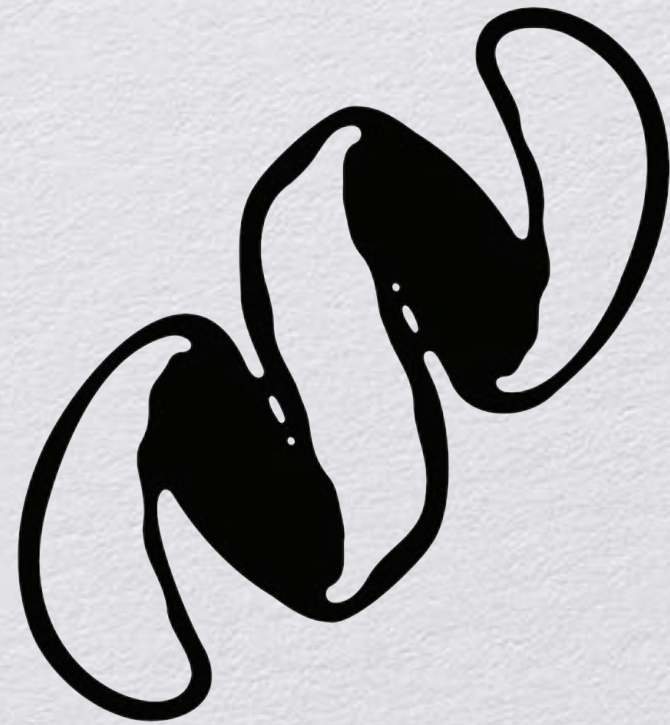


# CRISP TWISTED TATERZ

A NEW TAKE ON BRANDING  
SODA AND FRIES

# CONTENTS

Welcome	3
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Meet the Team	5
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# WELCOME TO TWISTED TATERZ

## Introduction

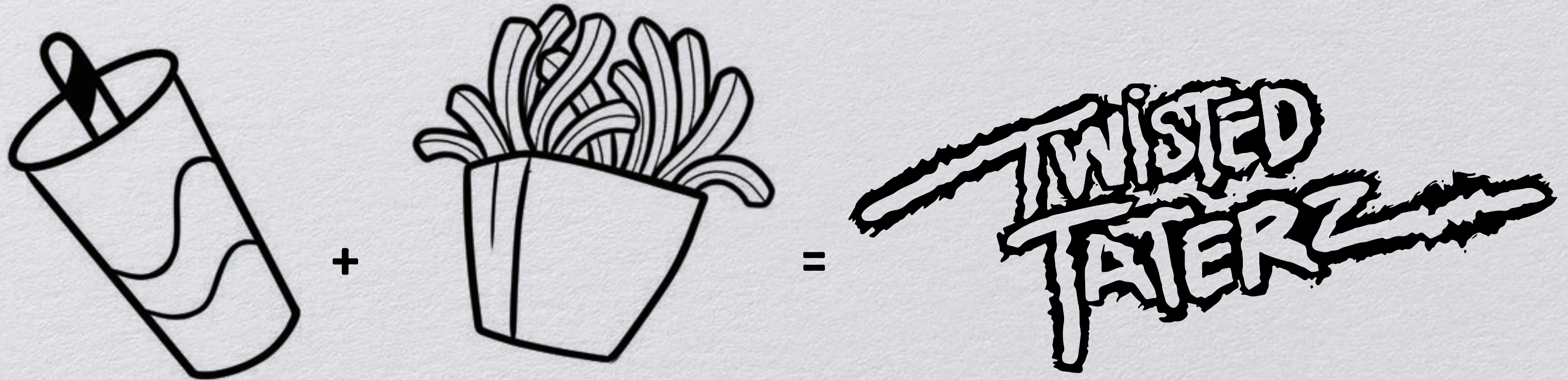
The Twisted Taters project originated from a simple concept, a restaurant that paired the most popular snacks in Idaho: potatoes and soda.

# MEET THE CLIENT

## Twisted Taterz Begins

Our client, Epic Development, owns and operates several companies, from a pizza restaurant to a trucking company. One of the owners was inspired after feeding his family of 8 for only \$20 at the Idaho Potato Museum.

After talking to a business partner who frequently visits soda shops, they combined their ideas to create Twisted Taterz. A new potato and soda-based shop that mixes sweet and salty at a low price point.



# MEET OUR TEAM

**Katie Farley**

App Production & Illustrator

**Kaden Stephens**

Creative Director & Illustrator

**Robin Apostolo**

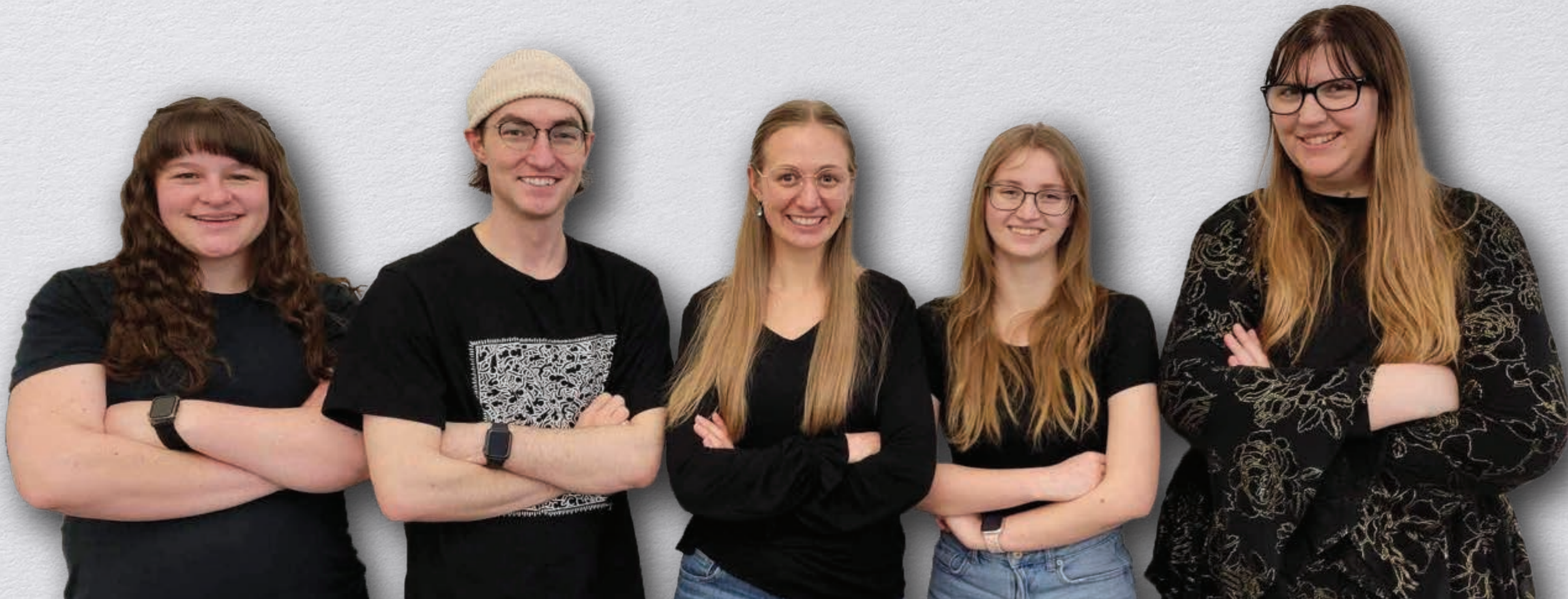
Project Manager & Illustrator

**Kylee Bodily**

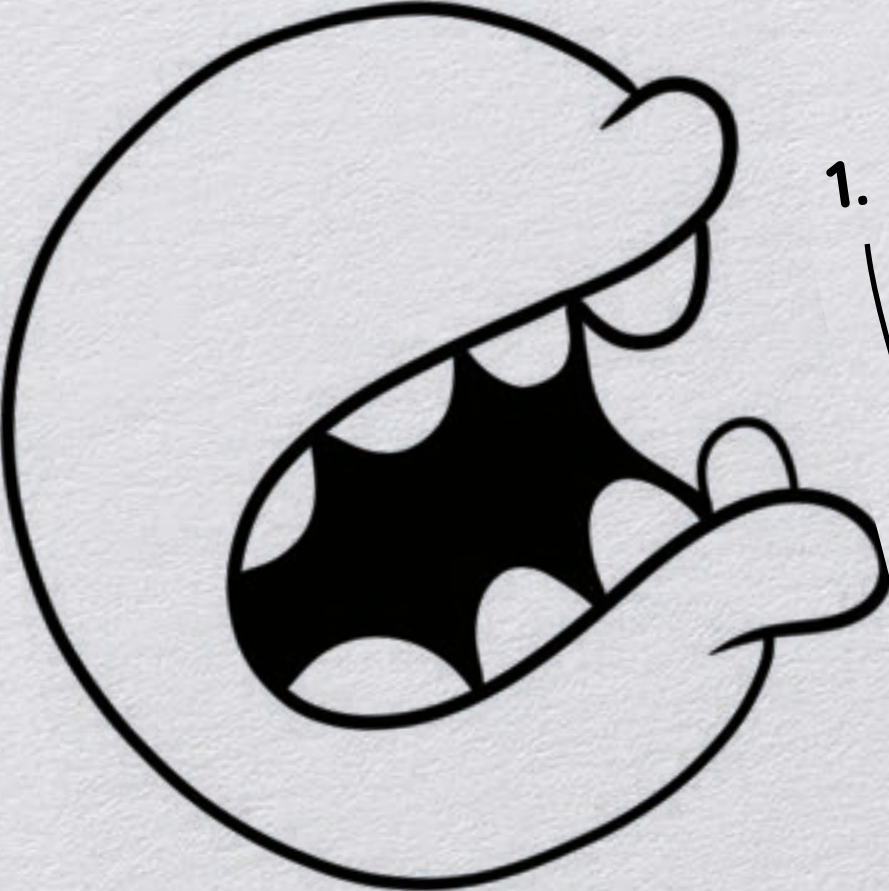
Illustrator & Layout Design

**Taylie Hedin**

Social Media & App Production



# PROJECT TIMELINE



**1. Weeks 1-2**  
**Pre-Production**  
Deliverables: Research, Stylescapes, Sketches for Production A.

**2. Weeks 3-5**  
**Production A**  
Deliverables: Logo, App Wire-frame, Posters, Flyer, and Wall Murals.

**3. Weeks 5-6**  
**Production B**  
Deliverables: To-go Box, Food Tray Wraps, Cup Wraps, Napkin, Table Wrap, Menu, and App Draft.

**4. Weeks 7-8**  
**Production C**  
Deliverables: Loyalty Card, Instagram Posts, T-shirt, Uniform, and App Final.



# DISCOVERY PHASE

# RESEARCH

## Target Persona

- 15-17 year-olds
- Enjoys hanging out with friends
- Keep up with current trends

## Tone & Voice

Inclusive, Accepting, Accessible, Affordable, Trendy, Unique, Evolving, and Diverse.

## Buyer Needs

- Internet Connection
- Sense of Belonging
- A Place to Hangout

## Brand Values

They value brands that know who they are and will connect with them personally.





# STYLESCAPES



+



## Finalization



We made multiple stylescapes based on target audience research. As a group we identified the best parts from each, and merged them.



# DESIGN PROCESS

# ILLUSTRATION STYLE

## Strategy

Our target audience values creativity, collaboration, and self-expression, which led us to choose a black-and-white doodle style. Doodle art is heavily associated with self-expression and pushing boundaries. It also allows our customers to color the products, forming their own interpretations.



Inspiration



Our Work

# Process

We broke the illustration process into four phases, involving four members of our group.



