



**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](http://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*



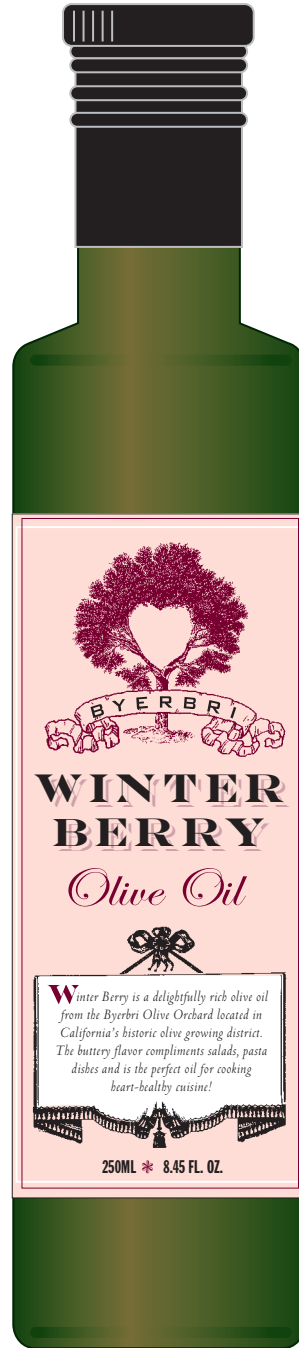
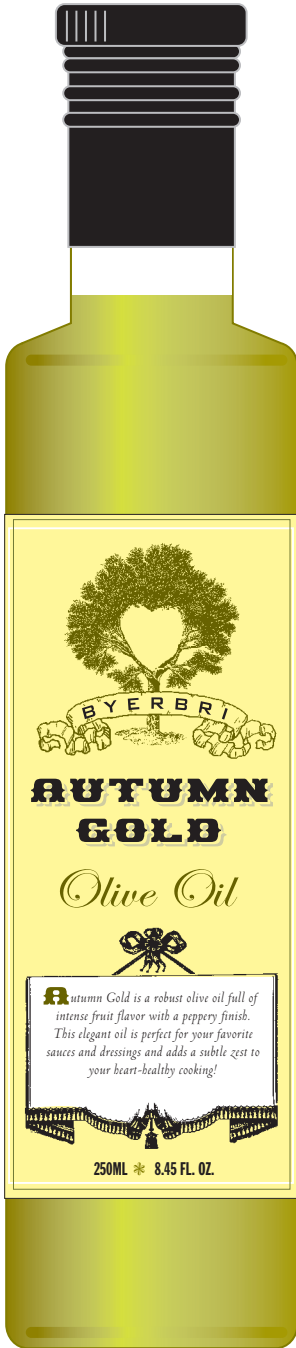
*Olive paste ready to be pressed*



