, simply reduce the amount of product you take at one time and increase the frequency, for example by taking Natural Calm™ twice daily. Note that comfortably loose stools are an indication that you are taking the right amount.

Distributed by:  
CTW Int. Div. Nature's Naturals  
5 Aldenhill Dr., Thornhill, ON L4J 1K5  
1 888 854 CALM (2256)  
info@naturalcalm.ca  
www.naturalcalm.ca

Product No. 0073.0001  
2017 Natural Vitality. All rights reserved.



Iconic Magnesium Citrate Powder

## natural calm



**Orange Flavour**

**Natural Calm™ is the better-tasting, better-absorbing, best-loved magnesium drink.**

**Medicinal Ingredients:** Natural Calm™ magnesium citrate. An 8oz bottle contains 48 mg of magnesium per 1 tsp serving.

**Non-medical Ingredients:** Citric acid, organic orange flavours, organic stevia.

The proprietary magnesium citrate formula is fast-acting, to relieve stress, improve sleep, reduce pain, promote heart health and more.

**Recommended Purpose or Use:**

- A factor in the maintenance of good health
- Helps the body to metabolize carbohydrates, fats and proteins
- Helps on the development and maintenance of bones and teeth
- Helps maintain proper muscle function
- Helps to prevent magnesium deficiency

This product is not intended to treat, prevent or cure any diseases or conditions.

Keep out of reach of children.

Bottle made from 100% recycled material.

8.25"



# Mockups

Bria Kenlock-Sherman | Group 020



## The New Look

To create a more sustainable solution for this packaging these mockups display the use of glass bottles/jars with aluminium lids to become completely recyclable and/or reusable. For natural, organic focused brand it would make sense for them to consider a less harmful material in their packaging.

The labels would be printed on sticker paper printed using eco-conscious inks.

This mockup was created using Adobe Dimension to preview a display of all 4 product flavours. The next page shows the packaging in mockup with greater detail.

Overall, I believe this is a beautiful sustainable solution for the Natural Calm brand.

# Mockups

Bria Kenlock-Sherman | Group 020



#### Directions for Use:

Dissolve 1-2 teaspoons in 1/4 cup of hot water, stir well and then add cool water or your favorite juice to taste. For best results, divide your daily amount of Natural Calm into two servings. Natural Calm™ can be taken with or without food.

#### Recommend Dose:

Adults—take 1-2 teaspoons daily  
To help with magnesium deficiency: Adult males 19-30 / Adult females 19 and older— take 2 teaspoons (5 g) daily.

#### Cautions:

Some users experience a laxative effect, which is a natural side-effect of taking too much magnesium at any one time. If this should occur, simply reduce the amount of product you take at one time and increase the frequency, for example by taking Natural Calm™ twice daily. Note that comfortably loose stools are an indication that you are taking the right amount.

Distributed by:  
CTW Inc. 2163 Ashbur's Natural  
5 Midway Dr., Thornhill, ON L4J 1R6  
1 800-854-CALM (2254)  
info@naturalcalm.ca  
www.naturalcalm.ca

Product No. 0073.0001  
©2017 Natural Vitality. All rights reserved.



Iconic Magnesium  
Citrate Powder

natural  
calm



Lemon-  
Raspberry  
Flavour

**Natural Calm™ is the  
better-tasting, better-absorbing,  
best-loved magnesium drink.**

**Medicinal Ingredients:** Natural Calm™ magnesium citrate. An 8oz bottle contains 48 mg of magnesium per 1 tsp serving.

**Non-medicinal Ingredients:** Citric acid, organic natural, raspberry and lemon flavours, organic stevia.

The proprietary magnesium citrate formula is fast-acting, to relieve stress, improve sleep, reduce pain, promote heart health and more.

#### Recommended Purpose or Use:

- A factor in the maintenance of good health
- Helps the body to metabolize carbohydrates, fats and proteins
- Helps on the development and maintenance of bones and teeth
- Helps maintain proper muscle function
- Helps to prevent magnesium deficiency

This product is not intended to treat, prevent or cure any diseases or conditions.

Keep out of reach of children.

Bottle made from 100% recycled material.