



KEVIN AKERS design + imagery

Byerbri Olive Oils

Byerbri recently asked Kevin Akers design + imagery to design a package for their olive oils that would appeal to the new Farmer's Market shopper who is a saavy, gourmet foodie, always looking for something special.

Here is a look at the birth of the Byerbri brand.

925.735.1015

www.kevinakers.com

Byerbri olive oil is created by hand from the olive trees of Daniel and Leslie Byerly and sold exclusively through Farmer's Markets or Byerbri.com.

Packaging must present a wholesome, fresh-from-the-orchard feel without looking too Big Brand or too gourmet/exclusive, rather, more of an everyday, healthy cooking ingredient, not reserved for special recipes or occasions.

As olive oil moves more from a vegetable oil substitute into a mainstream kitchen staple, our challenge is to build an image for Byerbri that makes it a desirable alternative to store-bought olive oils.



Hand-picking



Catching the olives



The harvested fruit



Through the strainer



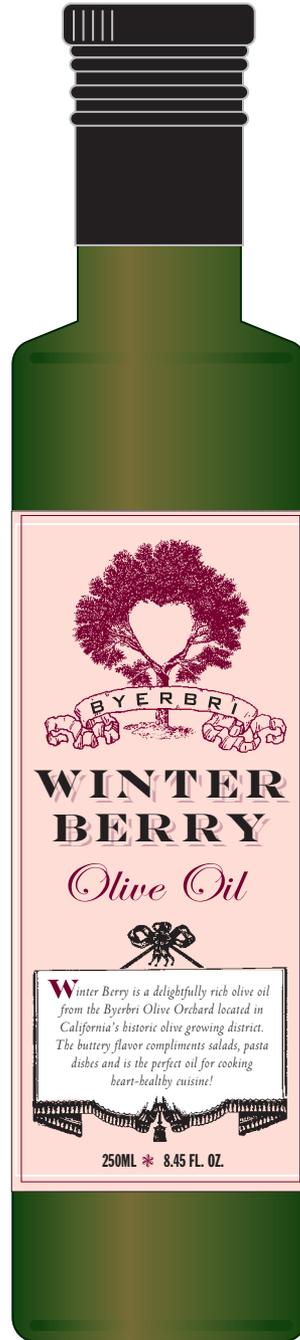
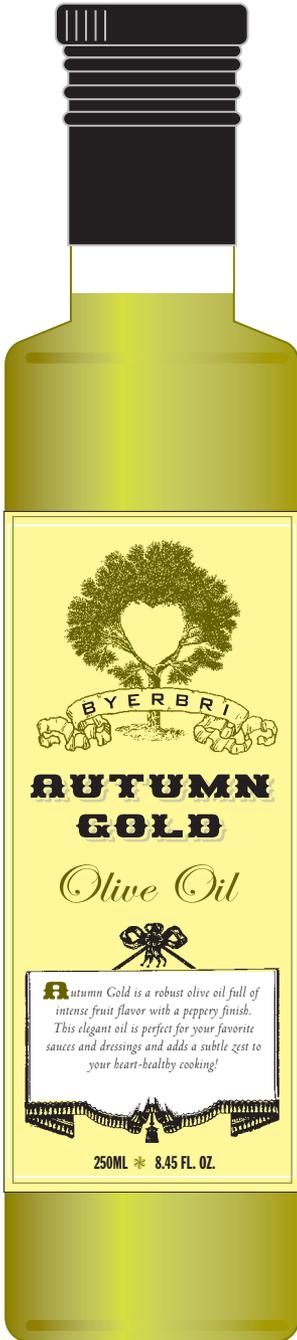
Olive paste ready to be pressed