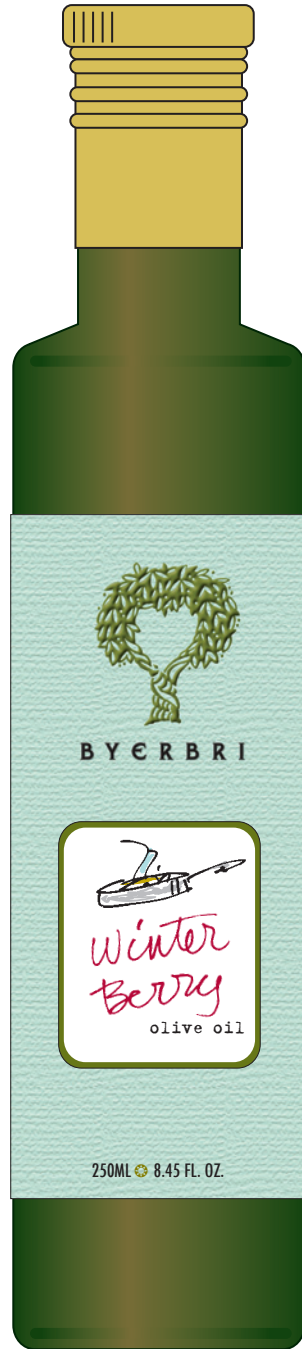
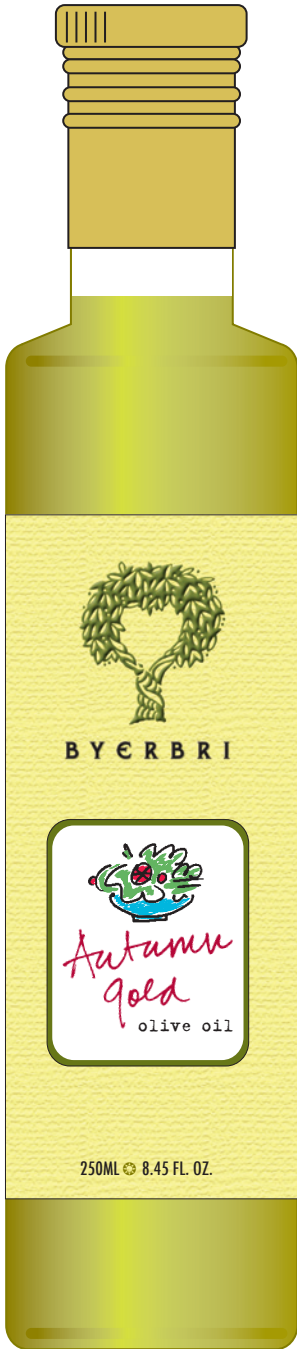
*Centrifuging into oil*

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.





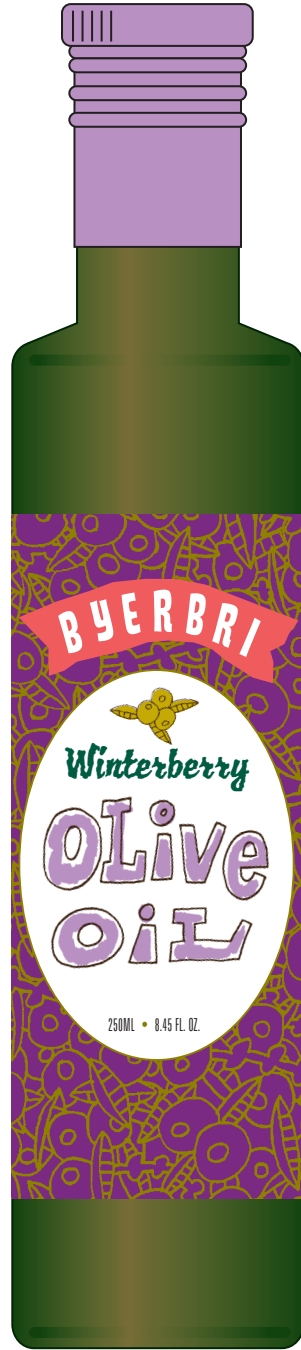
A 1940s kitchen vibe comes through in this celebration of the olive.



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.



