

Assignment: Brand Development

Concept:


The Original Pennsylvania Pickle Company is a privately owned company based in Lancaster, Pennsylvania. It began in a home kitchen with a centuries old family recipe and a conviction that pickles are an absolute necessity to compliment any meal. The Dynamite Dill Pickles brand was begun in 2004. The company boasts ***“Our dill pickles are all handmade in small batches with quality whole ingredients and maintain the quality derived from our kitchen years ago”***. The pickles are sold at deli counters and in the gourmet / specialty sections of stores and online.

While the company invites their customers to “learn what a good pickle is, and taste the difference”, their current branding of Dynamite Dill pickles is very cartoonish and comes across as flippant and playful, which does not seem to fit with the company’s own characterization of the brand.

I plan to create a new branding logo for Dynamite Dills that will be classic and traditional, with a nostalgic feeling of quality one might expect from a small family business built on using the best possible ingredients from centuries old family recipes located in the heart of Amish country in Lancaster, Pennsylvania. The classic treatment of the logo should appeal to the customers at the gourmet/specialty shops.

I plan to use the logo in various ways to show it’s versatility; utilizing it on the website, clothing, product jars, shipping labels, etc.





DYNAMITE DILL.com

CURRENCY US Dollars

LANGUAGE English

WELCOME GUEST [[LOGIN](#) | [REGISTER](#)]

SEARCH:

Advanced Search

Subscribe to our mailing list below:

EMAIL:

SHOPPING BASKET

Your basket is empty.

Items in cart: 0

Total: \$0.00

[VIEW BASKET](#)

SHOP BY CATEGORY

[Homepage](#)


[Pickles \(5\)](#)

[Sauces \(3\)](#)

[T-Shirts \(0\)](#)


[Sale Items](#)