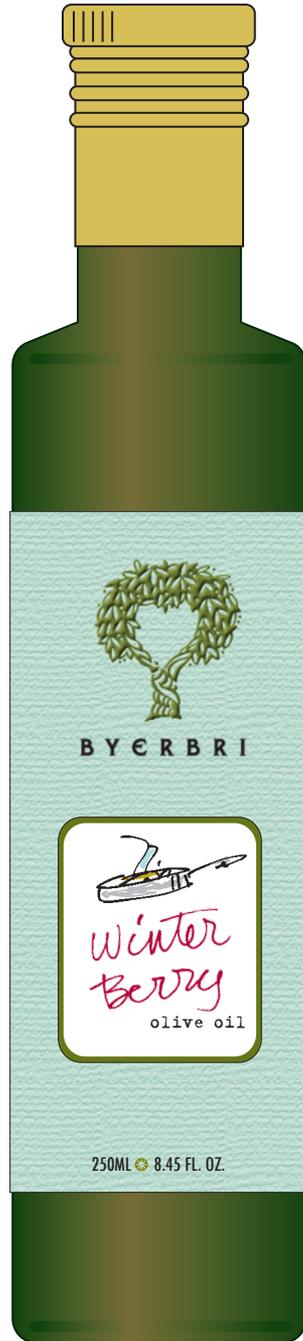
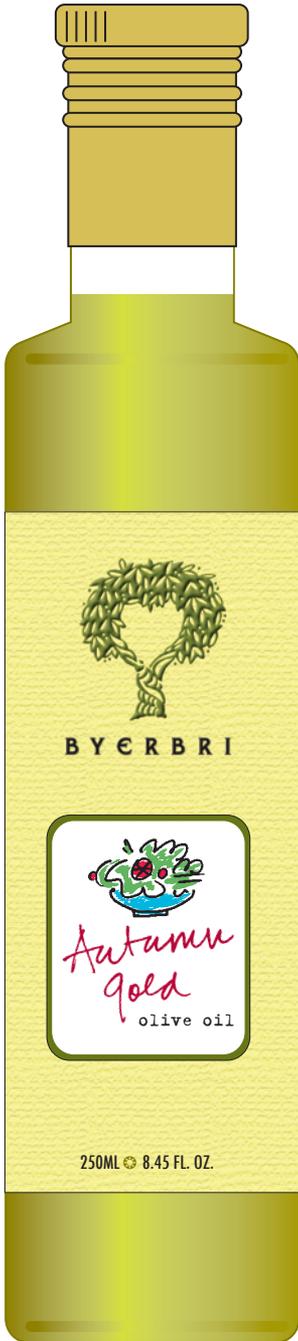
Centrifuging into oil

Now, how to present this passion onto an olive oil label....

