

01 Storage Brand Rules

02 SKU Grids

03 Program Mood

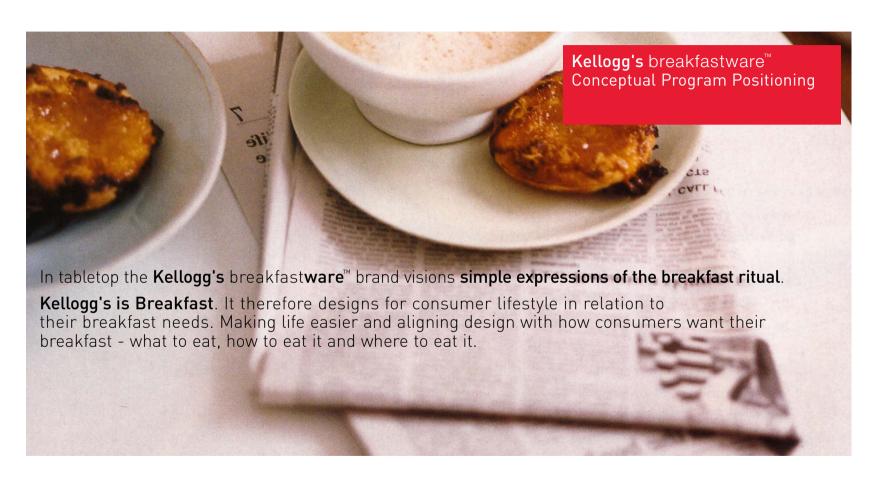
04 Materials & Details

05 Color Palette

06 Graphic Inspiration

07 Permanent Storage

08 Portable Storage





Kellogg's breakfastware[™] Breakfast Lifestyle

Kellogg's breakfastware™ understands consumers eat breakfast AtHome, OnTheGo or AtTheOffice and aims to provide consumers with Information, Education, Products and Services, to help themselves to a Healthy Start to the day to Start Good. Feel Good.







AtHome

33% of people eat breakfast at home.

AtTheOffice

33% of people eat breakfast at the office.

OnTheGo

33% of people eat breakfast on the go.



Kellogg's breakfastware[™] Brand Rules

When designing for any aspect of the **Kellogg's** breakfast**ware**[™] brand please ensure that you sign off on all 5 brand rules.



Breakfast Related Products MUST be directly related to breakfast and breakfast lifestyle.



Focus on Health
Products MUST talk to
health. Where possible
this should be integrated
into product design,
functionality, packaging
and marketing.



Innovate for

Products MUST incorporate some level of innovation and newness in their design and functionality for modern day convenience.



Keep It Authentic Products MUST be authentic in pure functionality. Simplicity and convenience are key. Functionality is king.



Retro + Modern

Products must maintain
a retro-modern fusion in
look+feel and styling.
Materials, form, color,
mood and function to be
informed by this.









Kellogg's breakfastware[™] AtHome SKU list

AtHome CONCEPTS	CERAMICS	GLASSWARE	FLATWARE BAKELITE	WOOD
BreakfastForOne (snack sets)	Bowl/milk jug + tray beaker + tray egg cup + tray	tall glass x2	knife fork spoon egg spoon	
BreakfastInBed (for 2)	plate bowl cup + saucer condiments pots	small glass x2	knife fork spoon teaspoon x2	bed tray
Boxed Breakfastware Settings (for 2 or 4)	plate 2 sizes cups + saucers cereal bowl mug egg cup	small glass tall glass	knife fork spoon teaspoon egg spoon	
Smoothie Breakfast		tall glass glass pitcher	smoothie spoon	
Portion Control	3sized bowls (with portion rings)	2 sized glasses with oz measurements		
Breakfast Extra Items	teapot + infuser egg cup set milk jug + sugar bowl condiments pots large ceramic pitcher juice squeezer			table tray





