

## ***360 Degrees North***

Lauryn Bradley

*360 Degrees North* is a Hawaiian inspired smoothie company which aimed to represent traditional Hawaiian styled design while also creating a range of healthy and nutritious products. Being inspired by the Hawaiian culture, I created for the company various types of media to express the company through with products such as bottles, bowls, spoons, serviettes, jars, cups and business cards. The wide range of products were chosen to convey the message and meaning of traditional, natural food resources, especially linked to the Hawaiian culture. I was inspired particularly by '*Pressed Juices*' and the '*Juice Bar*' as they're both smoothie/juice companies with a contemporary modern style which I am drawn too.

The name '*360 Degrees North*' was generated and chosen to be a unique company choosing its own path by not having a normal name like other companies. The 360 represents the blending of the smoothie and the Degrees North represents the placement of Hawaii on the world map and its position above the equator.

While developing a way to represent the natural sources, I delved deep into the Hawaiian background of tropical colours, fruit, landscape and cultural history. This led to a range of explorations and concepts of various logo and packaging ideas all inspired by Hawaii as well as the natural fruits and vegies. I explored with colours inspired from natural fruits and ingredients specifically featured in the products themselves such as berries, banana, pineapple, chia seeds and many more. The bursts of colour mixed together representing the mixtures of fruit were quite beautiful as all were unique and eye-catching. Further on I decided the creative paint explorations clashed with the colour from the natural foods in the product, which led me to researching deeper to discover the traditional Hawaiian tattoo patterns. I created my own patterns to feature on the products influenced by the traditional tattoos. The positive and negative of black and white for the packaging of geometric patterns and shapes contrasted with the bright colours of the smoothie creating a harmonious piece which supported each other.

The logo was inspired by the aerial view of the blender creating a circle, and the central lines represented the equator as well as the parallel lines featured in the traditional tattoos. While developing the logo and the packaging I did struggle to generate a way to represent the Hawaiian culture in my concepts as further research was needed. I benefitted from involving in deeper research and exploration as it generated more ideas which became key inspirations to the final product.

My final idea was developed progressively through continuous explorations and conceptual ideas as I focused on generating a way to represent and express the main aim of this company. Overall the brand '*360 Degrees North*' expressed through contrasting elements such as colour, packaging, logo choice and product range, created a company inspired and influenced by the traditional Hawaiian culture to promote natural resources and nutritious eating.