



**Master of Design
Graduate Degree
Brand Design
and Strategy
Online**

**Who is
this for?**

ArtCenter's **online branding program is developed for working professionals who want to acquire the next level of strategic expertise in order to advance in their career in the leadership of global brands.**

**What is
our mission?**

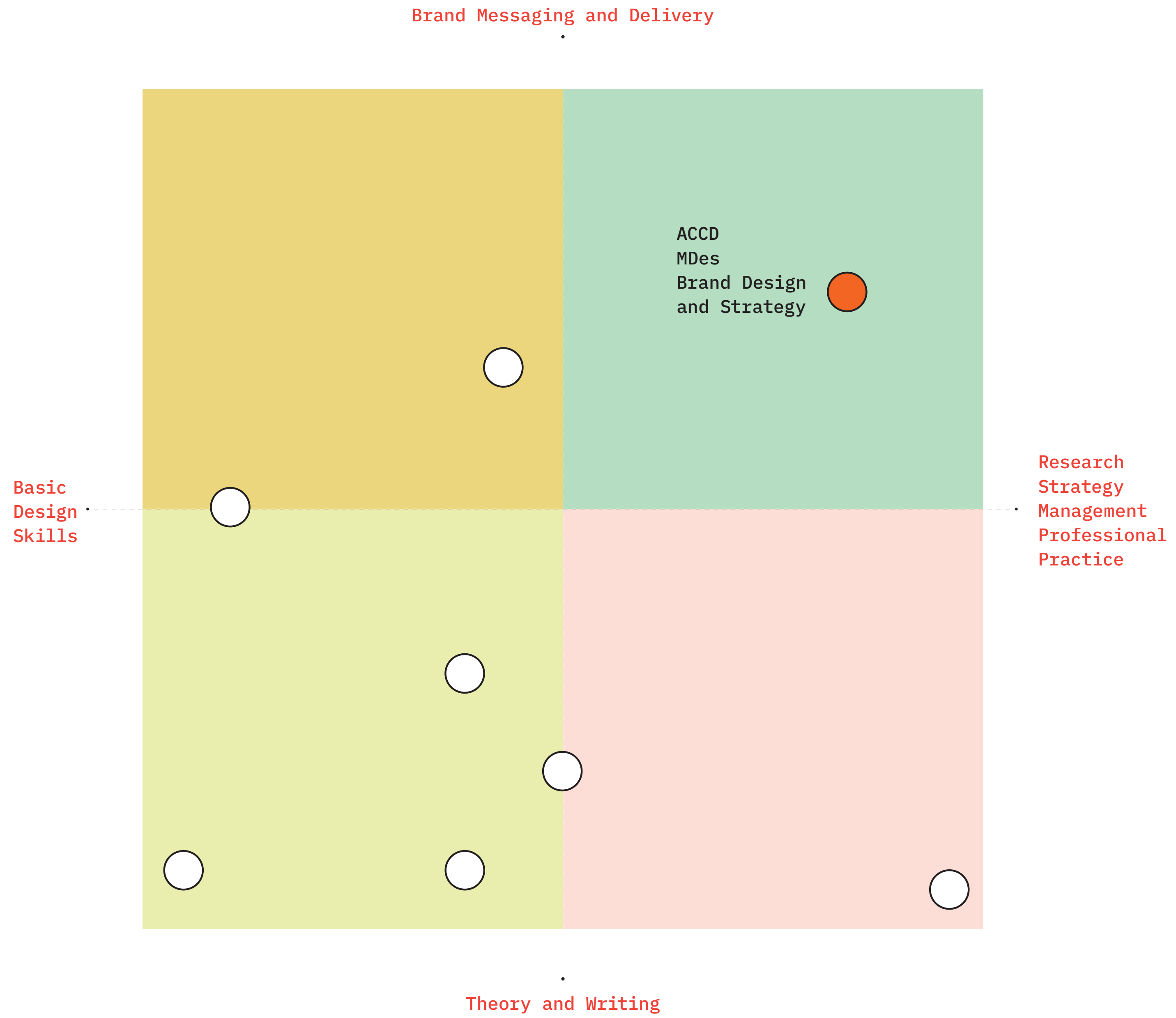
**To develop global brand
leaders in the business of
design through strategic
thinking, leadership,
management and
innovation. **Where vision
meets execution.****

**What is
our focus?**

**We do not educate
designers simply to
make logos. We
educate brand
strategists to **design
and manage brand
communications
across all media.****

In simpler terms, moving a designer from a form-maker reporting to someone else, to a chief decision maker in the C-suite with the skills and tools to create real innovation and change.

**We don't want to educate
brand designers to make
people like things. We
want brand strategists to
make things people like.**