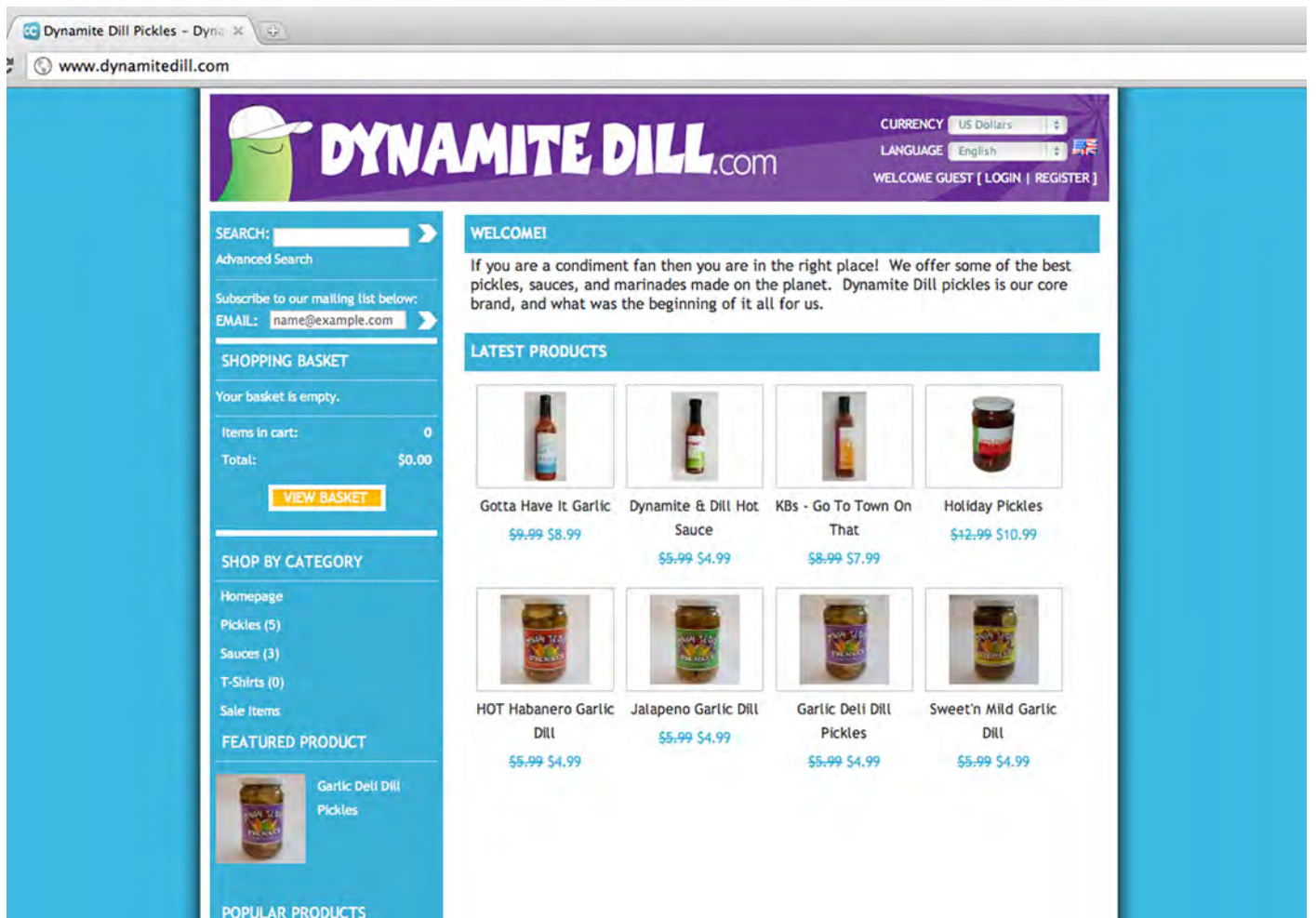
FEATURED PRODUCT

[Dynamite & Dill Hot Sauce](#)

Location: [Home](#) / [Pickles](#) / Sweet'n Mild Garlic Dill

SWEET'N MILD GARLIC DILL







current ice cream label | dynamite dills

Assignment: Brand Development

Word List

Tradition	community	economy	family
Anne B. Williams	Original Pennsylvania Pickle Company	home made	
Quality	jars	preservation	cravings
Pregnant	& ice cream	memorable	distinct
Condiments	care	centuries	unforgettable
Unique	high quality	all natural	hand made
Best ingredients	fresh spices	garlic	hot
Heat index	no fear	twist of flavor	crunch
Salt	brine	side dish	relish
Pekel (Dutch)	Dutch	family recipe	Kirby cucumbers

Phrases:

“learn what a good pickle is, and taste the difference”

“perfection: one jar at a time”

“your new favorite pickle”

a difficult situation

mischievous or troublesome

in – a – pickle or tight spot

“best pickles in the world”

“lots of love”

5 Types of Canned Pickles

Sweet ‘n Mild Garlic

Garlic Deli

Jalepeno Garlic

Habanero Garlic

Sweet ‘n Chipotle

Concept idea

Create a classic, traditional, branding for the Dynamit Dillo pickle company. Looking to create a feeling of Family, Love, Quality, Hand made (Home made) in the brand. Currently it is very playful and cartoonish. Current Brand does not evoke sense of quality from a Family Recipe.

I will create a logo that can be utilized on the label of the 5 flavors of Dill pickles they sell.

Playing off Pennsylvania Dutch heritage / LANCASTER,
PENNSYLVANIA

Dynamite Dill.com -

TRADITION, Community, Economy, Family

Anne B. Williams -

The Original Pennsylvania Pickle Company

Home made

QUALITY

Jars

Cravings

5 Flavors

PRESERVATION

"Learn what a good pickle is, and taste the difference"

Perfection: one jar @ a time.

Family Recipe

Lots of Love

Care

Centuries / Hundreds of years

Unique

High Quality

All Natural

Hand Made

Best ingredients

Fresh spices

~~Garlic~~ Garlic

Kirby pickling cucumbers

Yone New ~~triple~~ Pickle

Memorable

DISTINCT

Condiments

unforgettable

Best pickles in the world

Hat!

Heat index of 3

NO FEAR

twist of flavor

IN A PICKLE
(TIGHT SPOT)

CRUNCH

5 FLAVORS

Sweet n Mild Garlic

Garlic Deli

Jalapeno Garlic

Habanero Garlic

Sweet n Chipotle

Habaneros 8/10 scale

PICKLES N-ICE cream

PREGNANCY

Salt

Brine

SIDE DISH

RELISH

PEKEL (DUTCH)

Pennsylvania Dutch

DIFFICULT SITUATION

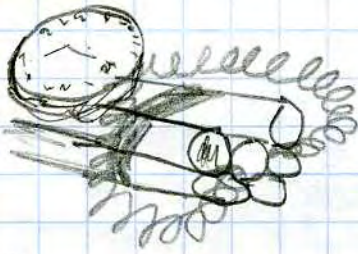
MISCHIEVOUS OR troublemaker
(BRITISH)