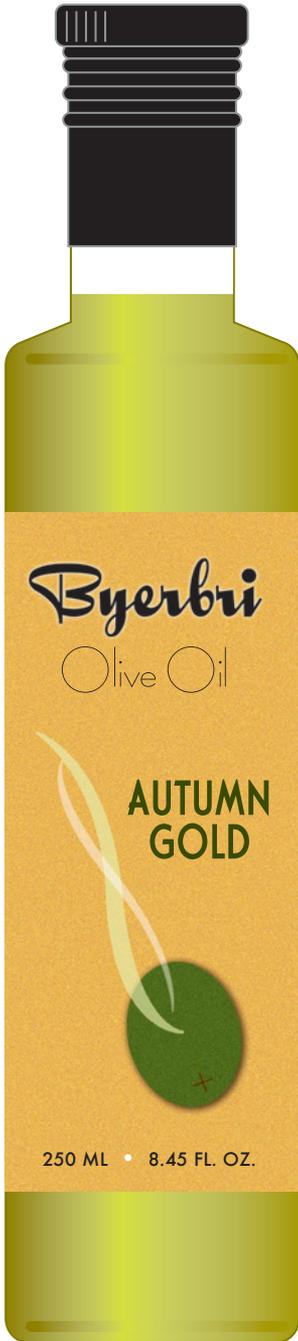




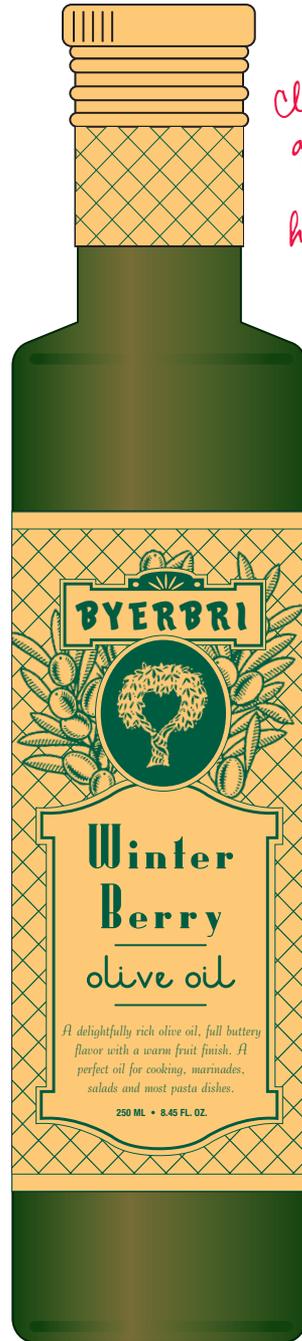
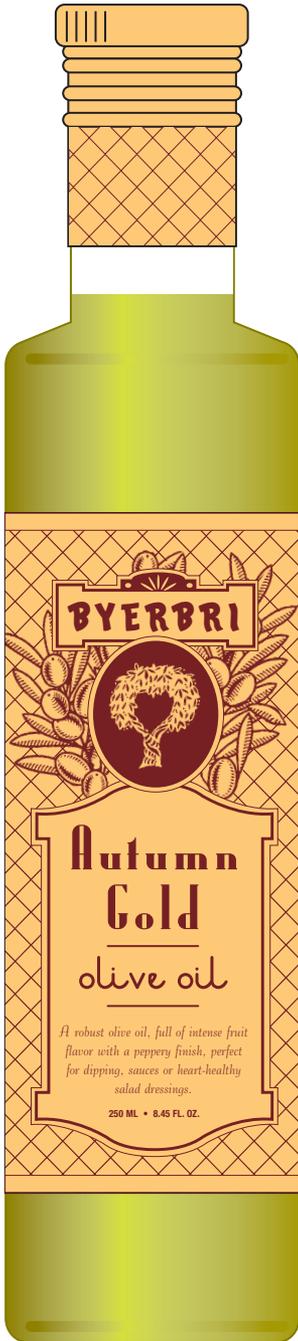
Bringing to life the 150-year-old heritage of California olive oil.



Distinguish the oils by their uses: one for dressings and one for cooking.



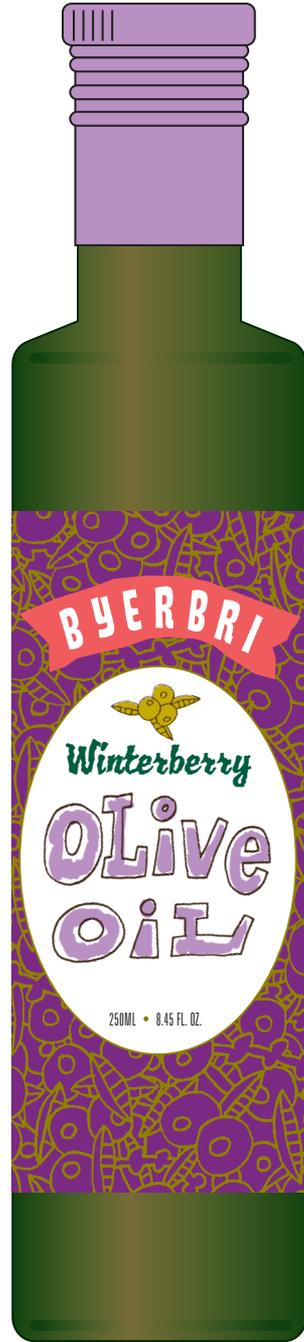
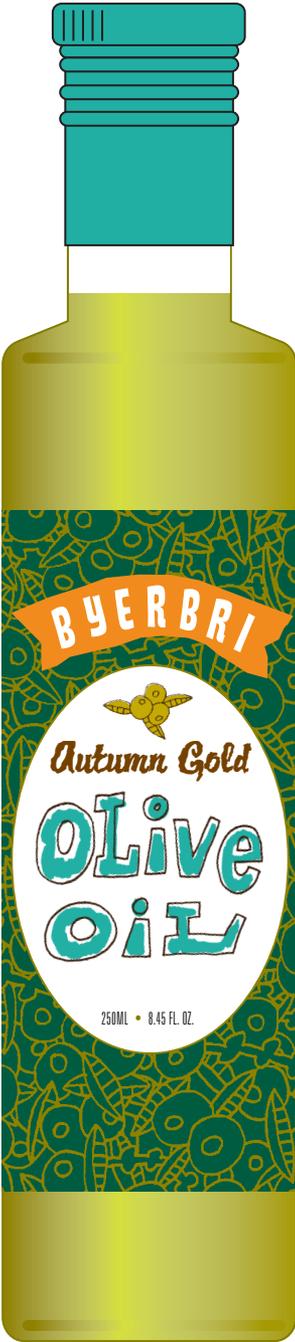
A 1940s kitchen vibe comes through in this celebration of the olive.