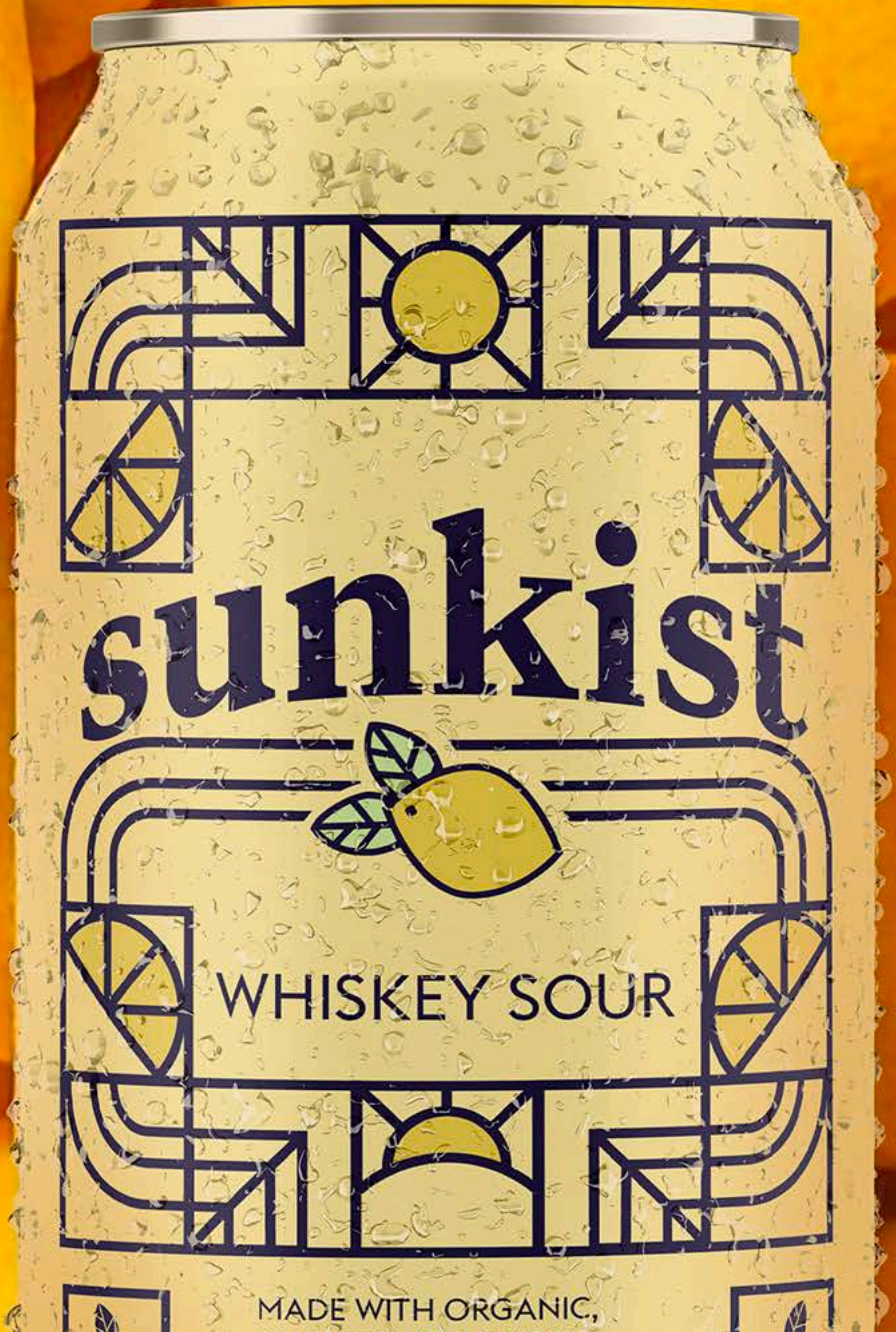


**What do
we create?**



SunKist

LEMON VODKA



Sunkist



WHISKEY SOUR

MADE WITH ORGANIC,



kist 

Natural cosmetics & skincare derived from California citrus.

Lemon Aloe Lotion

Soothes the skin and reduces inflammation with nourishing natural scents.

Made with Lisbon lemon essential oil and organic blue aloe juice.

Aqua (water), aloe barbadensis leaf juice, glycerin, carthamus tinctorius (safflower) seed oil*, glyceryl stearate SE, stearic acid, citrus limon (lemon) peel oil, cocos nucifera (coconut) oil, calendula officinalis flower extract*

All of its premium ingredients from small, family-owned farms. Kist's promise to provide eco-conscious, organic, and sustainable beauty to the world.

Derived

STEEPx Trend Analysis

Trends that have and will affect Sunkist, and predicting opportunities.

- S Social**
Trends informed by societal changes and issues. These context trends.
- T Technology**
Innovation in technology, both current and future, drives trends.
- E Economic**
Predicting power of economies, and changing economic landscapes.
- E Environmental**
How the earth's environment and natural resources supply influences trends.
- P Political**
Political landscapes, legislation, and policy changes.
- X Industry**
The value derived from an industry, a company, or a brand.

Trend 01: Social



Trend:
Today less and less Americans eat breakfast or the way that it has been eaten. Therefore less people drink orange juice as part of a daily routine.

Opportunity:
Focus on marketing that emphasizes the social value of breakfast, all centered around orange juice. Some family routines and more connecting with others.

Trend 02: Social



Trend:
People are less inclined to drink sugary beverages such as sodas, soft drinks, and juices—especially orange juice.

Opportunity:
Focus on marketing that emphasizes the health benefits of orange juice as a beverage.

Opportunity:
Fill the void caused by falling citrus industry in Florida which is primarily juice based.

Trend 03: Social



Trend:
Younger consumers are more health-conscious and are seeking healthy food options. People are moving away from heavily processed foods more often.

Opportunity:
This stems from an interest in processed foods to choose the ways to consume.

Opportunity:
Move away from focusing products to focus that do not process health to their agricultural, preservation and sweetness or concentration by their products. The goal is to stop the loss of products.

Consumer Archetypes

Analyzing potential and current Sunkist customers of value.



Consumer Trend Diffusion

Trends can be tracked by archetypes who push them forward and popularize them. They can be broken down into:

- 5% Innovator
- 12% Early Adopter
- 32% Early Majority
- 34% Late Majority
- 17% Laggard

By analyzing how trends can diffuse through the focused upon archetypes, it will help determine how to create a design-centric, innovative strategy for Sunkist moving forward.

Ride-or-Die Health Nut



26-27 Years Old
17% of Market
"Gym is life"

Traits

- Fitness and health is a lifestyle for them, not a hobby or obligation
- Will not compromise on products and services that don't match their exact needs
- Will go out of their way for quality
- Consistent needs for convenience
- Holds an opinion

Pain Points

- No suitable foods
- Brands that are not transparent
- Lack of variety in their menu

Needs

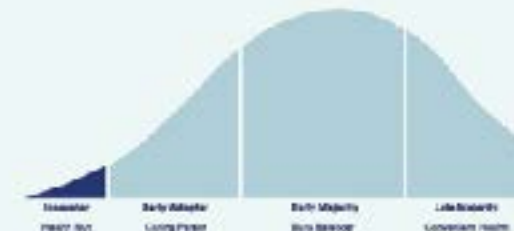
- Whole, suitable foods
- Authenticity from a brand

Wants

- To be healthier in a diverse way
- No preservatives, artificial additives, contaminants

Opportunities

- Food delivery services
- Encouraging, focusing on natural and organic products with the source



Busy Balancer



23-25 Years Old
26% of Market
"Millennial Women in the Workforce"

Traits

- Demanded with responsible incomes
- Multitaskers
- Easy on access over time to be a suitable user
- 25% of their sandwich purchases from fast-foods—more than any other age group
- Highly active social media users (Instagram, Facebook, LinkedIn)
- Emphasis on convenience
- Are David Lynch and will day with a brand that doesn't fit their team
- Customization key
- Health and Eco-conscious but not without sacrificing convenience

Pain Points

- Bad reputation of brands
- Inconvenience
- Ready-to-go items that are not professional

Needs

- Greater value products
- Convenience
- Customization
- Natural media presence

Wants

- To be perceived as an expert
- Ethically/locally sourced brands
- Deep meaningful connections with brands

Opportunities

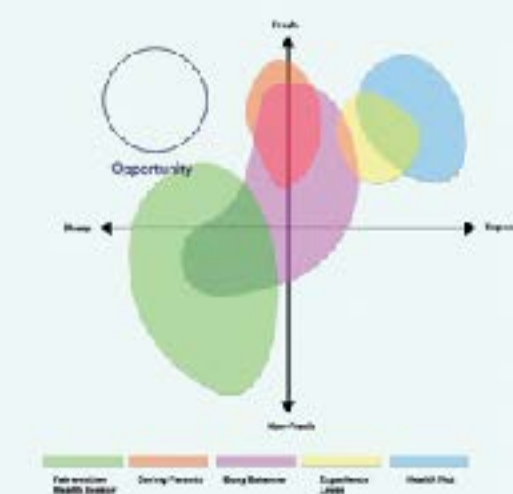
- Invest in health/beauty products
- Increase social customer experience, best service
- Flexible product delivery
- Health transparency or sub content



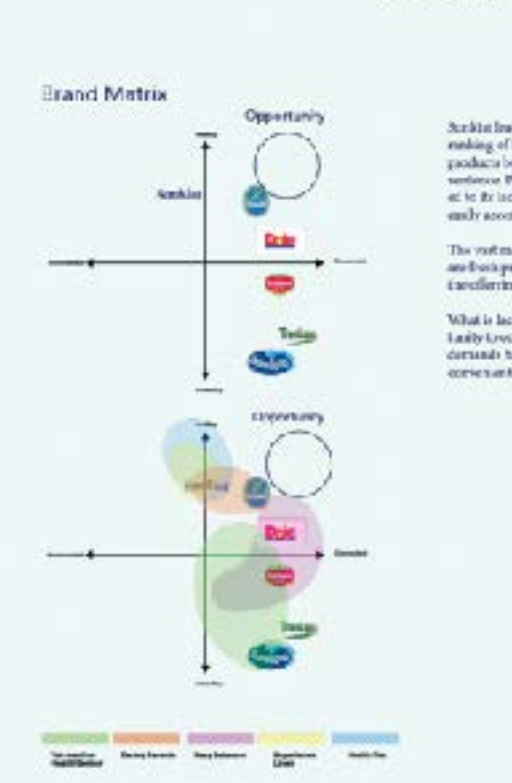
Brand Positioning

Taking data from SWOTs and Audits to discern Sunkist's opportunities for growth and innovation.

