# Rebel Ventures x Practicum 2020

PROJECT BRIEF

## 1. About Us

Rebel Ventures is a social enterprise engaging youth in leadership and entrepreneurship. We develop and distribute products (healthy deliciousness) directly with and for kids in our community. We are supported by Penn's Netter Center for Community Partnerships. We are a youth-driven operation, anchored by professional staff and mentors. Our primary product, Rebel Crumbles, is served for breakfast in most K-12 cafeterias in Philly, as well as in NY Juvenile Justice Program, Shoprite @ Parkside, Mariposa Co-Op, Harlem Children's Zone, Wegmans - KOP and more. Needless to say, we are rapidly expanding. Our next milestone will be the Rebel Market, a store operated by high school students, created to give access to fresh, healthy, delicious foods to kids in Philly beyond breakfast-time. Learn more about us and our journey at rvcrew.com.

## 2. Project Overview

There are two projects we're in need of: package designs for our product and a new flavor; and merchandise designs for the Rebel Market. Our goal is to realize your designs very soon, so we hope you'll create designs that are creative as well as functional and implementable for our small, but growing company.

### A. NEW CRUMBLES PACKAGING

With our expanding success, we've faced an increasing need to update our packaging. There are some important facts missing from our current packaging, so we've outlined all the necessary information below. Additionally, we are developing a new product flavor, Banana Apple, that will also need an iteration of packaging.

The packaging must include:

- Rebel Ventures
- Produced in Northeast Philly at Michel's Bakery (Level 3 SQF Certified)
- Fruit-filled (½ cup), Rich in whole grains
- Created by Philly high school students
- Currently served in all Philadelphia public schools 2x per month (approx. 60,000 units) and sold in select retail stores
- Cartoon of Tre'Cia
- Flavors: Apple Delight or Banana Apple
- Nutrition Facts
- Handling Instructions: Single serve, microwavable and oven-safe packaging (to 400 degrees) / Ovenable or "thaw to serve"
- Shelf life: 3 days room temperature, 7 days refrigerated, 180 days frozen

For the packaging, we must use the same transparent packaging we currently use for both the new packaging designs, and the designs must be three colors or less. Note that colors will appear translucent like the green on our current packaging. At the end of the file, there are several pages on packaging references we like and why.

B. THE REBEL MARKET MERCHANDISE

The Rebel Market is our latest innovation, a project we've received over $80,000 to create, so far. The Rebel Market was conceived as a cornerstore run by high school students, targeted towards high school students to give kids access to affordable healthy deliciousness. Before we can achieve this dream, our first step is to establish The Rebel Market in school stores across Philadelphia. We have piloted the project several times and have spent years on R+D to create recipes that are much healthier than kids' current options. A few of our offerings are Rebel Nachos with homemade vegan nacho cheese sauce, multi-grain chips, fresh salsa, and lentil barbacoa, various smoothies, gluten-free, vegan banana chocolate chip cookies, pasta salad, broccoli-apple salad, vegan lasagna, and more. As the Market picks up momentum, we need to start creating a brand that will grab the attention of students of all ages in Philadelphia schools. From Practicum, another equally prioritized task as packaging, we would like you all to consider how we can use merchandise to spread our new concept and bring in students to try foods they aren't used to.

In the "Our Designs" page, we've included some references to what we're currently developing as an illustration style and seed for future branding based off work by our high school design team. The apple and pineapple are our first ideas, but we would love to see how this style can be applied to further assets to apply in a range of marketing materials. We have the capability to get the following types of merchandise:

- Hoodies, shirts
- Caps, beanies
- Stickers
- Totes, insulated totes
- Pop-sockets
- Stress Balls
- Pens, school supplies
- Other options from the vendor Alibaba
- Other options from CustomInk

We're constrained by bleeds/margins/colors, so we invite you to use your creativity in staying within these constraints while creating awesome designs!

## 3. Rebel's Current Design Assets

The next several pages are filled with designs that we currently use in schools, retailers, and social media.


REBEL CRUMBLES
Mhm...
Good...
Gone...


CORNERSTORE
SUPERMARKET
ORGANIC
ALL NATURAL YOGURT
REBEL MARKET
FOR MORE INFORMATION!
AFFORDABLE, HEALTHY, DELICIOUS!


GO CRUMBLES!
REBEL VENTURES
Made in Philly


NEW!
Rebel Ventures
APPLE DELIGHT CRUMBLES
-WHOLE GRAIN
-NO PRESERVATIVES
-FRUIT FILLED
-MICROWAVABLE PACKAGE
=made by high school students=
in the ♥ of Philly


SERVING HEALTHY DELICIOUSNESS
REBEL CHAMPS
MADE BY STUDENTS IN THE HEART OF PHILLY



Apron designs

# 11″ x 6.5″ Dieline

.75″ Seal | 2.375″ Back Panel | 4.75″ Front Panel | 2.375″ Back Panel | .75″ Seal

6.4930″ Cut Off

6.5″ Cut Off

DIE: AS SUPPLIED IN FILE

## WHY REBEL CRUMBLES?


DO YOU HAVE POWER?

YES.
YOU CAN DO ANYTHING YOU PUT YOUR MIND TO.

YOU HAVE POWER. THE QUESTION IS HOW WILL YOU USE IT?

HERE'S HOW I USE MY POWER.

I WORK WITH MY HIGH SCHOOL COLLEAGUES TO RUN A BUSINESS. WE CREATE PRODUCTS FOR STUDENTS THROUGHOUT PHILADELPHIA.

WE CREATE HEALTHY DELICIOUSNESS.

- TRE'CIA, SENIOR AT PARKWAY WEST HS

HAVE AN IDEA FOR A NEW REBEL PRODUCT? LET US KNOW!

@REBEL_VENTURES

WANT A JOB AT REBEL VENTURES? APPLY AT WWW.RVCREW.COM


## Nutrition Facts

Serving Size: 1 cake (113g)
Servings Per Container: 1

| Amount Per Serving | |
|---|---|
| Calories 290 | Calories From Fat 70 |
| | % Daily Value* |
| Total Fat 7g | 11% |
| Saturated Fat 2g | 9% |
| Trans Fat 0g | |
| Cholesterol 40mg | 14% |
| Sodium 260mg | 11% |
| Total Carbohydrate 55g | 18% |
| Dietary Fiber 4g | 16% |
| Sugars 29g | |
| Protein 6g | |
| Vitamin A 2% | • Vitamin C 0% |
| Calcium 4% | • Iron 15% |

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

| | Calories | 2,000 | 2,500 |
|---|---|---|---|
| Total Fat | Less than | 65g | 80g |
| Sat Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |

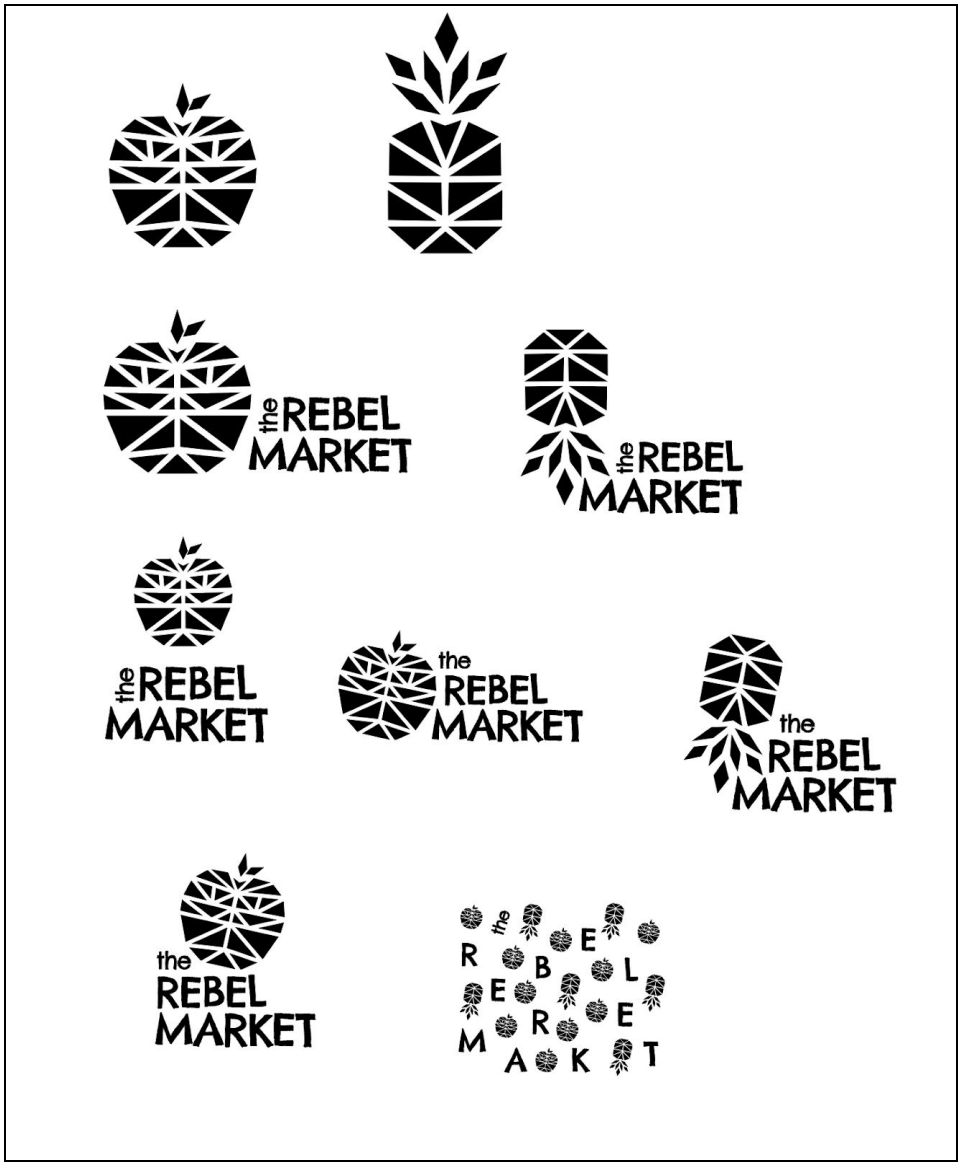
INGREDIENTS: Apples, Enriched Wheat Flour, Sugar, Whole Eggs, Brown Sugar, Whole Wheat Flour, Oats, Soybean Oil, Butter, Water, Cinnamon, Salt, Baking Powder (sodium acid pyrophosphate, cornstarch, baking soda, mono calcium phosphate), Nutmeg.
CONTAINS: WHEAT, MILK, SOY, EGGS.

8 60955 00041 4

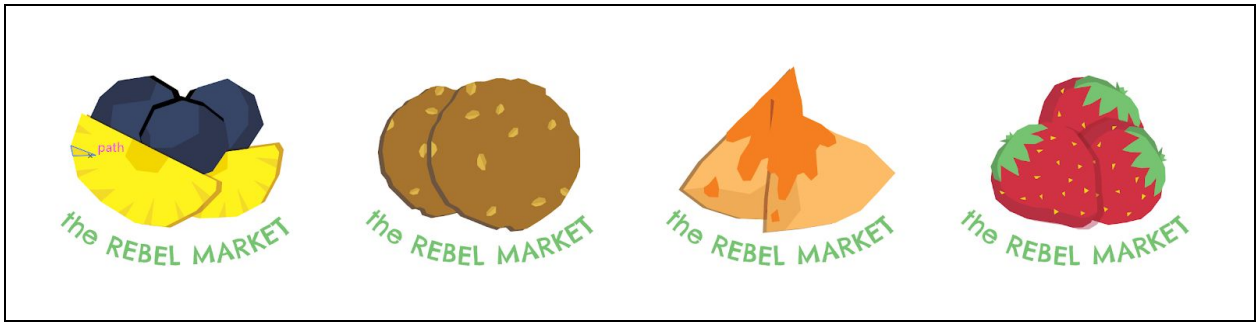
NET WT. 4.0 OZ. (113g)

BAKED BY MICHEL'S BAKERY, INC., PHILA., PA 19120 CT LIC. #3931

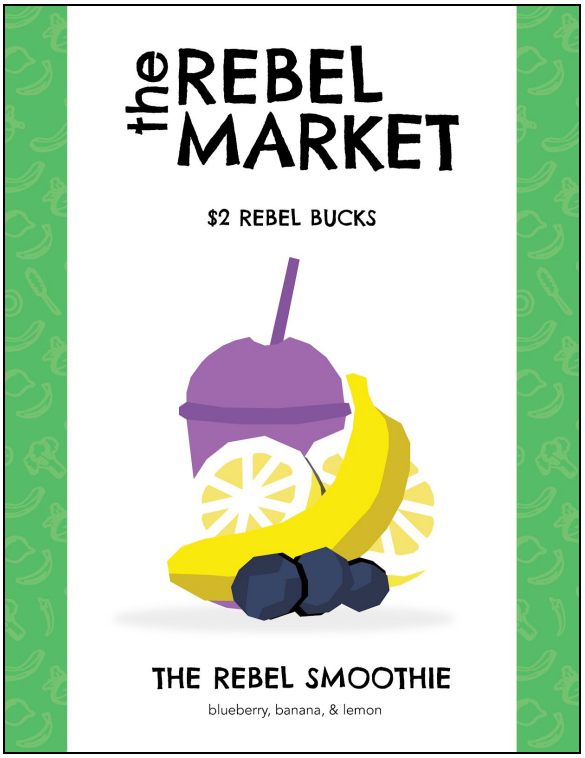
11″ Total

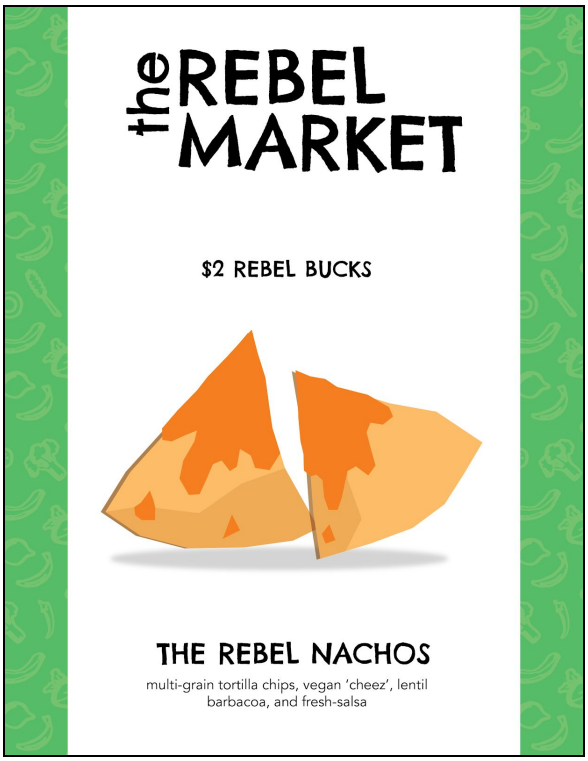



logo ideas/assets



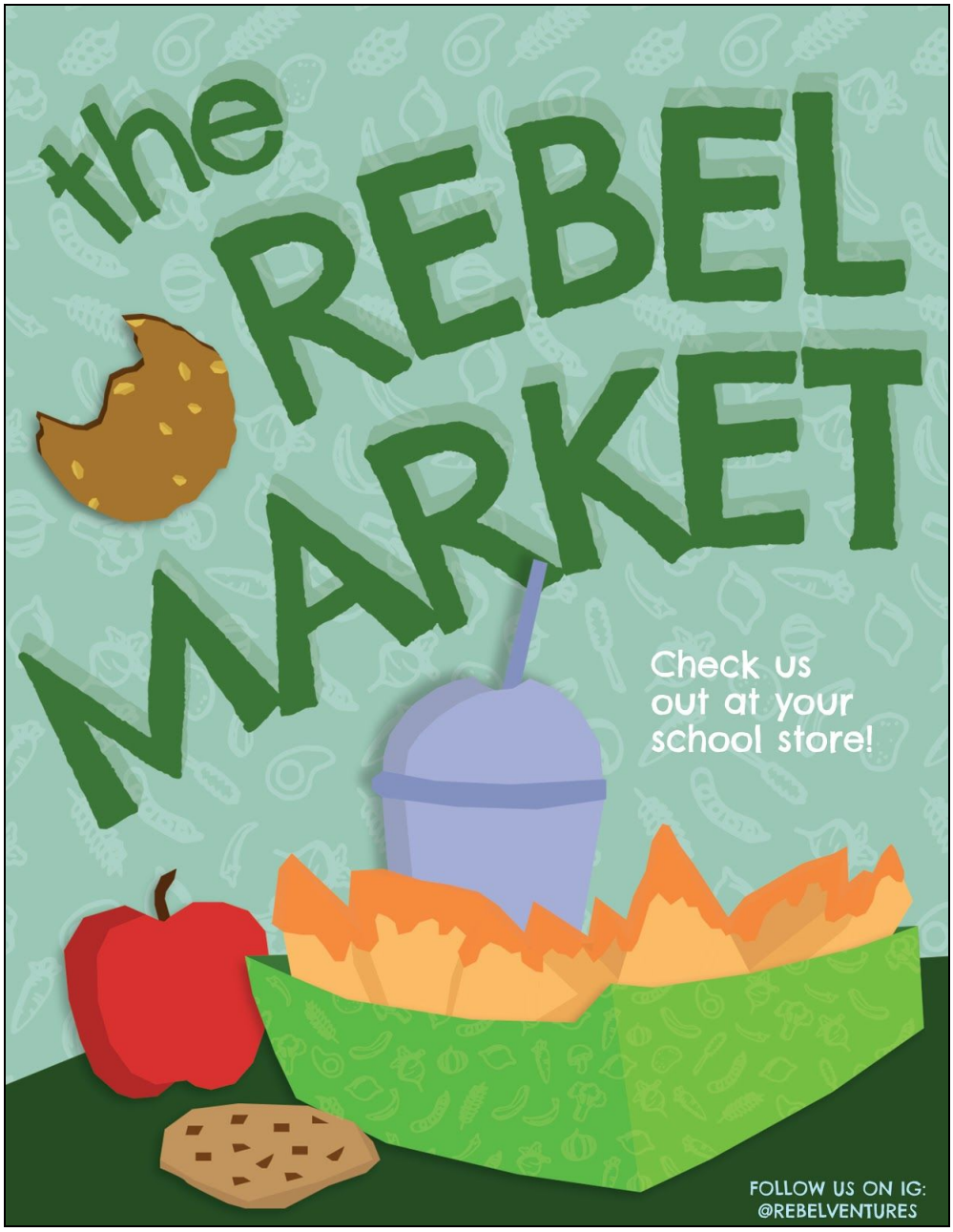

Sticker ideas


menus for market pilot run out of Penn @ The Netter Center

Fonts used: Chelsea Market & Avenir


the REBEL MARKET
Check us out at your school store!
FOLLOW US ON IG:
@REBELVENTURES

## 4. Design References


PROS: awesome typography; quirky and memorable illustration style; fresh color scheme
CONS: maybe needs more color variation



PROS: very friendly and colorful; very unique so it stands out; lots of interesting illustrations to look at
CONS: we would need more space for text on the packaging; for legibility, not entirely transparent



PROS: comic/cartoon style; very memorable, interesting color scheme
CONS: the dots may compete with text legibility


PROS: love the idea of a characterizing the flavors, shows just a sneak peak of the product
CONS: we don't really like the overall design layout in terms of color and composition, too much brown exposed

Useful Links:
Flickr
Instagram
Website

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