



GOLDEN BLISS

Golden Bliss

Project 2: Process Book

Maya Koduri

GRDS 400-01

Fall 2020

Assignment Sheet



DELIVERABLES

Any 3 of your choice, per Project, across multiple media

GRADE BREAKDOWN

Each project is worth 33% of your final course grade. The Rubric for grading is posted under Course Supplements.

DEADLINE PROJ 1

By 5 pm EST/US on Wednesday, April 22, submit the print-ready final designs to Submissions in the course menu.

Save a Reduced File Size version of your final design as a single PDF and post it to the Discussion Board, titled "Project 1: Final Designs."

DEADLINE PROJECT 2

By 5 p.m. U.S. EST/EDT on Wednesday, May 27, submit the print-ready version to Submissions in the course menu.

Save a **Reduced File Size** version and post it to the last Discussion Board.

PROCESS BOOKS

1: April 20 midnight EST
2: May 25 by 2 pm EST

"There are three responses to a piece of design—yes, no, and WOW! Wow is the one to aim for."

—Milton Glaser

Project 1 and 2

For these projects you will work independently with the Professor and self-manage substantial projects of your own choosing. The challenge is not about creating a logo, a look, and simply applying it to things. It is about demonstrating that you have thoroughly researched a subject, analyzed audience markets and trends, studied the competition, and developed a unique solution that perfectly fits the problem.

The **first project** is about communicating extensive information about a social issue or cause to a specific audience. The **second project** may be on anything, though come up with something that has some depth.

I am looking to see how you can handle lengthy levels of information about your topic. Research a social issue or cause and educate people about it. Your final solutions can be in any medium or format providing they are appropriate to the subject matter. The rationale for choosing the construct should be validated by your choice of topic and target audience. Come up with a concept or theme and design a series of books around it. Create a series of brochures for different audiences on the same subject. Design a content-rich magazine (i.e. Mother Jones, Wired or AdBusters). Or create a complex online website, with heavy content like The Daily Beast, NRDC, UTNE or Newsweek. Design deliverables may include a book, a series of books, large format brochures, posters, an ad campaign, guerilla marketing, an app, content rich magazine, environmental strategies, a logo and/or branding system, a kit, website, installation, exhibit/display, film, or motion media campaign—or any other appropriate graphic design artifact.

The final outcome will be equivalent to 3-4 uniquely designed pieces across multiple media. Again, one must have great depth of content, i.e. a lot of copy or information. Should you decide to do one deliverable that is more extensive, that one component may count for 2 components. The Professor will determine with each student what quantity and mix of work will satisfy the requirement. The end products should support a consistent, unified theme/concept/idea on an identified topic that is aimed at a specific market or interest group. I would suggest using several different media if you can.

Use this opportunity to work in areas of interest to you, to develop and expand your skills and to learn how to sell yourself and your design work in a fun and supportive environment. Look for holes in your portfolio since these two projects will be the centerpiece of your book. Create projects that will take you out of your comfort zone.

In the first two weeks of each project, you will develop at least forty thumbnailled exploratory ideas, followed by three unique and extensive solutions for your project. Upload to the Discussion Board a presentation of those three variations. Include a Visual Brief on how each idea would play out. See examples under Course Supplements. You may not use stock imagery unless you alter or modify them markedly.

When you develop your project, pay particular attention to your schedule and deadlines. Getting behind on your deadlines will put a severe hardship on you at the end of the Quarter and may result in missing work or shoddy design. You are expected to self manage these projects. You create your own path and set your own internal deadlines. If you need extra help, seek out the Professor and schedule time with her outside of class over the course of the 10 weeks.

Graphic Design is a field which is predicated around deadlines as much as quality design. You must learn to work within budgets and deadlines efficiently. This class will give you a good idea about your time management abilities and related flaws, which will only worsen in the field. Please do not underestimate the time it takes to do a worthy job. In Studio II, you are developing portfolio pieces and a deeper understanding of the requirements of the field, which will directly impact your career and your quality of life. Plan on working three hours each day on this classwork.



Casem | mcasem@scad.edu | 912-525-7205 | 124 Adler Hall

FILE NAMING

Name your files like the following: GRDS348_Casem_Proj1_S20_YourName.pdf

FINAL PDFS

A single 300 dpi PDF of your work must be posted to Submissions before midnight on April 12. Discussion Board or email submissions are not acceptable, only work uploaded to Submissions. I will not contact you should the file be corrupted and/or not download properly, or be in an incorrect format (JPG, TIF, PSD, InD, AI etc). This is your responsibility. Double-check your file to ensure it downloads properly after you've uploaded it. If your PDF has been corrupted, remake the PDF and upload using Firefox. Then double-check it all over again. You will present your work on Tuesday, April 14 at the 5 pm class.

Again, no submissions will be accepted after midnight April 12. You will receive an automatic failing grade for your project regardless of whether it was presented in class or posted to the Discussion Board. This is your responsibility.

Post at 72 dpi PDF of your work to the appropriate Discussion Board at the same time.w

METADATA

Metadata is the information saved with each file. Embed the following information in your metadata:

—Student name: John Smith
—Student ID #: 000615637
—Title of project: Recycling
—Photo, copy, illustration credits
—Media used: Photoshop
—Professor: Mary Ann Casem
—Title of Course: Studio II
—Assignment #

ACROBAT METADATA

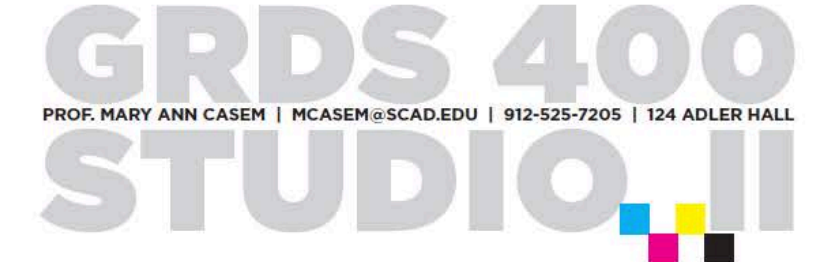
Go to the FILE menu > PROPERTIES. Enter information in the fields of the Description tab. InDesign Metadata:

Go to the FILE menu > FILE INFO. Photoshop Metadata: Go to the FILE menu > FILE INFO

GRADES

Average is Average. You should plan on working at least 15 hours outside of class each week if you want to do better than a C. Your grade, your outcome, depends on the skill, intelligence and effort you apply. Pay meticulous attention not only to every aspect of the design but to the requirement details of the assignment as well.

Good luck, everyone. Be sure that I will do everything I can to help you along the way.



Due Dates

Class 1

Project 1 Ideas

Class 2

3 Concepts

Class 3

Vision Board

Class 4

Thumbnails

Class 6

First component

Class 7

Second component

Class 8

Ideas for Proj 2

Class 9

[Proj 1 Process Book](#)

Third component

Written Critique

Class 10

Proj 1 Designs

Class 11

Concepts

Class 12

Vision Board

Class 13

Thumbnails

Class 15

First component

Class 17

Second component

Class 19

[Proj 2 Process Book](#)

Third component

Written Critique

Class 20

Proj 2 Designs

Process Book

Your Process Book is for a separate grade—and a substantial one (20%)—so make sure you add to it throughout the Quarter and do not have to accumulate everything at the last minute while you're trying to produce your final designs. Your PB should be digital. It is due before the start of class on Class 9—the class before the final work is due. Your PB must include the following:

- Cover Sheet
- Assignment Sheet
- Your Design Proposal
- Written research
- Visual research
- Word lists
- Written brainstorming
- Mindmapping and other ideational exploration i.e. , worst idea, questioning assumptions, metaphors, juxtaposition, brain-writing, quotes etc.
- Visual inspiration
- Examples of other campaigns done on the same subject
- Conceptual variations
- Proposals/Briefs
- Format, media and technology exploration
- Individual type studies and type pairings
- Color studies and final palette (limit to 4 colors + black and white)
- Thumbnail sketches of **each** component
- Computer developed roughs of **each** component
- Multiple layout variations

Early studies must show evidence of extensive ideational exploration. Assuming the research and design investigation is substantial, please condense and order your book with section dividers and assemble into a single right-reading PDF. The key to a successful Process Book is plenty of thumbnails, rough sketches, stylistic and layout variations of each and every component. See posted examples on Blackboard. Your PB should be 60-120+ pages in length if you're following the proper process. 60 pages is an minimum, without filler pages. Do the work. Your Final Designs do not have to be included in your book if they are not ready by Class 9.

Good luck, everyone. Be sure that I will do everything I can to help you along the way.

GOLDEN BLISS

CONCEPT

Golden Bliss is a brand that is created to sell different flavors of delicious ethical, raw local honey as well as educate people on the importance of buying ethical honey and the issues with commercial honey. The concept for the brand would revolve around the idea of discovering a 'Cave of Wonders' and coming upon hidden treasure. It would be campaigned like journeying through a beehive or wandering deep inside of a honeycomb and discovering a hidden treasure chest. Honey is known to be this golden sticky substance that should be treasured like jewels or golden coins because besides consuming it, it can be useful for other things like for healing purposes. Ethical honey itself is something that not many people might know about or are educated about so coming upon this brand and learning about ethical honey is like discovering a hidden jewel that can make you feel in bliss in a healthy, sustainable way.

GOALS

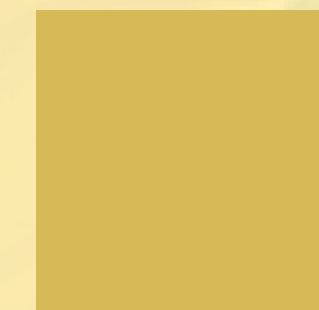
The goal of this project is to educate people on why buying ethical honey is important instead of buying commercial honey as well as educating people on the cruel unhealthy conditions, bees are kept in by beekeepers for commercial honey.