Consumer Archetype Matrix



Brand Matrix



Sunkist leads in consistent ranking of health across all of its products but it also has a competitive edge in its convenience. This is a combination of its health and convenience attributes.

The vast majority of its products are health products compared to a wide range of its competitors.

What is lacking is an upper family level on a market that demands healthy and natural convenience products.

Kist Cosmetics



The Kist Cosmetics line of products is made to deliver a healthy and natural complexion. The products are made with natural ingredients and are free from parabens, sulfates, and other harsh chemicals. The products are made with natural ingredients and are free from parabens, sulfates, and other harsh chemicals.

Moscow Mule

Fresh and organic, ready-to-go products from Sunkist. Making health convenient, finally.

Sunkist's Sunkist brand is committed to providing organic and sustainably sourced products to its consumers.

Sunkist takes the time out of making the perfect cocktail by mixing it for you. The Moscow Mule is perfect for any time of day, from a perfect brunch to a perfect night drink.





Sunkist's Story

Founded on the principle that we are stronger together, our growers - large and small - work to offer quality, fresh citrus that consumers enjoy worldwide.



Small text describing the history and mission of Sunkist, mentioning its founding in 1922 and its commitment to quality and freshness.

Key Business Drivers



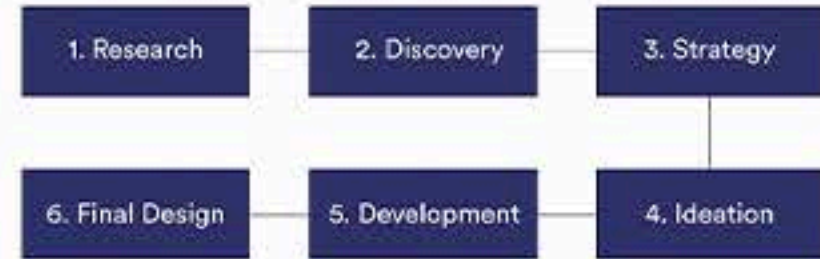
How do we make Sunkist...

- ...more premium?
- ...committed to health?
- ...authentic to its mission of premium?
- ...uniquely convenient & accessible?
- ...the preeminent source for freshness?

How I Helped Sunkist

For Sunkist I created a comprehensive brand refresh and new strategy, aimed at reentering it into the global, multi-generational consumer health accessibility. This consisted of the creation of four sub-brands: Kit Cosmetics, Sunkitchen, Sunkist App, and Sunkist Delivered. This strategy was outlined and developed from 14 weeks of intensive research, and development, to ensure this was an authentic and effective strategy.

The Process



STEPx Trend Analysis

<h4>No Breakfast</h4> <p>Trend Less Americans eat sit down breakfast, indicating an overall demand for convenience. This specifically affects orange juice sales.</p> <p>Opportunity Invest in convenient, ready-to-go food options, making healthy eating easier on the go.</p>	<h4>Health & Juice</h4> <p>Trend The view of soft drinks in America has declined rapidly, as has the demand for juice, due to its high sugar content.</p> <p>Opportunity Invest in healthy juice options, such as cold pressed, in order to regain consumer trust, make juice healthy again.</p>	<h4>Organic</h4> <p>Trend Younger Americans don't just demand, but expect organic produce. It has become the standard to be fully organic and sustainable.</p> <p>Opportunity Convert Sunkist farms to organic and increase transparency between corporates, farms, and consumers.</p>	<h4>Farm Trust</h4> <p>Trend Americans want to know where their food comes from, they want to eat a physical place to where their food is grown.</p> <p>Opportunity Increase transparency with farms, make them a forward facing company asset, and create touchpoints for consumer grower encounters.</p>	<h4>Tech & Access</h4> <p>Trend The biggest barrier to healthy eating is convenience and access, so people rely on tech solutions to bridge that barrier.</p> <p>Opportunity Invest in tech, such as delivery services or intelligent packaging to create ease access to Sunkist products.</p>
--	--	--	--	--



Logo Refresh



Typography

Display
Circular Std
A-Z, a-z, 0-9, ., @, % & A
30 pt
Founded on the principle that we are stronger together

Body
Untitled Serif
A-Z, a-z, 0-9, ., @, % & A
12 pt
18 pt
24 pt

Brand Colours



Photography

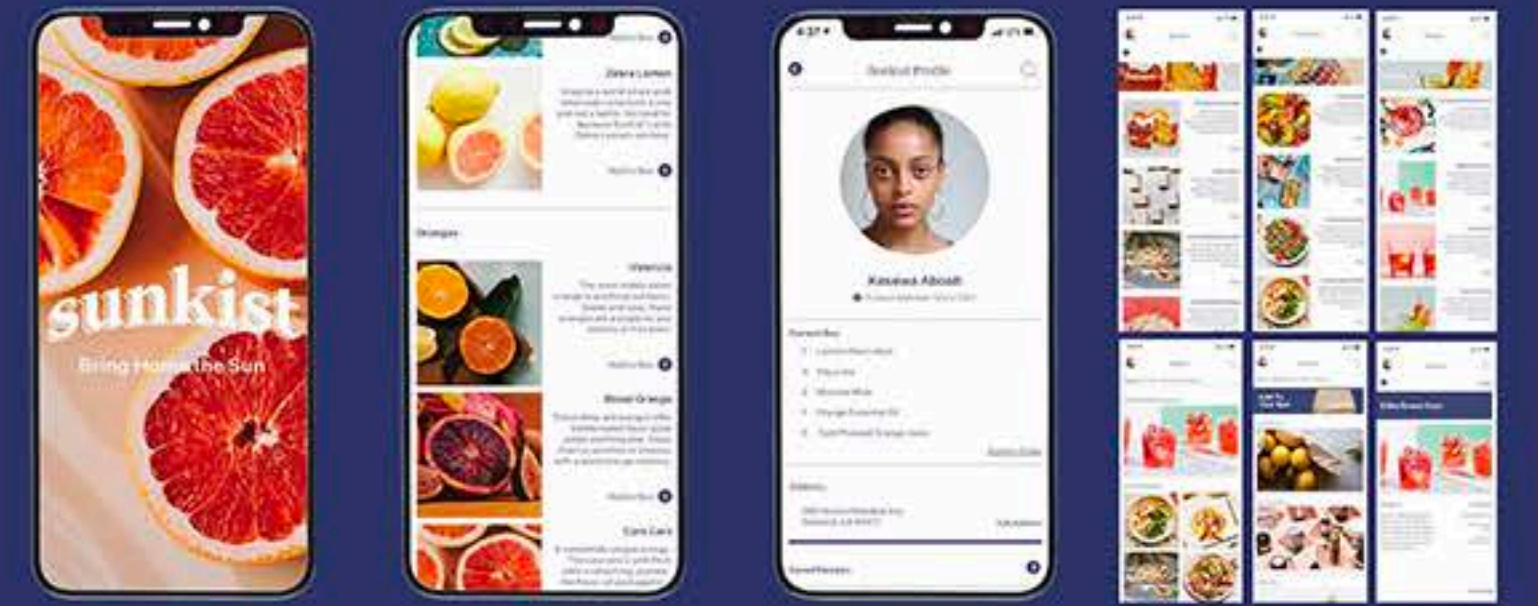


Sunkist Delivered

Sunkist Delivered is a produce and product delivery service. It is capable of being used for subscription boxes, where the user can personalize a box to be delivered on a weekly basis, or it can be used for individual orders with an express option.