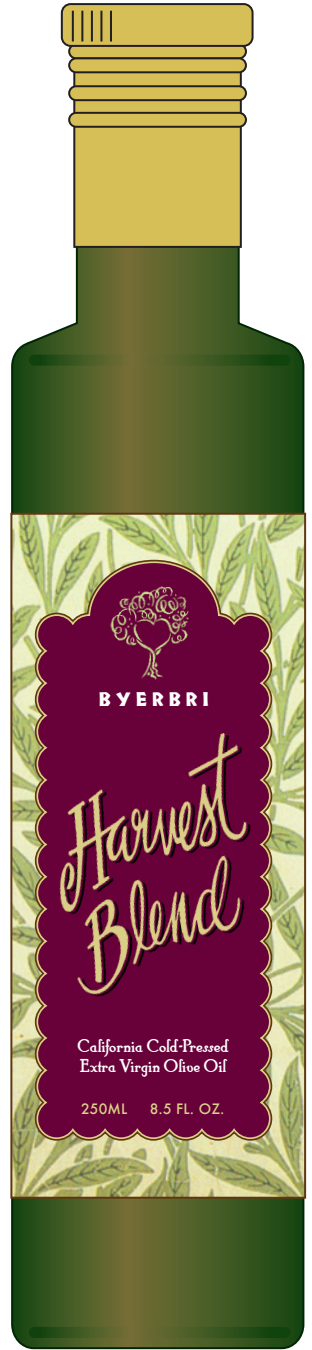
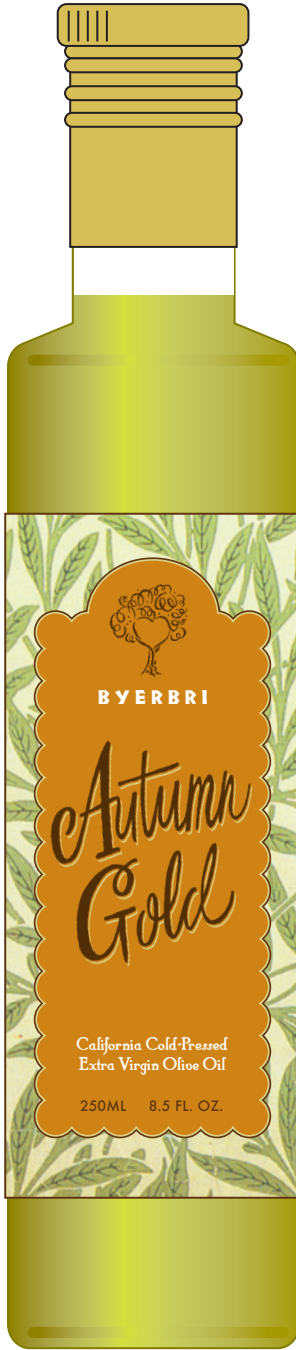
Designed like it came from a chic, gourmet shop in Milano perhaps?

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



Custom calligraphy and a patterned background strike the perfect balance.