## Phase 1

Ideation, Sketching, & Draft



## Phase 2

Style Matching



## Phase 3

Outside Line Work



## Phase 4

Inside Line Work



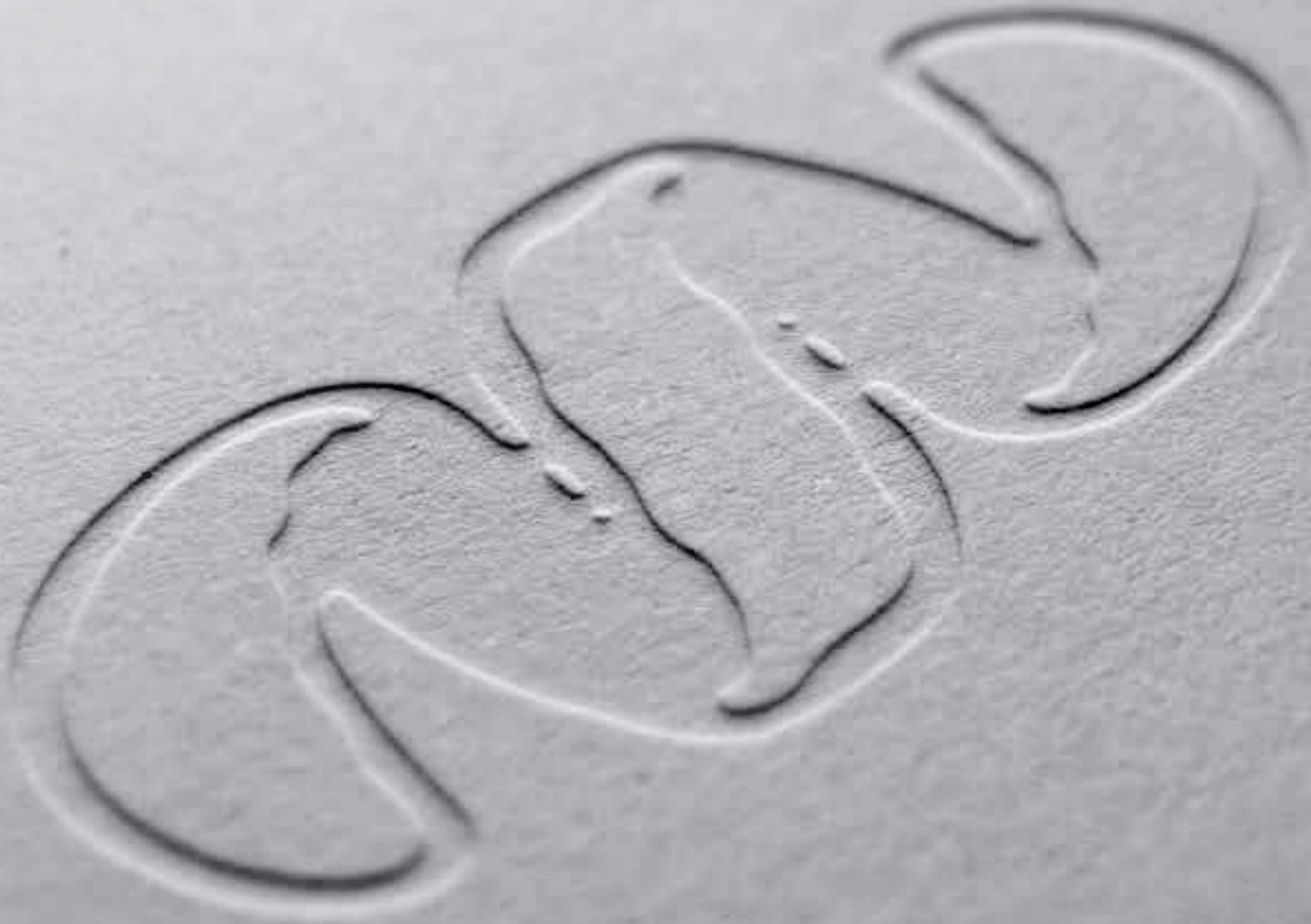
# DELIVERABLES

Wordmark

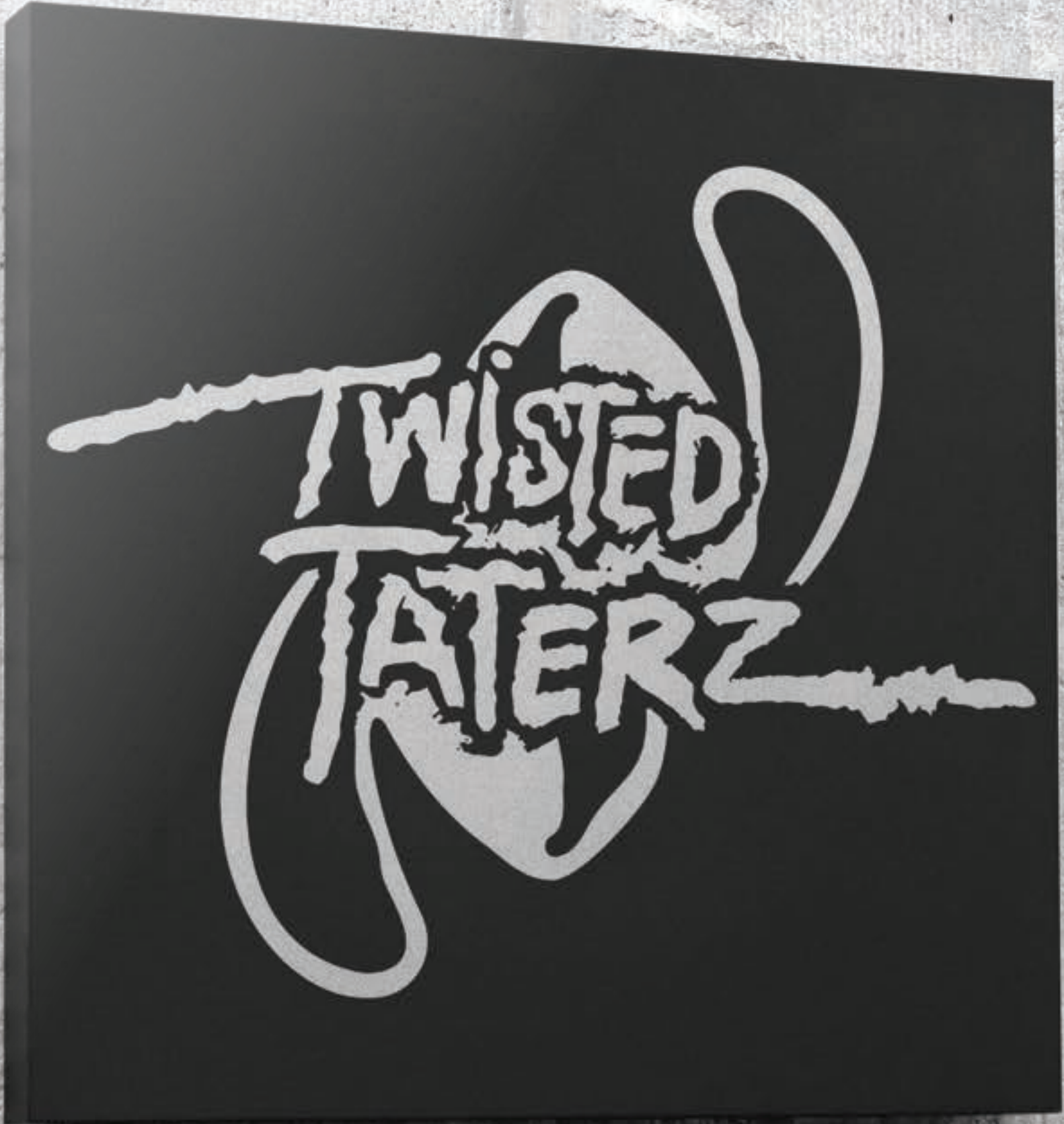
WASTED  
FASTER



Logomark



Logo Lockup





Loyalty Card



Flyer



Posters



Indoor Mural



Outdoor Mural

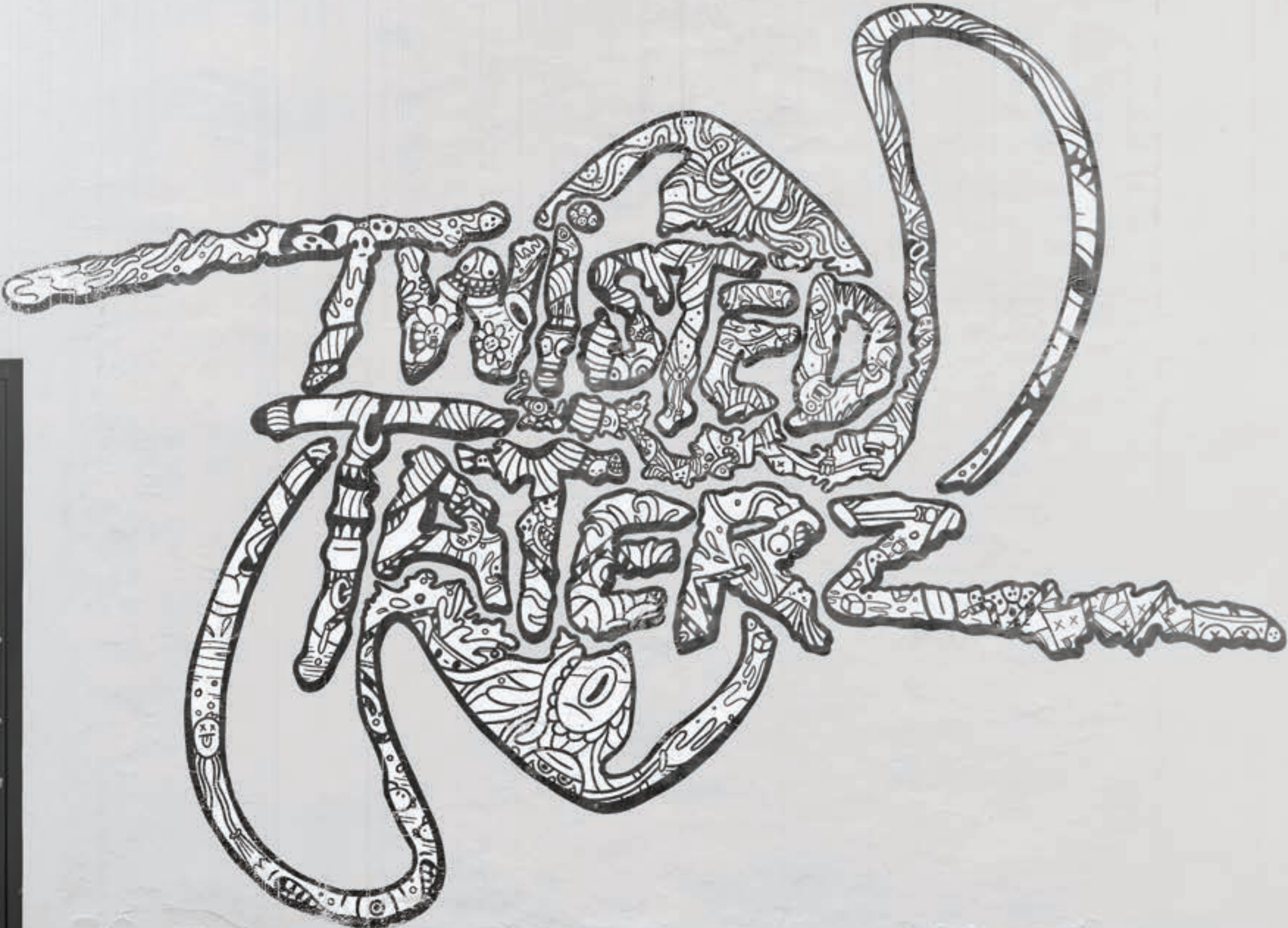


Table Wrap



# Menu



**COMBOZ**

**FAMILY FRENZI**  
Four choice of five Taterz appetizers and five 12oz Sodas

**POTATO MANIA**  
A round of French Fries, Monster Tots, and Dipping Chips

**TATERZ^2**  
Four choice of two Taterz appetizers and two 12oz Sodas

**SICK & TWISTED**  
Four choice of either's appetizer and 12oz Soda

**SODAZ**

**PHANTOM PUNCH**  
Dr. Pepper, Vanilla, Strawberry Pures, and Coconut Cream

**MONSTER MASH**  
Coke, Coconut, Peach Pures, Mango Pures, and Cream

**SPECTRAL SURGE**  
Lemonade, Peach, Raspberry, Cream, and Mixed Berries

**DANGER FRUIT**  
Mojito, Caju, Mango, Blood Orange

**KRAKEN KRUSH**  
Sprite, Fresh Lime, Shiso

**TATERZ**

**DUNKING CHIPS**  
Homestyle Potato Chips thinly sliced and twice-cooked to golden perfection

**SKEWERED TATOR**  
A good-nut, lightly seasoned potato, skewered on a stick

**FRENCH FRIES**  
Thin style fries seasoned to perfection with our classic blend

**MONSTER TOTS**  
Regular tater tots served fried and seasoned with our classic blend

**NACHO TOTS**  
Tater Tots with melted cheddar cheese, bacon bits, jalapenos, and sour cream

**CUSTOMZ**

**SYRUPS**  
Blood Orange, Cherry Grape, Strawberry, Raspberry, Pineapple, Peach, Mango, Watermelon, Blackberry, Hot Passion Fruit, Coconut, Cranberry, Lime, Vanilla, Butter Scotch, Huckleberry, Mixed Berries

**CREAMERS**  
Half and Half, Coconut Cream, and Oat Cream

**PUREES**  
Strawberry, Peach, Mango, and Raspberry

Uniform





Crewneck



To-Go Box



Party In A Cupwrap



Dragon Cupwrap



Circle of Life Tray Liner



Summer Splash Tray Liner



Napkin



# App



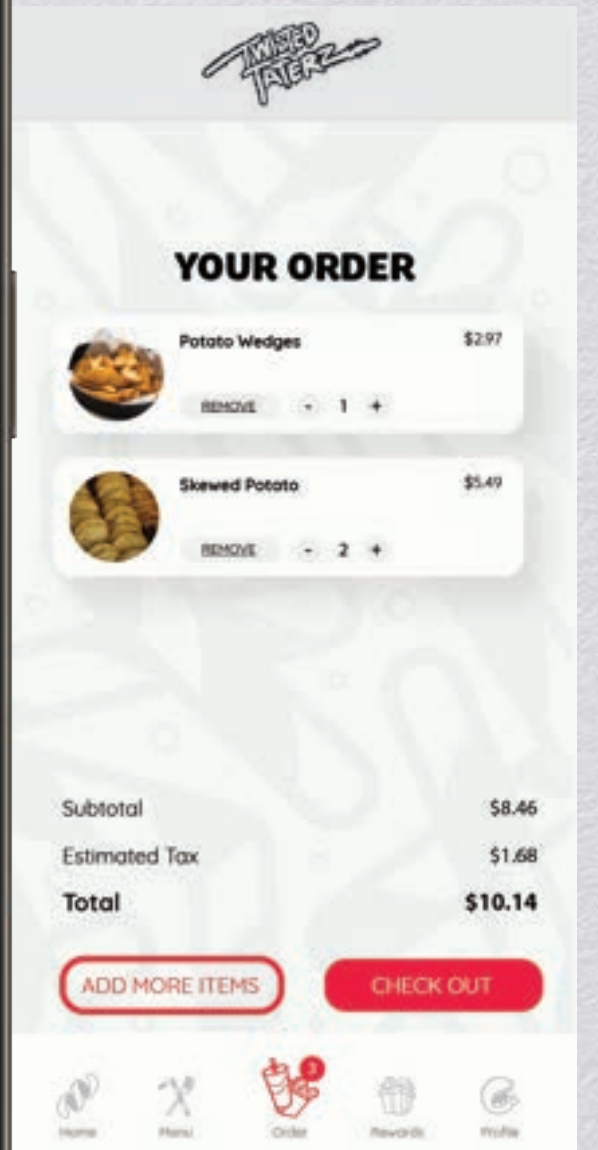
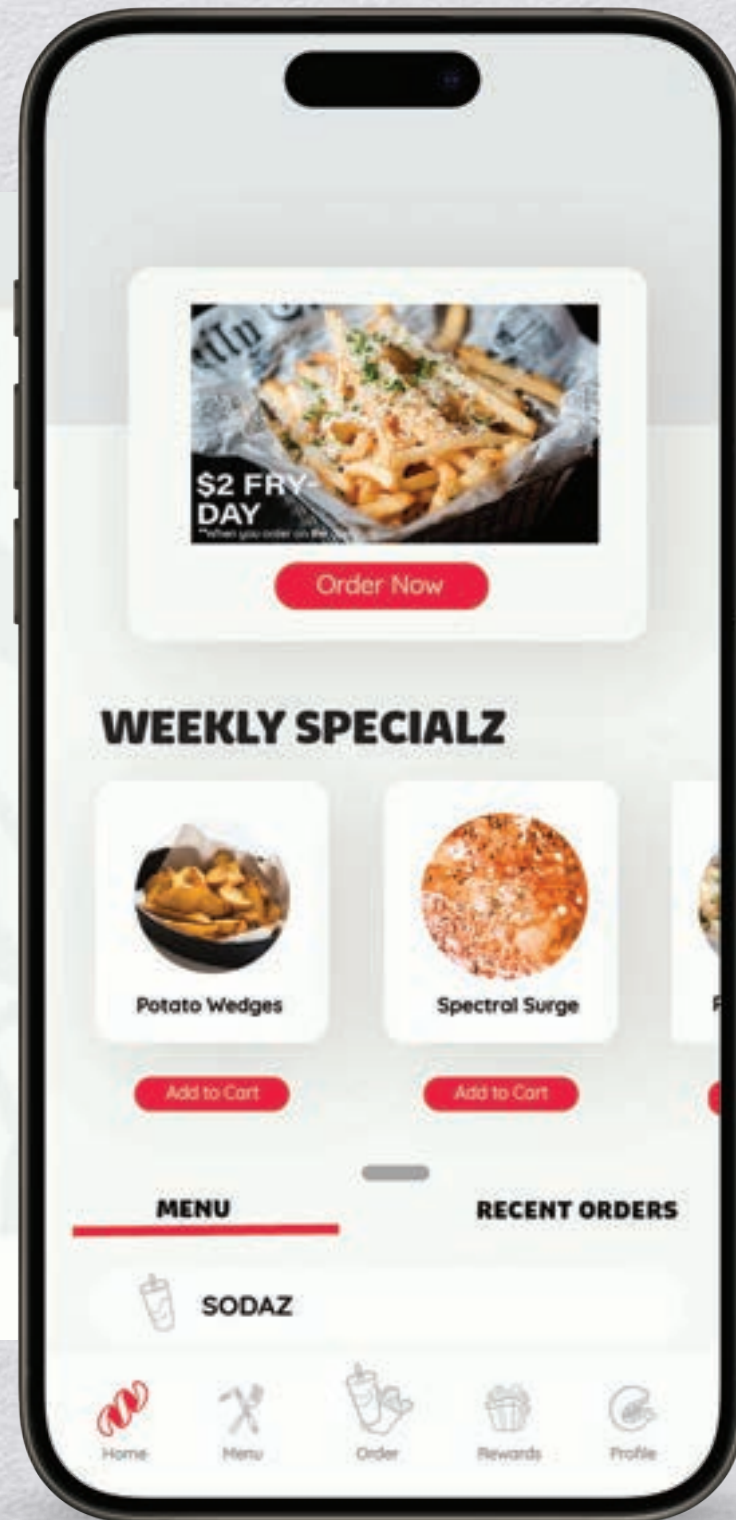
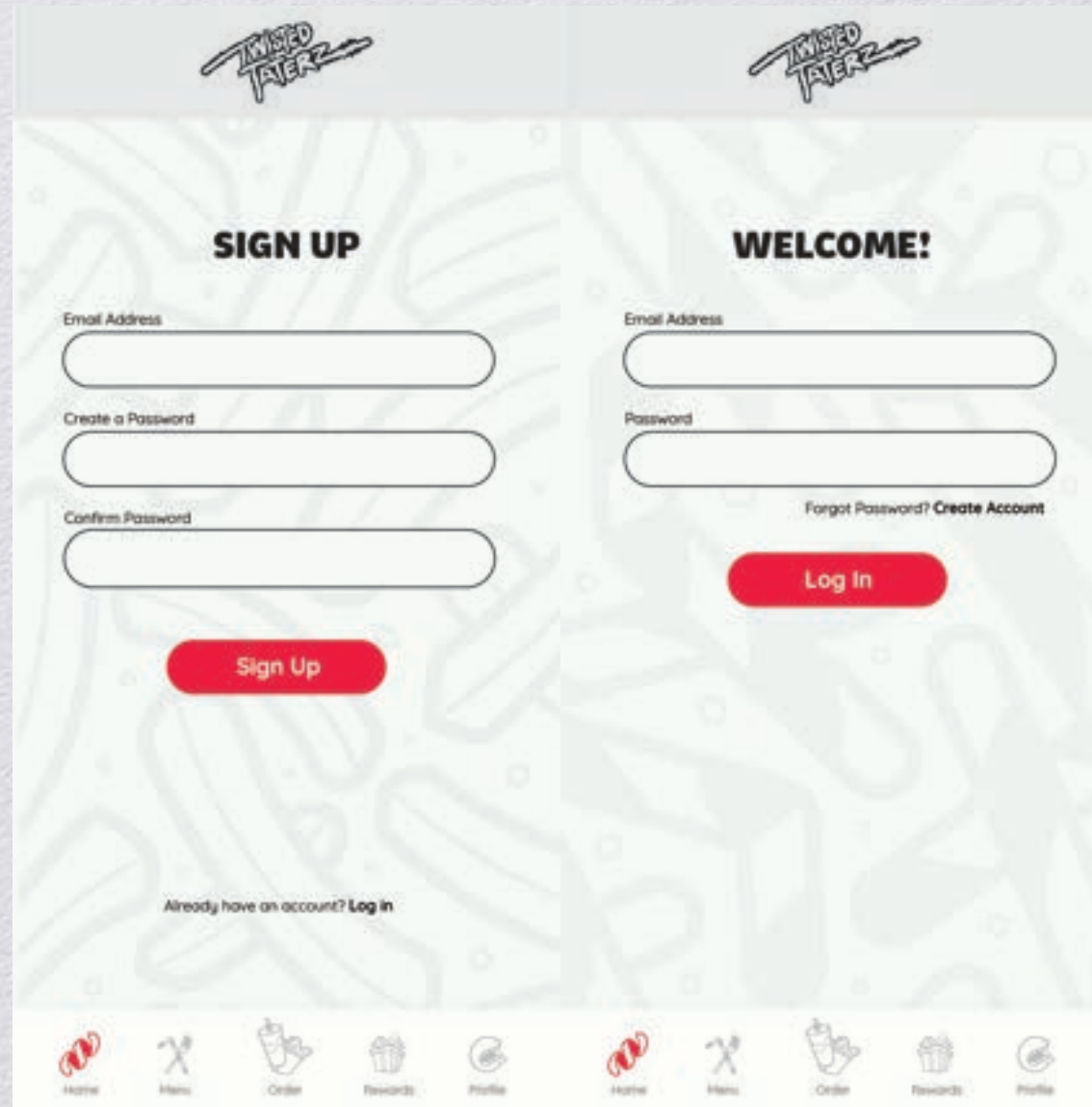
App Icon



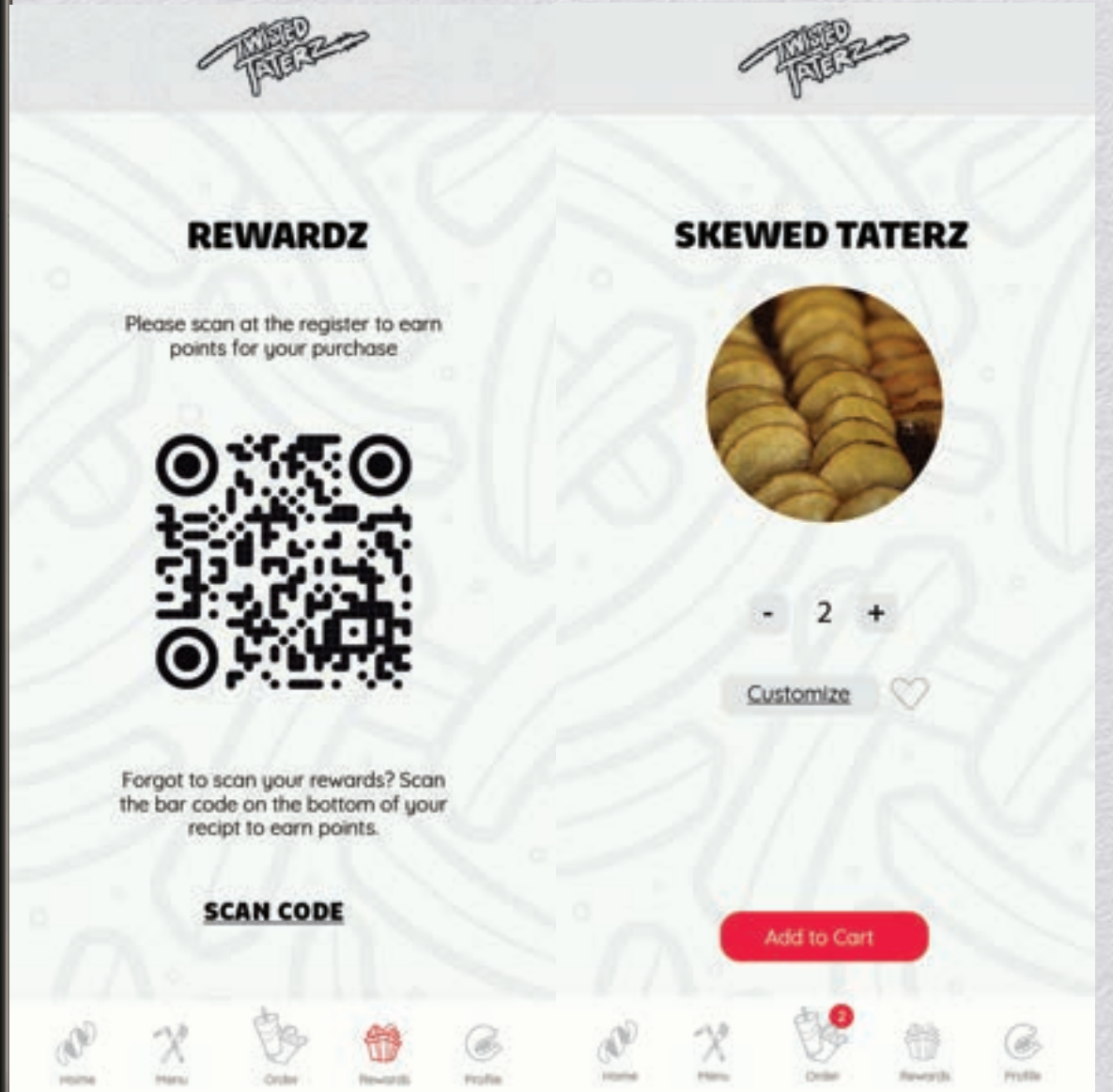
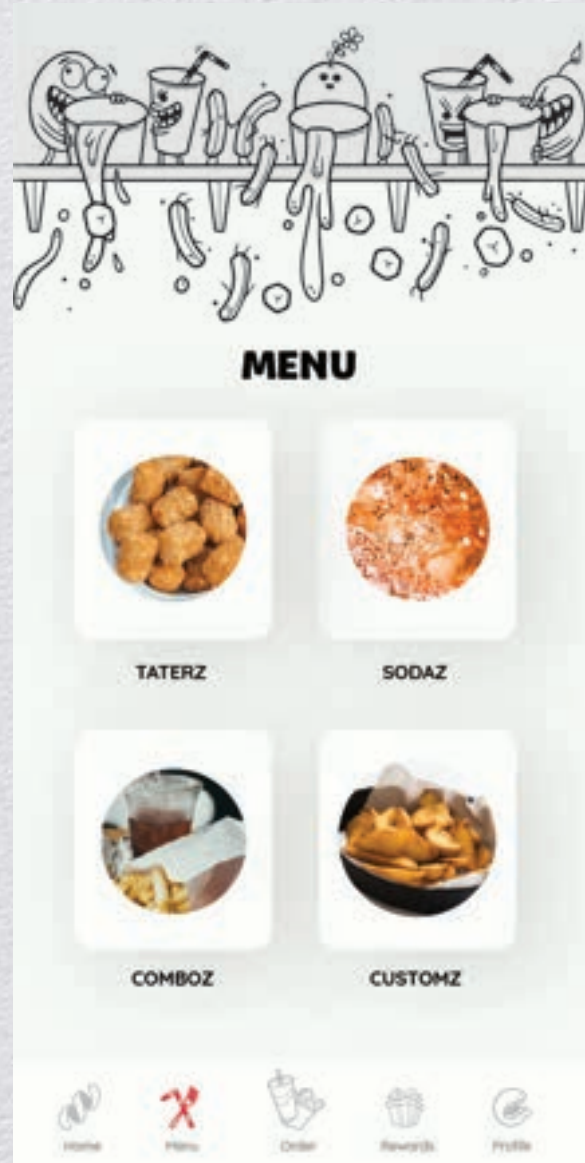
Launch Screen