All of this can be done using the Sunkist App, where the user can explore the range of Sunkist products and add them to their box.

This can include fresh produce, as well as anything from the Sunkitchen or Kit lines of products.

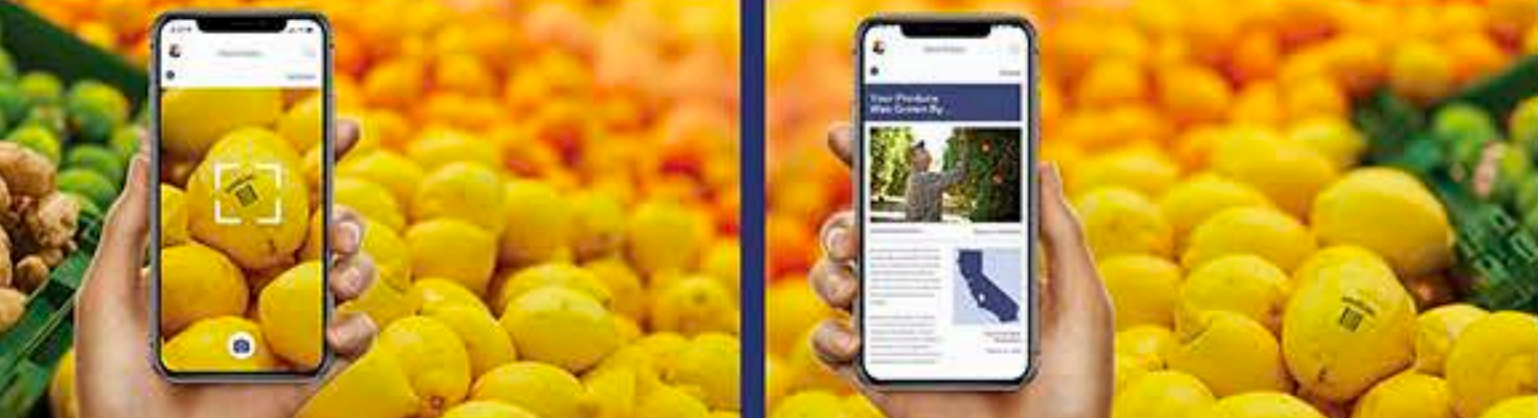


Sunkist App

The Sunkist App is the hub of the new Sunkist brand and will be the first stage in its new identity.

The app features a collection of recipes, as well as the ability to order Sunkist products delivered to ones house, on demand or on a subscription basis.

Another main feature of the app will be the Farm Finder. Here users will be able to scan the unique laser label on their produce which will lead them to find out where their produce was picked and who the farm is owned by.





RELM

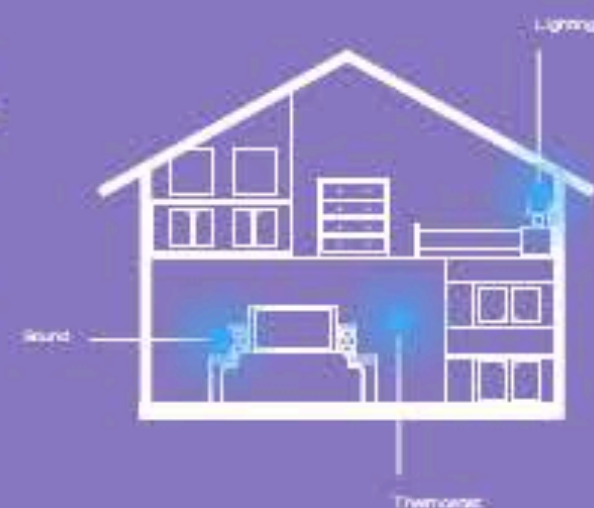
Relm's Story

Relm syncs your smart home devices to your biorhythm by monitoring your biodata on your wearable devices. Your home environment will go to sleep when you do and help you wake up more gently.

How it Works

Relm monitors your biodata recorded from your smart watch to help you establish and maintain a healthy circadian rhythm by automating your smart home to fit your needs.

With Relm, your home will go to sleep when you do and help you wake up more gently.



Relm Phases

Relm automates your home to function in 3 simple phases, awake, transition, and asleep.

Awake			
Lights: High blue	Thermostat: 68 (winter) 78 (summer)	Smart Speakers: On	Notifications: On
Asleep			
Lights: Off or Dim	Thermostat: 60 (winter) 72 (summer)	Smart Speakers: Off	Notifications: Off
Transition			
Lights: Medium yellow light	Thermostat: 60 (winter) 72 (summer)	Smart Speakers: Music or news/corridor	Notifications: Off

Brand Positioning Matrix



Vision

To help people build and maintain a healthy schedule

Mission

To manage a home's smart ecosystem and create a rhythm that reflects user's personal biorhythm.

Values

Making user process as easy and intuitive as possible

Positioning

Relm functions as both a household device and a device for individual users. It uses data from the user to automate a schedule that will work for them.

Unlike other products on the market, Relm is about unifying multiple devices and make sure the smart home is working most effectively for the user.

Character

Relm is focused on balance and equilibrium. It is smart, but utilitarian, filling the needs of the consumer.

Attributes

Trustworthy
Helpful
Intuitive
Balanced
Streamlined

Voice

Technical,
Friendly, but
not loud.

Research

Relm's research began with a survey of over 50 people on their sleep, home, and technology patterns and painpoints.

Respondents were asked about their age and lifestyle.

The group ranged from those who are avid technology users to those who use technology sparingly in their home.

Survey Highlights

"I try to avoid technology after a certain hour. But sometimes I use my Fitbit sleep tracker to measure the quality of my sleep."

"Over the last 3 weeks I have been off social media and phone games and I have found it easier to go to bed rather than be distracted late at night."

"Sleep is a myth. I've just been diagnosed with sleep apnea so staying asleep is my main issue."

"I know I need more sleep when I fall asleep reading, painting, or watching tv."

"I know I need more sleep when I wake up feeling cranky."

28%

Said technology keeps them awake or wakes them up in the night

>50%

Said they use sleep aids like medication, meditation, or white noise, on a regular basis

60%

Said their home environment negatively affects their sleep

Target Audience

Relm's target market is the intersection of the wearable technology market and the smart home technology market.

Relm's Target Audience:

Age: 20-40 year old homeowners

Gender: Men/Women

Income: Medium-High Income (80k-200k)

Smart Home Market

47% of US-based Millennials have at least one smart home product within their homes. In 2016, the global smart home market was valued at roughly \$55.6b. Convenience is the most significant factor in smart home device usage across all demographics (48%). 33 million North American houses rely on smart thermostats. 11% of consumers have at least three or more home control devices.