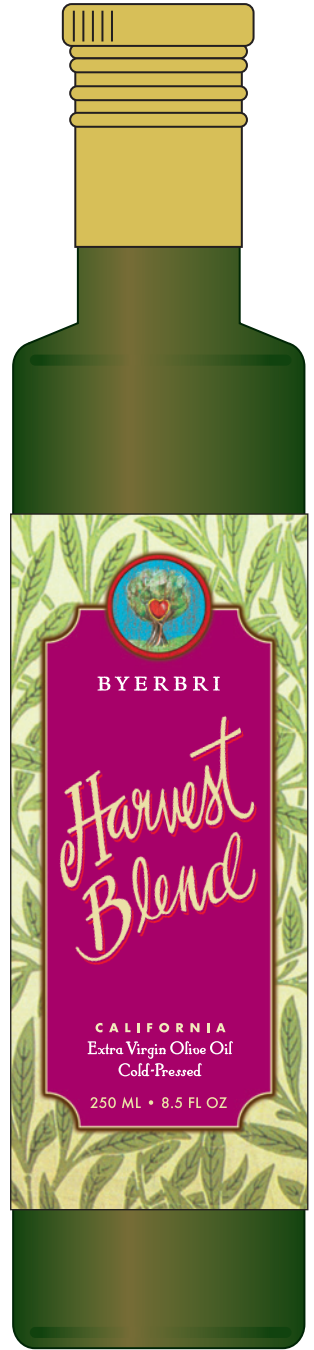
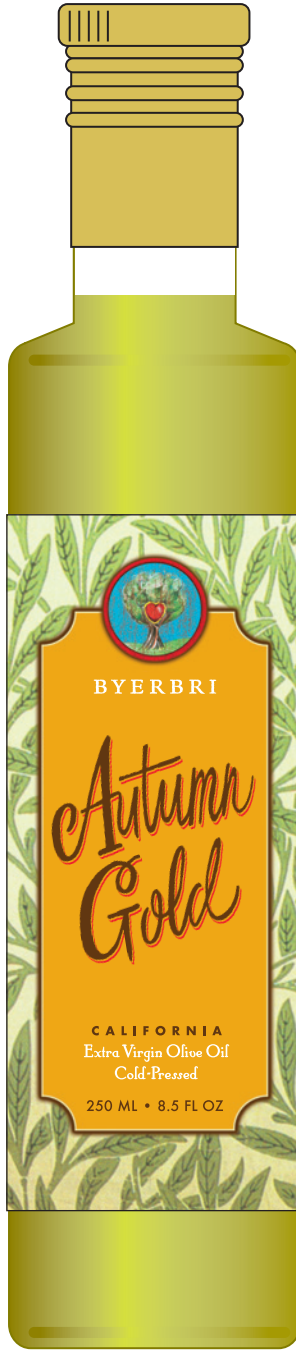
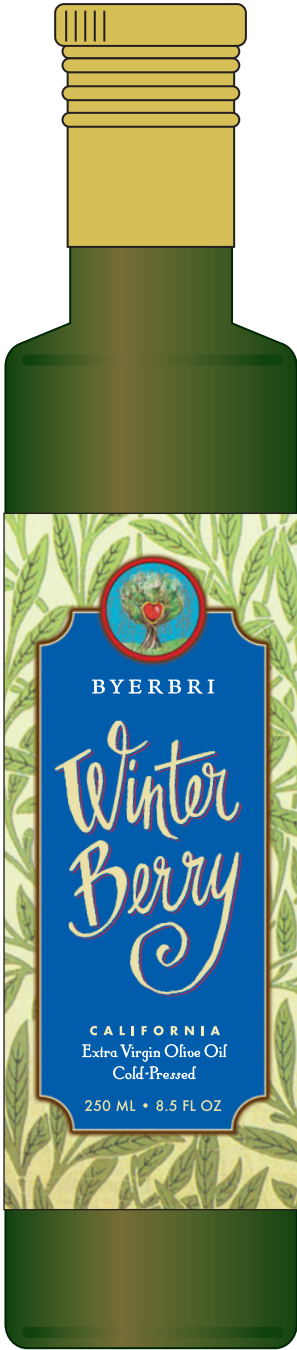




Heart/tree logo rendered to match the calligraphy.