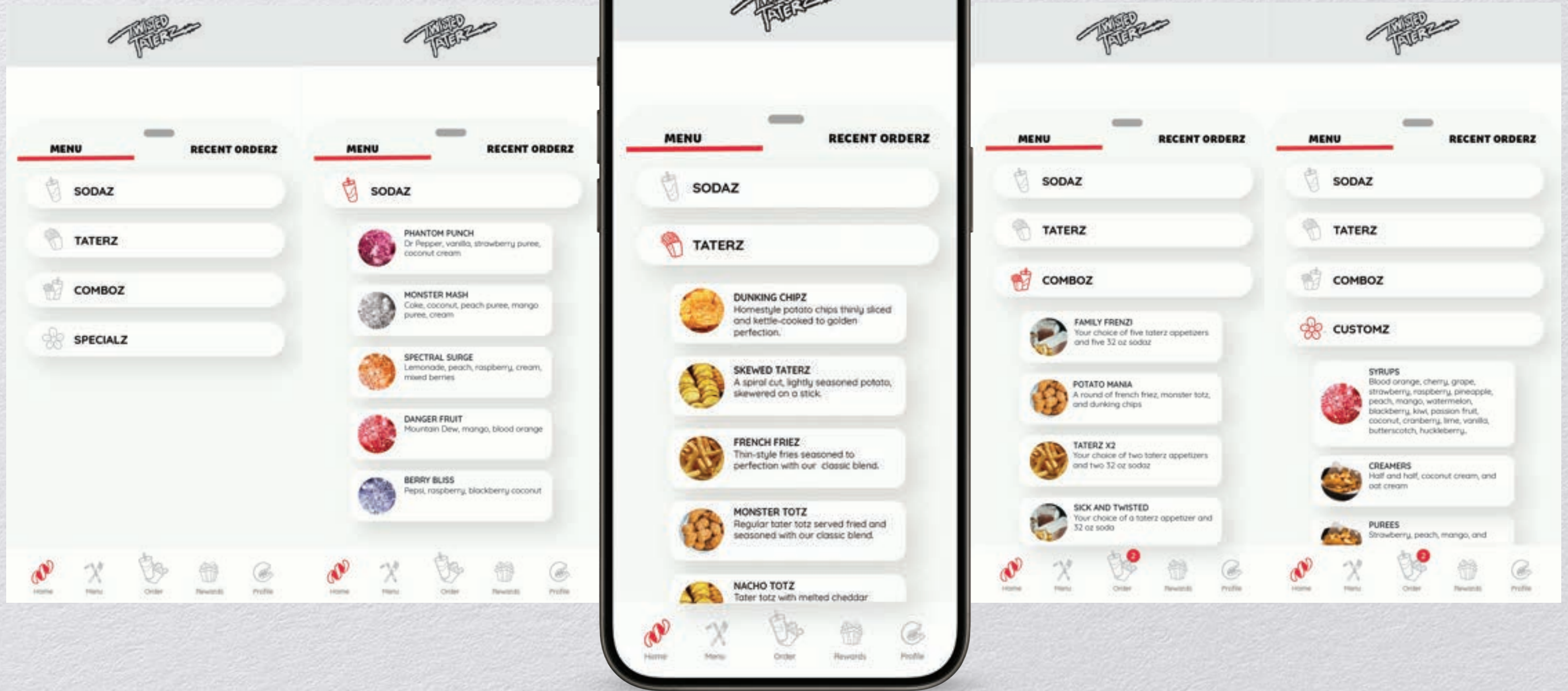
# App Pages



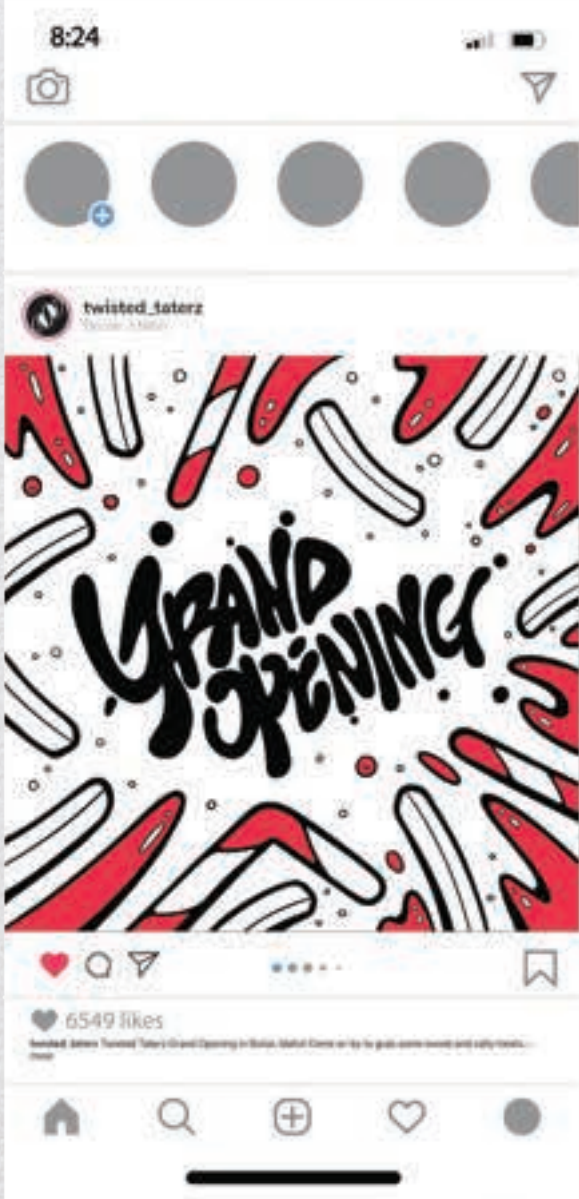
# App Pages



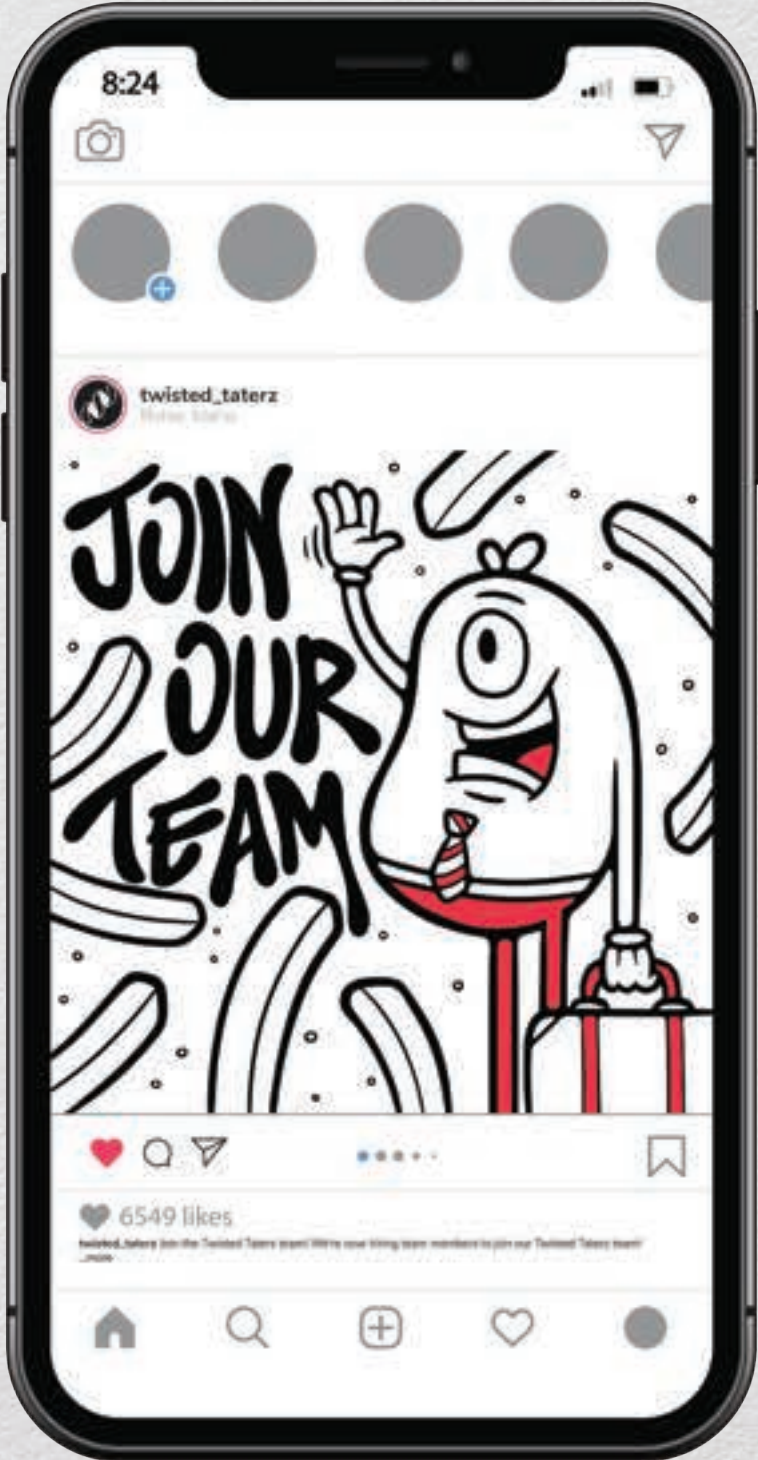
# App Pages



# Social Media Posts



lorem ipsum





# INDIVIDUAL APPENDICES

# KYLEE BODILY

## Illustrator

As an illustrator on the project, I was involved with both the design and strategy for the project. My main job was to the outlines on all of the illustrations, creating consistent line weight and tapering.



# CONTRIBUTIONS

---

## PRIMARY WORK

Target Persona Research  
Stylescape  
Style Attempts  
Font Pairing  
Logo Poster  
Flyer  
Loyalty Card  
Poster  
To-Go Box  
Menu

## SECONDARY WORK

Party In A Cup Wrap  
Dragon Cup Wrap  
Napkin  
Table Wrap  
Posters  
Summer Splash Tray Liner  
Circle of Life Tray Liner  
App Profiles  
App Icons  
Crewneck  
Indoor Mural



# SELECTING A STYLE







## Stylescape

Our first idea was to make Twisted Taterz a dry bar for teens, and my first stylescape reflects that. After more target audience research, the design evolved to include more bright colors and a friendlier tone.

Kaden's stylescape    My stylescape



## Finalizing Stylescape

We discussed our stylescapes as a team and identified what worked best. Based on our discussion, I created our finalized stylescape, pulling images from each.





## Style Attempts

I attempted to reverse-engineer the illustration style featured in the stylescape.



**BREVIA**

**QUICKSAND BOLD**

Quicksand |

~~**PUNK KID**  
Acumin Variable Bold  
Acumin Variable~~

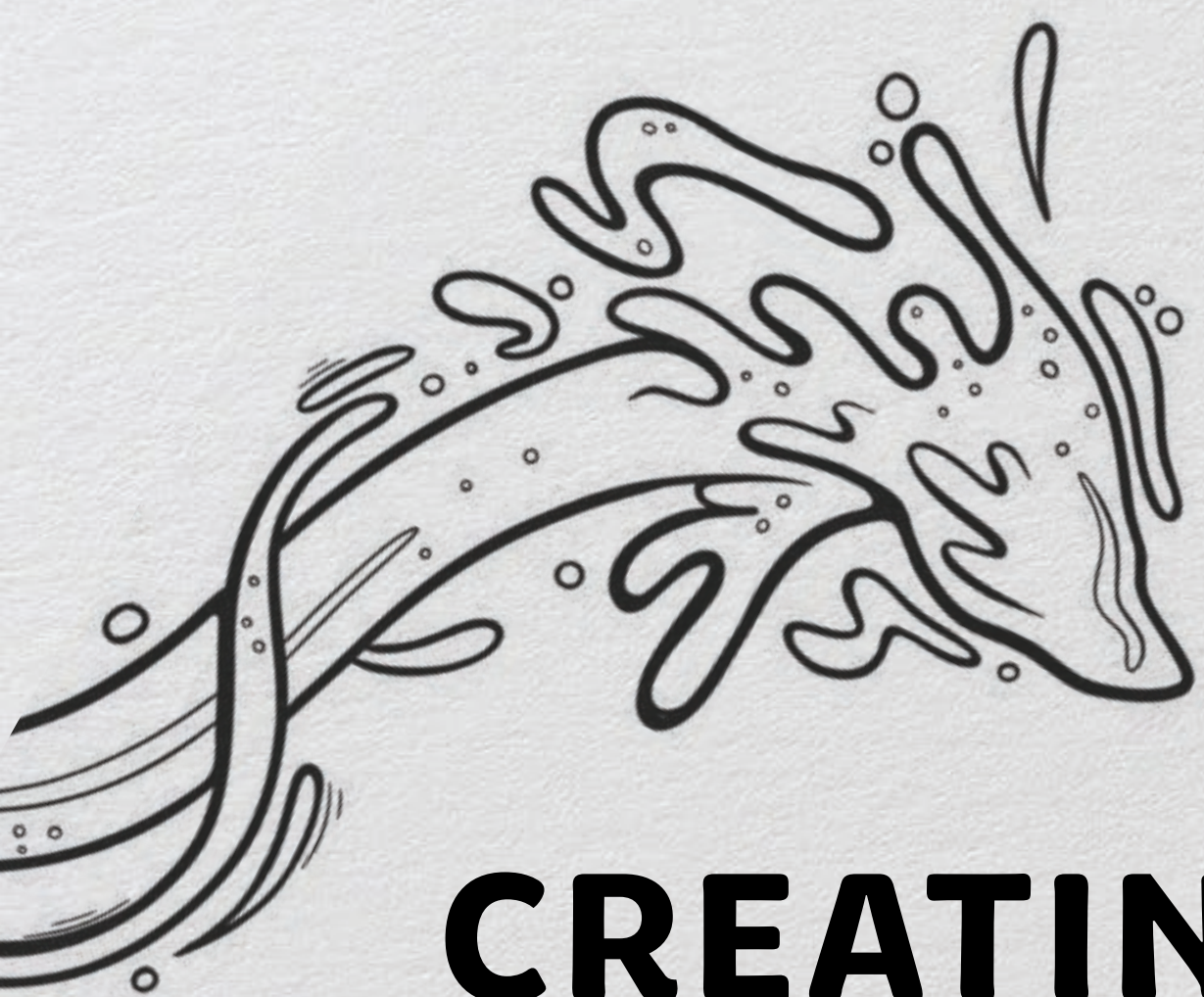
~~**ACUMIN**  
Quicksand Bold  
Quicksand~~

~~**Arial Rounded**  
Quicksand Bold  
Quicksand~~

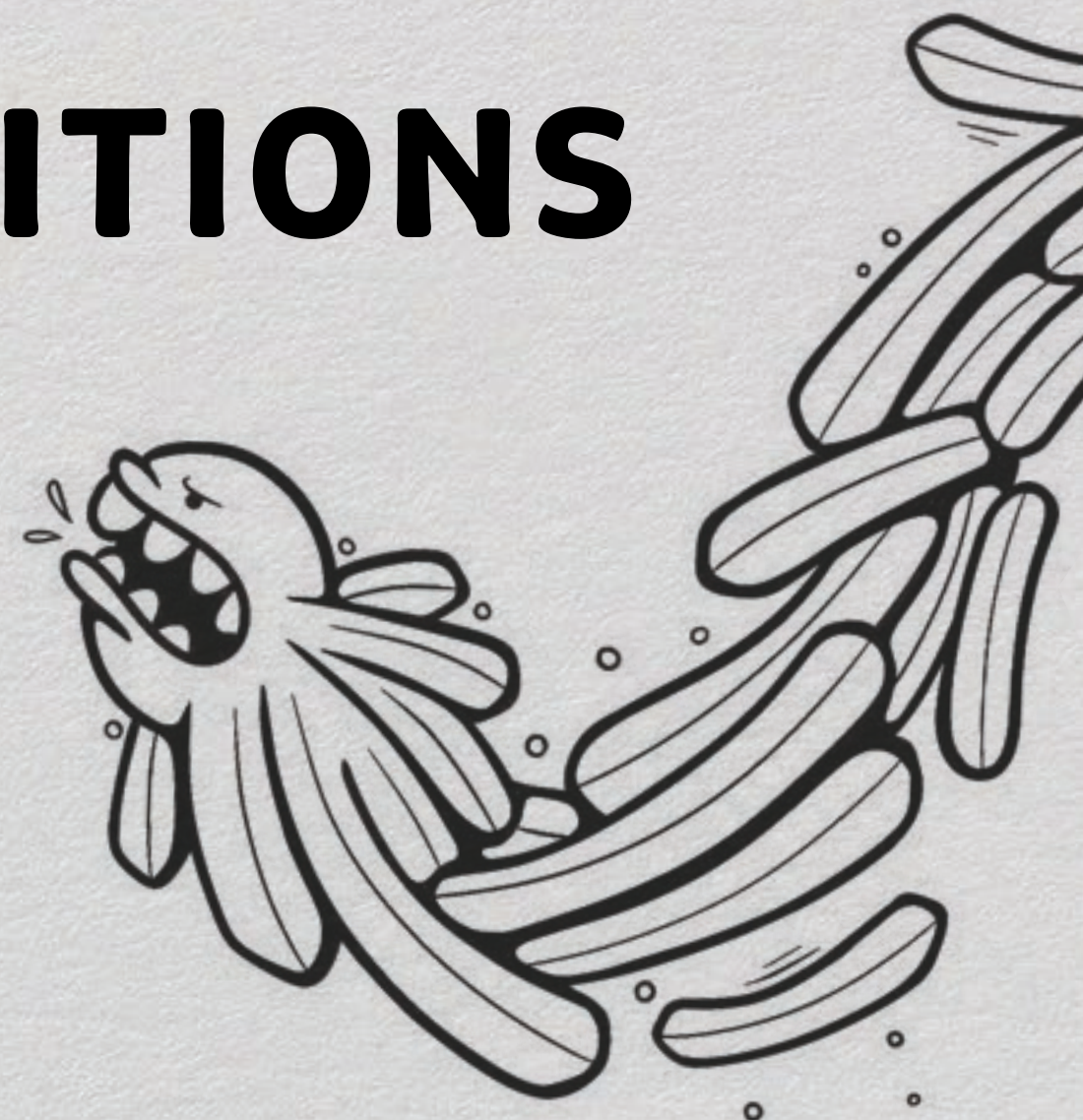
## Font Selection

Font pairings are an essential part of a brand identity. I tried many different combinations before settling on the final fonts. Eventually, I picked Brevia as the tile and Quicksand as the body copy.