Client had a good concept for a heart-healthy logo!



How do you make a new brand seem like an ageless kitchen staple?



A very hand-crafted label for a hand-crafted product.

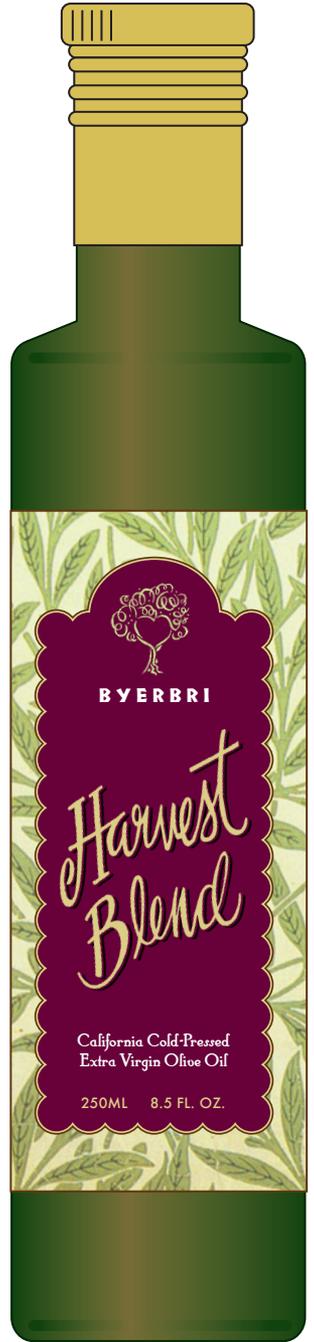
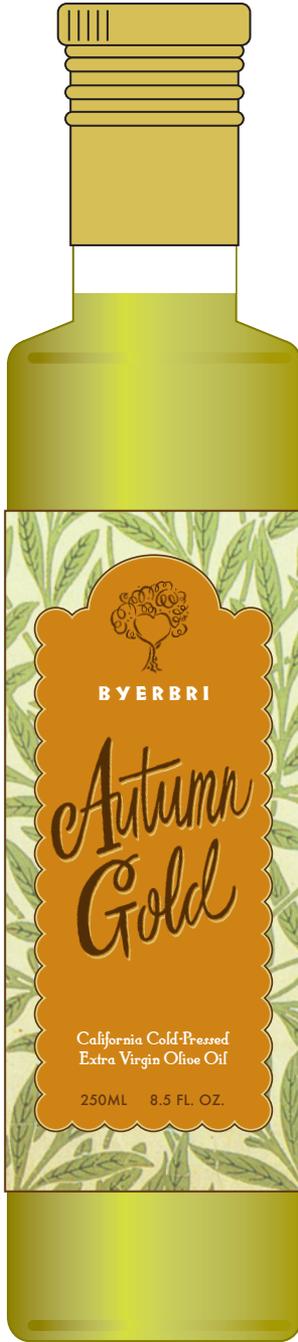
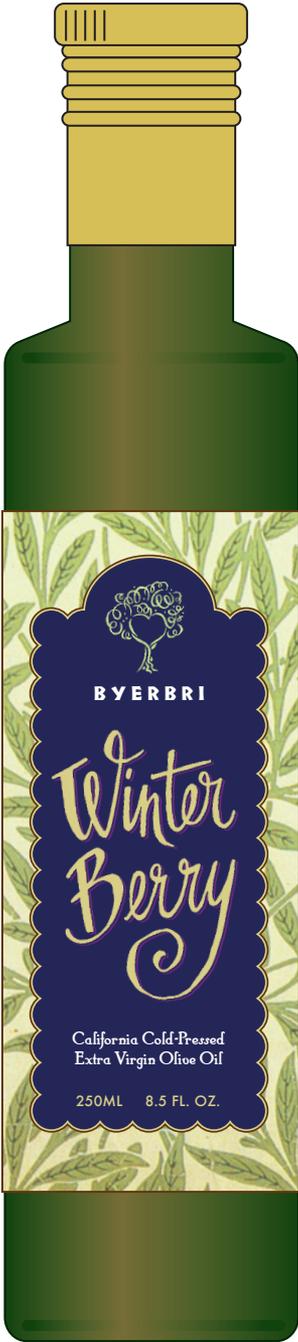