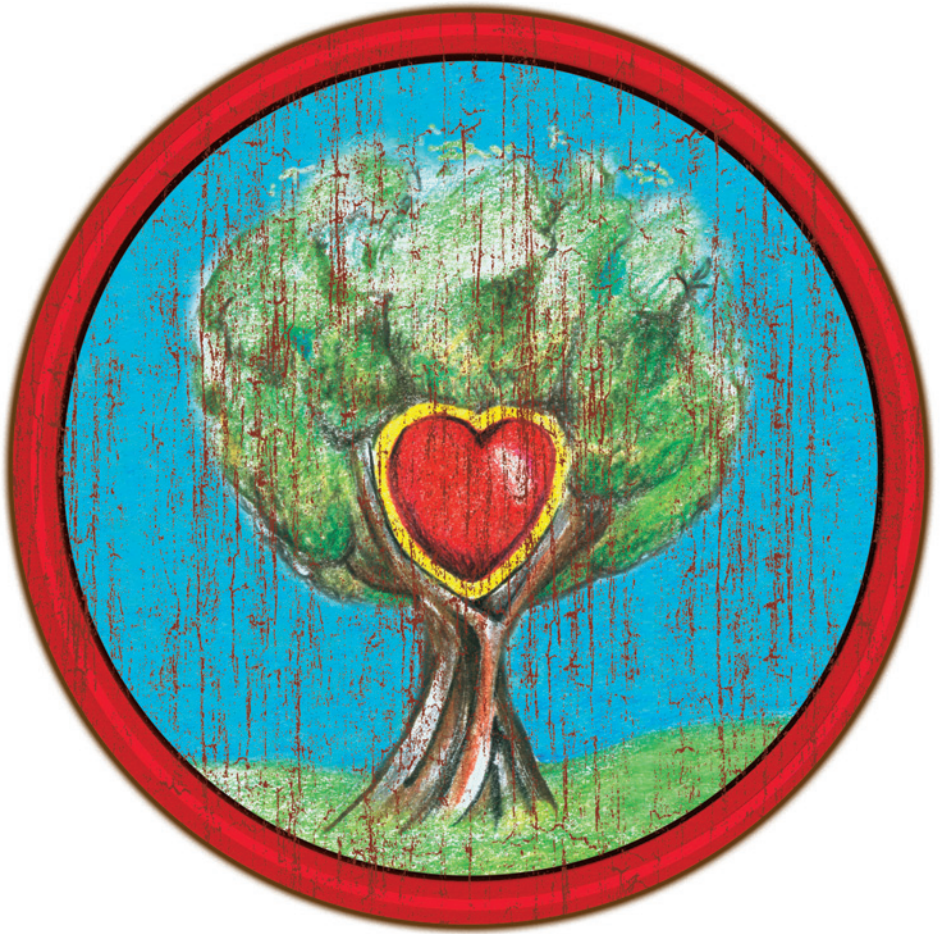
The design must be able to extend to a family of products.



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

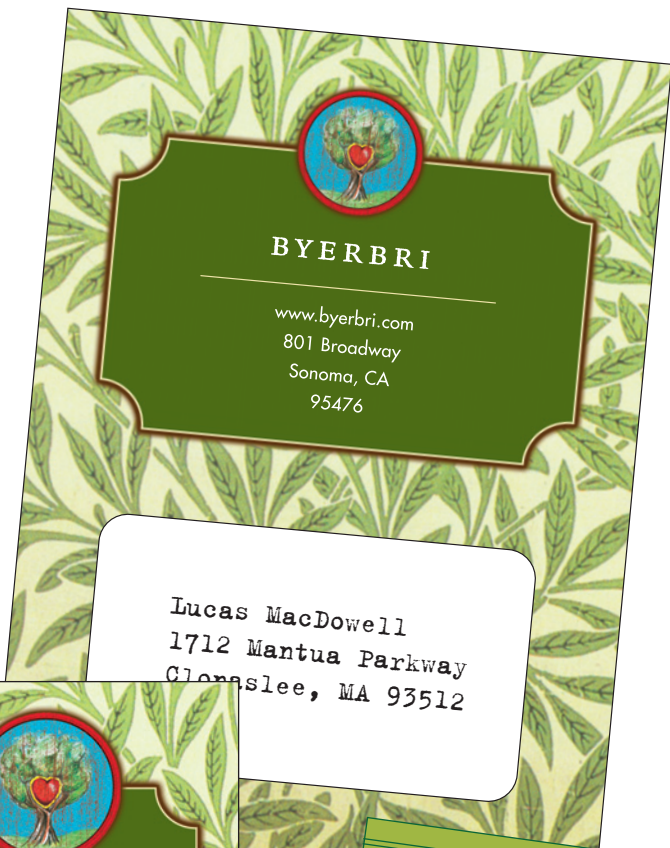


Byerbri's innovative line of olive leaf teas packaged in rice-paper pouches.



Final logo for Byerbri Olive Oil.





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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](http://www.byerbri.com)

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

**KEVIN AKERS** design + imagery

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To learn more about Kevin's work,  
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