# **CREATING COMPOSITIONS**



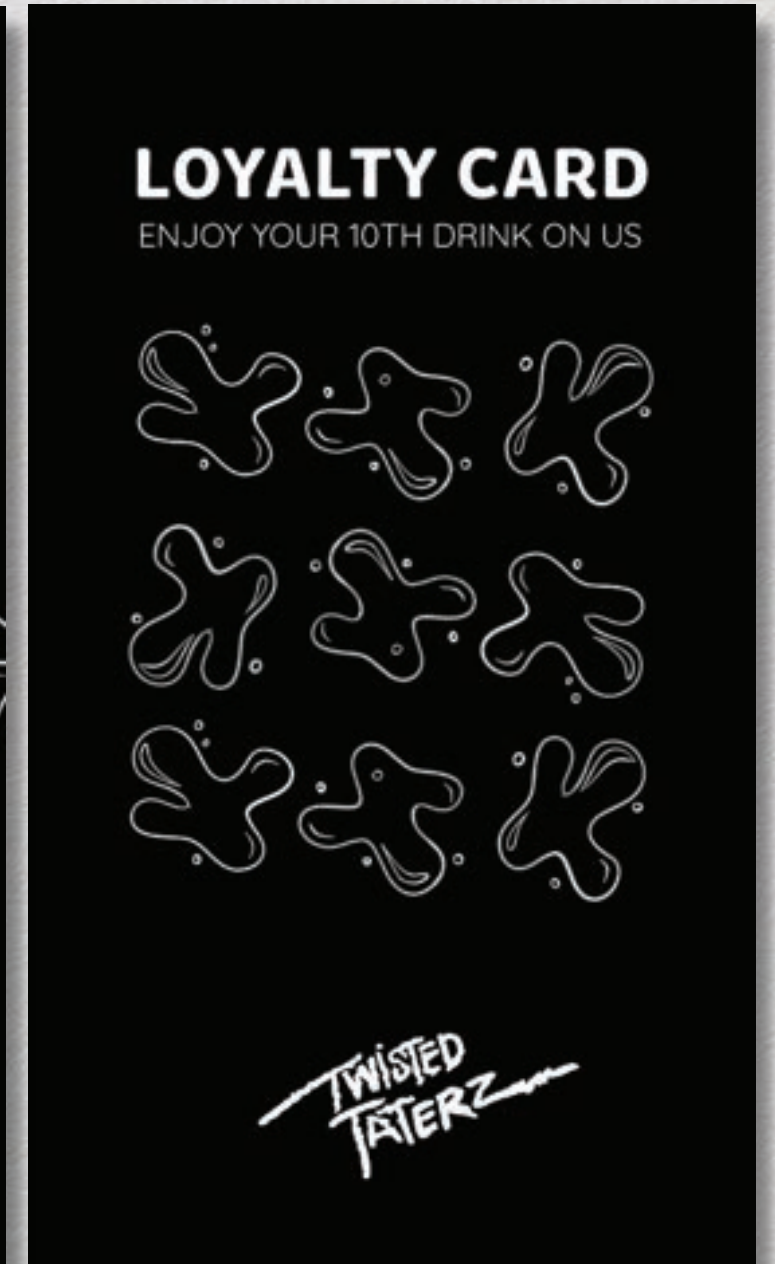


## Flyer

I captured the two contrasting elements of salty and sweet, by illustrating fries and soda walking together.

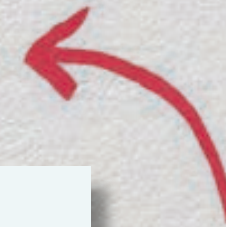
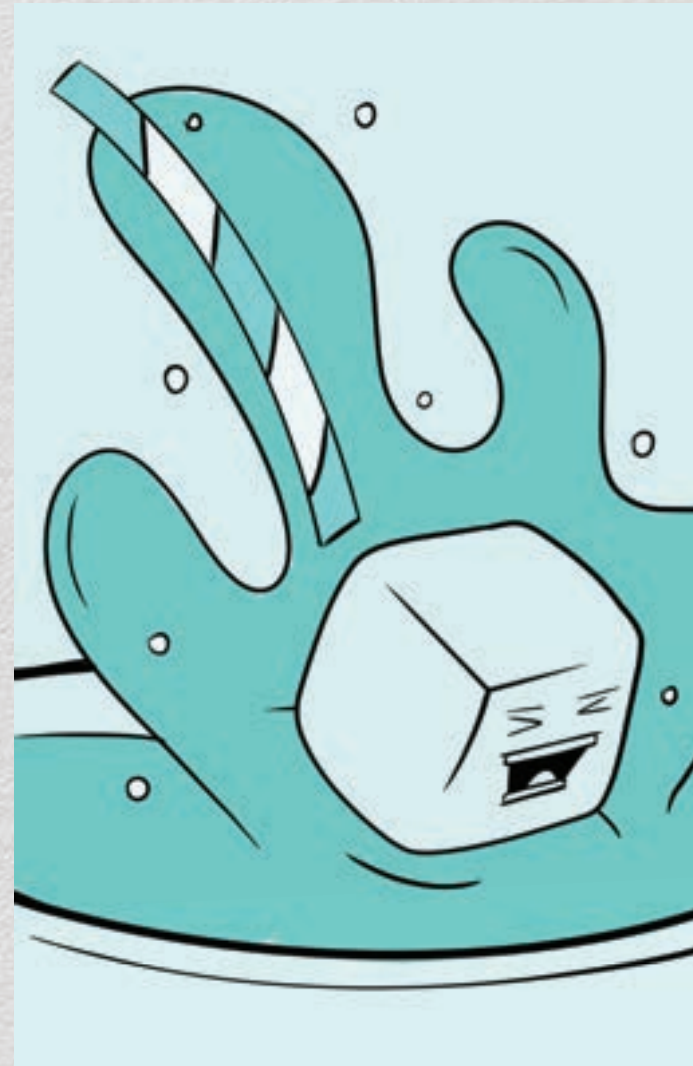
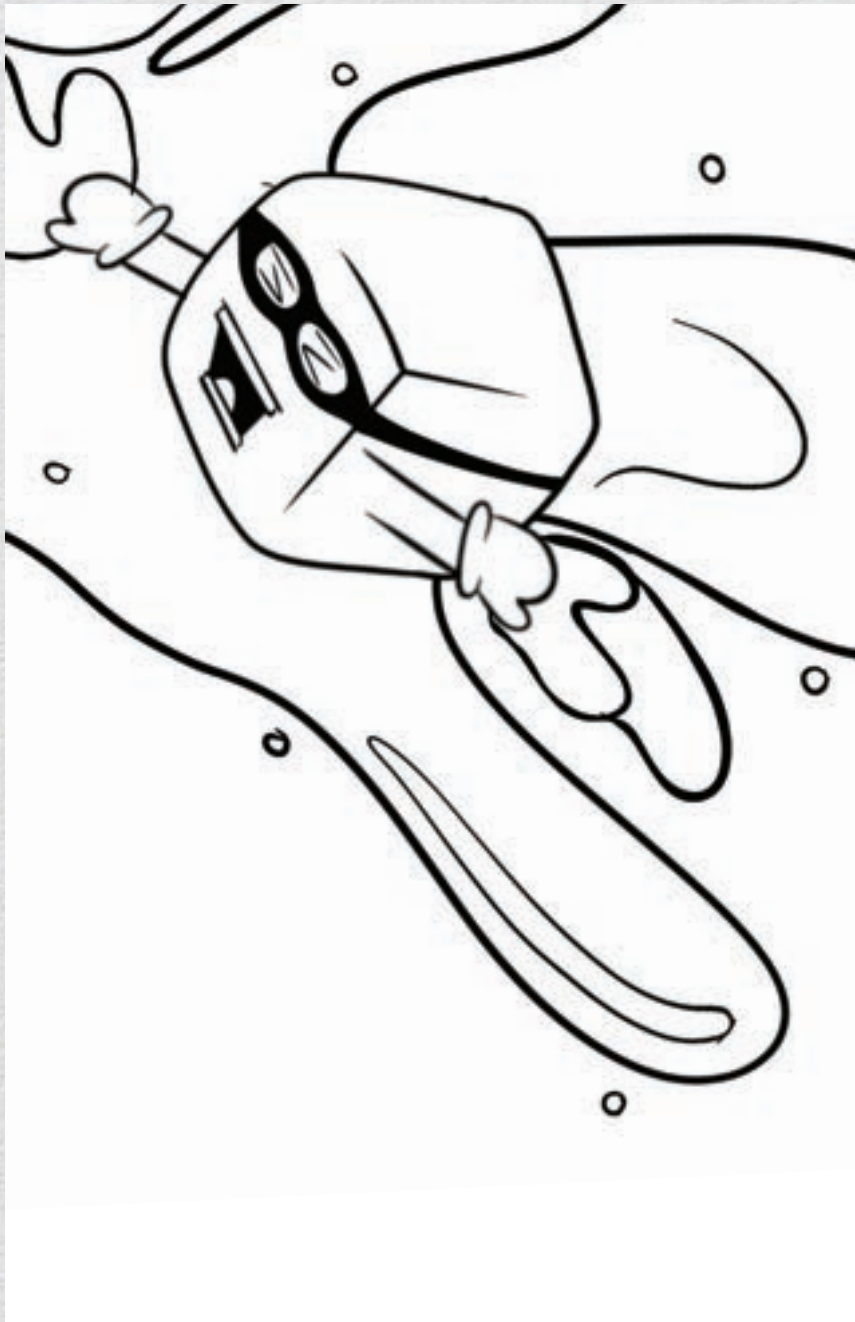
# Loyalty Card

I mimicked the layout of old baseball cards, using a Twisted Taterz character instead of a Baseball player. The character range can be expanded, encouraging customers to buy more drinks and collect all the characters.



## Soda Poster

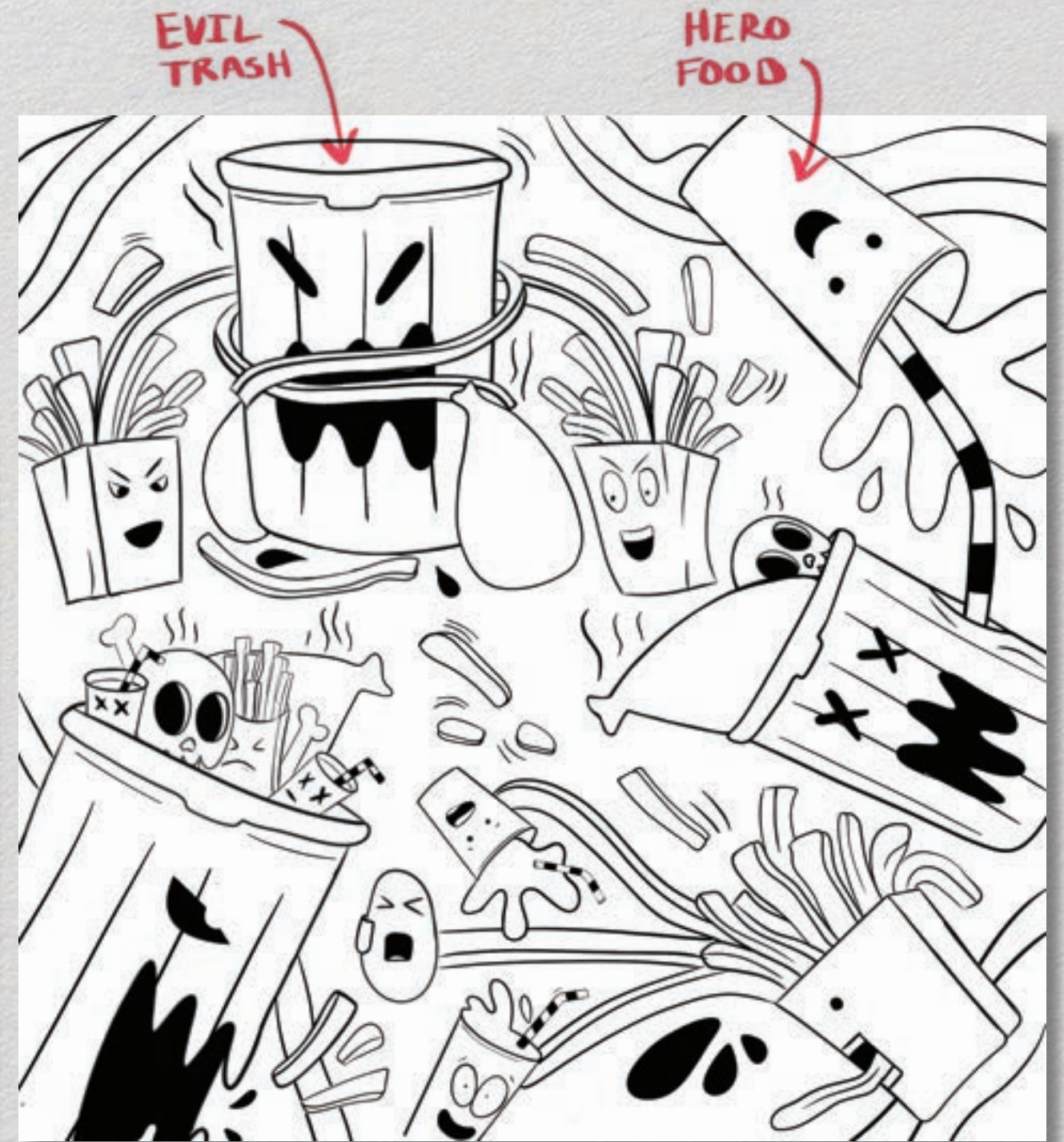
Soda represents the sweet side of the store, so I wanted the poster to feel happy and excited. I went through several different drafts to refine the composition and style, before settling on a superhero theme.





## To-Go Box

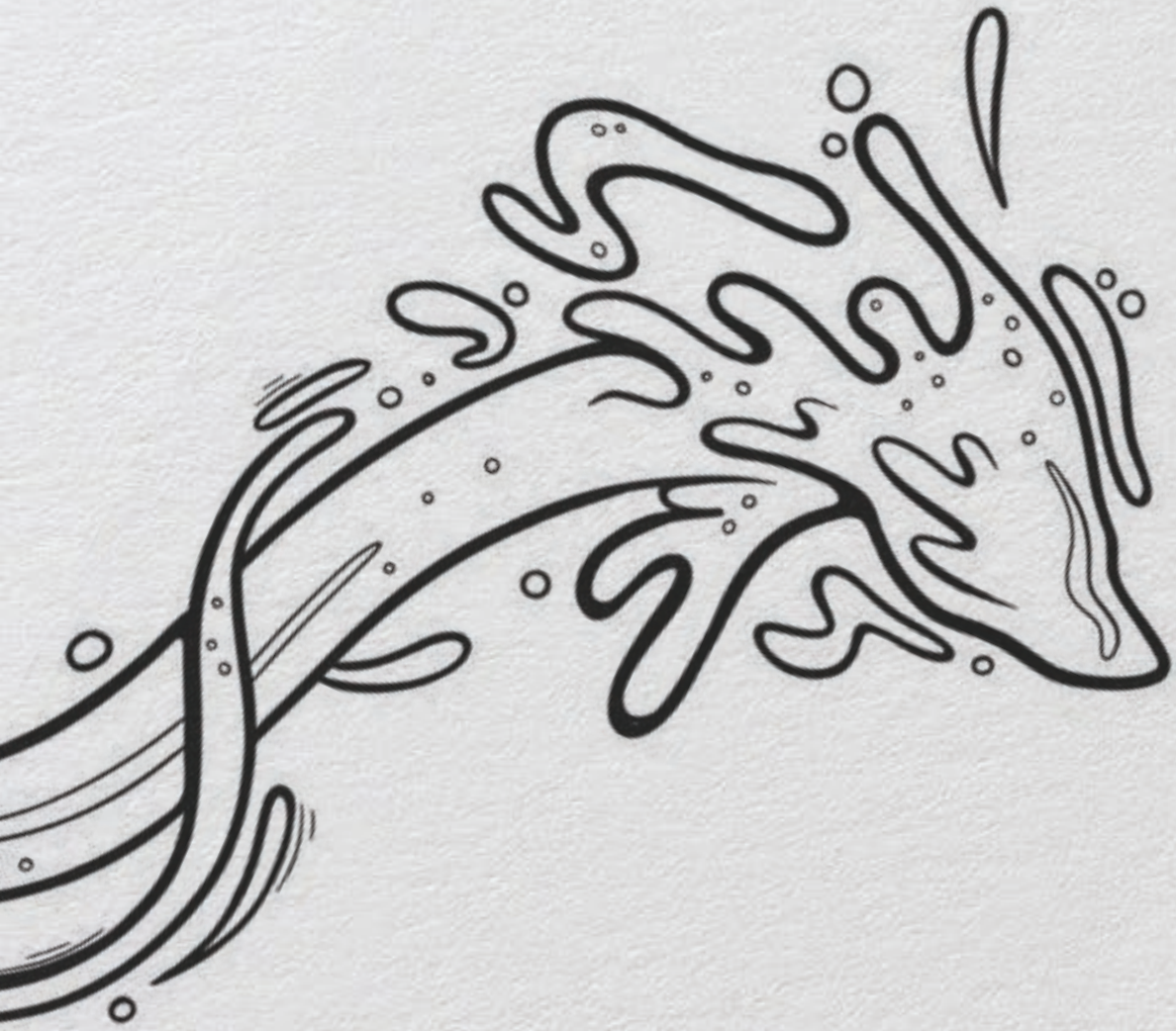
The to-go box features Twisted Taterz characters defeating evil trash cans. It will help eliminate food waste, making this a fitting composition for the product.



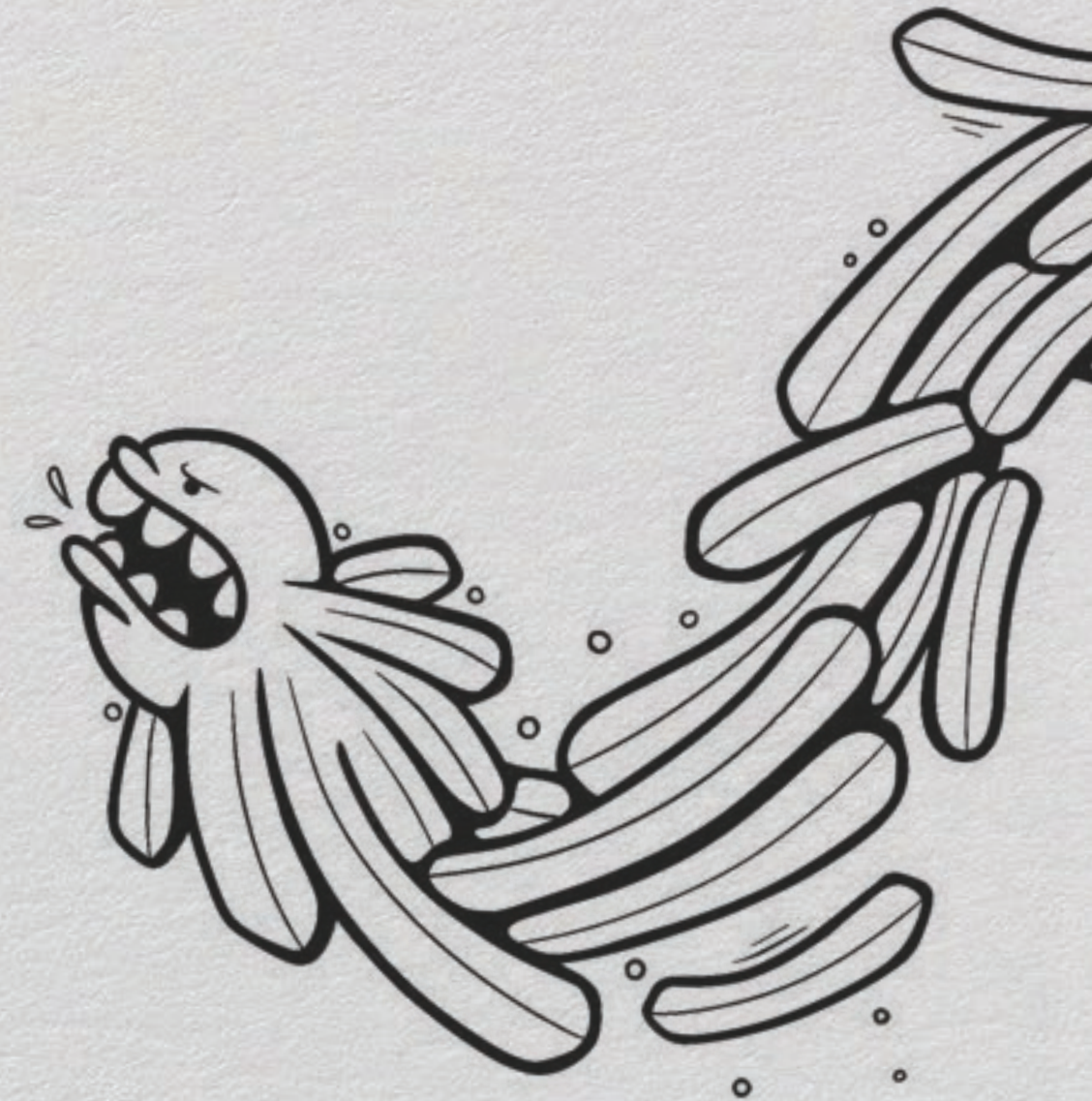


## Menu

I made the menu layout first, focusing on hierarchy and legibility. Then, I added doodles to showcase various menu items, including french fries and soda.