Designed like it came from a chic, gourmet shop in Milano perhaps?

Let's refine
this one but
use the heart
and tree logo



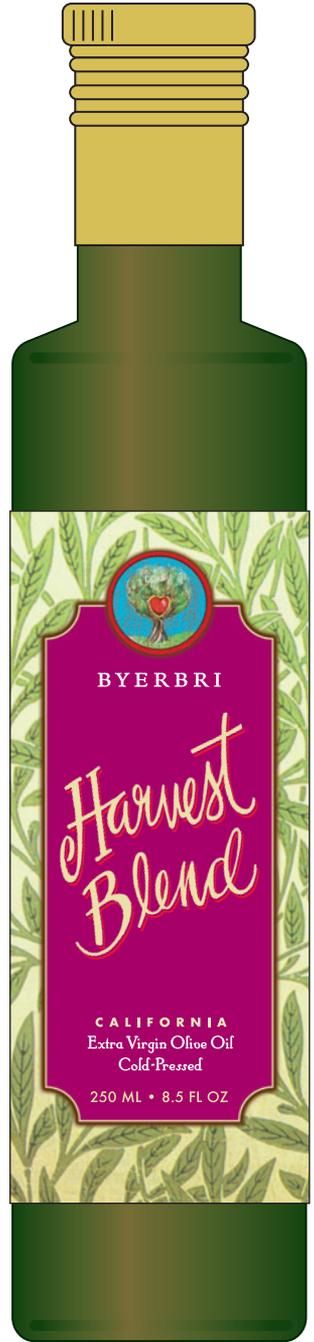
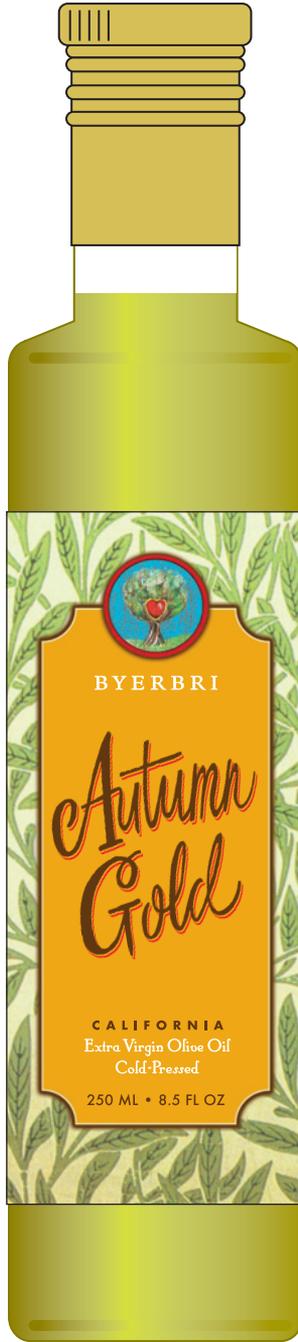
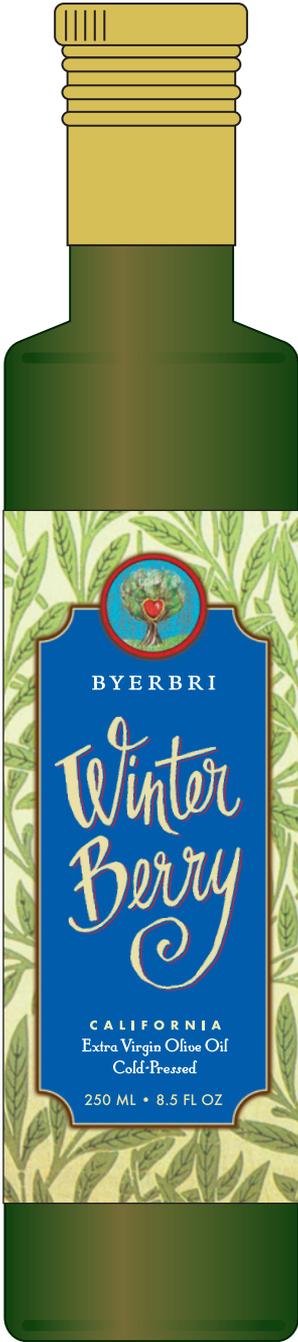
Custom calligraphy and a patterned background strike the perfect balance.