TARGET MARKET

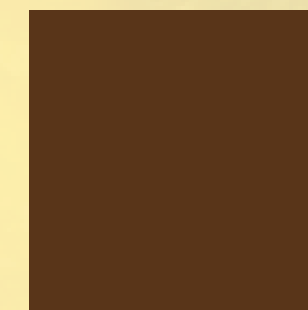
- Ages 27-44
- All genders
- Parents
- People seeking a healthier lifestyle
- People who use honey in their everyday lives

COLOR PALETTE

The color palette will include golden honey colors as well as other colors found in environmental settings.



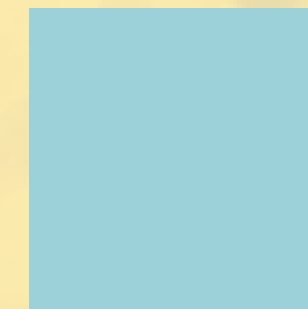
#d8bb59



#5a361b



#ac5126



#9ed0d9



#ffffff



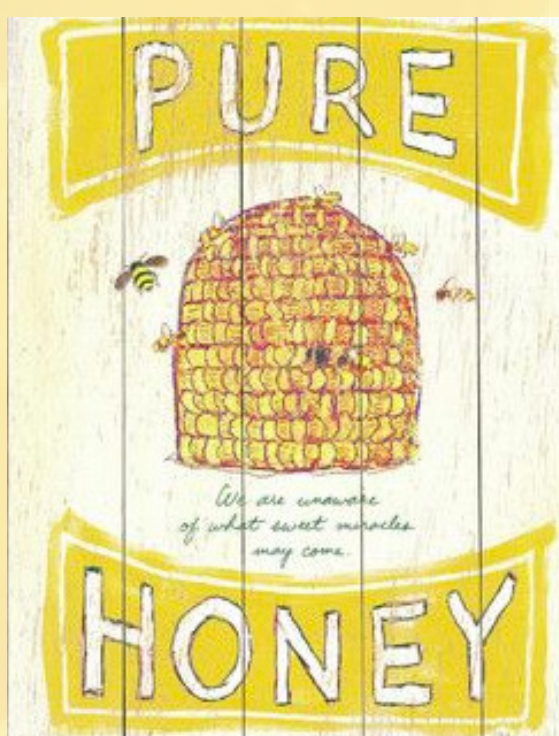
#000000

DELIVERABLES

- Logo Identity/Branding System
- Website
- Brochure
- Package Designs

WORD LIST

- Golden
- Authentic
- Safe
- Healthy
- Sustainable
- Valuable
- Local
- Ecological



Written Research

THE OLD FARMER’S ALMANAC

<https://www.almanac.com/beekeeping-101-collecting-honey>

Beekeeping:

For honey production, beekeepers give extra hive boxes called “honey supers” to strong colonies. These boxes contain frames of pre-formed honeycomb. After the bees have filled the honey super and sealed the comb with wax, it is ready to be harvested. Remember not to take all of the honey from the hive—you don’t want your bees to starve over winter! Take only the excess or what’s in the extra honey super. The easiest way to harvest honey from a bee hive is through the use of a fume board. A fume board looks much like a regular telescoping top/outer hive cover, but the inside contains an absorbent material that is sprayed with a non-toxic solution that the bees do not enjoy. Place the fume board on top of the full honey super you wish to harvest. After a few minutes, the bees will move away from the smell and vacate the honey super, which lets you remove the box of honey with minimal disturbance. Beekeepers often use a smoker to pacify the bee colony, but using too much during harvesting can affect the honey’s flavor. After removing the honey super from the hive and bringing it to a location protected from bees, you can begin the extraction process: A hot knife is used to cut the wax cappings off the cells of honeycomb. These wax cappings can be used to make candles, so don’t throw them away! Once the cappings have been removed, you can begin to separate the liquid honey from the comb. A honey extractor—either electric or manual—uses centrifugal force to separate the liquid honey from the comb without destroying the comb. This allows the beekeeper to reuse the frame of empty comb in the honey super.

Alternatively, the honey-filled comb can be cut out of the frame, crushed, and strained through cheesecloth. The resulting beeswax can be used for candles or other projects. After extraction or straining, the liquid honey is allowed to settle for a few days in a closed container and is then ready to bottle.

SUSTAIN: WHY BEES ARE IMPORTANT

https://www.sustainweb.org/foodfacts/bees_are_important/

Globally there are more honey bees than other types of bee and pollinating insects, so it is the world’s most important pollinator of food crops. It is estimated that one third of the food that we consume each day relies on pollination mainly by bees, but also by other insects, birds and bats. Many domestic and imported fruits and vegetables require pollination. Examples include avocados, soybeans, asparagus, broccoli, celery, squash, and sunflowers for oil, cucumbers, citrus fruit, peaches, kiwis, cherries, cranberries and melons. For crops such as blueberries and almonds, the honey bee plays an essential role in pollination of commercial crops, with around 80% of the US crop said to be dependent on honey bees. Honey bees can also pollinate clover and alfalfa, which are fed to cattle, so there are implications for the meat and dairy industry too. And that is not to mention the huge range of manufactured food products made from all these ingredients.

GREENOPEDIA: WHAT IS ETHICAL HONEY AND HOW CAN I FIND IT?

<https://greenopedia.com/ethical-honey/>

The conditions in most commercial bee farms (apiaries) are just as cramped, unhealthy, and inhumane as your typical factory farm. Bees are naturally hard-working, highly productive insects. Unfortunately, greedy honey producers can trick bees into working even harder. They do this by housing them in hives that are much larger than the colony needs. The already busy bees will put in some serious overtime to fill the extra space with as much honey as they can before winter, either to ensure they have stored enough food or perhaps to better insulate their oversized hive. Either way, the bees can literally work themselves to death in an effort to provide the rest of their colony with the best chance for survival.

By the time autumn arrives, a healthy hive should have enough honey in-store to feed the colony through the cold months. More practically-minded beekeepers in the 1800s would wait until spring to harvest any excess honey that the bees didn’t need the prior winter. But today’s industrial honey producers extract most or all of the hive’s honey during the autumn peak, just when bees need it most. (By the way, beekeepers in the 1800s didn’t supersize the hives either.) To make matters worse, today’s greed-keepers replace that honey with sugar water or high fructose corn syrup, both of which lack the nutrients bees need to thrive. Suffering from malnutrition and colder conditions, a high percentage of the bees don’t survive winter. Their immunity is also compromised, leaving the survivors more susceptible to the various parasites and pathogens that like to infiltrate beehives during warmer months.

In addition to exploiting bees for their honey, commercial beekeepers often earn a second income by renting their bee colonies to large-scale farms. The bees can travel cross country, several days at a time in 18-wheelers during the hot summer months, in order to pollinate the farms and groves that produce our almonds, avocados, and other supermarket produce. Not only is this long-distance travel highly stressful for the bees, but they are fed the same nutritionless sweeteners during the trip as they are fed during the cold, winter months. These traveling bees do get to forage naturally once they reach their destination, as this activity pollinates our agriculture. In order to get the diverse mix of nutrients that their bodies need to stay healthy, bees must gather nectar from a diverse mix of flowering plants. But most of the farms that rent their pollination services are single (mono) crop environments that lack this diversity. Again, this malnutrition weakens their immune system, making the bees susceptible to pests and disease.

WEBMD: HONEY

<https://www.webmd.com/vitamins/ai/ingredientmono-738/honey>

Honey is a substance produced by bees from the nectar of plants. It is commonly used as a sweetener in food. It may also be used as a medicine. Honey can become contaminated with germs from plants, bees, and dust during production, collection, and processing. Although contamination is rare, botulism has been reported in infants given honey by mouth. Honey is most commonly used for burns, wound healing, swelling (inflammation) and sores inside the mouth (oral mucositis), and cough. It is also used for many other conditions but there is no good scientific evidence to support most of these uses. **Burns.** Applying honey preparations directly to burns seems to improve healing. **Cough.** Taking a small amount of honey at bedtime appears to reduce the number of coughing spells in children age 2 years and older. Honey appears to be at least as effective as the cough suppressant dextromethorphan in typical over-the-counter doses. Also, drinking water containing a small amount of a honey/coffee paste seems to reduce the frequency of coughing in adults that have a long-lasting cough after they have been ill. **Foot sores** in people with diabetes. Most research shows that applying dressings containing honey to diabetic foot ulcers seems to reduce healing time and prevent the need for antibiotics. But not all research agrees. **Dry eye.** Using specific honey eye drops or eye gel in the eyes (Optimel Manuka plus eye drops or Optimel Antibacterial Manuka Eye Gel) helps to make dry eyes feel better. These products can be used along with regular dry eye treatment such as lubricant drops and warm cloths on the eyes. **Swelling (inflammation)** and sores inside the mouth (oral mucositis). Rinsing the mouth and then slowly swallowing honey before and after chemotherapy or radiation therapy sessions seems to reduce the risk of developing mouth sores. Sores and ulcers of the mouth and gums caused by herpes virus (herpetic gingivostomatitis). Rinsing the mouth and then slowly swallowing honey helps sores and ulcers in the mouth from the herpes virus heal faster in children also given a medication called acyclovir. **Wound healing.** Applying honey preparations directly to wounds or using dressings containing honey seems to improve healing. Several small studies describe the use of honey or honey-soaked dressings for various types of wounds, including wounds after surgery, chronic leg ulcers, abscesses, burns, abrasions, cuts, and places where skin was taken for grafting. Honey seems to reduce odors and pus, help clean the wound, reduce infection, reduce pain, and decrease time to healing. In some reports, wounds healed with honey after other treatments failed to work.