# INK WORK



# Inkwork Process

I started by taking a composition that has already been edited to fit the style and lower the opacity. I would then draw over the design, focusing on line weight and tapering. All deliverables were made to size, meaning smaller sized designs had more noticeable changes and already large designs had less.

01.



Kaden's Drawing

02.

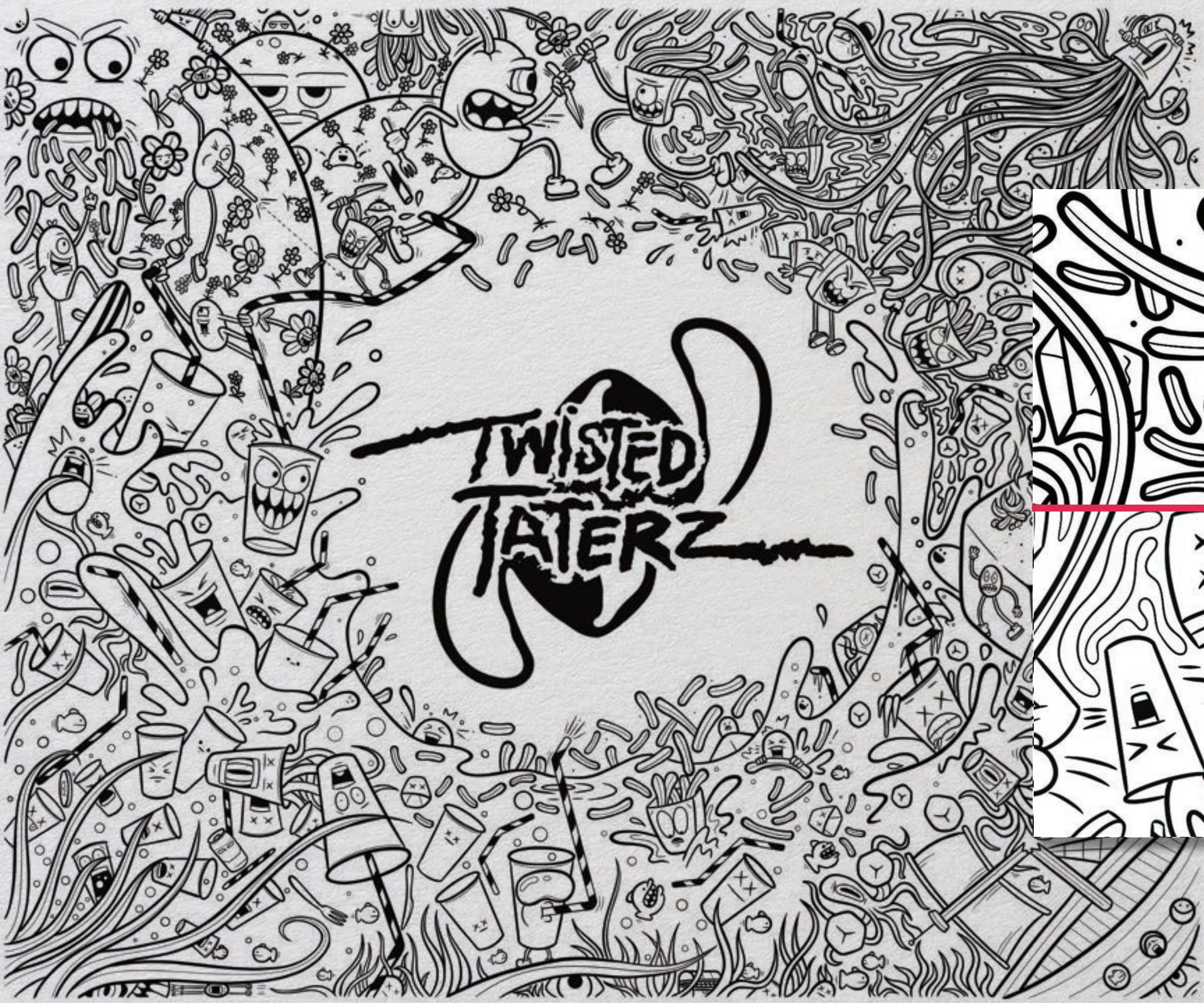


Me outlining

03.