Kellogg's breakfastware[™] OnTheGo SKU list

OnTheGo CONCEPTS	MELAMINE/PLASTIC	WOOD/METAL	CERAMIC	THERMAL
In the Car	Bowl, cup, plate to fit tray to keep breakfast fresh, separated, hot or cold with non-grip and non-slip features	Car tray for bowl + cup + mug		Insulated travel mug
	Mug holder surround			
Commuting 'PrepAndGo'	Complete Breakfast kit with lids for storage and portability to		Complete ceramic breakfast kit with lids for storage and	
Ingredients from home that you pack to go.	keep breakfast fresh, separated, hot or cold.	∍ d,	portability to keep breakfast hot or cold.	
Commuting - bus/train 'ReadyToGo'				
17' 1				
<mark>Kiosk</mark> 'BuyAndGo'				





Kellogg's breakfastware[™] AtTheOffice SKU list

AtTheOffice CONCEPTS	MELAMINE/PLASTIC	WOOD/METAL	CERAMIC	THERMAL
Breakfast	Complete Breakfast kit with lids for storage and portability to fit in drawer and keep breakfast fresh, separated, hot or cold.			
Tea/Water			Mug/Cup + lid/warmer to keep hot Teapot ForOne	
SnackTime				



Mood Inspiration













Retro Modern Fusion Modern farmer mood Purity Authenticity Simplicity















An unexpected mix of retro and modern materials, finishes and surfaces that inspire touch.



Details and Finishing













Attention to retro detailing
Modern reinterpretation
Mixing materials and finishes
Grooved edge and pressed glass detailing
Retro moulding and classic finishing
Gentle rounded curve edging
Sleek and uncluttered



Color

WHITE CO MO YO KO PALE CREAM
CERAMIC C2 M3 Y8 K0

BRIGHT RED PANTONE 199C CO M100 Y62 KO

RETRO GREEN PANTONE **S225-8** 220 **m**n **y**10 **k**0



Graphic Inspiration

















Graphic Application

The Graphic Direction for **Kellogg's** breakfast**ware**[™] storage is a harmonious fusion of retro and modern inspired by the Feel Good simplicity of a farmer mood.

01

Graphics speak for themselves with a sensitivity to placement, to create a sense of negative space throughout the range.

02

Graphics are uncomplicated and never over designed, with a purity and simplicity that represents the brand.

03

Graphics are used where appropriate to call out the form and functionality of product with utilitarian simplicity.

04

Graphics are used to create a warm 1920's kitchen mood and evoke a sense of nostalgia.

05

Graphics are used with scale only where appropriate.



The graphic direction is evocative of utilitarian simplicity and the warmth of a 1920's General Store kitchen with informative tips, measurement call-outs, wellbeing affirmations and ways to start the day well.

A Feel Good mood inspired by **Kellogg's** heritage of health.

Graphic Direction

MILK

JUICE

HONEY

TEA

CEREAL

250g

EGGS PURE, NATURAL+FRESH



600ml pure drinking water

HELP YOURSELF TO HEALTH™

START GOOD.FEEL GOOD™

600ml









Glass High Density + Shatter Proof Silicone Soft Malleable Silicone for lids

Form

Retro Influence Modern re-interpretation Soft rounded forms Retro mouldings reworked for grip

Permanent Storage Glassware





- Pressed retro detailing moulded into form used as hand grip indentation for easy grip and easy pour
- Airtight pliable, rubberised silicon lids to stretch over openings to replace traditional tin screw top lids
- Pressed glass detail with weight and capacity measurements
- Lids have a moulded metal clip to attach labelling cards for naming and dating [see sample]
- Breakfast glasses with rubber lids to allow for surplus drink storage.

 Can also be used independently as storage jars for tinned or preserved fruits and jellies.
- Purchase **Kellogg's** product already in storage jars. An old sensibility adding value with product.



Permanent Storage Glassware SKU Opportunities

- Cannisters 3 sizes for cereal or other appropriate ingredients
- Glass Storage Containers with plastic lids
- Individual small sized jars with lids for jellys, condiments and fruit
 Breakfast glass with lid for juices, smoothies and preserves
- Milk bottle
- Glass Pitcher with lid for refridgerated storage















Materials Powder Coated Metal/Tin Uncoated Metal/Tin lid detail option Form Cylindrical in Form or Soft rounded Square Form Slightly domed lids for cylinders

Permanent Storage Enamelware/ Tin





- Vintage Thermos Inspiration
- A modern reinterpretation and update of traditional enamel cannisters
- Rubber seals to make container airtight
- Enamel cylinder with individual interchangeable compartments that screw together for multi-storing