Visual Research + Visual Inspiration + Examples of Other Campaigns

Research:



Inspiration:



Campaign Examples:



Written Brainstorming/Ideation + Concepts

Brainstorming:

Ideas:

- Honey company - sustainable packaging
 - ↳ reusable
- Commercial honey?
 - ↳ commercial honey / rebranding w/ sustainable packaging
- Campaign = save the bees - bees = endangered
- Honey company - sustainable + ethical honey company
 - ↳ fresh, local honey - harvested safely => sustainable packaging + ethical
 - ↳ could also educate people on how bees are endangered + safety of harvesting
- honey = known to do a lot of things - has healing properties
- different honey products = raw honey w/ different flavors
 - ↳ wildflower
 - ↳ clover
 - ↳ berry - blackberry
 - ↳ acacia
- made out of sustainable + reusable packaging
- Website => advertising company as a whole
- Honey jars => packaging
- Social Media Ads
- Posters (series of posters)

Styles

- ↳ vector graphics (cutouts)
- ↳ honeycombs play around w/ shapes

Names (possible) for brand:

- ↳ Honey => orange, yellow, sunshine, golden, amber
- ↳ Eating it = sweet, in heaven => bliss, sticky
- ↳ Honey = sticky, delicate, honeycomb

Sunshine

- ↳ Sunshine; Sticky Sunshine; Yellow Sunshine; Amber Sunshine
- ↳ Bliss
- ↳ Paradise - Sticky Paradise
- ↳ Amber - Amber Drizzle, Amber Sunshine, Amber Heaven
- ↳ Golden - Golden Amber, Sticky Gold; Gold Sunshine => Golden Sunshine => Golden Paradise

Golden Bliss

Worst idea:

- advertising commercial honey / selling commercial honey from beekeepers / beekeepers advertising commercial honey
- bees = already extinct => show what it's like if no bees existed
- honey that came from bears => bear = attracted to honey
 - ↳ honey / hive attacked by a bear
- advertising smoke machine for hive
- advertising honey collected from bees during the cold months
- sugar water + other sweeteners advertisements
 - ↳ sugar water
 - ↳ or fools
- advertising weapons for queen bees (to keep them at the hive)

Concept Ideation:

Concept 1: 'Hidden Treasure'

Golden Bliss is a brand that is created to sell different flavors of delicious ethical and sustainable honey. Ethical honey comes from honey producers that practice safe and biodynamic beekeeping practices. It's also a brand that educates people on the importance of buying ethical honey and the issues with commercial honey. The brand identity would revolve around the idea of discovering a 'Hidden Treasure' or 'Hidden Jewel'. It would be campaigned like coming upon a hidden treasure chest and opening it to find jewels or coins in it. This concept comes from the idea that honey is known to be this golden sticky substance that should be treasured like jewels or golden coins because besides consuming it, it can be useful for other things like for healing purposes. Ethical honey itself is something that not many people might know about or are educated about so coming upon this brand and learning about ethical honey is like discovering a hidden jewel that can make you feel in bliss in a healthy, sustainable way.

Deliverables:

- Website
- Brochure
- Social Media Ads
- Packaging Jar/Box
- Logo System

Concept 2: 'Cave of Wonders'

Golden Bliss is a brand that is created to sell different flavors of delicious ethical and sustainable honey. Ethical honey comes from honey producers that practice safe and biodynamic beekeeping practices. It's also a brand that educates people on the importance of buying ethical honey and the issues with commercial honey. A similar approach to the 'Hidden Treasure' concept. This brand identity would revolve around the idea of wandering or journeying in a 'cave of wonders' or in this case for the brand, wandering deep inside of a honeycomb or hive and finding the 'hidden treasure' within it which would be the ethical honey products and discovering the 'hidden dark secrets' like inhumane conditions bees live in when it comes to producing commercial honey.

Deliverables:

- Website
- Brochure
- Logo System
- Packaging Jar/Box

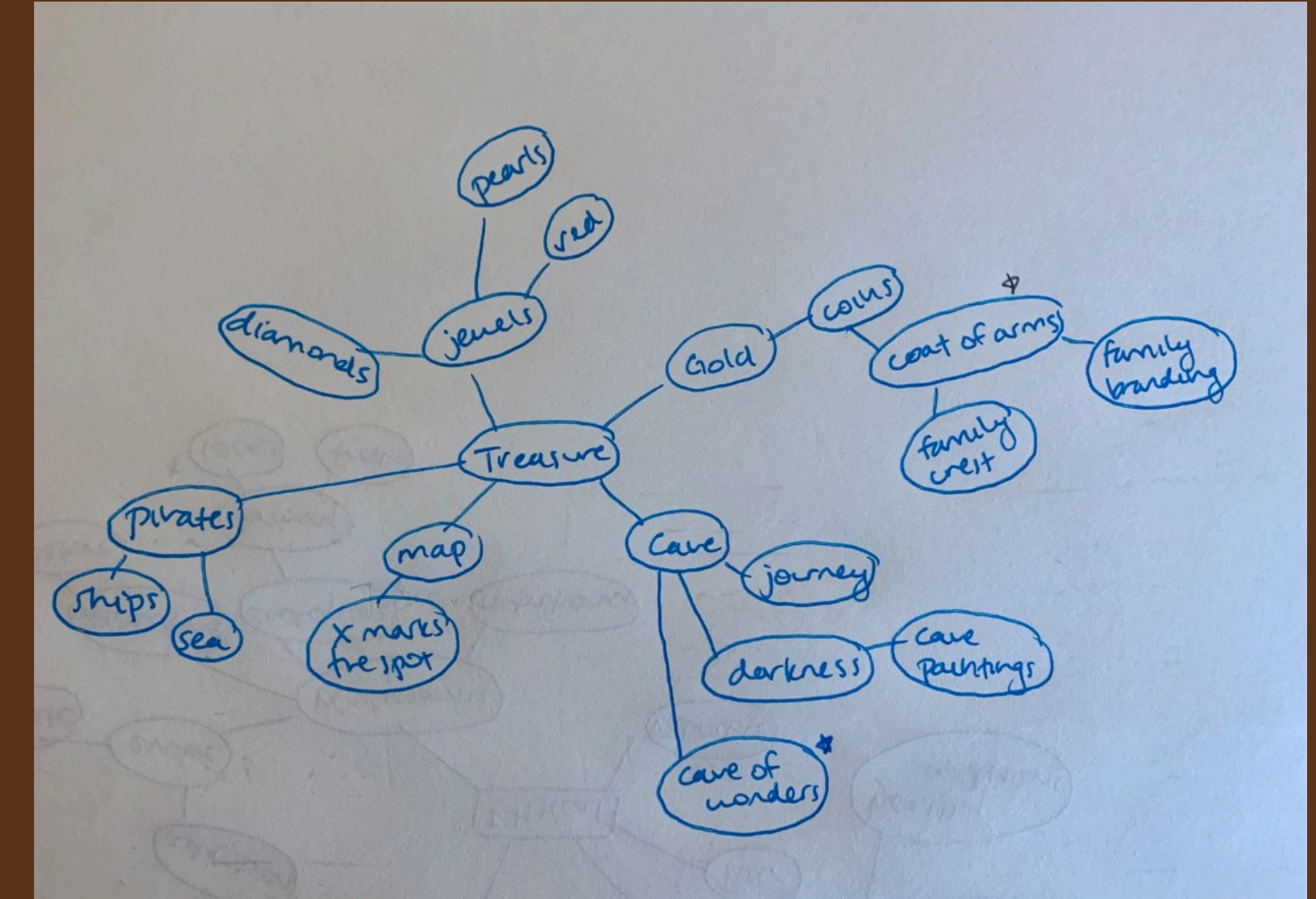
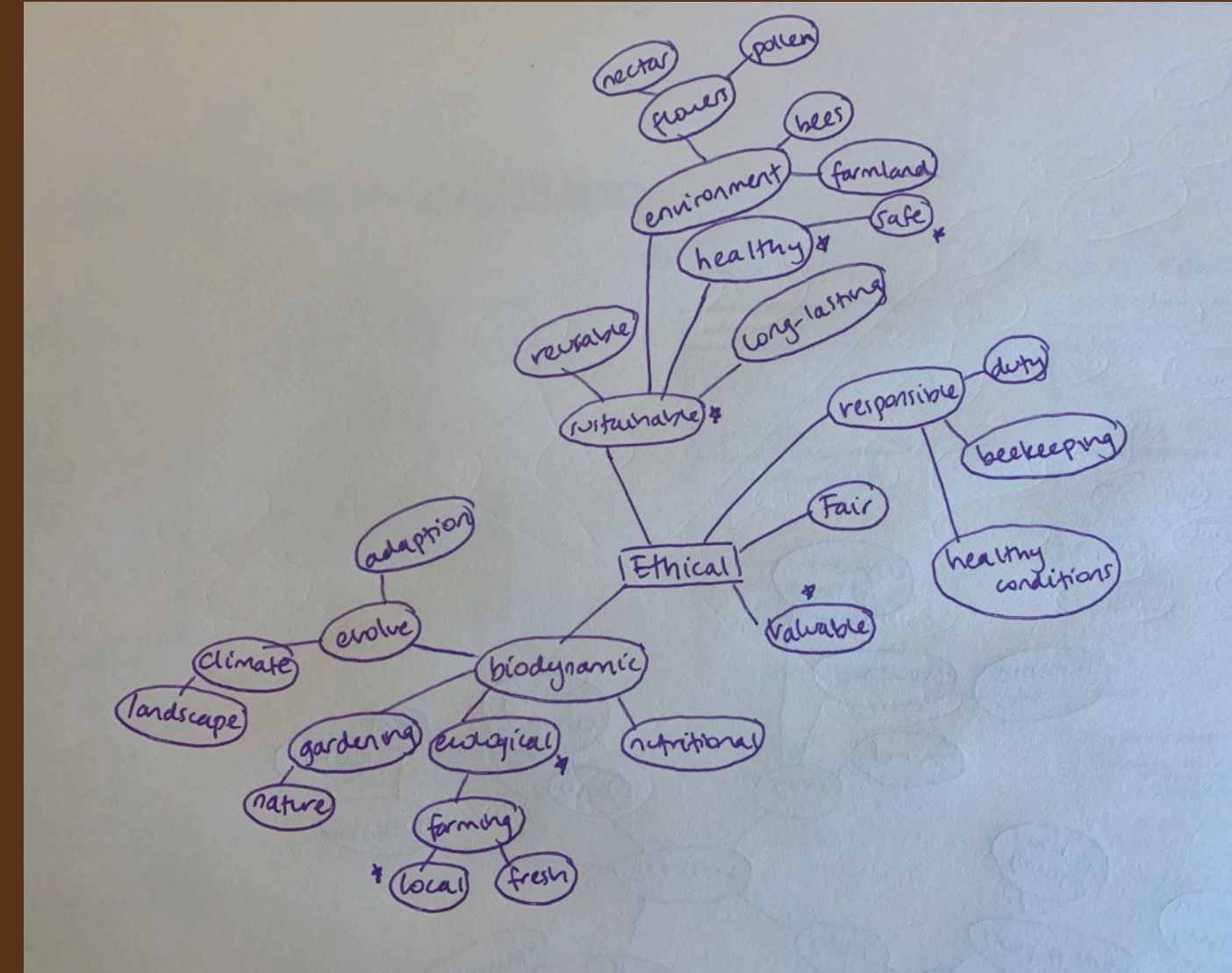
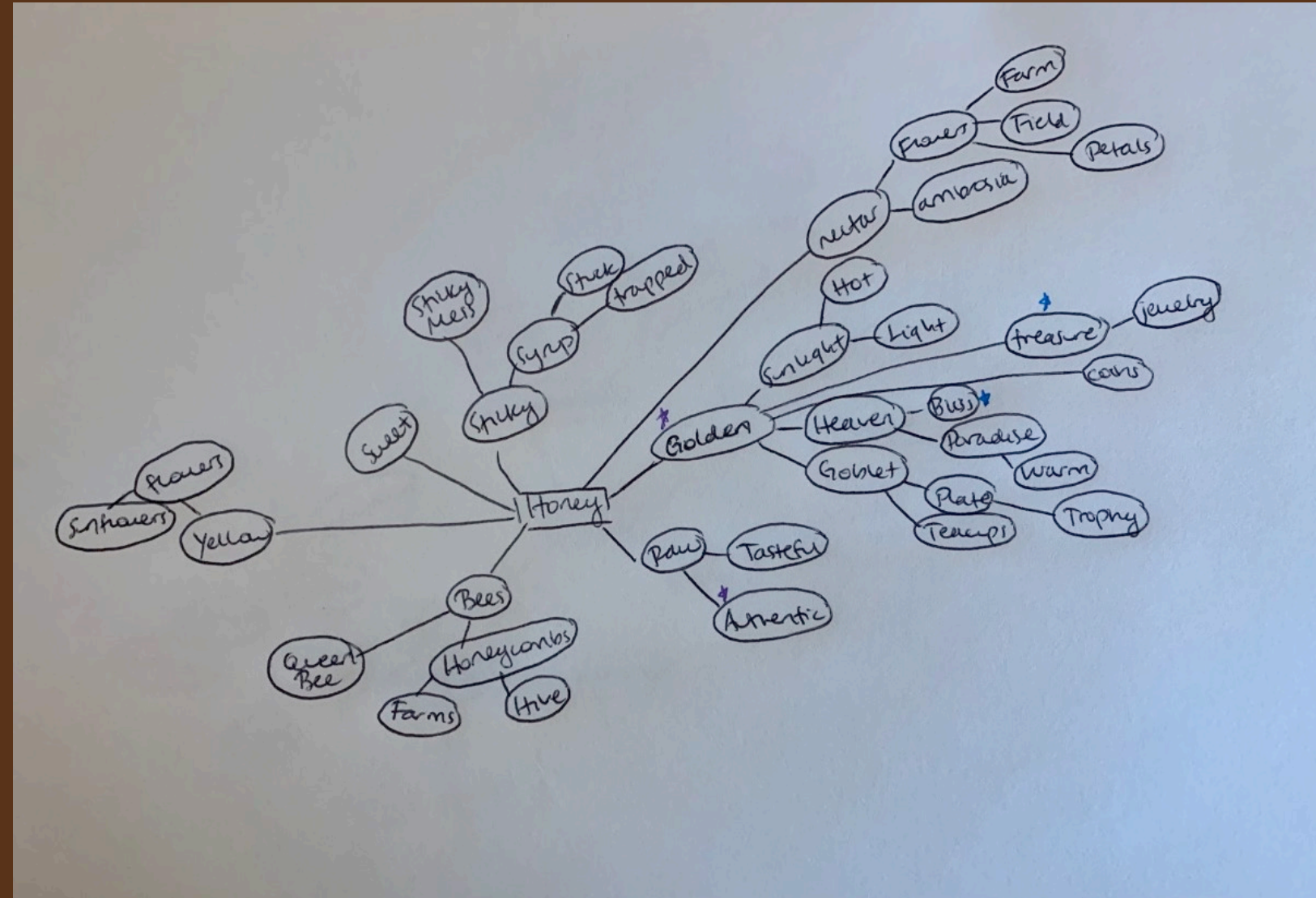
Concept 3: 'Fields of Nectar'