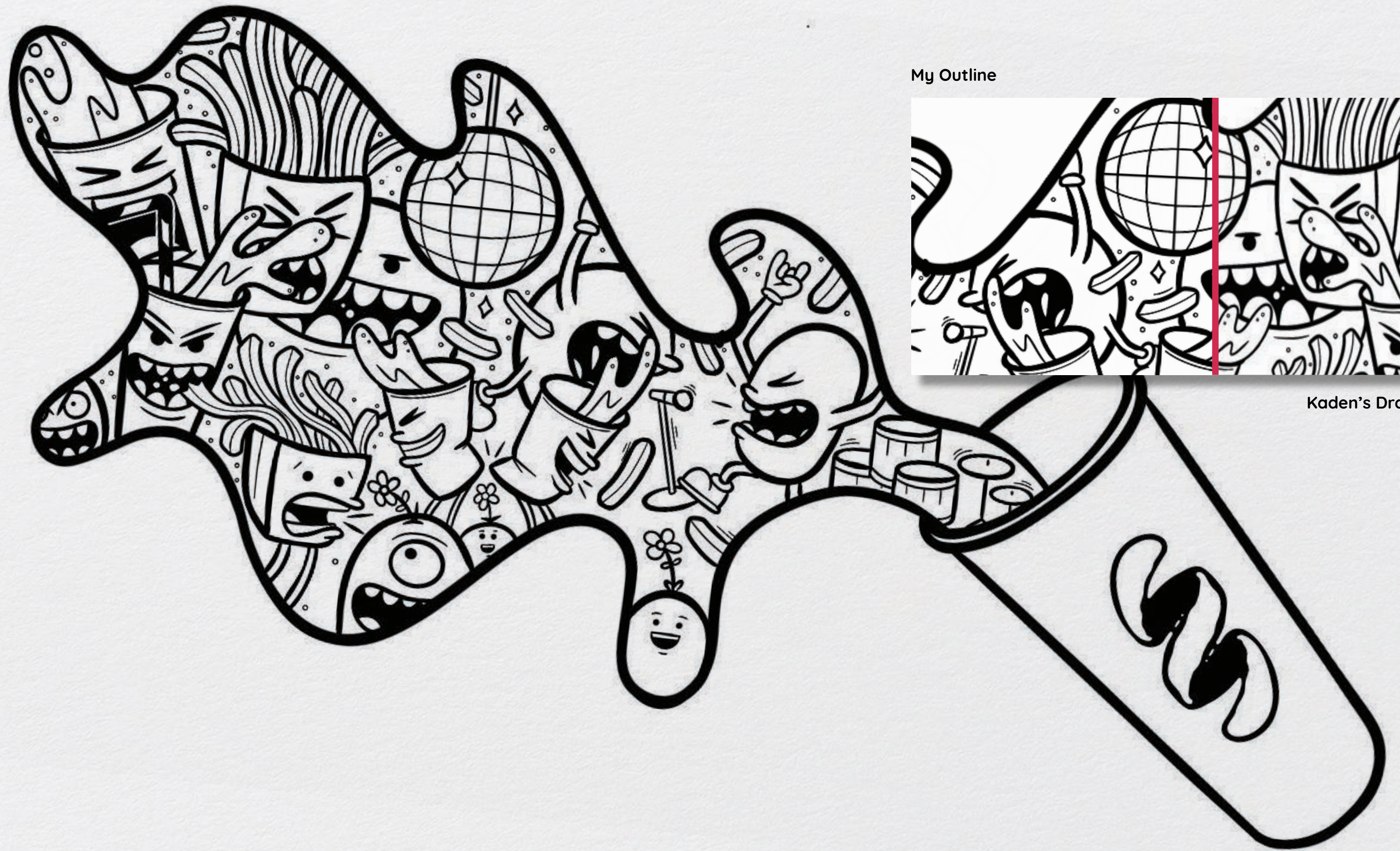
Final Outlines



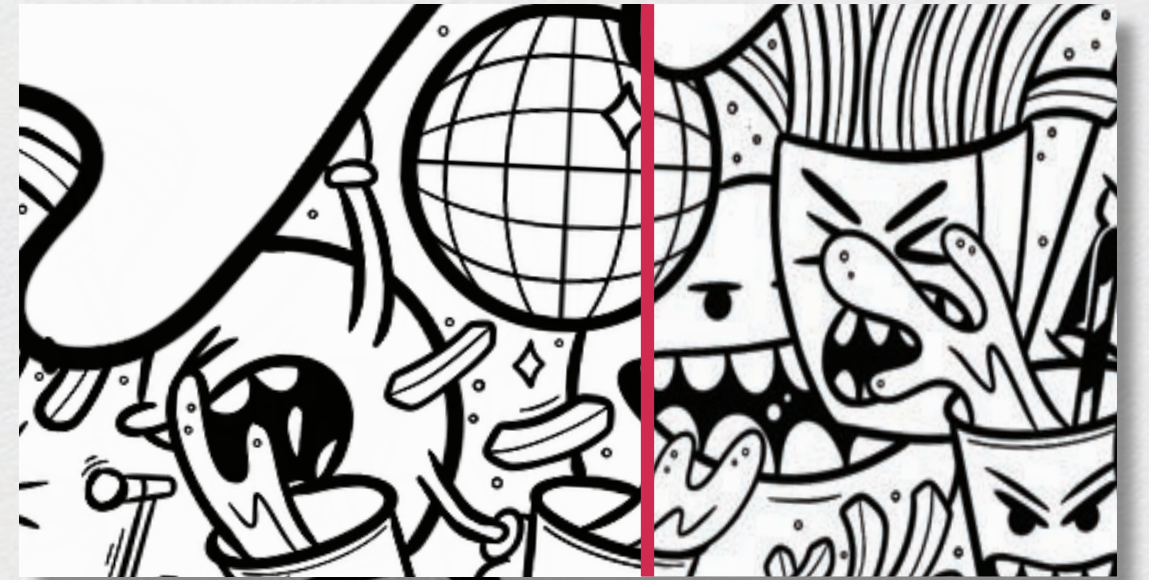
My Outline



Kaden's Drawing

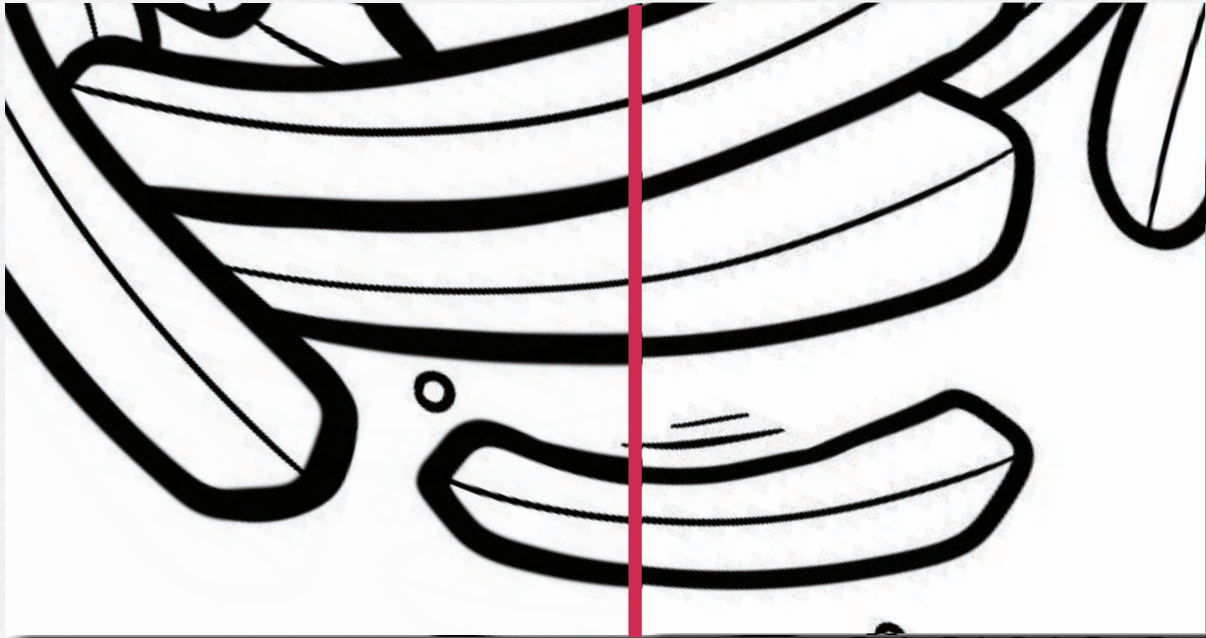


My Outline

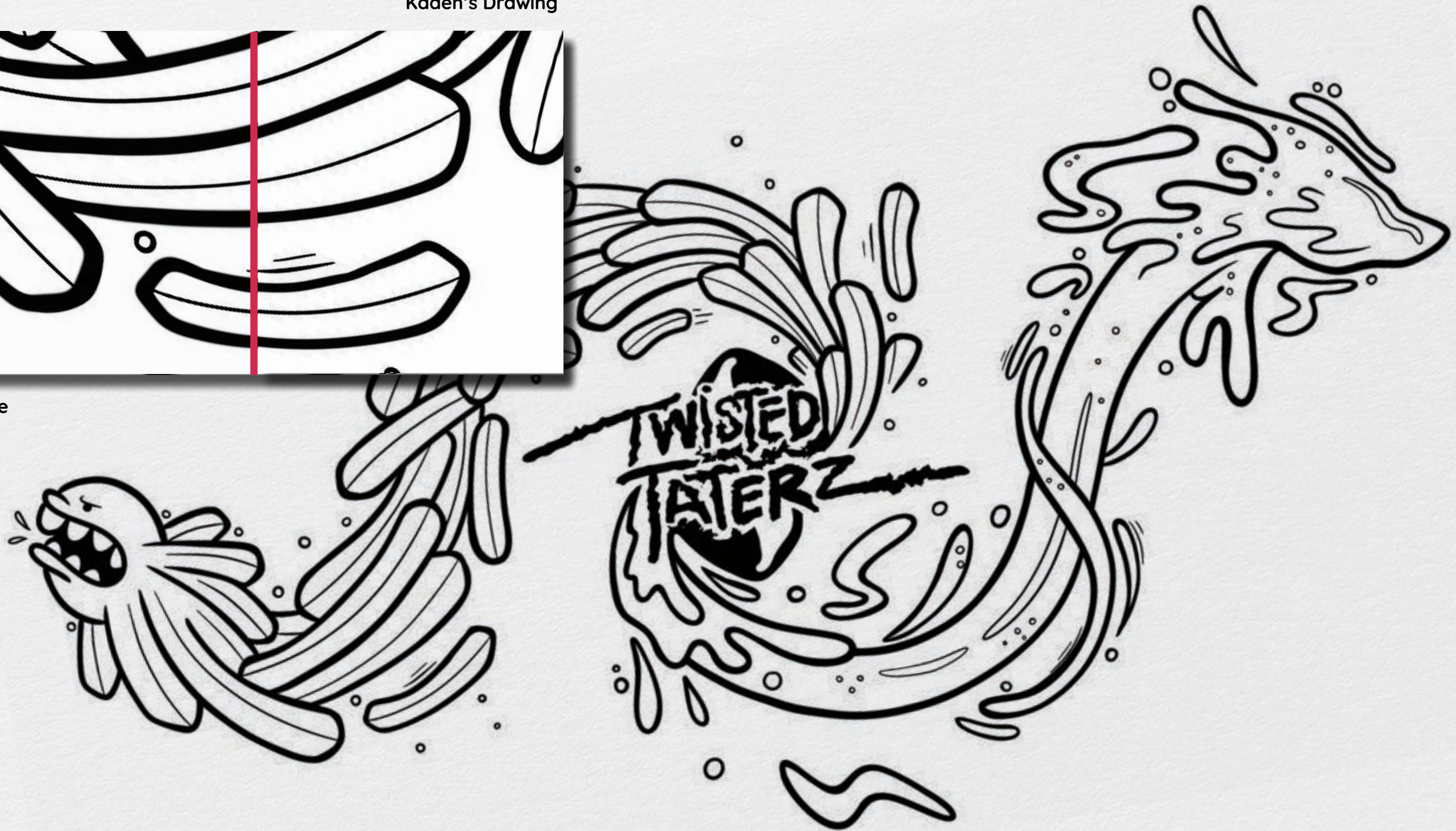


Kaden's Drawing

Kaden's Drawing



My Outline



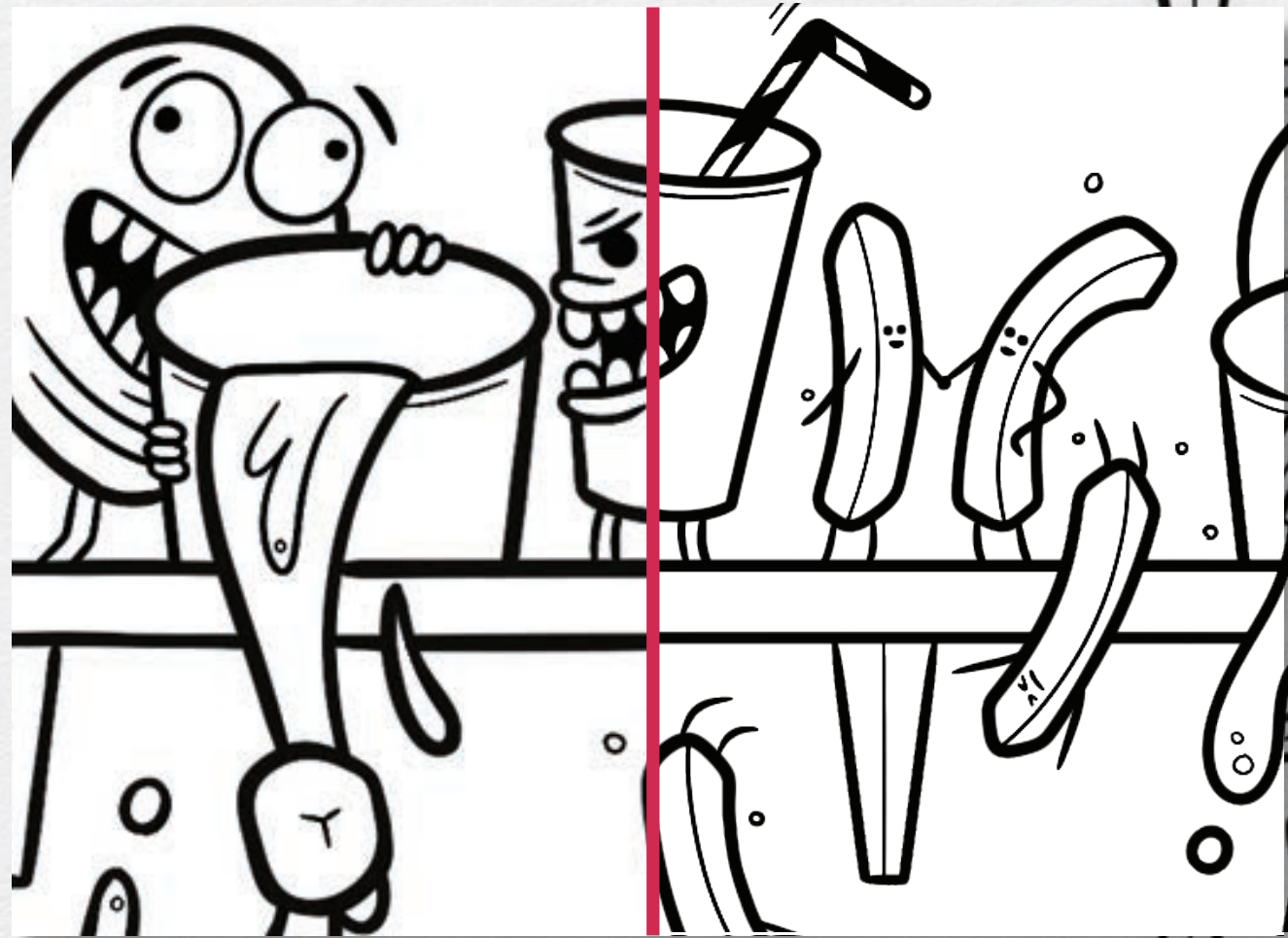


Kaden's Drawing



My Outline





My Outline



Kaden's Drawing



My Outline

Kaden's Drawing



My Outline

Kaden's Drawing



DAY  
25 • 24  
8PM  
ODIEZ

Y-DAY  
• 25 • 24  
- 8PM  
OODIEZ  
AMEZ  
PRIZEZ  
MUZIC

416 S 9TH ST  
BOISE, ID 83702

My Outline

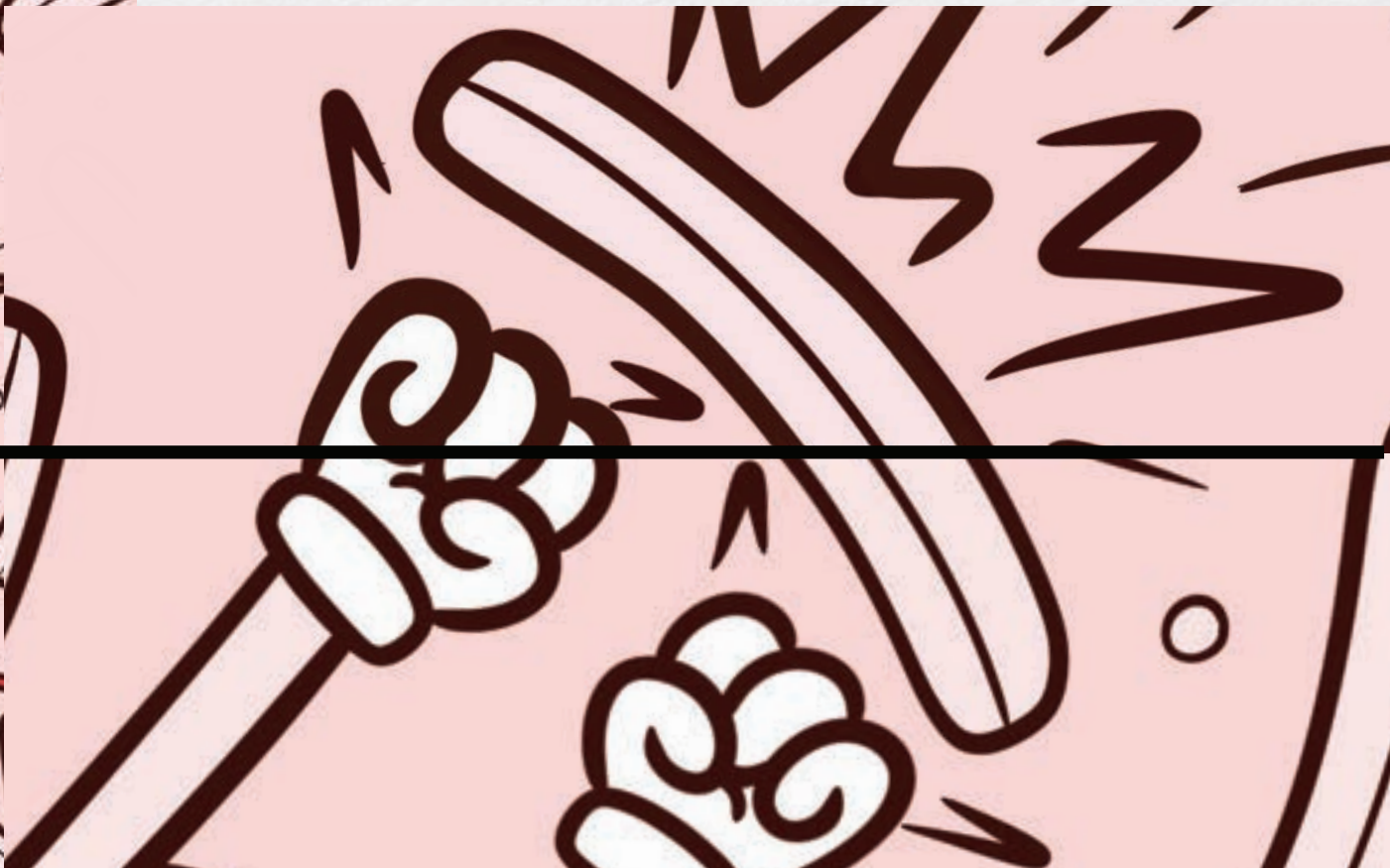


Kaden's Drawing





My Outline

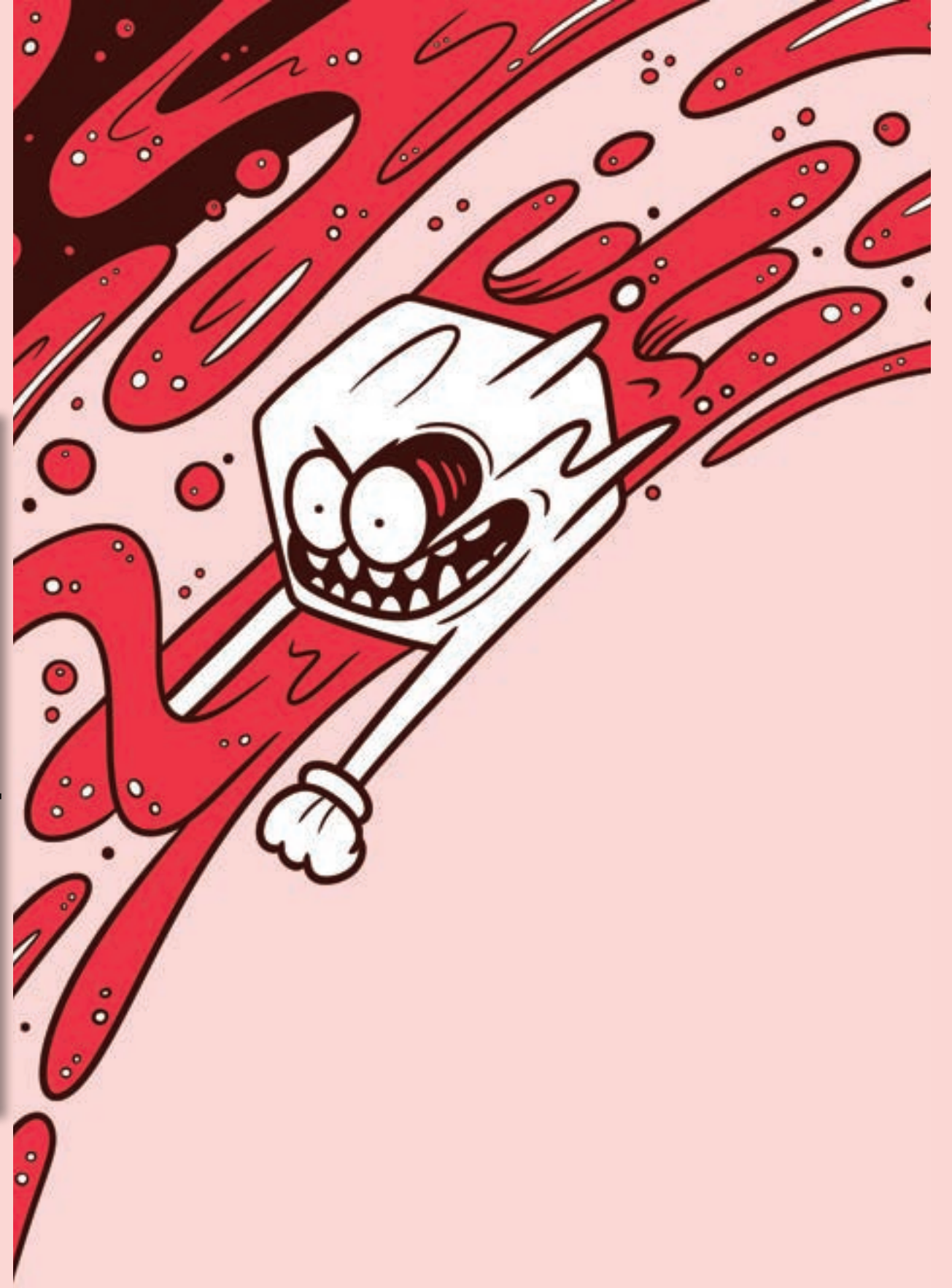


Kaden's Drawing

My Outline



Kaden's Drawing

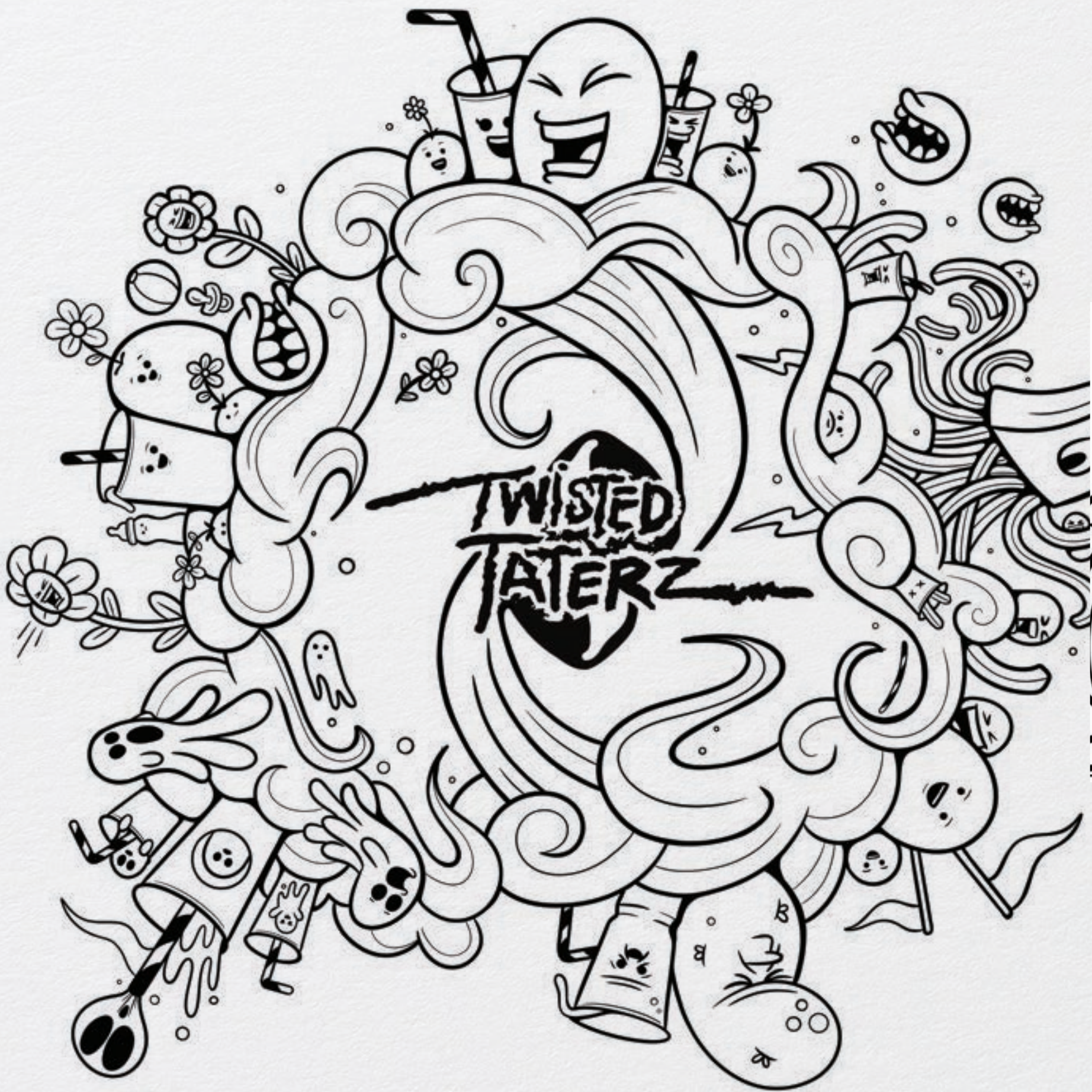


My Outline

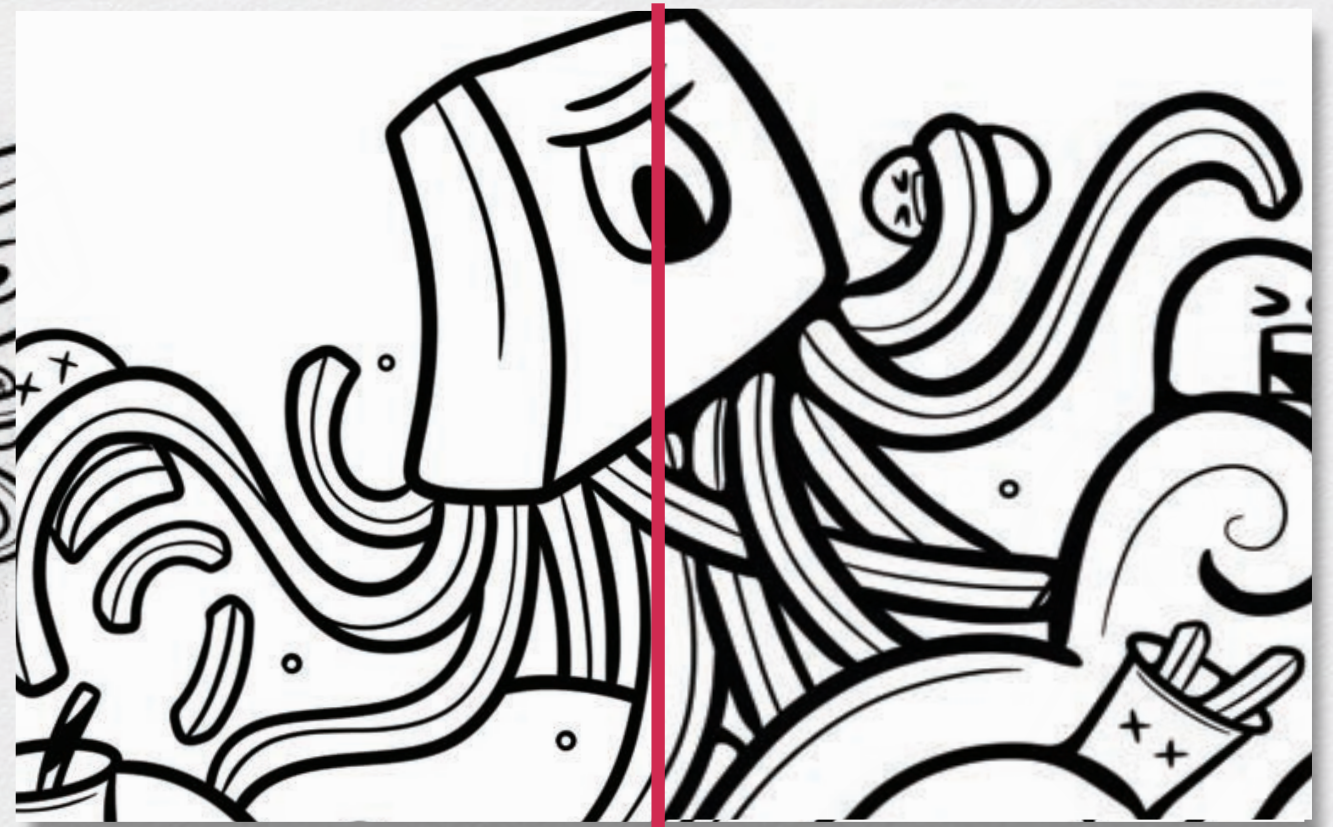


Kaden's Drawing





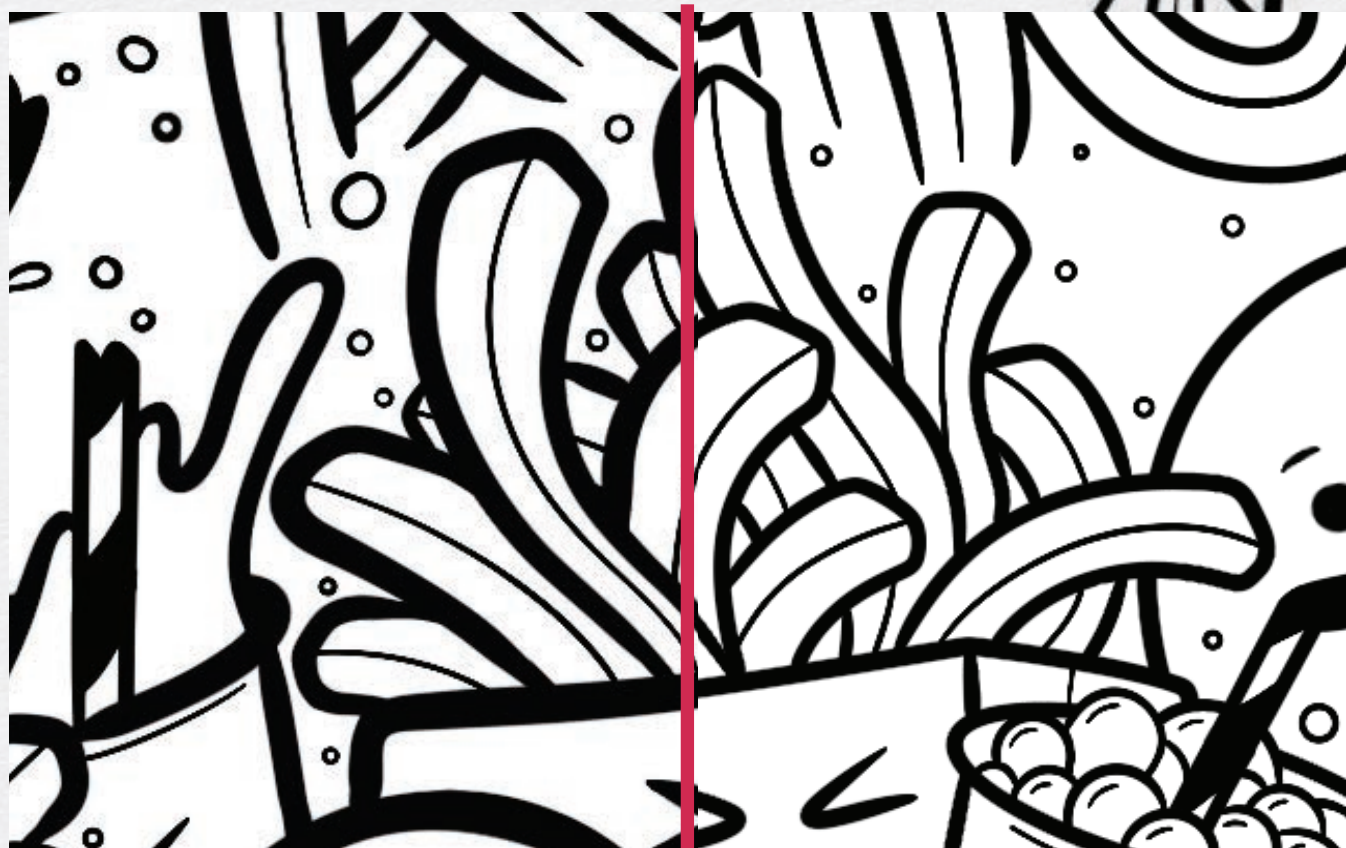
My Outline



Kaden's Drawing



My Outline



Kaden's Drawing



## COMBOZ

### FAMILY FRENZI

Your choice of five Taterz appetizers and five 32oz Sodas

### POTATO MANIA

A round of French Fries, Monster Tots, and Dipping Chips.

### TATERZ^2

Your choice of two Taterz appetizers and two 32oz Sodal

### SICK & TWISTED

Your choice of aTaterz appetizer and 32oz Sodal

## SODAZ

### PHANTOM PUNCH

Dr Pepper, Vanilla, Strawberry Puree, and Coconut Cream

### MONSTER MASH

Coke, Coconut, Peach Puree, Mango Puree, and Cream

### SPECTRAL SURGE

Lemonade, Peach, Raspberry, Cream, and Mixed Berries

### DANGER FRUIT

Mountain Dew, Mango, Blood Orange

### KRAKEN KRUSH

Sprite, Fresh Lime, Grape

## CUSTOMZ

### SYRUPS

Blood Orange, Cherry, Grape, Strawberry, Raspberry, Pineapple, Peach, Mango, Watermelon, Blackberry, Kiwi, Passion Fruit, Coconut, Cranberry, Lime, Vanilla, Butterscotch, Huckleberry, Mixed Berries

### CREAMERS

Half and Half, Coconut Cream, and Oat Cream

## TATERZ

### DUNKING CHIPS

Homestyle Potato Chips thickly sliced and kettle-cooked to golden perfection.