Heart/tree logo rendered to match the calligraphy.



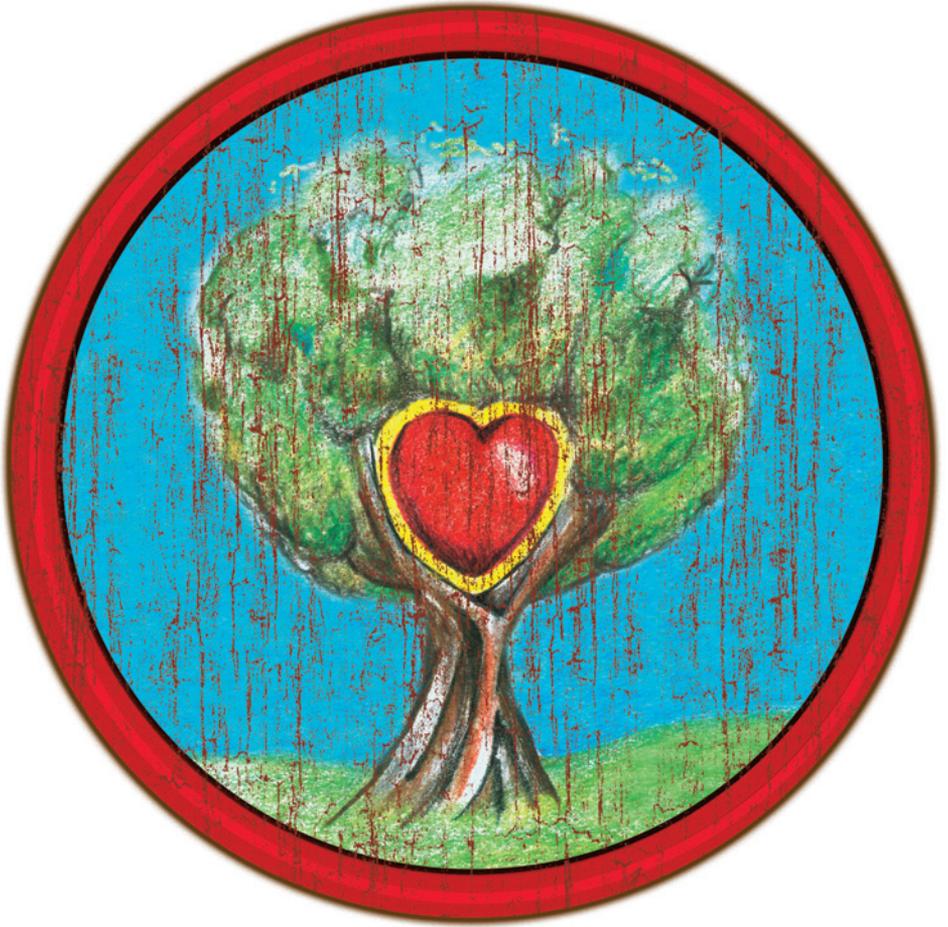
The design must be able to extend to a family of products.