Market Drivers

1. Convenience
2. Energy Efficiency
3. Automation
4. Customization
5. Tech Advancement

Competition

Unlike other products on the market, Relm syncs smart home tech and wearable devices so that the smart home is tailored to the user's own biorhythm.



User Personas



Jessica Smith

28 years old
ER Nurse
Los Angeles
Income \$120k

Household: Single/Lives Alone
2 Bedroom/2 bath in Eagle Rock

Bio: Jessica works night shifts at the ER. She wants to get better sleep during the day so she can be alert at work. She values personal health and wellness and usually adopts new tech quickly.

Daytime Goals: Wants to reduce interruptions
Wants to get to sleep and stay asleep

Nighttime Goals: Need to be alert at work



Daniel Solano

42 years old
Architect
Pasadena CA
Income \$200k

Household: Married, lives in a house with husband and dog
3 bedroom/2 bath in Pasadena

Bio: Daniel works as a full-time residential architect focusing on environmentally-friendly construction. He values customizing his own home to his family's needs. He enjoys high quality brands luxury experiences.

Daytime Goals: Wants to make waking up more enjoyable
Wants to conserve energy

Nighttime Goals: Wants his smart home to fit his life, not the other way around

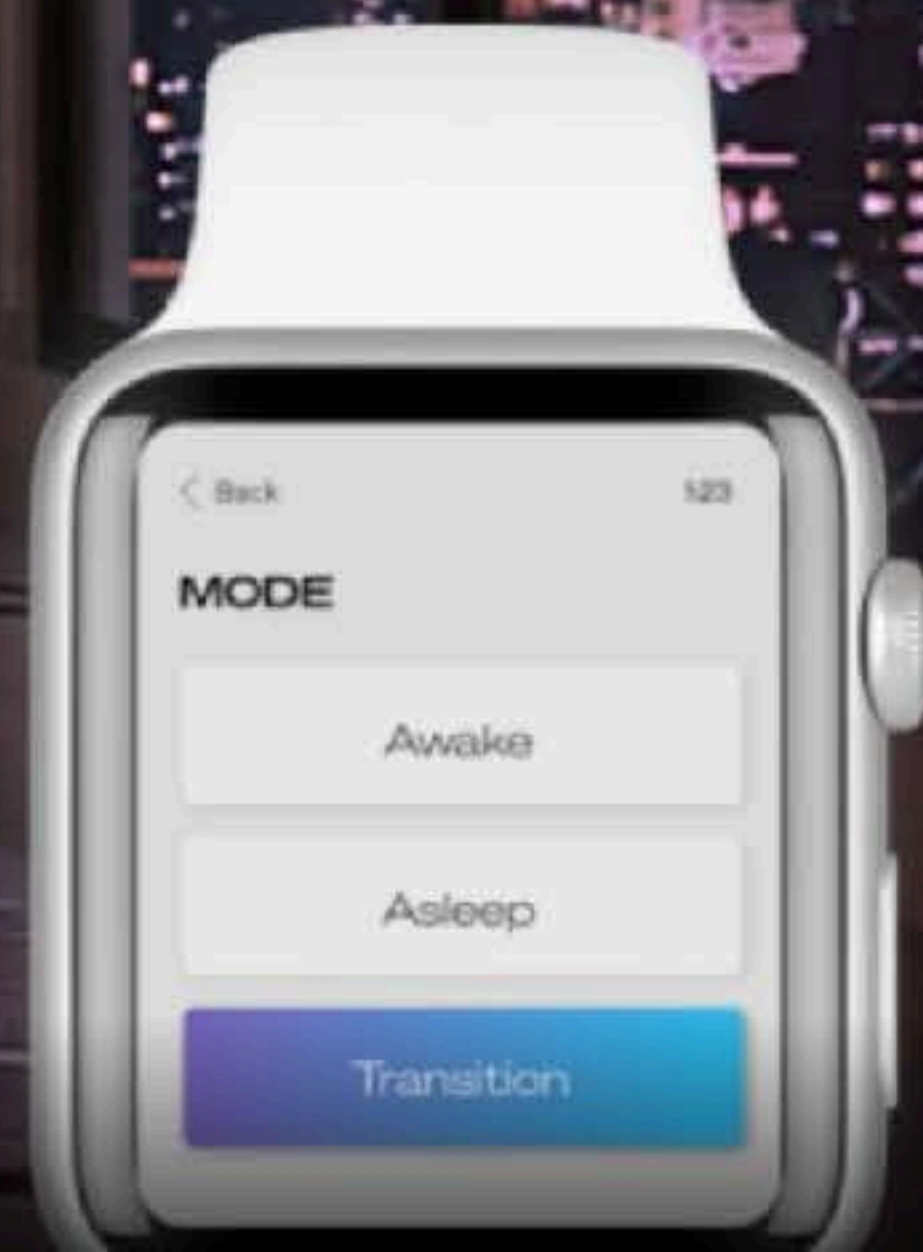


Household: Married, lives with wife and 2 kids (6 and 9)
3 Bedroom/2 Bath in Highland Park

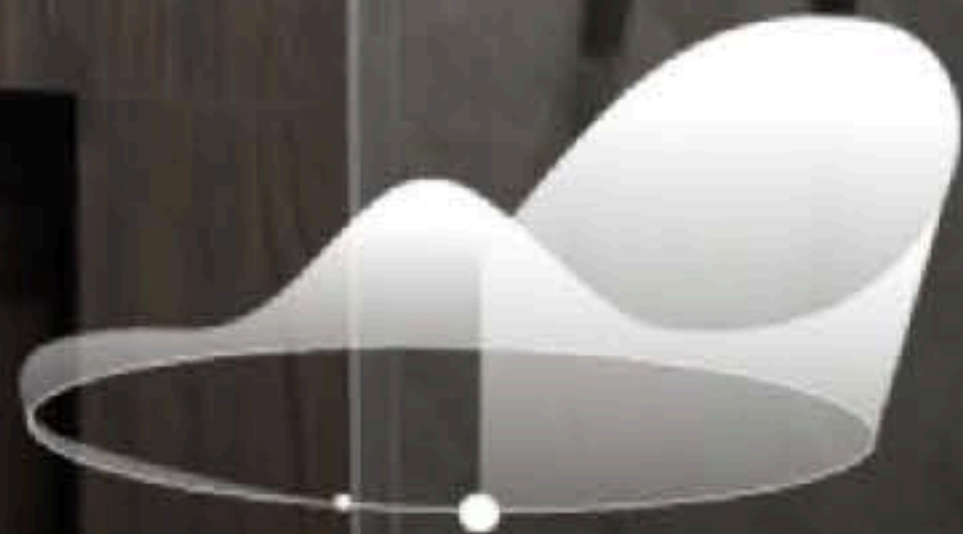
Daytime Goals: Needs help waking up
Wants to sync schedule with family

Dimmer
Lighting

Cooler
Temperatures



Warming Shower...