### SKEWERED TATOR

A spiral-cut, lightly seasoned potato, skewered on a stick

### FRENCH FRIES

Thin style fries seasoned to perfection with our classic blend.

### MONSTER TOTS

Regular tator tots served fried and seasoned with our classic blend.

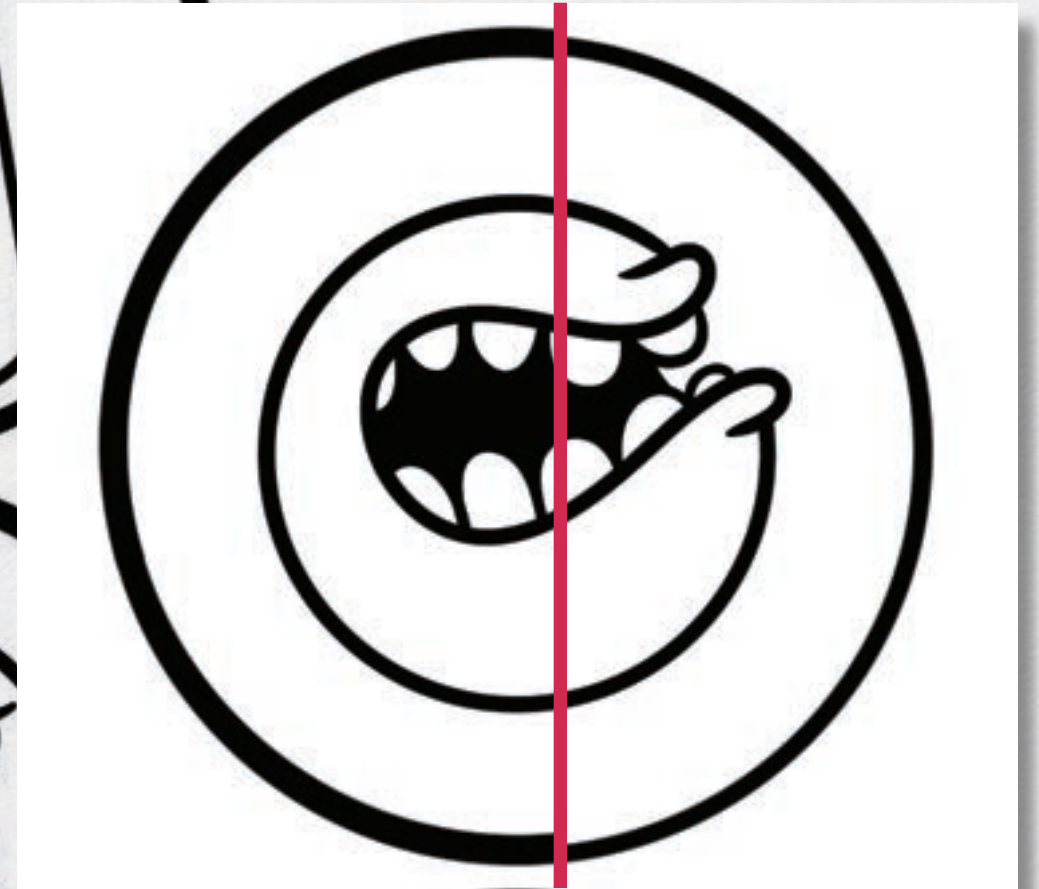
### NACHO TOTS

Tator Tots with melted cheddar cheese, bacon bits, jalapeños, and sour cream.

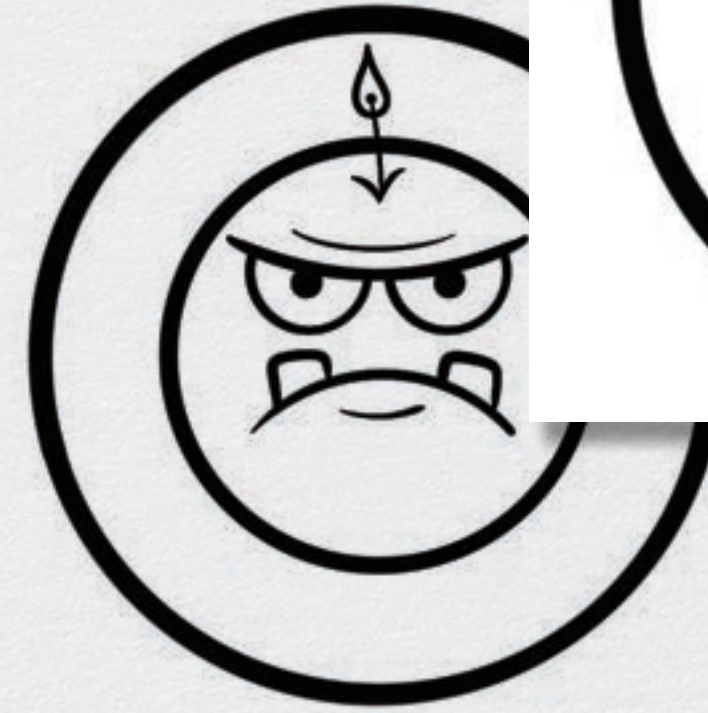




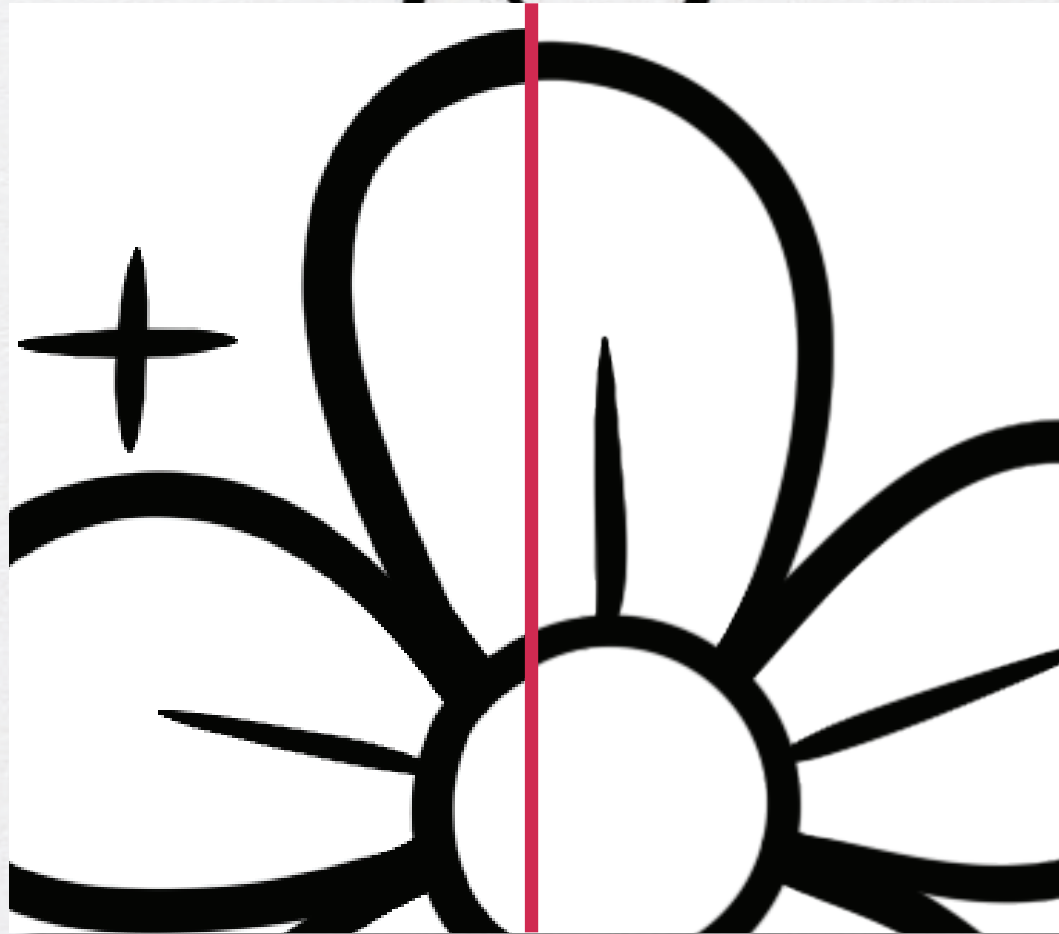
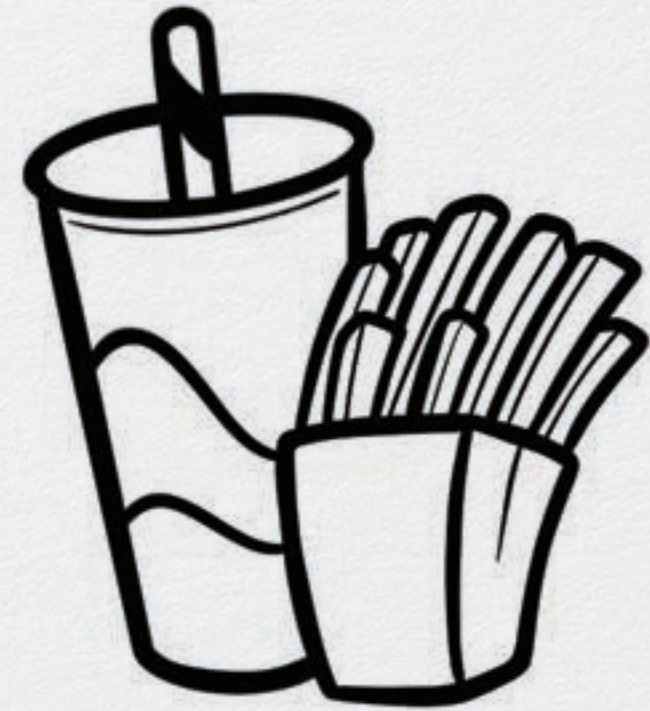
My Outline