Golden Bliss is a brand that is created to sell different flavors of delicious ethical and sustainable honey. Ethical honey comes from honey producers that practice safe and biodynamic beekeeping practices. It's also a brand that educates people on the importance of buying ethical honey and the issues with commercial honey. In order to produce honey as well as for bees to stay healthy, bees must gather nectar from a variety of flowers. The brand identity would revolve around the perspective of a bee that's traveling to a flower or field of flowers and about to suck the nectar out of them and pollinate them. The products and brand information could be advertised on flower petals or different parts of a flower.

Deliverables:

- Website
- Poster Series
- Social Media Ads
- App

Mindmapping + Word Lists



- Sweet
- Valuable
- Flowers
- Nectar
- Queen Bee
- Honeycomb
- Sticky
- Golden

- Tasteful
- Healthy
- Bliss
- Treasure
- Ambrosia
- Sunlight
- Raw
- Authentic

- Sustainable
- Heaven
- Coat of Arms
- Fresh
- Safe
- Pollen
- Nutritional
- Local

- Cave of Wonders
- Darkness
- Journey
- Ecological
- Hive
- Honey Stick
- Treasure Box
- Worker Bees

Type Studies + Color Studies

GOLDEN BLISS

Golden Bliss is a brand that is created to sell different flavors of delicious ethical and sustainable honey. Ethical honey comes from honey producers that practice safe and biodynamic beekeeping practices. It's also a brand that educates people on the importance of buying ethical honey and the issues with commercial honey.

Montserrat ExtraBold
Avenir Book

GOLDEN BLISS

Golden Bliss is a brand that is created to sell different flavors of delicious ethical and sustainable honey. Ethical honey comes from honey producers that practice safe and biodynamic beekeeping practices. It's also a brand that educates people on the importance of buying ethical honey and the issues with commercial honey.

Rum Raisin Regular
Baskerville Regular

GOLDEN BLISS

Golden Bliss is a brand that is created to sell different flavors of delicious ethical and sustainable honey. Ethical honey comes from honey producers that practice safe and biodynamic beekeeping practices. It's also a brand that educates people on the importance of buying ethical honey and the issues with commercial honey.

Myanmar MN Bold
Cochin Regular

GOLDEN BLISS

Golden Bliss is a brand that is created to sell different flavors of delicious ethical and sustainable honey. Ethical honey comes from honey producers that practice safe and biodynamic beekeeping practices. It's also a brand that educates people on the importance of buying ethical honey and the issues with commercial honey.

Rubik Mono One Regular
Apple Symbols Regular

GOLDEN BLISS

Golden Bliss is a brand that is created to sell different flavors of delicious ethical and sustainable honey. Ethical honey comes from honey producers that practice safe and biodynamic beekeeping practices. It's also a brand that educates people on the importance of buying ethical honey and the issues with commercial honey.

Viga Regular
Quicksand Medium

GOLDEN BLISS

Golden Bliss is a brand that is created to sell different flavors of delicious ethical and sustainable honey. Ethical honey comes from honey producers that practice safe and biodynamic beekeeping practices. It's also a brand that educates people on the importance of buying ethical honey and the issues with commercial honey.