Sleep Overview

7:75
Hours


9.1/10
Quality

3
Interruptions

8:12 am

 Biodata

HR	64
BP	120/80
Sleep	7.25
Stress	Low
Body Temp	98.7

 Awake

 Getting Ready...
Spotify





CHRONICALLY FREE

NO MORE
FINGER PRICKS
NO MORE
NEEDLE STICKS

#diabeticESCAPE

Numora

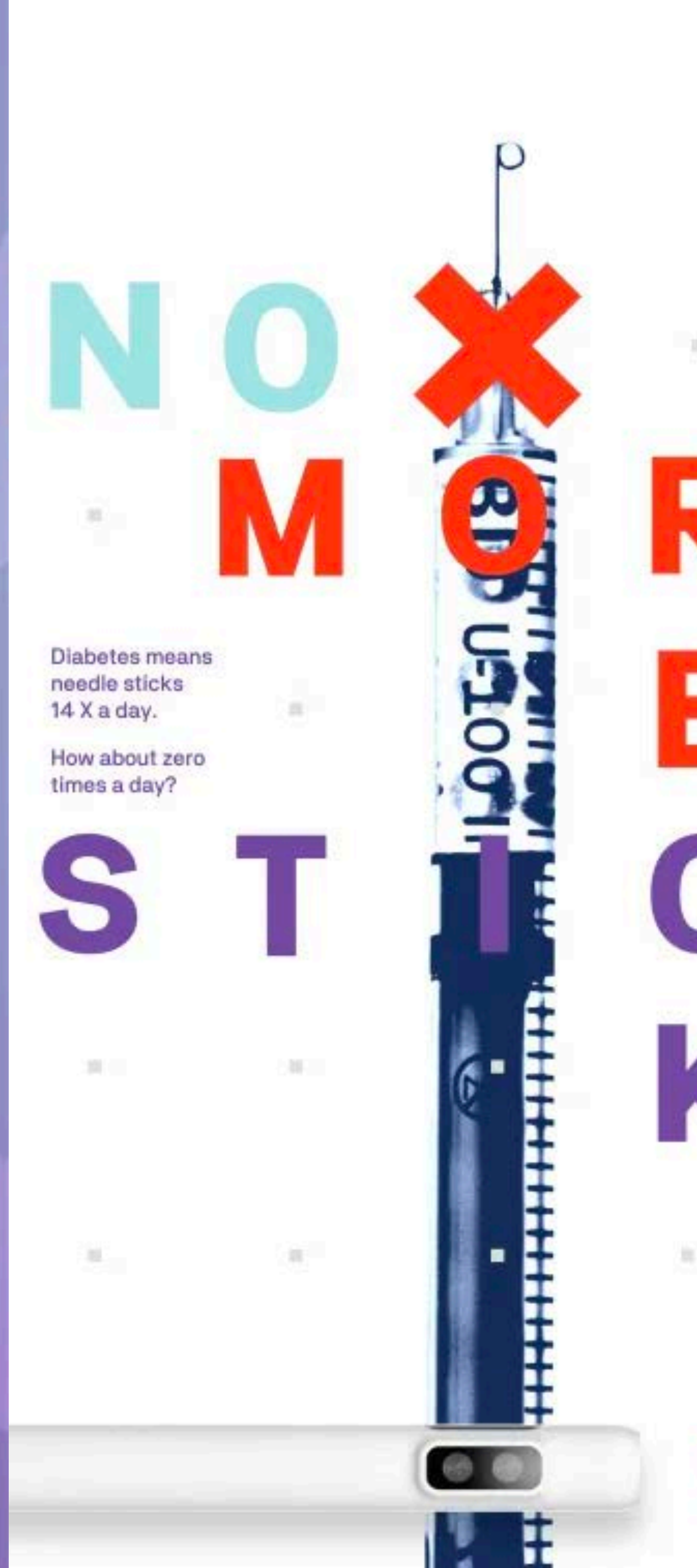


CHRONICALLY FREE

INTELLIGENT
GLUCOSE
MONITORING
SYSTEM

#diabeticESCAPE

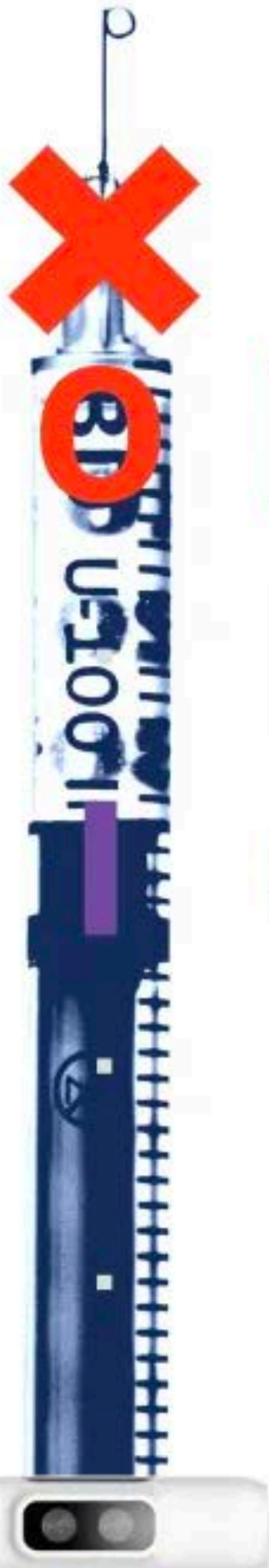
Numora



NO MORE SICK

Diabetes means
needle sticks
14 X a day.

How about zero
times a day?



N O . X
M O R E
P R I C K S

Diabetes means
needle sticks
14 X a day.
How about zero
times a day?

Diabetes means
pricking your finger
14 X a day.
How about never?

#diabeticESCAPE

N O X
M O R E
P R I C K S

Diabetes means
pricking your finger
14 X a day.
How about never?

D I A B E T I C
E S C A P E

Average Diabetic
Tests & Injections with
current technology

8 to 13 x Day
91 x Week
473 x Month
4836 x Year

Diabetes means
pricking your finger
13 X a day.
How about never?