Dill Pickles -

Dynamite -

MILITARY

DYNAMITE
DELLS



EXPLOSIVE
DETONATE

GLOVES

SANDUST

IGNITE

NITRO

BLAST

BLASTING CAP

TRIGGER

HARD HATS

FUSE

KA BOOM

NOBEL PRIZE

EXPLOSION

BOOM

POW

J.J. WALKER

STENCIL TYPE

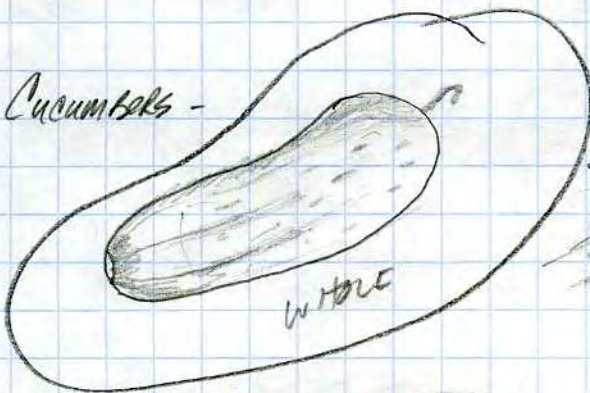
SPARKS

DYNA - MITE



DY

KIRBY Cucumbers -



LIKE

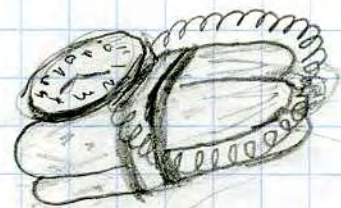
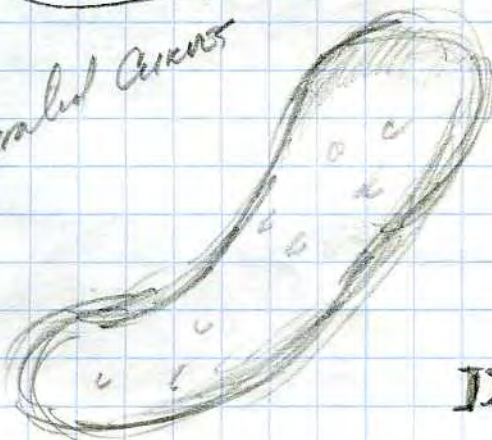


SPARKS

OLD TIME
FOOD CRATE
LABEL



Exaggerated Cucumbers

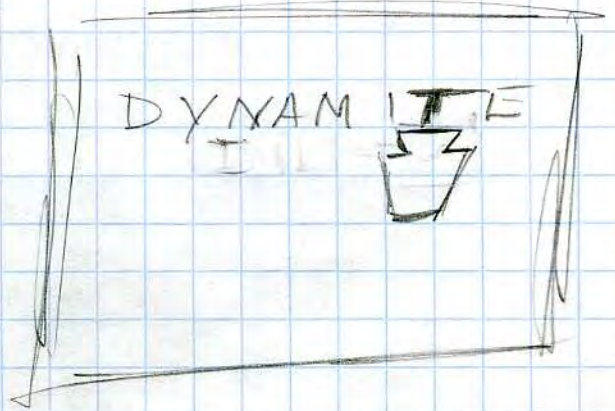


DYNAMITE

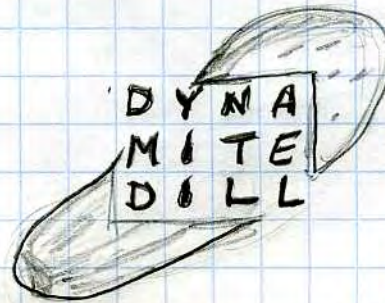
stencils



Concept idea:



DYNA
MITE
DILLS



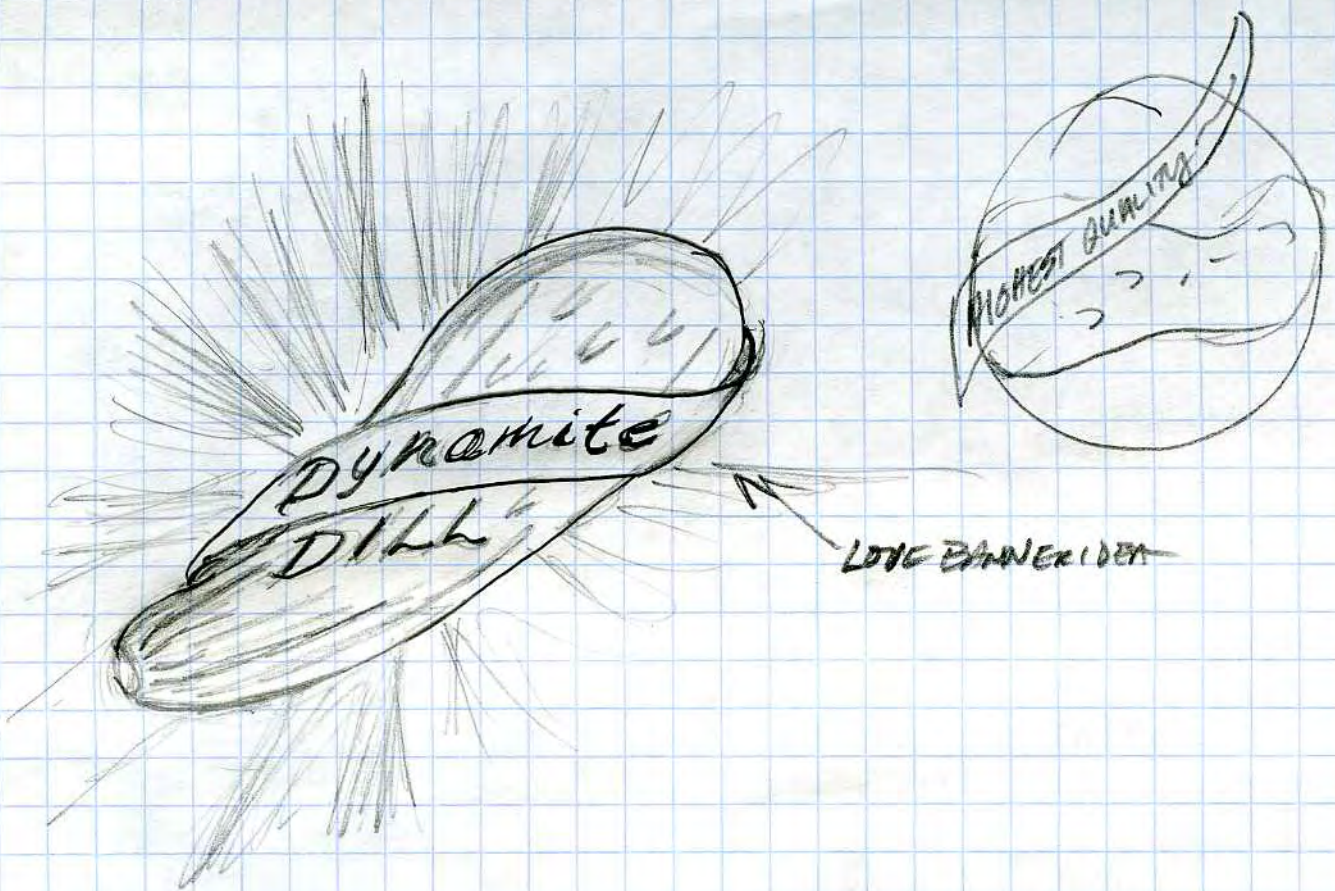
DYNAMITE
DILL



Dynamite
Dill

~~NO
HEINZ~~





HIGH QUALITY
DYNAMITE
DILLS



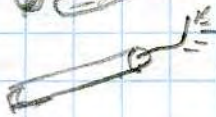
Symbols



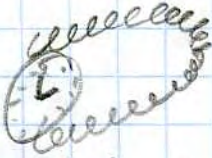
PLUMBER



PICKLES



DYNAMITE STICK
TNT



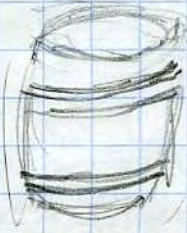
DYNAMITE
CAPS



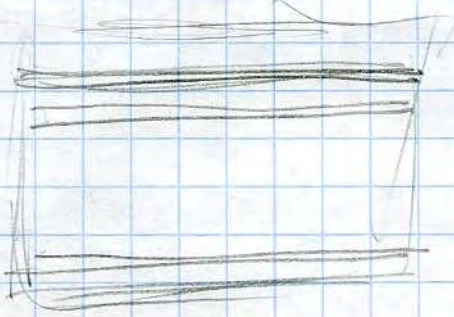
EXPLOSION



DILL WEED

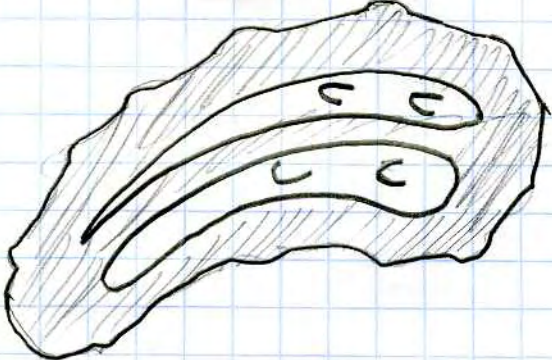


DICKLE
BARREL



KEYSTONE (STATE)