Aclonica Regular
Marion Regular

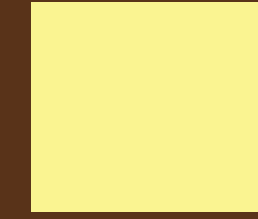
1



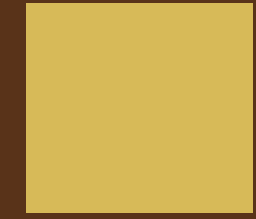
2



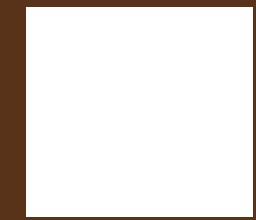
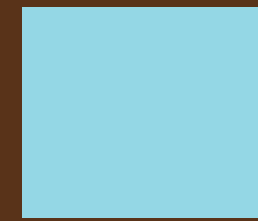
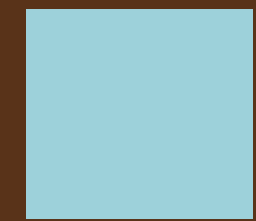
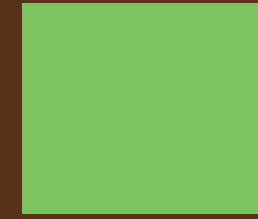
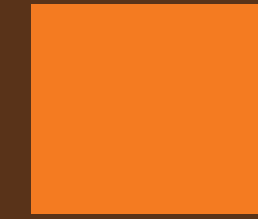
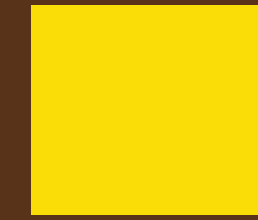
3



4



5



Rough Vector Designs + Finalized Vector Designs

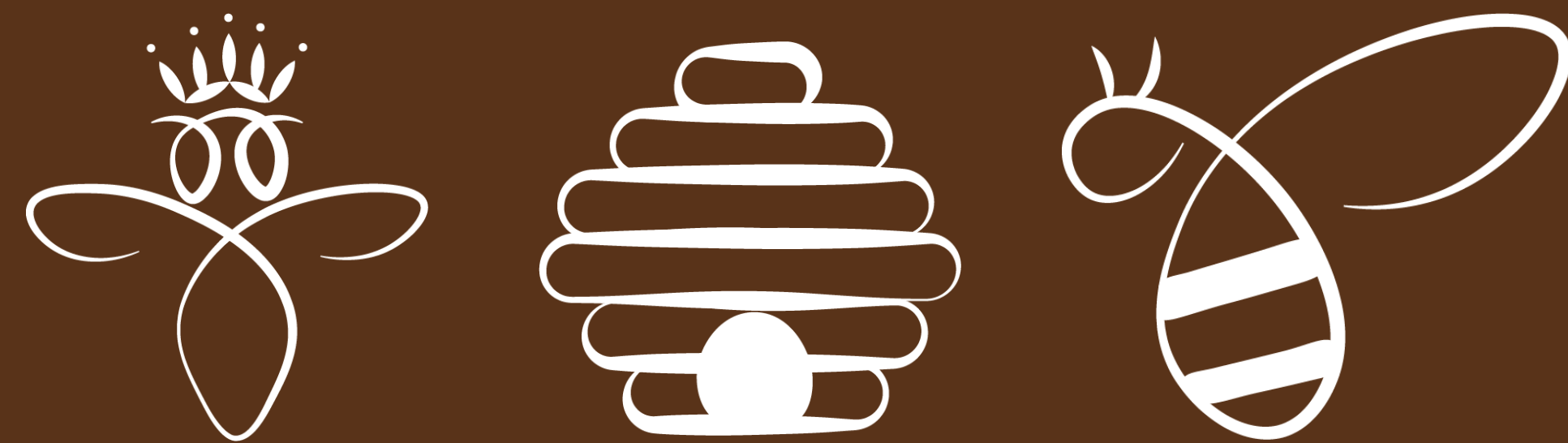
Rough Vector Designs:



Finalized Vector Designs:

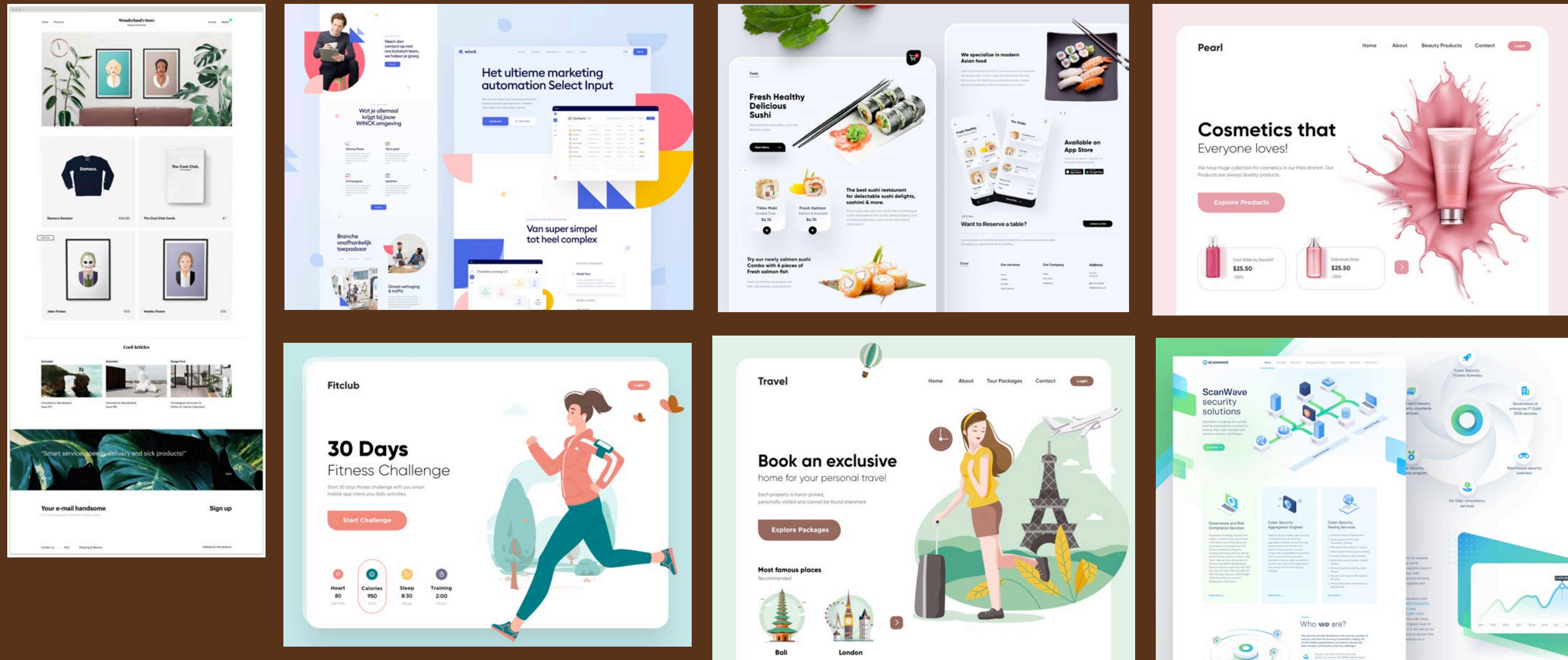


Finalized Vector Designs:



Website: Exploration + Media + Thumbnails

Website Exploration:



Website Thumbnails:



Media Used for Website:

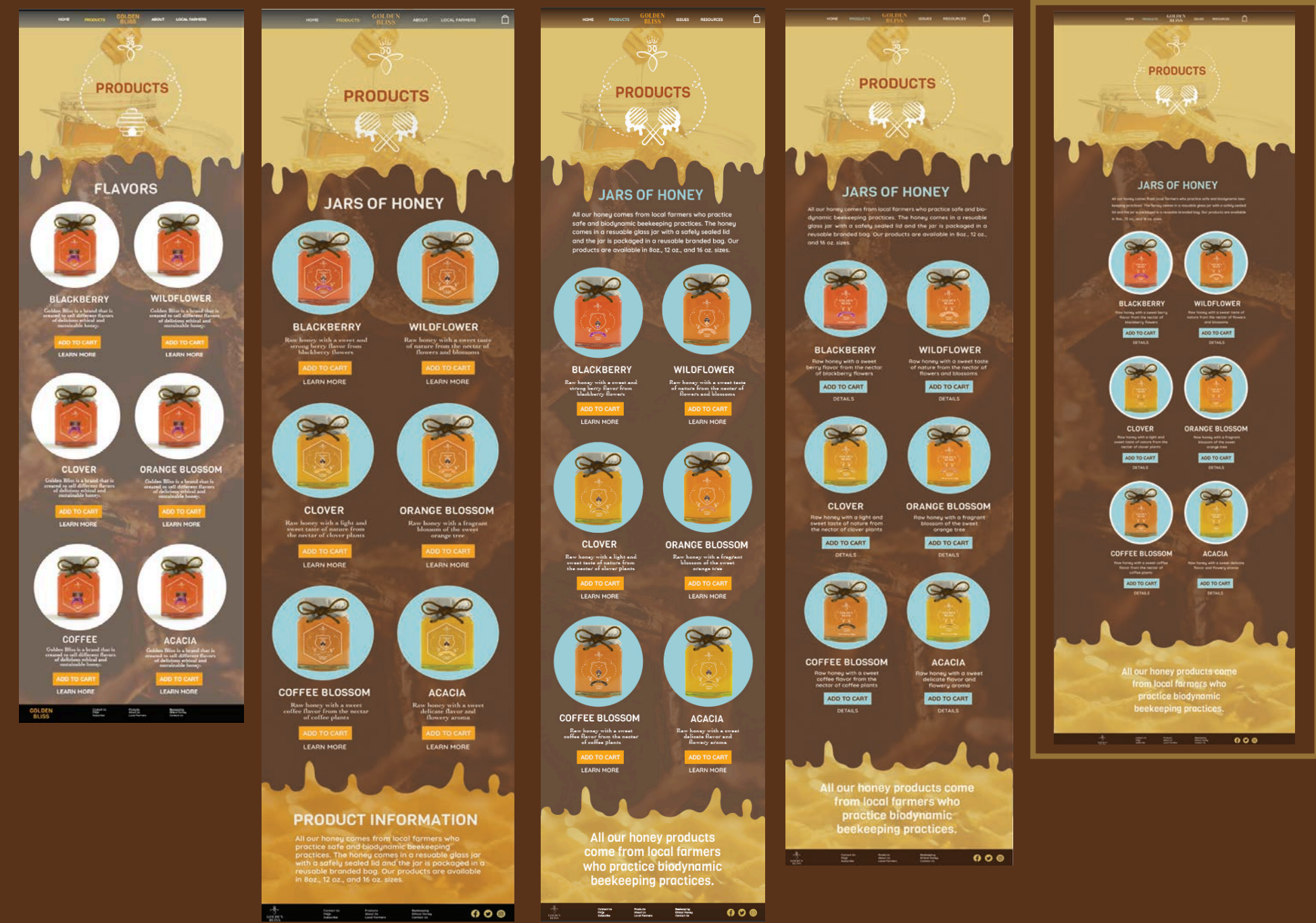


Website Digital Development

HOME/ABOUT PAGE:



PRODUCT PAGE:



ISSUES PAGE:



RESOURCES PAGE:

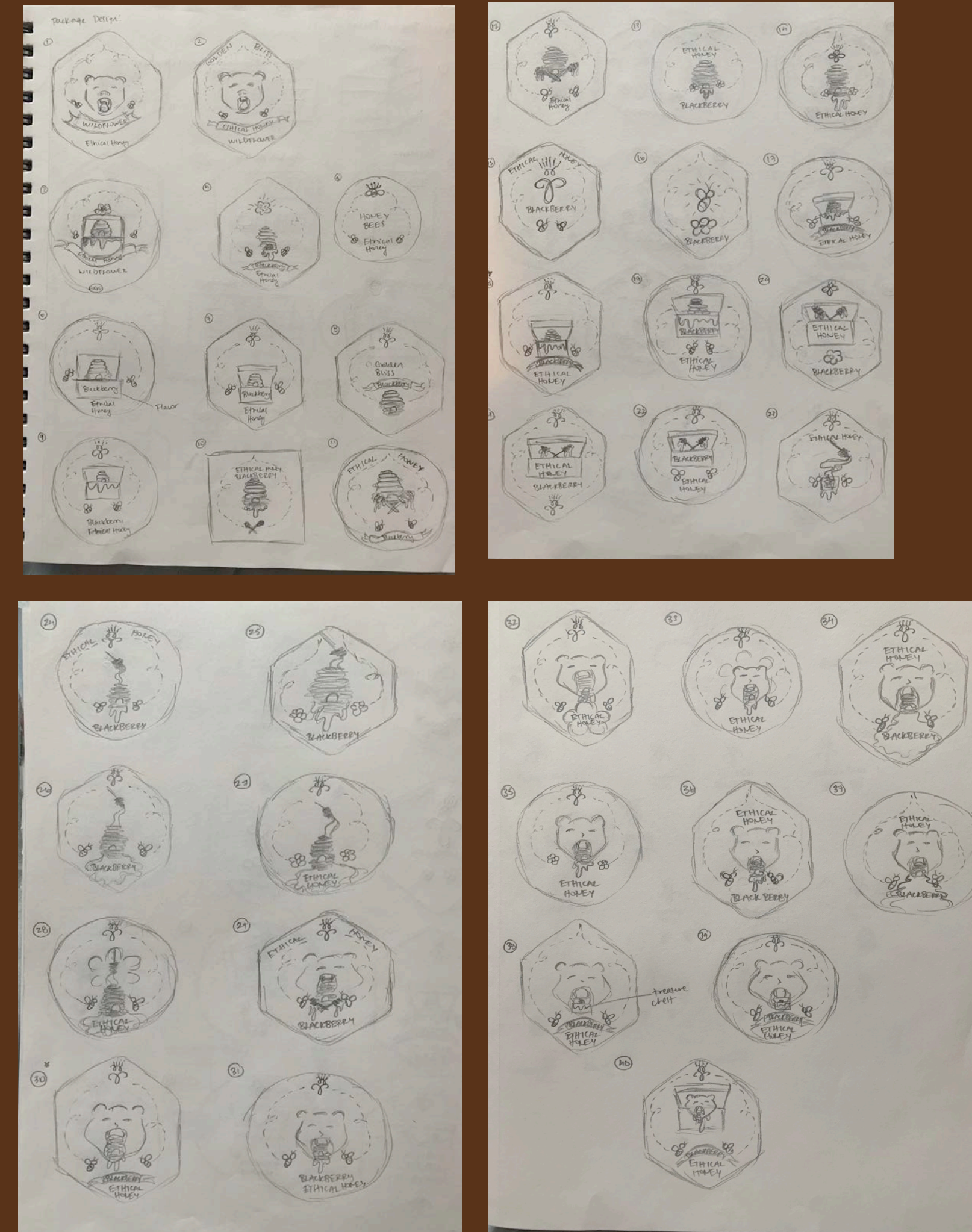


Jar Packaging: Exploration + Thumbnails

Jar Packaging Exploration:

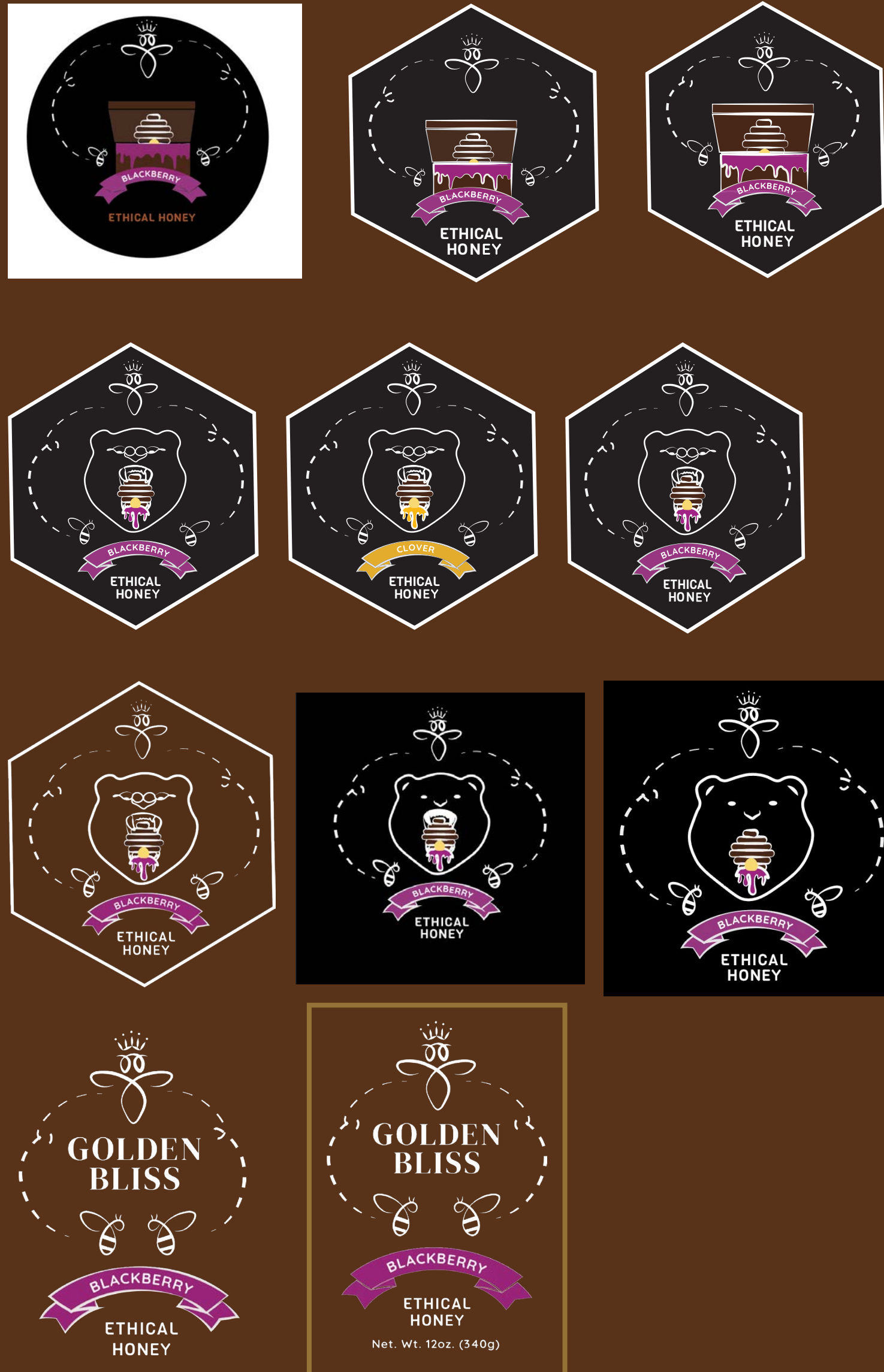


Jar Packaging Thumbnails:



Jar Packaging: Label Design + Mockup Digital Development

LABEL DESIGN:

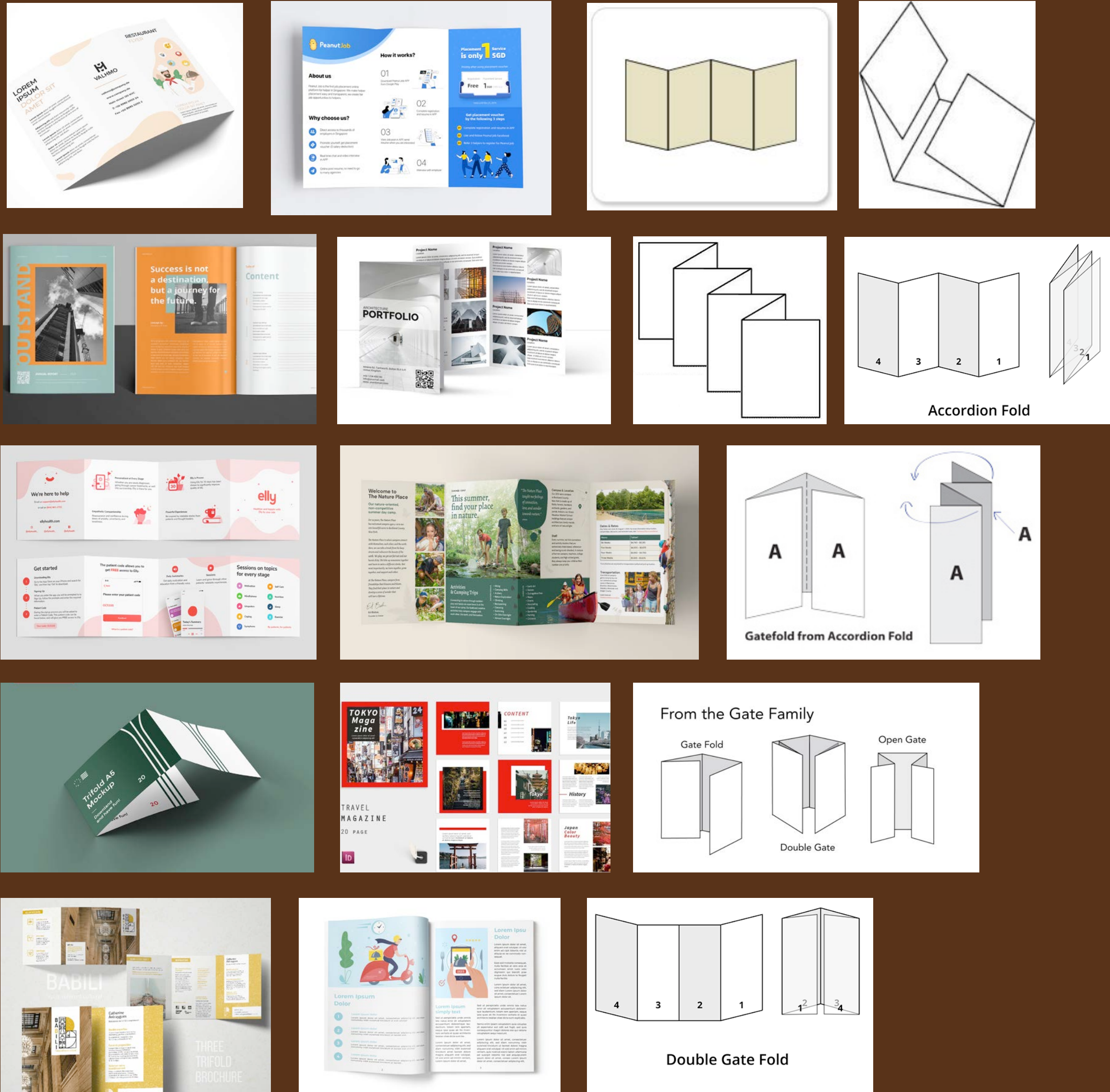


JAR PACKAGING MOCKUP:

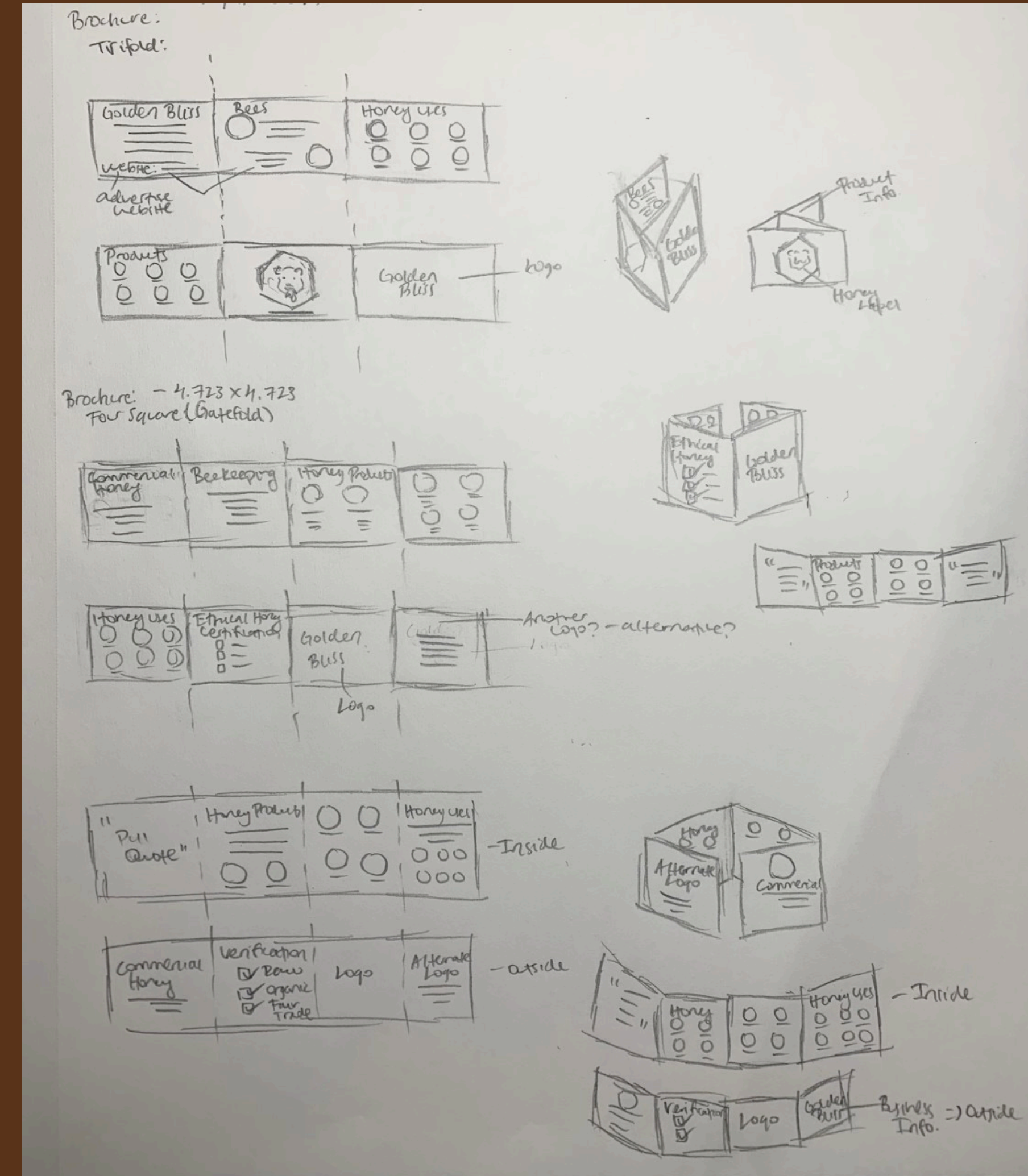


Brochure: Exploration + Thumbnails

BROCHURE EXPLORATION:



BROCHURE THUMBNAILS:



Brochure Digital Development (Front/Outside Panels)

FRONT/OUTSIDE PANELS:



Commercial honey often times comes from beekeepers who keep bees in inhumane conditions and interfere with the bees lifestyles during the production of commercial honey. It is important that honey comes from beekeepers who practice biodynamic and sustainable beekeeping practices.

ETHICAL HONEY VERIFICATION

- Raw
- Organic
- Fair Trade



GOLDEN BLISS



Golden Bliss is a Washington state based brand that is created to sell different flavors of delicious ethical, raw local honey as well as educate people on the importance of buying ethical honey, and the issues with commercial honey.



Commercial honey often times comes from beekeepers who keep bees in inhumane conditions and interfere with the bees lifestyles during the production of commercial honey. It is important that honey comes from beekeepers who practice biodynamic and sustainable beekeeping practices.

ETHICAL HONEY VERIFICATION

- Raw
- Organic
- Fair Trade



GOLDEN BLISS



Golden Bliss is a Washington state based brand that is created to sell different flavors of delicious ethical, raw local honey as well as educate people on the importance of buying ethical honey, and the issues with commercial honey.



Commercial honey often times comes from beekeepers who keep bees in inhumane conditions and interfere with the bees lifestyles during the production of commercial honey. It is important that honey comes from beekeepers who practice biodynamic and sustainable beekeeping practices.

ETHICAL HONEY VERIFICATION

- Raw
- Organic
- Fair Trade



GOLDEN BLISS



Golden Bliss is a Washington state based brand that is created to sell different flavors of delicious ethical, raw local honey as well as educate people on the importance of buying ethical honey, and the issues with commercial honey.



Commercial honey often times comes from beekeepers who keep bees in inhumane conditions and interfere with the bees lifestyles during the production of commercial honey. It is important that honey comes from beekeepers who practice biodynamic and sustainable beekeeping practices.

ETHICAL HONEY VERIFICATION

- Raw
- Organic
- Fair Trade



GOLDEN BLISS

ETHICAL HONEY



Golden Bliss is a Washington state based brand that is created to sell different flavors of delicious ethical, raw local honey as well as educate people on the importance of buying ethical honey, and the issues with commercial honey.

INSIDE PANELS:

All our honey products come from local farmers who practice biodynamic beekeeping practices

HONEY FLAVORS

All our honey comes from local farmers who practice safe and biodynamic beekeeping practices. Our products are available in 8oz., 12 oz., and 16 oz. sizes. For more information and to buy our products visit www.goldenbliss.org

HONEY USES

Honey is most commonly known for being a tasty sweetener and it can also be used to treat serious conditions.



BLACKBERRY



WILDFLOWER



COFFEE BLOSSOM



ACACIA



CLOVER



ORANGE BLOSSOM



Burns



Cough



Swelling



Consuming



Sores



Healing

All our honey products come from local farmers who practice biodynamic beekeeping practices.

