




Rooted Studios
PLANT NURSERY

PHOENIX CHALLENGE COMPETITION 2023

ILLINOIS STATE UNIVERSITY

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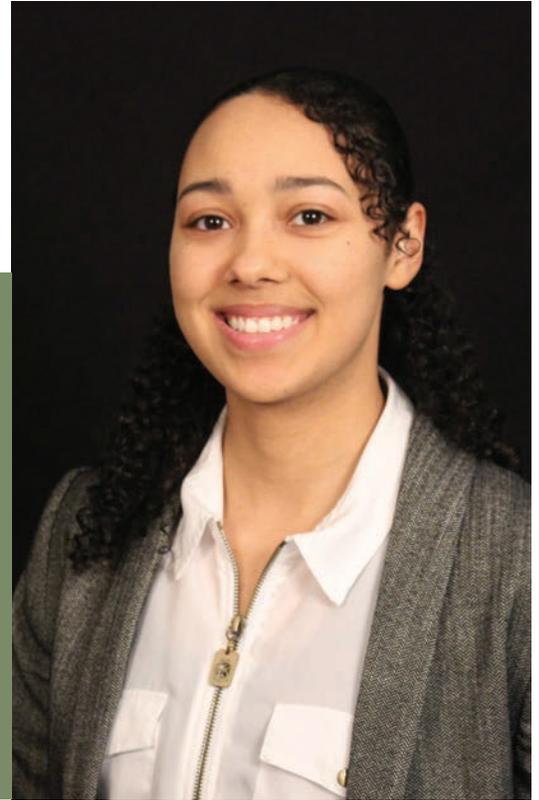
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OUR TEAM

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TIMELINE



Initial Client Meeting

Logo Survey

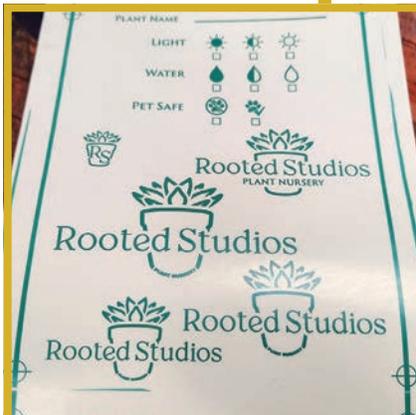
Which logo design do you feel best represents the Rooted Studios Plant Nursery brand?

<input type="radio"/> Option 1	<input type="radio"/> Option 2
<input type="radio"/> Option 3	<input type="radio"/> Option 4



Ink Mixing

Logo Drafts



Testing Days

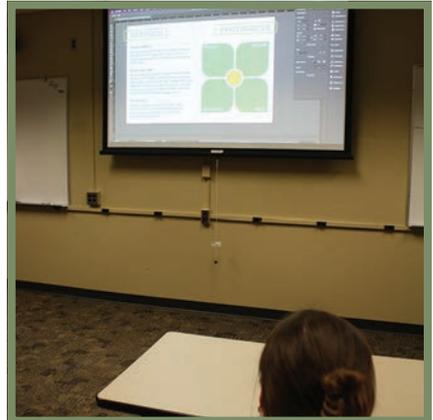
Label Production





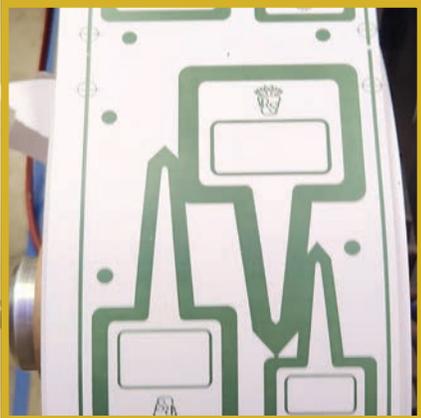
Carrier Production

Finishing



Book & Presentation Meeting

Plant Tag Production



Final Client Meeting

Final Presentation



CLIENT INFO



OUR CLIENT



ROOTED STUDIOS

Rooted Studios is located in downtown Bloomington, Illinois. Beginning as a one man barbershop, they have transformed the location into a plant nursery specializing in indoor tropical house plants. They offer a wide range of house plants as well as staging for homes/businesses, interiorscaping services, and plant care classes.

OUR PITCH

PLANT CARRIER

For our first product, we wanted to create a carrier for the client's smaller plants. This will aid customers in transporting the smaller succulents and cacti from the client's shop.

PLANT CARE LABEL

Our second product is a label that includes information about the specific plant. It includes information for the client to fill in, including plant name, sunlight, water, and whether or not the plant is pet safe. The plant care label is intended to be placed on either the back of the plant carrier or the pots of the client's larger plants.

PLANT TAGS

Our third product is a series of plant tags in three different sizes. A UV coating was applied, and an uncoated section was added to write the names and/or details of the plants.