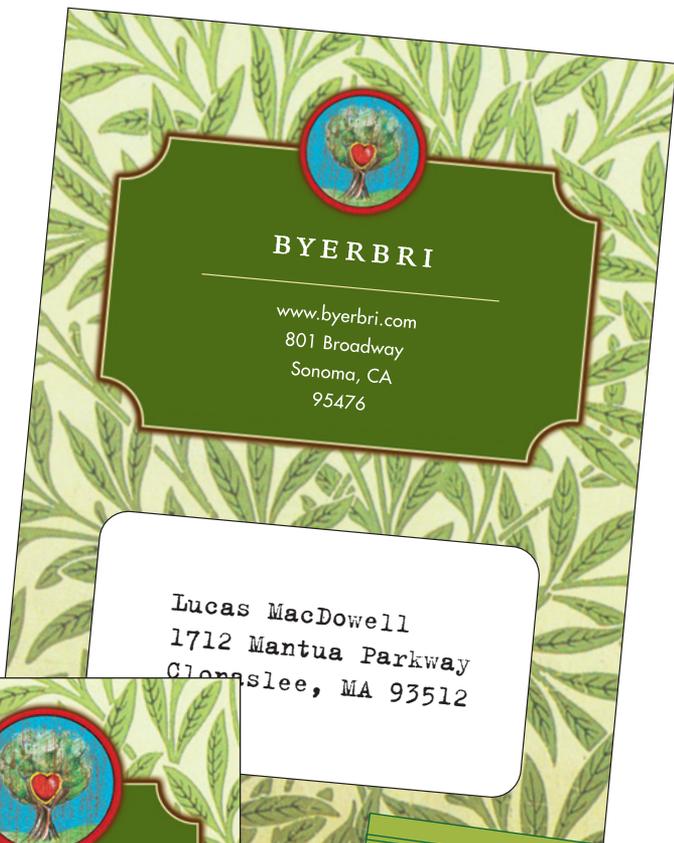
Heart/tree logo rendered as a weather-beaten sign with brighter label colors.



Byerbri's innovative line of olive leaf teas packaged in rice-paper pouches.



Final logo for Byerbri Olive Oil.



Lucas MacDowell
1712 Mantua Parkway
Glenslee, MA 93512



The leaf pattern and green box becomes a template for collateral pieces.

BYERBRI

Olive Oil

100% EXTRA VIRGIN
from California Manzanillo & Sevillano Olives

BYERBRI
Winter Berry
CALIFORNIA
Extra Virgin Olive Oil
Cold Pressed
330 ML • 8.5 FL OZ

BYERBRI
Autumn Gold
CALIFORNIA
Extra Virgin Olive Oil
Cold Pressed
330 ML • 8.5 FL OZ

BYERBRI
Harvest Blend
CALIFORNIA
Extra Virgin Olive Oil
Cold Pressed
330 ML • 8.5 FL OZ

\$10

Byerbri Olive Oil point-of-sale banner.



Byerbri Olive Oil Farmer's Market sales pavillion.



Byerbri Olive Oils can be ordered through:
www.byerbri.com

If you have a design project on the horizon please contact:

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To learn more about Kevin's work,
visit www.kevinakers.com and <http://issuu.com/akers>