Permanent Storage Enamelware/ Tin ŠKU Opportunities

- Cannisters varied sizes varying in height and width
 Tins 3 sizes with hinged topped lids for storing tea and similar
 Bread bin with hinged topped lid for airtight storage
 Storage Tower with individual compartments that screw together

- Pitcher for juce with flip lid for refridgerated storage















Hard Opaque Polypropelene Plastic Melamine

Form

Vintage Plastic Cannisters as inspiration for color and detailing Cylindrical in Form or Soft rounded square Form

Permanent Storage Plasticware/ Melamine





- Two tone coloring cream body with red lids
- Utilitarian ingredient call-outs on cannisters ie TEA, CEREAL
- Produced and sold as stackable cannister sets.
- Rubber non-slip bases for stackability
- Airtight seals and vaccuum press lid mechanisms for freshness
- Benchtop Storage Containers designed to fit unused corner spaces



Permanent Storage Plasticware/ Melamine SKU Opportunities

- Cannisters 3 sizes for cereal or other appropriate ingredients

- Bread Bin for storing breads and bagels to keep them fresh
 Smaller tubs with lids for refridgerated storage of yoghurt etc
 Family of small cannisters and boxes for cereal toppings or dried fruits
- Pitcher with flip top lid for refridgerated storage



















Opaque Polypropelene Plastic Eco-friendly Recyclable Plastic Form

Soft rounded square form
Reinterpreted retro form
Translucent plastic bodies with
solid lids or solid lids and bodies.
Retro edging and lid detailing

Portable Storage Plasticware





- Portable Breakfast Bowl/Box with lid
- Lids that snap lock to bases when not in use to avoid lid misplacement
- Systems that stack inside each other to save space when not in use
- Portable Breakfast Bowl with lid purchased with **Kellogg's** cereal inside. Add milk and eat, throw away or re-use again.
- Compartment segmentation for different food combinations to keep food fresh and separate.
- Consumer friendly cutting board lids with carry handles for innovative convenience.



Portable Storage Plasticware SKU Opportunities

- Plastic bowls with lids for cereal OnTheGo
- Plastic bowls and boxes with compartments for different foods combining cereal, yoghurt, fruit, mixed cereals and toppings
- Family of smaller containers for snacks, fruits, cereal mixes and toppings with cutting board lid with carry handle for ease and portability.
- Plastic bowl/box and lid purchased with Kellogg's cereal inside
- Plastic insulated thermos for transport of hot and cold beverages.



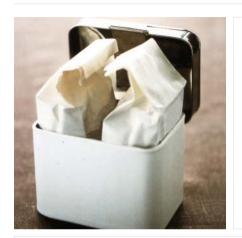












Powder Coated Metal/Tin Uncoated Metal/Tin detail option Form

Thermos and lunch pail inspiration Cylindrical in Form or Soft rounded Square Form

Portable Storage Enamelware/ Tin





- Breakfast Box with handle for portability and individual compartments for cereal and toppings
- Compartmentalised thermos tower that screws together to transport hot and cold liquids and dry goods simulataneously for ease and versatility.



Portable Storage Enamelware/ Tin SKU Opportunities

- Enamel Breakfast Box
- Enamel Breakfast Set
- Compartmentalised screw apart thermos towerSmall canisters for transporting cereals and toppings















Disposable Recyclable Heavy weight Waxed Paper Micro Shaved Pine Wood Form

Paper - Cylindrical in Form Wood - Soft rounded Square Form Portable Storage
Disposable Recyclable Wood + Paper





- Disposable, eco friendly, recyclable materials
- Lid lock and air tight seals for freshness and portability
- Flat diecut boxes easy fold and quick assemble for convenient OnTheGo use
- Heavy weight waxed paper for transport hot and cold liquids and solids



Portable Storage Wood + Paper SKU Opportunities

- Breakfast Bowl with lid
- Breakfast Cup with lidBreakfast Box

- Breakfast BagWooden Breakfast box with lid
- Wooden spoon













Labelling + Storage Ideas SKU Opportunities

- Re-useable Plastic Naming Cards that lock to containers
- Plastic Cereal Storage BagsPaper Labelling Kit with Storage Clips that marry to containers