Pennsylvania Dutch Motifs -



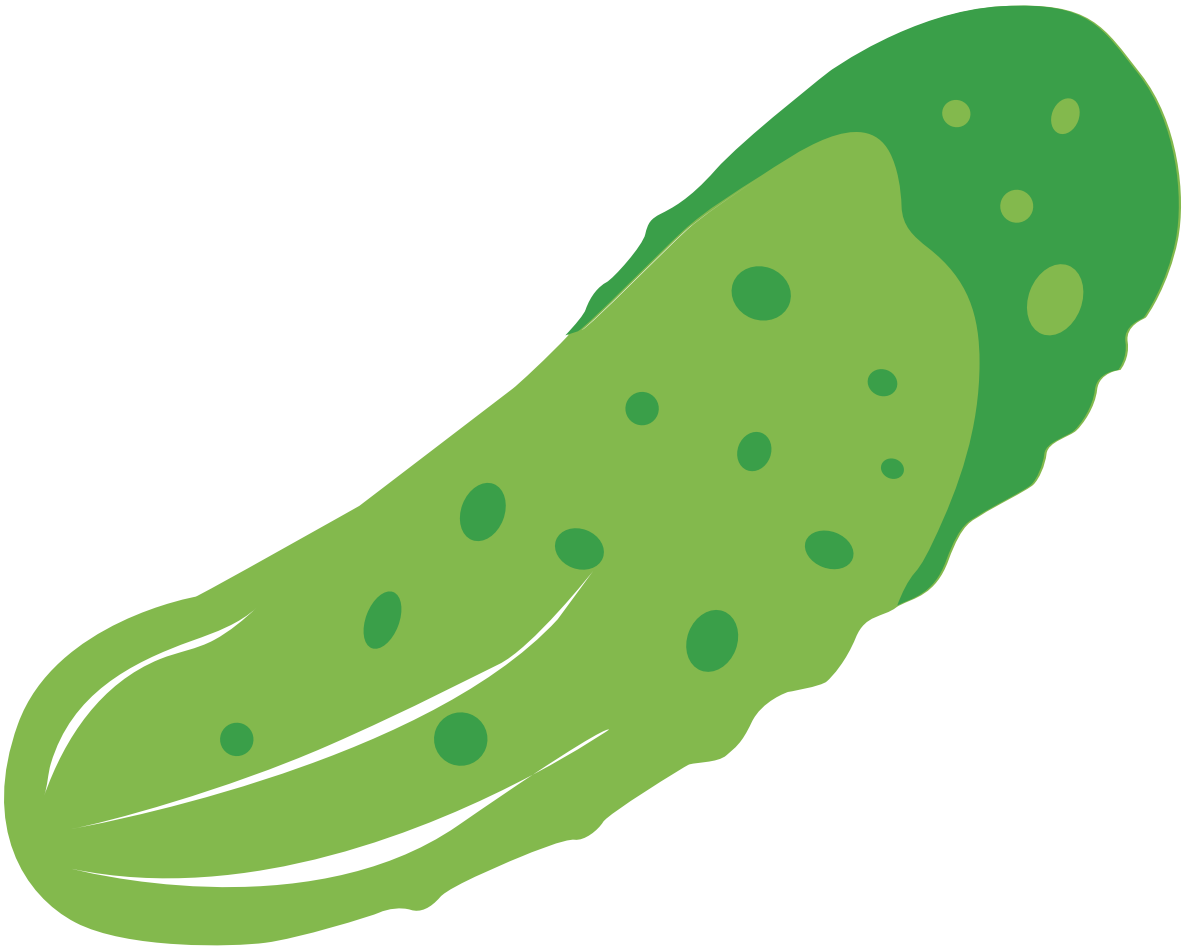






DYNAMITE
DILL

DYNAMITE
DILL



vector pickle illustration















THE ORIGINAL
PENNSYLVANIA
PICKLE
COMPANY



NET 16 FL OZ
(1 PT) 473 mL



No Artificial
Flavors

Nutrition Facts

Serving Size: 1 oz (3 pickles)

Servings: 9	Calories ... 30
Fat Calories ... 0	Total Fat ... 0g
Saturated Fat ... 0g	Unsaturated Fat ... 0g
Trans Fat ... 0g	Cholesterol ... 0mg
Sodium ... 170mg	Potassium ... 0mg
Sugars ... 7g	Total Carbs ... 7g
Dietary Fibers ... 0g	Sugars ... 7g
Protein ... 0g	

INGREDIENTS: CUCUMBERS, HIGH FRUCTOSE CORN SYRUP, WATER, DISTILLED VINEGAR, SALT, CALCIUM CHLORIDE, NATURAL FLAVOR, ALLUM, POLYSORBATE 80, SPICES, YELLOW 5



THE ORIGINAL
PENNSYLVANIA
PICKLE
COMPANY



NET 16 FL OZ
(1 PT) 473 mL



No Artificial
Flavors

Nutrition Facts

Serving Size: 1 oz (3 pickles)

Servings: 9	Calories ... 30
Fat Calories ... 0	Total Fat ... 0g
Saturated Fat ... 0g	Unsaturated Fat ... 0g
Trans Fat ... 0g	Cholesterol ... 0mg
Sodium ... 170mg	Potassium ... 0mg
Sugars ... 7g	Total Carbs ... 7g
Dietary Fibers ... 0g	Sugars ... 7g
Protein ... 0g	

INGREDIENTS: CUCUMBERS, HIGH FRUCTOSE CORN SYRUP, WATER, DISTILLED VINEGAR, SALT, CALCIUM CHLORIDE, NATURAL FLAVOR, ALLUM, POLYSORBATE 80, SPICES, YELLOW 5



product label concept | dynamite dills | habanero garlic