Zero tests
Zero Injections

Numora

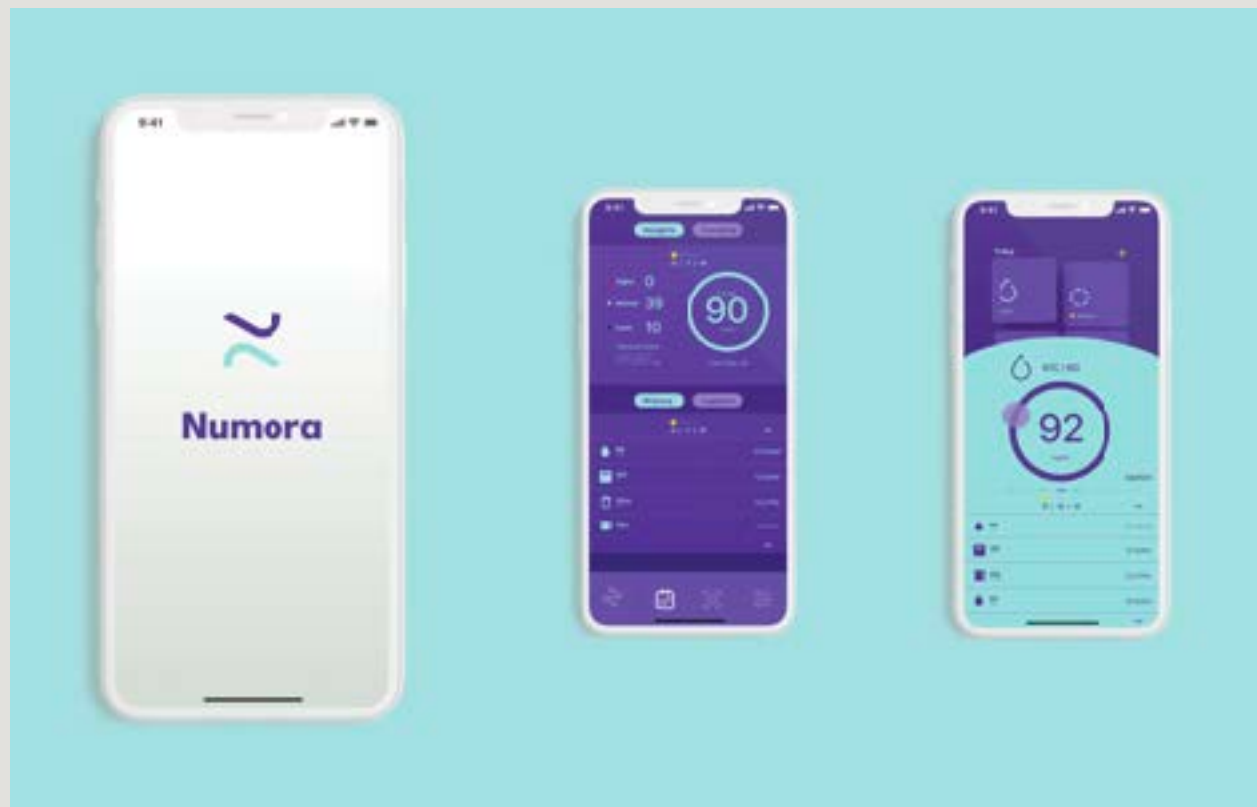
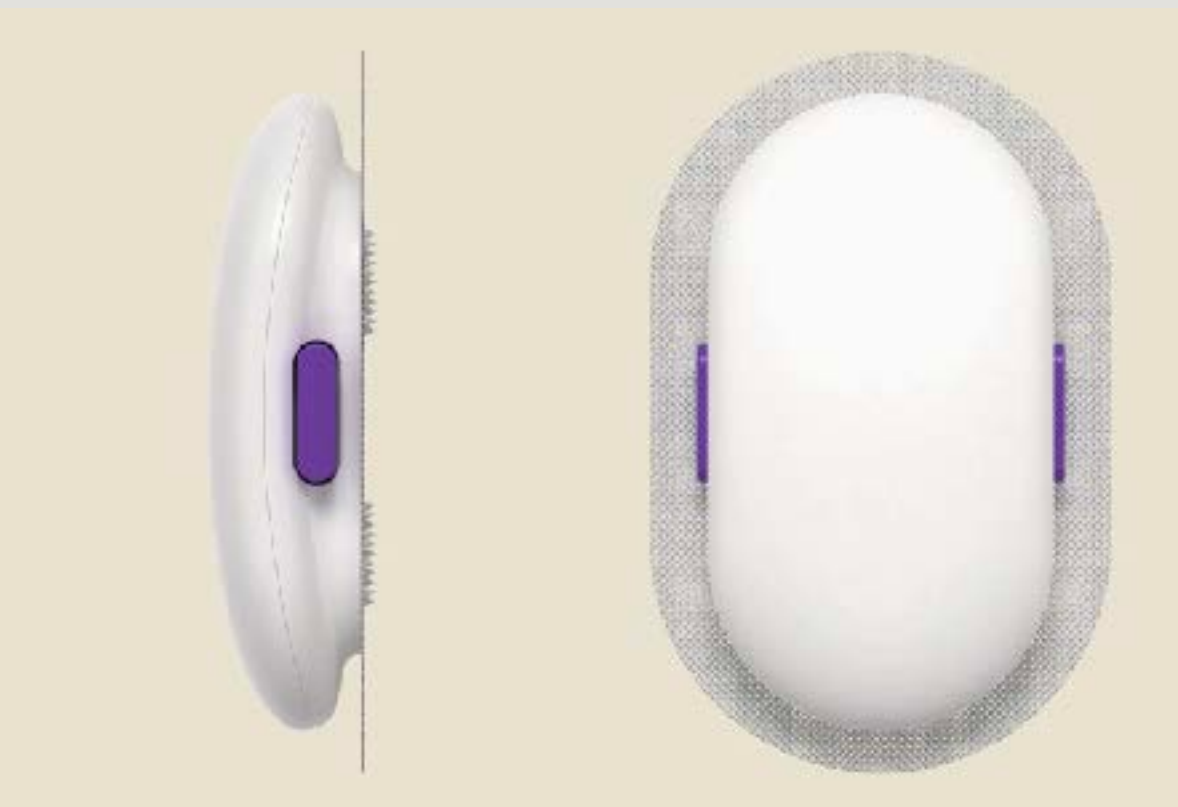
#diabeticESCAPE

N O X
M O R E
S T I C K S

Diabetes means
needle sticks
14 X a day.
How about zero
times a day?

Numora

#diabeticESCAPE



Value Proposition:

Numora is an innovative patient ecosystem that immeasurably improves the lives of people with diabetes.

Numora is the next evolution of glucose management systems, not just a device, but a complete ecosystem that integrates the physical and digital worlds. Numora is a leading-edge, delivery-enabled, data-driven ecosystem that will transform the way people with diabetes manage their health. Numora is the next evolution of glucose management systems, not just a device, but a complete ecosystem that integrates the physical and digital worlds. Numora is a leading-edge, delivery-enabled, data-driven ecosystem that will transform the way people with diabetes manage their health.



Poverty: a Leading Cause of Type 2 Diabetes

Living in poverty can double or even triple the likelihood of developing the disease.

Education:

- 9.6% (Lowest of Advanced Economies)
- 13.5% (High Income)
- 15.5% (Lowest High Income)

Key Findings:

- 77% of people with Diabetes live in low to middle income countries.
- One person dies from Diabetes every 7 seconds.
- 387 Million people in the world suffer from Diabetes. It will rise to 592 Million by 2035.
- This means billions of needles are disposed of each year.
- Wouldn't it be great if we could eliminate that waste?
- Provide a simple solution to a complex problem?
- And make life more manageable and enjoyable for them?
- Without the use of needles.
- We can. The technology is available now.

Identity: Proposed Brand Steering Wheel

Steering Wheel

This is the emotional heart of a brand, it's what you feel when you use it. It's what you feel when you use it. It's what you feel when you use it. It's what you feel when you use it.

Brand Attributes: Empower, Accessible, Economical, Simple

Brand Benefit: Convenient, Fun & Friendly, Affordable, Effective

Brand Tonality: Convenient, Fun & Friendly, Reliable, Clean

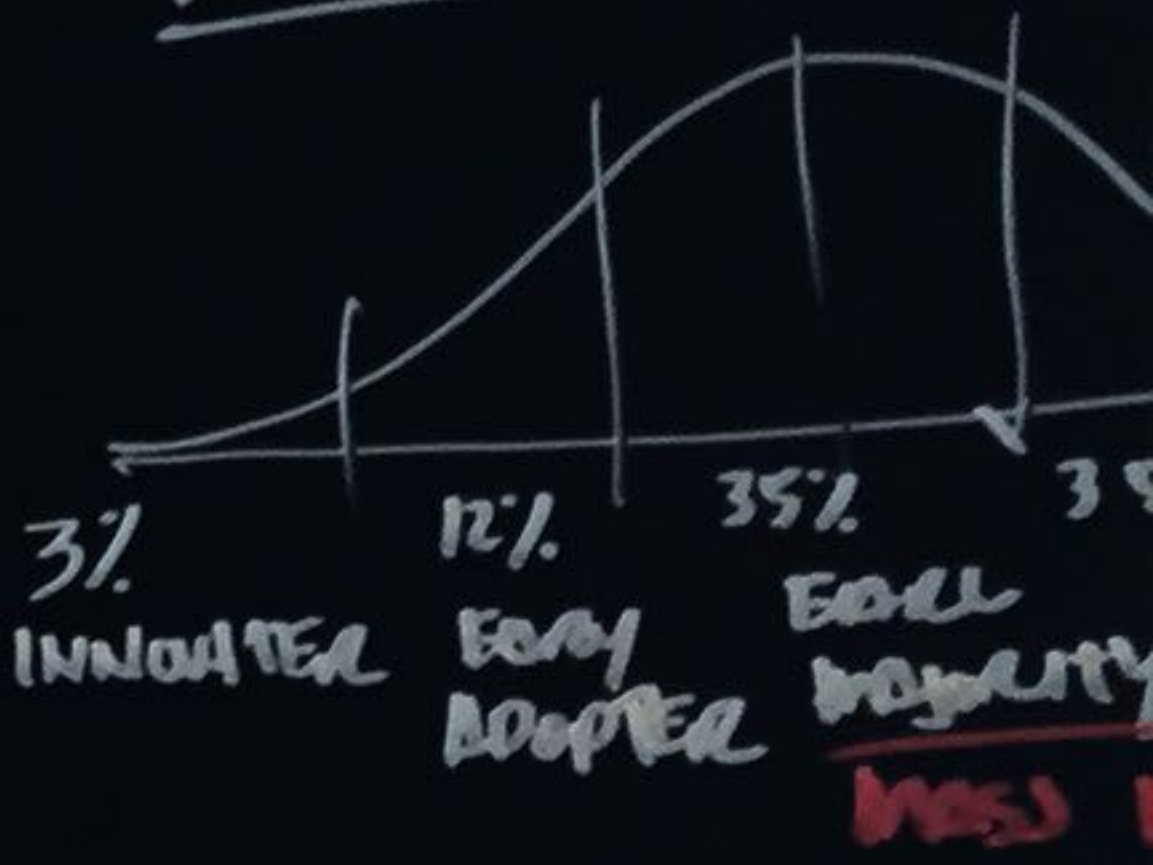
Brand Elements: Flexible, Durable, Glucose, Intuitive, Personalized, Sustainable



CONSUMER ARCHETYPE

FANCY WORD
USER PROFILE

KNOW ALL OF YOUR PROSPECTIVE CONSUMERS



MACRO → MICRO → SWOTS → CONSUMER ARCHETYPES

- RADIO
- TV
- SOCIAL
- INSTA
- PAPER
- MAGS
- YOU TUBE
- POSTERS
- BILLS

COMMUNICATION CHANNEL

IDEAS CAN BE SPREAD IN TRADITIONAL



IS THIS THERE? GOAL

TOP TIER! IN GROCERY!

HEALTHY URBAN RICH TRENDY

WF



BUILDING STRONG BRANDS

UNDERSTANDING WHO U ARE SELLING TO!!

UNDERSTANDING WHO THE RIGHT ARCHETYPES ARE FOR YOUR BRAND & CONTEXT WITH THEM. EMOTIONAL

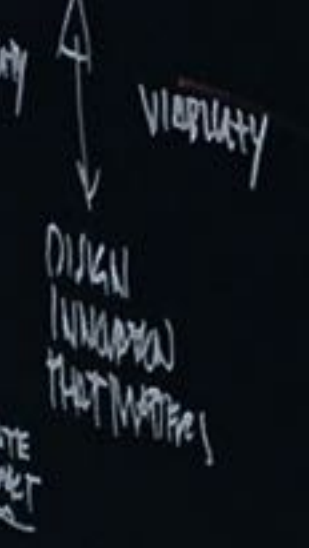
FIRST ASK WHY

YOUR TARGET AUDIENCE SHOULD BY YOUR BRANDS PRODUCT & SERVICES



NEEDS WANTS PAIN POINTS

WHO INFLUENCES THE INNOVATORS?



AT LEAST 5 ARCHETYPES

TRIBAL BRANDING

30% 25% 15% 15%

IDENTIFY 5 TRIBES

10 MUST HAVES

NOT ALL MUST HAVES

NOT PERSONA

THEY ARE A MEMBER

TREND

FOOD - SWEET UNHEALTHY (SEVERAL YEARS)

FRUITS - FOOD THAT WE MOVE UP (1-2 SEASONS)

TREND - PARTIAL FROM HIGH STATUS POWER

CULTURE - FREQUENT SAFE TRENDS

Curriculum

Fall 2022 | Term 1

MBDS-800
MDes Branding Studio 1
 Developing Strategic Models and Concepts for a Global Brand.
3 units

MBDS-810
MDes Design Research and Strategy
 Understanding the use of Observations, Insights, and Opportunities.
3 units

MBDS-820
MDes Business and Branding
 The Business of Branding.
3 units

MBDS-830
MDes Brand Seminar 1
 The Power of Brand Leadership.
2 units

MBDS-840
MDes Writing for Brand
 Articulating the Brand Message through Words & Visual.
3 units

MBDS-850
MDes Branding and Design History
 Learning from the pioneers of communication design: Past, Present and Future.
1 unit

MBDS-860
MDes Branding Lab 1
 Students will participate in shared graduate seminars, guest speaker series, workshops, and professional mentorship.
0 units

15 units

Spring 2023 | Term 2

MBDS-900
MDes Branding Studio 2
 Global Branding Strategies.
3 units

MBDS-910
MDes Brand/Culture/Anthropology
 Consumer Insights, Society and Tribes.
3 units

MBDS-920
MDes Systemic Thinking
 Influence and Create the Culture for Brand, Purpose, and Meaning within the Organization.
3 units

MBDS-930
MDes Brand Seminar 2
 Brand Leadership.
3 units

MBDS-940
MDes Branding Futures
 How will brands live in future landscapes and how might we communicate in this space?
3 units

MBDS-960
MDes Branding Lab 2
 Students will participate in shared graduate seminars, guest speaker series, workshops, and professional mentorship.
0 units

15 units

Summer 2023 | Term 3

MBDS-990
MDes Capstone Project
 Execute a Global Brand Initiative.
6 units

MBDS-995
MDes Branding Lab 3
 Students will participate in shared graduate seminars, guest speaker series, workshops, and professional mentorship.
0 units

6 units

MDes Brand Design + Strategy | Curricular Map

36 units

Visiting Artists 2019-2021

2022 MDes TBD

Bráulio Amado

Kim Baer

Marian Bantjes

Archie Boston

Janice Chang

Andrew Chiou

Tim Delaney

Vanessa Eckstein

Jessica Fleischman

Karin Fong

Kobi Franco

Su Mathews Hale

Eric Heiman

Jessica Helfand

Kit Hinrichs

Habin Koh

Caleb Kozlowski

David Lai

Briar Levit

Joyce Liu

Jennifer Morla

Paula Scher

Arnold Schwartzman

Fred Seibert

Bonnie Siegler

Lucille Tenazas

Dr. Dori Tunstall

Michael Vanderbyl

**This program is
about you.**

**Our goal is to
educate
you to be a
global brand
design leader.**

And to change the world.

T



Faculty Directors

Graphic Design and MDes Faculty

Sean Adams

Chair of Graphic Design

Gerardo Herrera

MDes Brand Design and Strategy