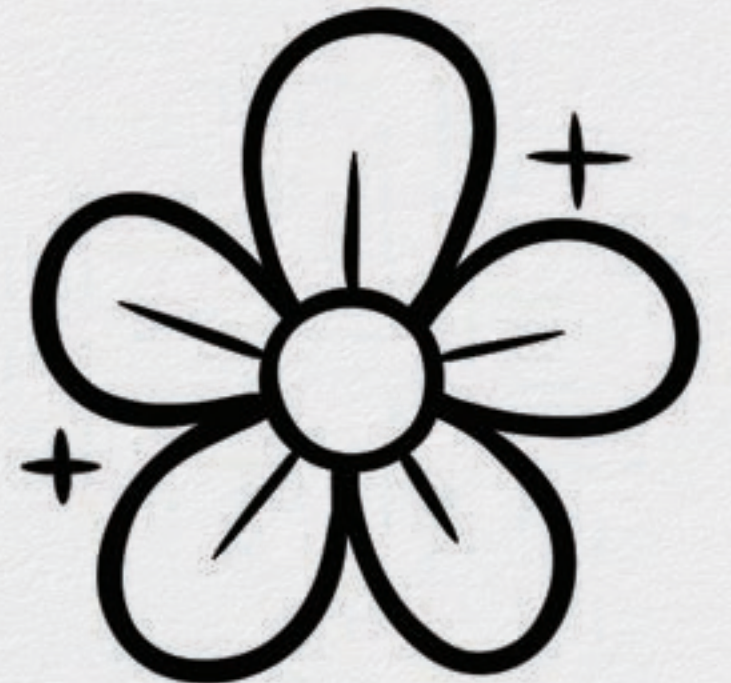
Kaden's Drawing



My Outline

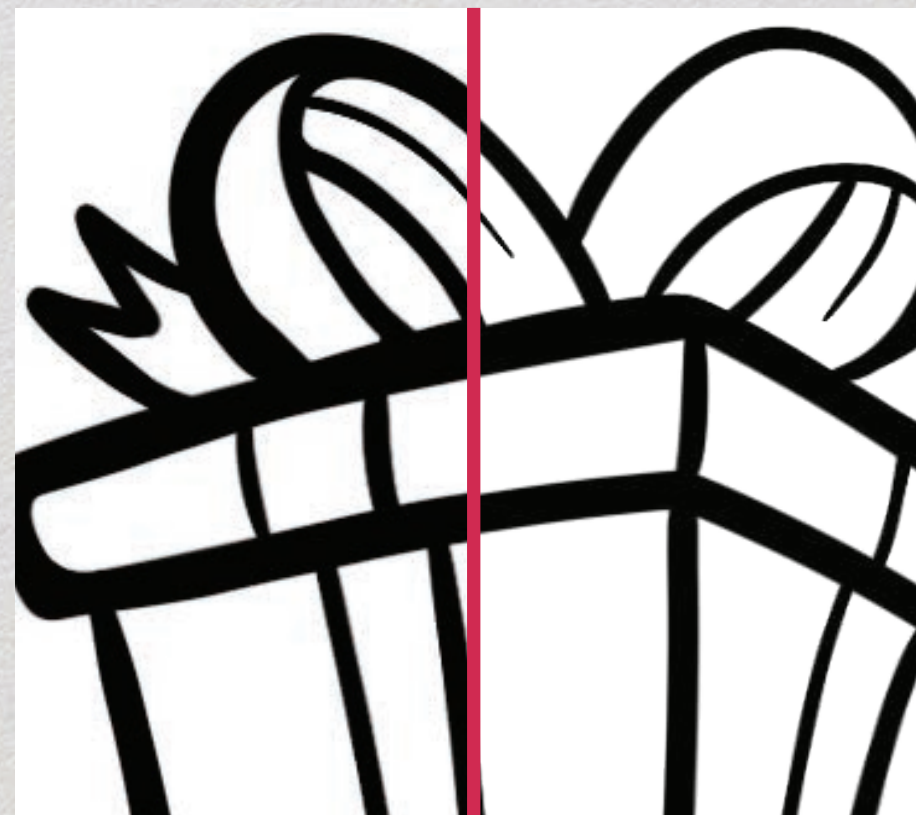


Kaden's Drawing



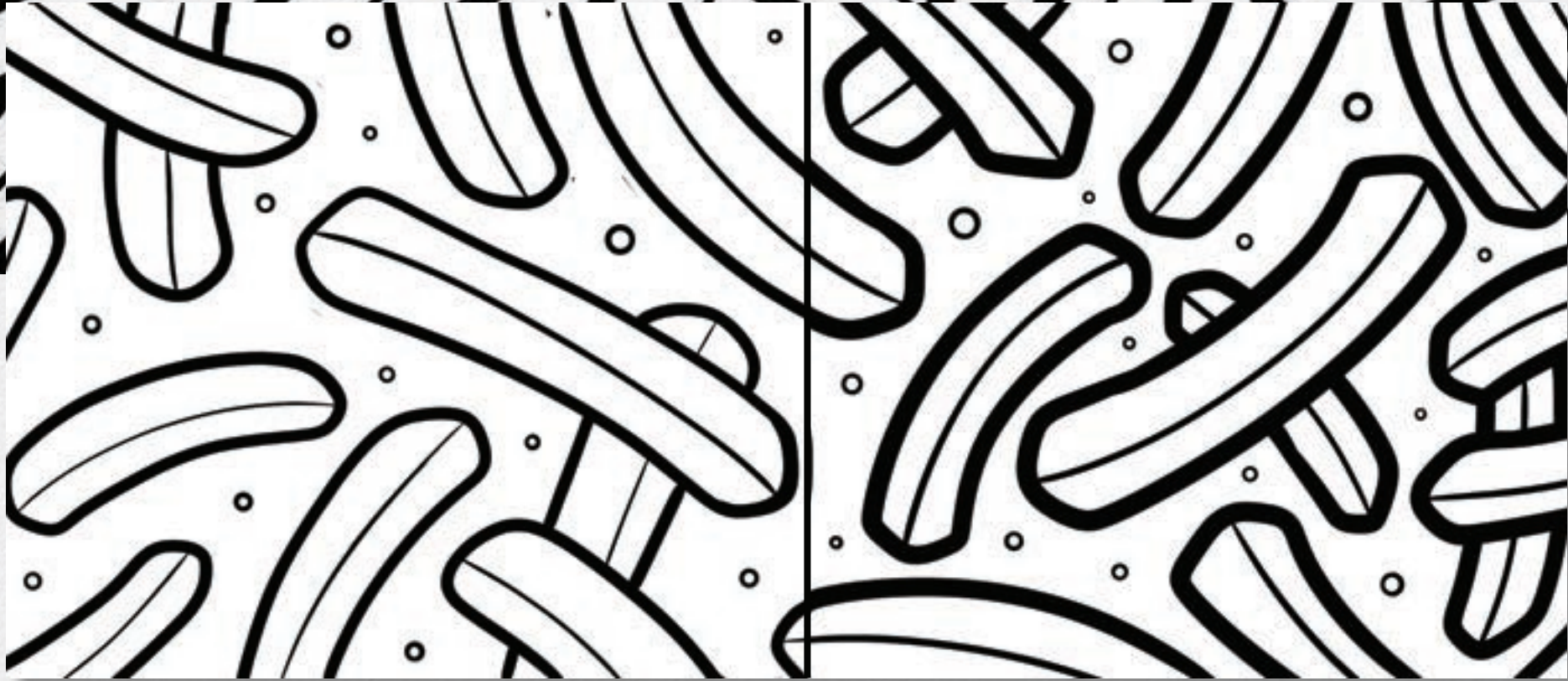


My Outline



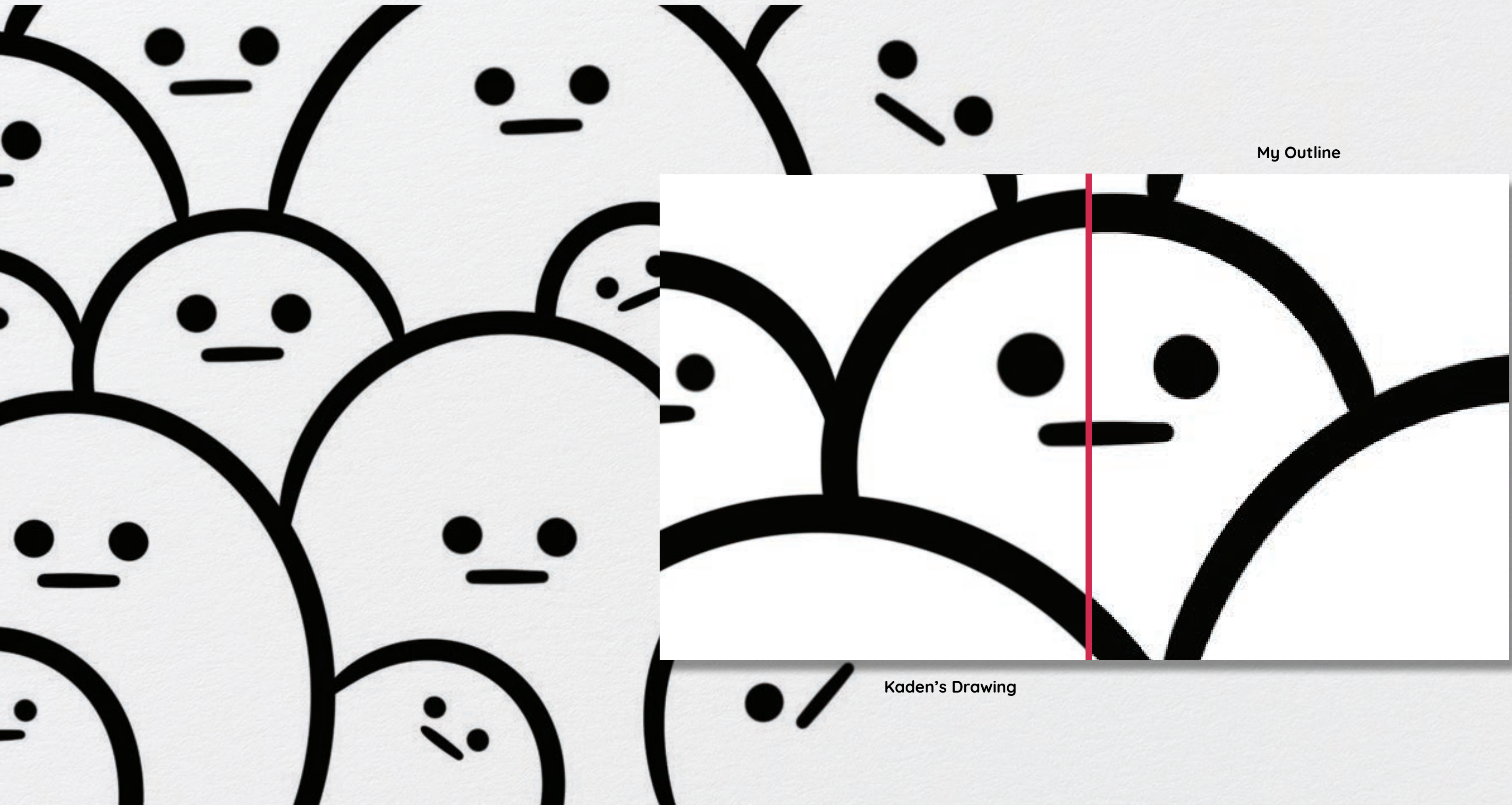
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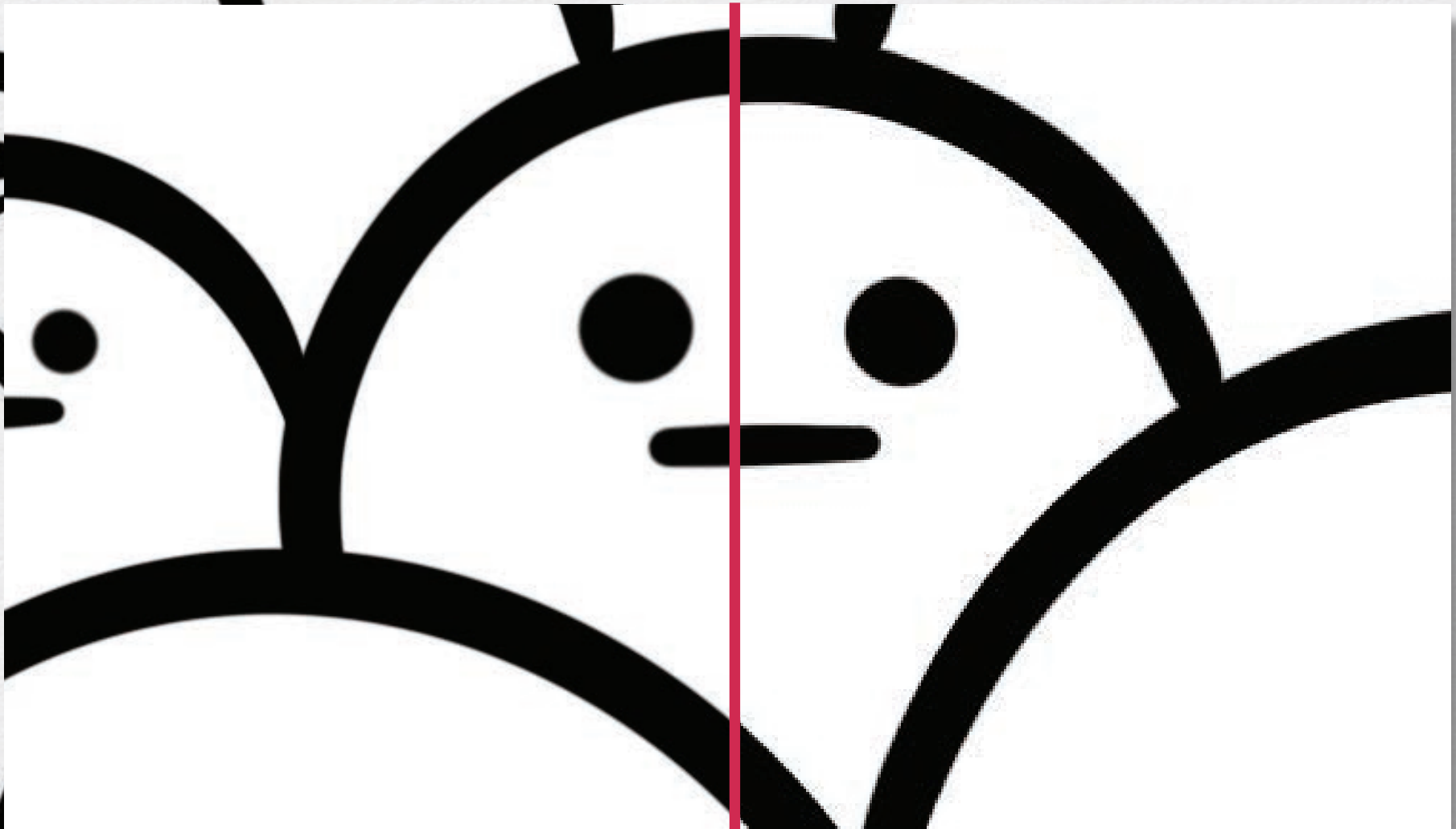


Kaden's Drawing

My Outline

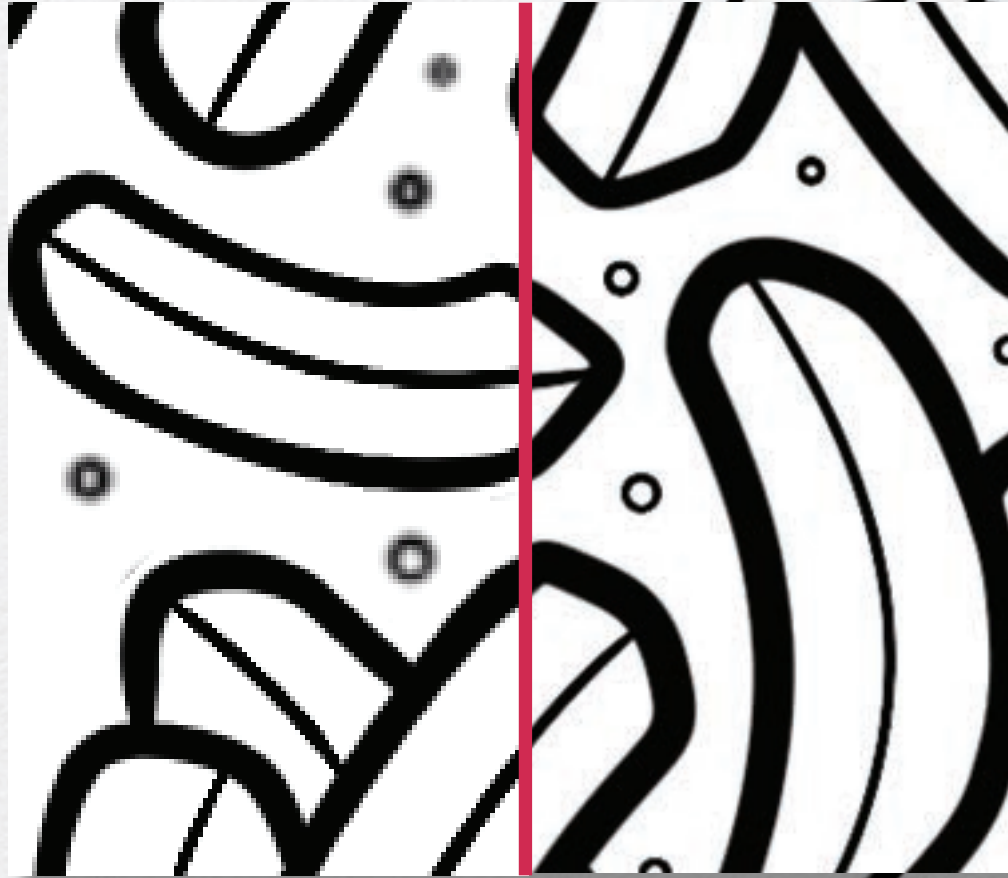


My Outline



Kaden's Drawing

Kaden's Drawing

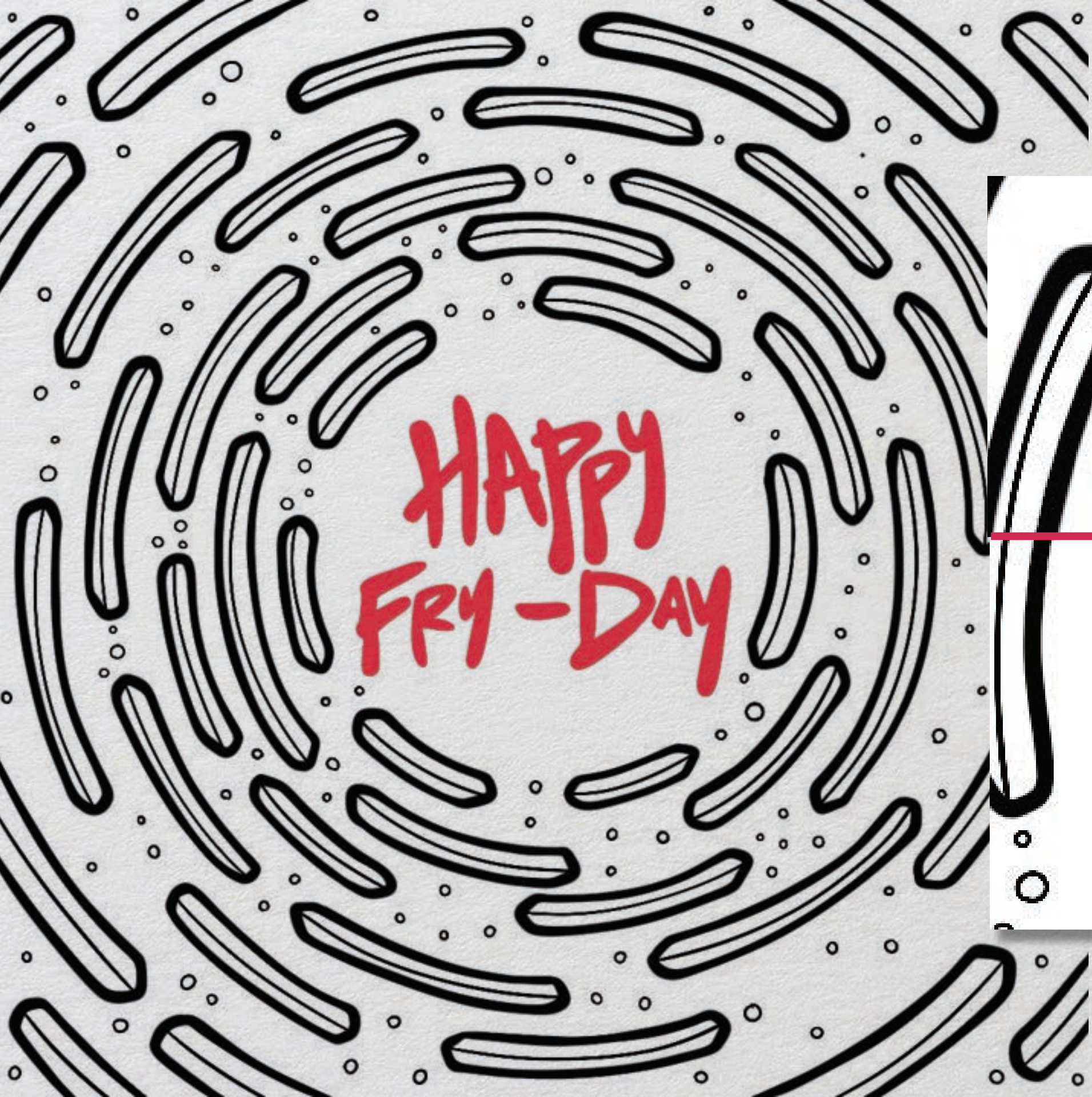


My Outline

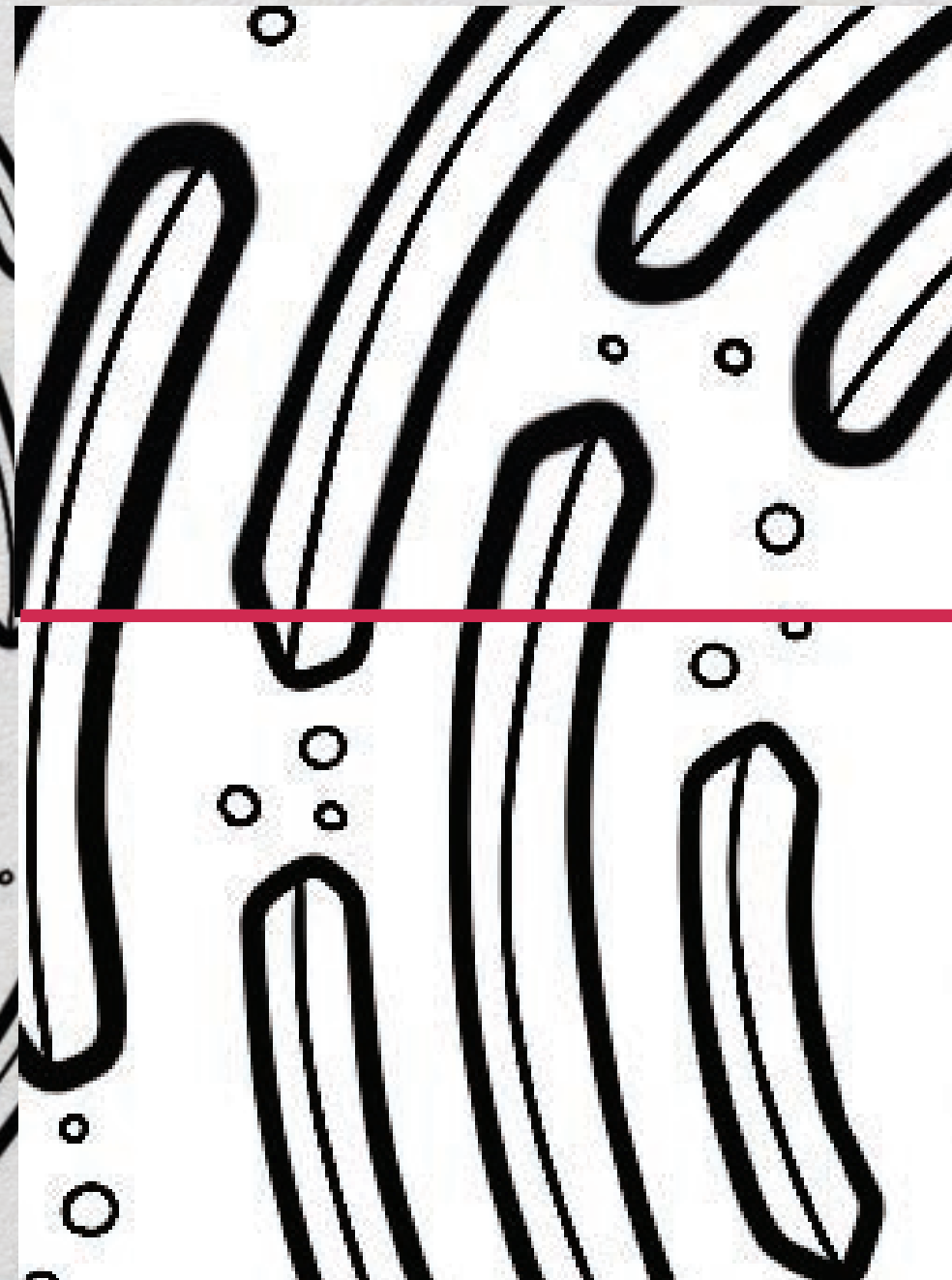
# LOYALTY CARD

ENJOY YOUR 10TH DRINK ON US





Kaden's Drawing



My Outline



Kaden's Drawing



My Outline





Kaden's Drawing



My Outline

Kaden's Drawing

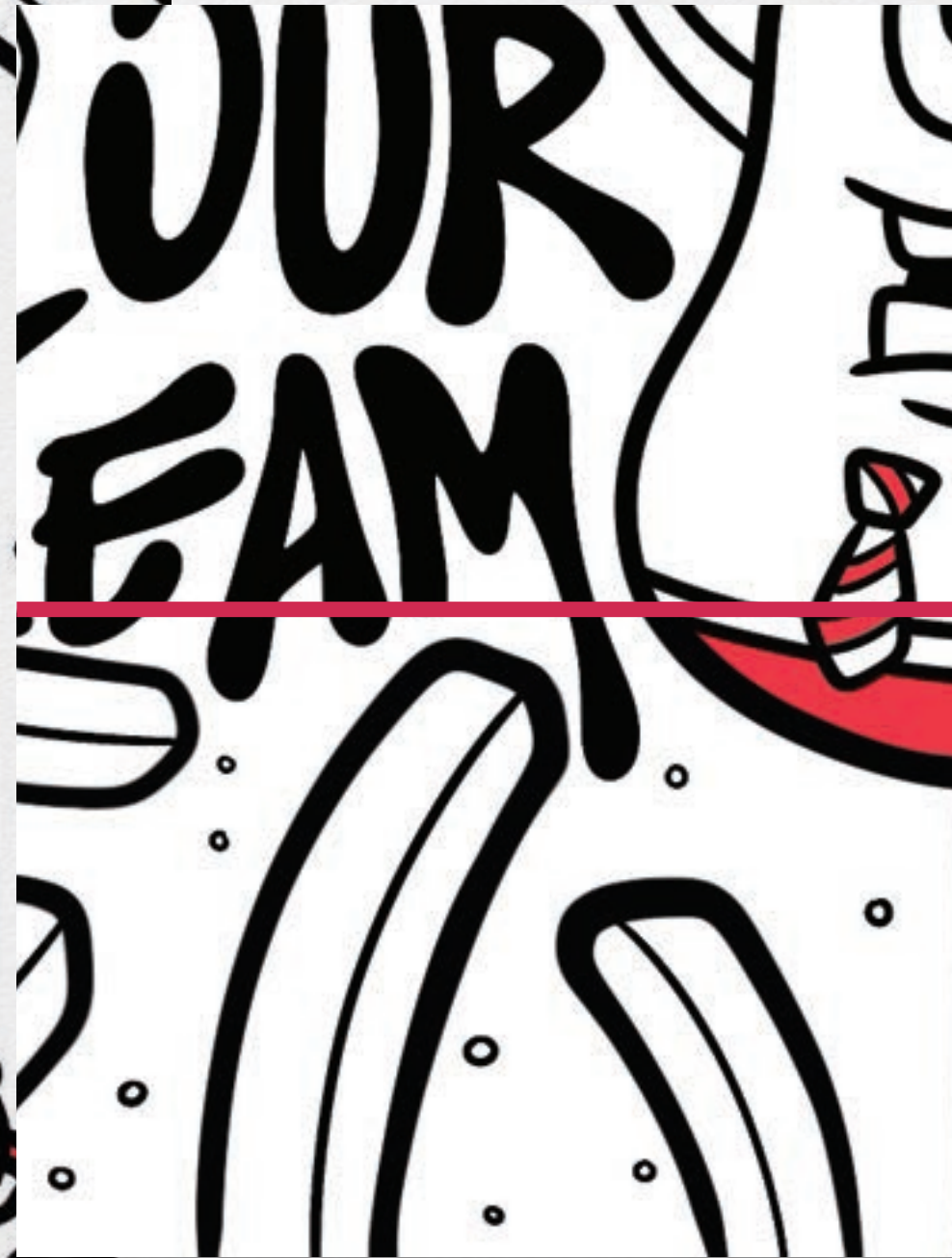


My Outline





Kaden's Drawing



My Outline

# CONTACT ME

Hello! Thanks for sticking around this long. I have loved working on this project, and contributing to Twister Taterz. As a designer, I am most passionate about strategic design and communication. This project allowed me to use this perspective to create meaningful and fun pieces that appealed to a specific target audience. If you have any questions about this project or what I did, please reach out!

[KYLEEBODILY.COM](https://www.kyleebodily.com)

[HTTPS://WWW.LINKEDIN.COM/IN/KYLEE-BODILY](https://www.linkedin.com/in/kylee-bodily)