product label concept | dynamite dills | sweet n' chipotle



billboard concept | dynamite dills



lays dill flavored chips concept | dynamite dills





lemon dill curd concept | dynamite dills



From: Origin ID: DICA - 166286.22

THE ORIGINAL PENNSYLVANIA
PICKLE COMPANY
245 East King St.
Lancaster, PA 17602

UNITED STATES

SHIP TO: Origin ID: DICA - 166286.22

HENRY TALBOT
C/O - THE PICKLE SHOPPE
36654 Baker Street
London, England 885-6609



Ship Date: 070504
ActWgt: 85KG
System# 9284126/NET2300
Account# S*****

TOT WGT: 000.000

REF:
DESC-1: CORRESPONDENCE/NO CUSTOMS VALUE
DESC-2:
DESC-2:
SED: NDR30.55 (h)
COUNTRY INIT: US
CARRIAGE VALUE: 00.00 USD

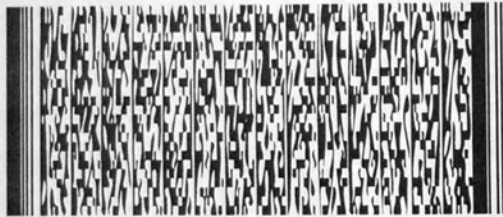
333427548

INTL PRIORITY

TRK# 7913 3076 4715

23401 --NG

FORM
0430



These commodities, supplies, or technology were exported from the United States in accordance with the export administration regulations. Diversion contrary to United States law prohibited.
The Warsaw Convention may apply and will govern and in most cases limit the liability of Dharma Initiative for loss or delay of or damage to your shipment. Subject to the conditions of the contract.

CONSIGNEE COPY - PLEASE PLACE IN POUCH OR ADHERE DIRECTLY TO PACKAGE.





3 color screen print logo distressed | dynamite dills