HONEY FLAVORS

All our honey comes from local farmers who practice safe and biodynamic beekeeping practices. Our products are available in 8oz., 12 oz., and 16 oz. sizes. For more information and to buy our products visit www.goldenbliss.org

HONEY USES

Honey is most commonly known for being a tasty sweetener and it can also be used to treat serious conditions.



BLACKBERRY



WILDFLOWER



COFFEE BLOSSOM



ACACIA



CLOVER



ORANGE BLOSSOM



Burns



Cough



Swelling



Consuming



Sores



Healing

All our honey products come from local farmers who practice biodynamic beekeeping practices.

HONEY FLAVORS

All our honey comes from local farmers who practice safe and biodynamic beekeeping practices. Our products are available in 8oz., 12 oz., and 16 oz. sizes. For more information and to buy our products visit www.goldenbliss.org

HONEY USES

Honey is most commonly known for being a tasty sweetener and it can also be used to treat serious conditions.



BLACKBERRY



WILDFLOWER



COFFEE BLOSSOM



ACACIA



CLOVER



ORANGE BLOSSOM



Burns



Cough



Swelling



Sores



Consuming



Healing

All our honey products come from local farmers who practice biodynamic beekeeping practices.

HONEY FLAVORS

All our honey comes from local farmers who practice safe and biodynamic beekeeping practices. Our products are available in 8oz., 12 oz., and 16 oz. sizes. For more information and to buy our products visit www.goldenbliss.org

HONEY USES

Honey is most commonly known for being a tasty sweetener and it can also be used to treat serious conditions.



BLACKBERRY



WILDFLOWER



COFFEE BLOSSOM



ACACIA



CLOVER



ORANGE BLOSSOM



Burns



Cough



Swelling



Sores



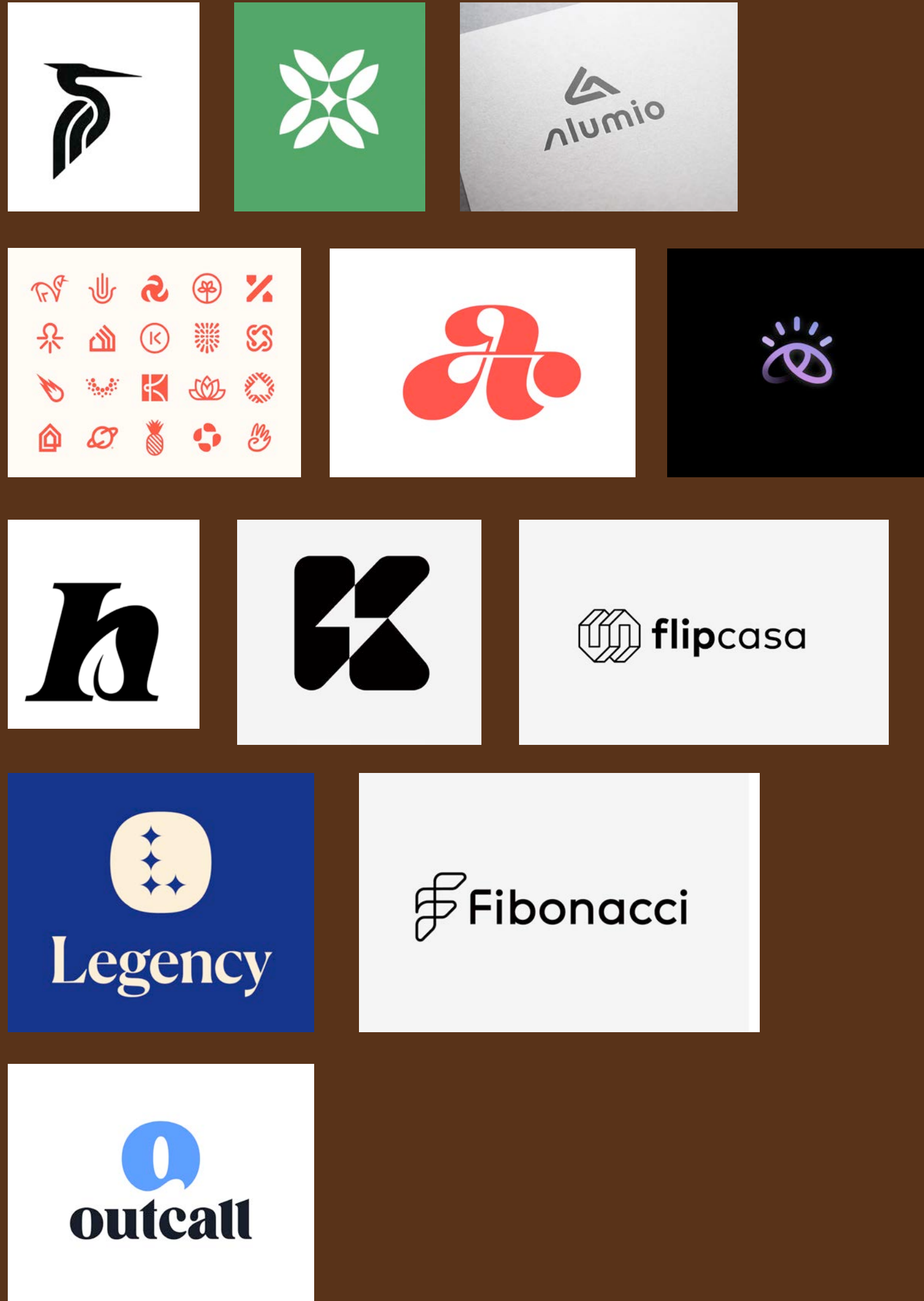
Consuming



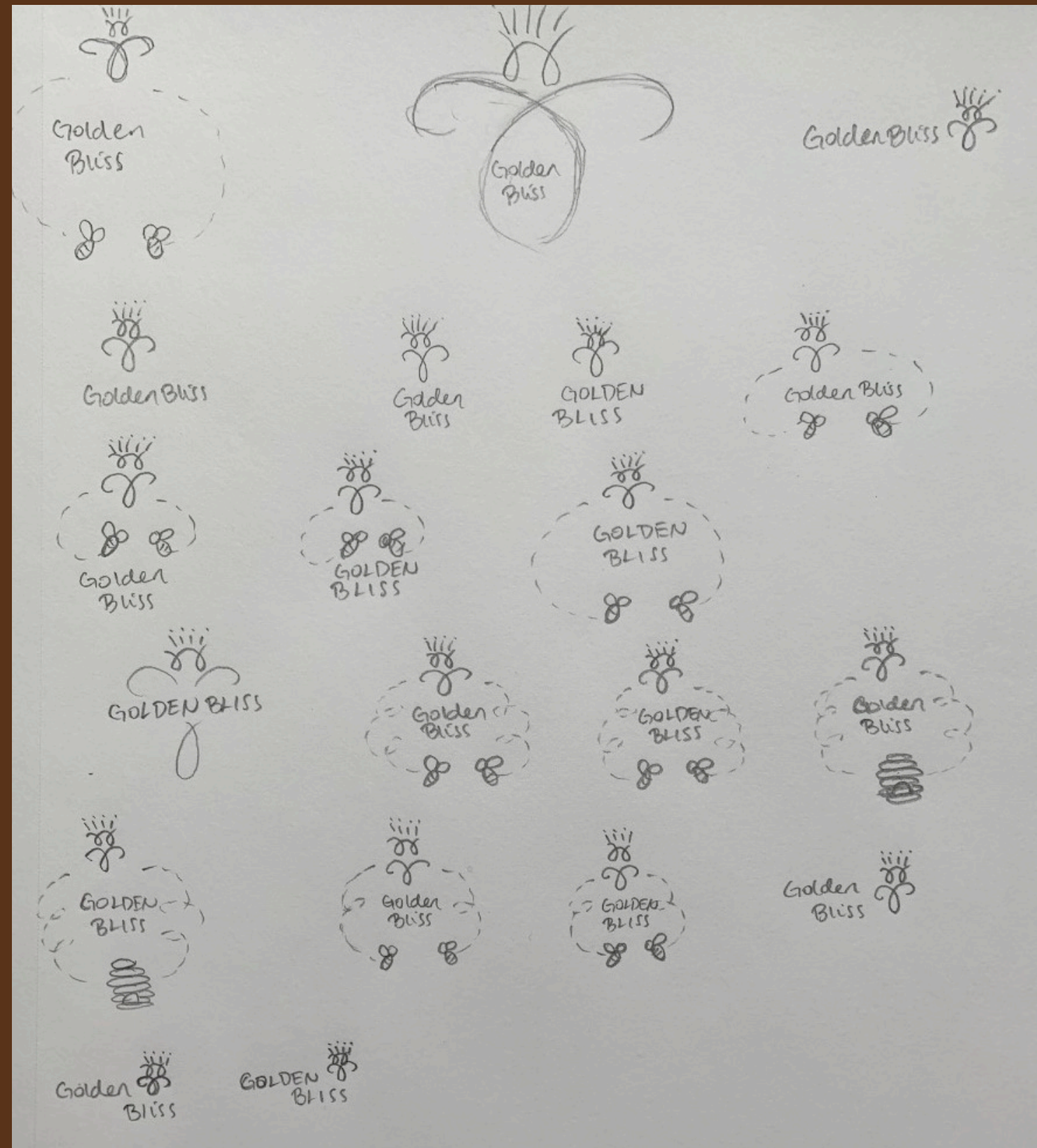
Healing

Logo: Exploration + Thumbnails + Development

LOGO EXPLORATION:



LOGO THUMBNAILS:



LOGO DIGITAL DEVELOPMENT:

