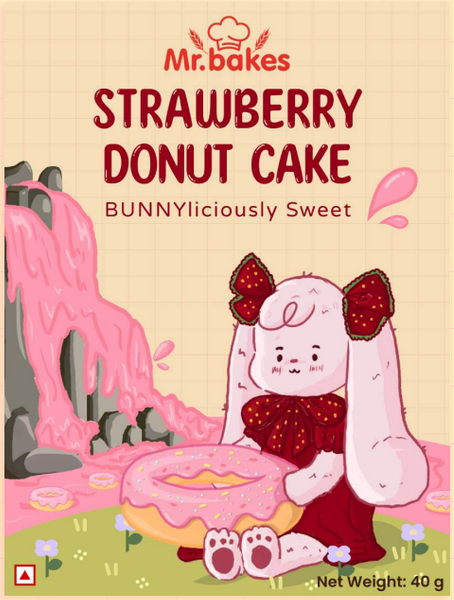
Mr.bakes Donut Cake

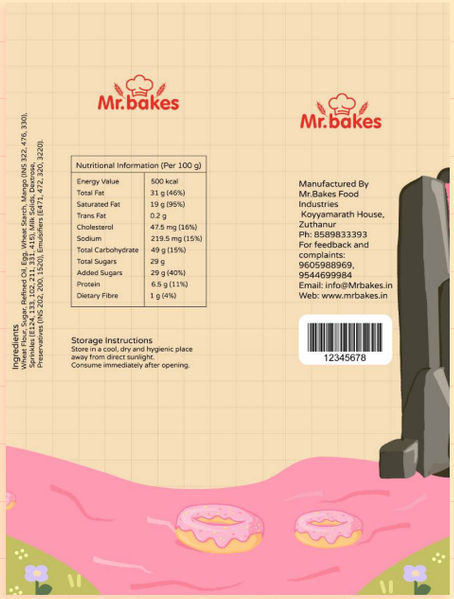
Mr. Bakes Donut Cake is a playful, baked snack designed to bring the joy of donuts in a soft, cake-like form. Made especially for young audiences, the product focuses on familiar flavors and a fun, comforting snack experience that feels friendly and approachable for kids.

Design Objective

The design goal was to create kid-focused packaging that feels fun, warm, and inviting while clearly communicating the flavor. The packaging uses cute character illustrations, soft colors, and playful typography to appeal to little kids, with three popular flavors - Chocolate, Mango, and Strawberry, each represented through distinct visuals for easy recognition.

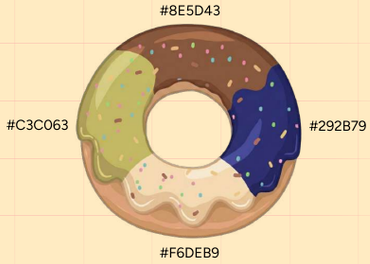
Draft 1





Strawberry Color Pallete

Chocolate Color Pallete



Concept Overview

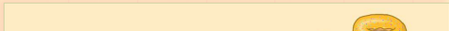
This initial design explored a soft, illustrated style with pastel colors and cute character visuals to create a warm, kid-friendly look while clearly differentiating flavors.

Why It Didn't Move Forward

Feedback highlighted that the pastel palette and conventional layout lacked strong shelf visibility and contrast. A bolder direction with more saturated colors and a more eye-catching format was preferred to better attract children's attention in a retail setting.

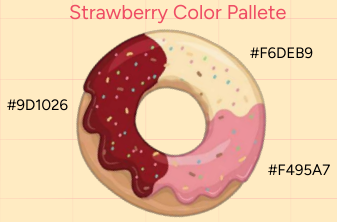
Draft 2 - Final Design

Mango Color Pallete



Chocolate Color Pallete

Strawberry Color Pallete



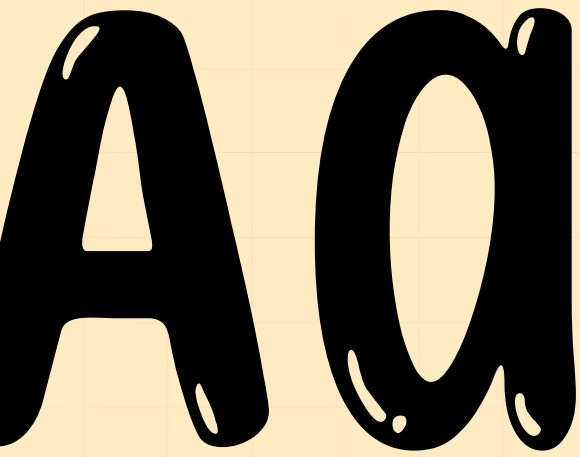
Concept Overview

The final design adopts bold, saturated colors and a playful, high-contrast layout to instantly capture children's attention. A strong central donut visual, combined with expressive character illustrations, creates a fun and memorable identity across all flavors.

Why This Design Worked

This design succeeded by improving shelf visibility through the use of saturated colors and strong visual contrast. The simple layout and large central donut graphic help grab attention quickly, while the distinct color themes for Strawberry, Chocolate, and Mango make each flavor easy to identify and remember.

Typography



Primary

Sunny Spells

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

1234567890 {&/?!)$%

Aa

Secondary

Varela Round

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

1234567890 {&/?!)$%

Illustrations

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