SWOT ANALYSIS

STRENGTHS

- Local owned business
- Strong community base
- Home-y feel and welcoming environment
- Strong customer client relationship; at home care for 10 current clients
- Great at upkeep

WEAKNESSES

- Need to gain more plant knowledge/teach more classes
- Smaller space
- Only indoor plants

- Expand business with new locations
- Introduce more classes on plant education

OPPORTUNITIES

- Local competitors (Casey's Garden Shop and Florist, Growing Grounds)
- Large companies with plant departments (Walmart, Menards)

THREATS

LOGO PROCESS

PREVIOUS LOGO

Rooted Studios

PLANT NURSERY

REDESIGN ROUND 1



REDESIGN ROUND 2

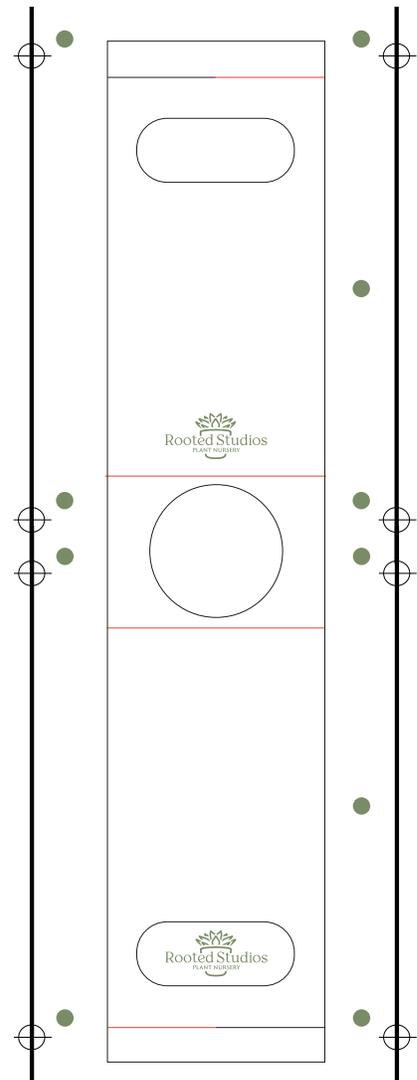
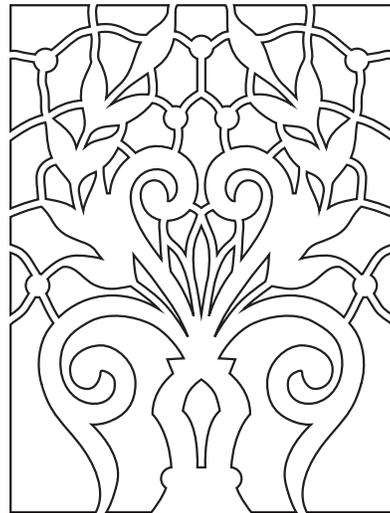


FINAL LOGO



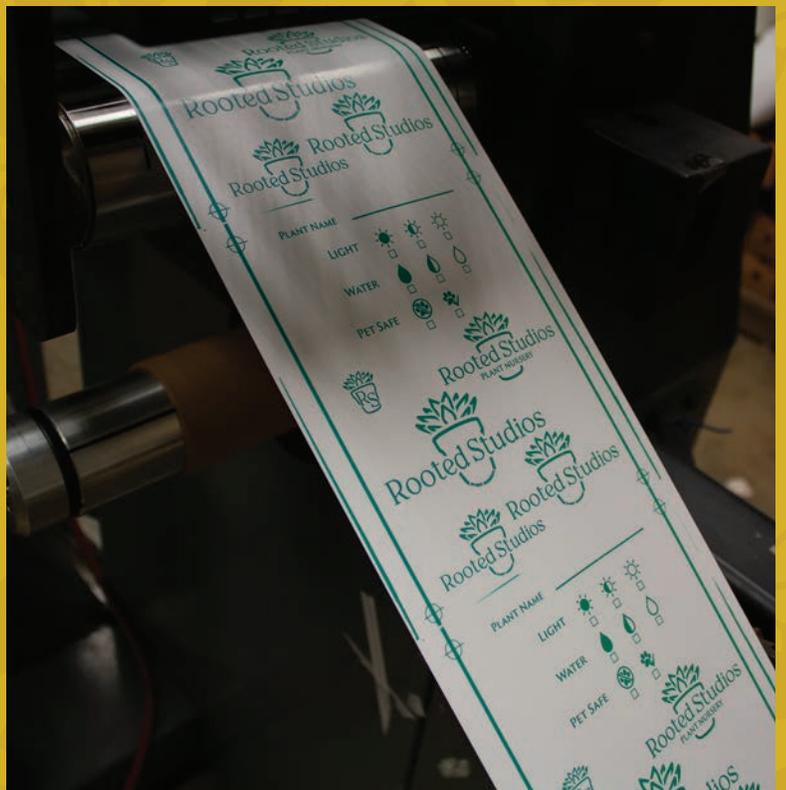
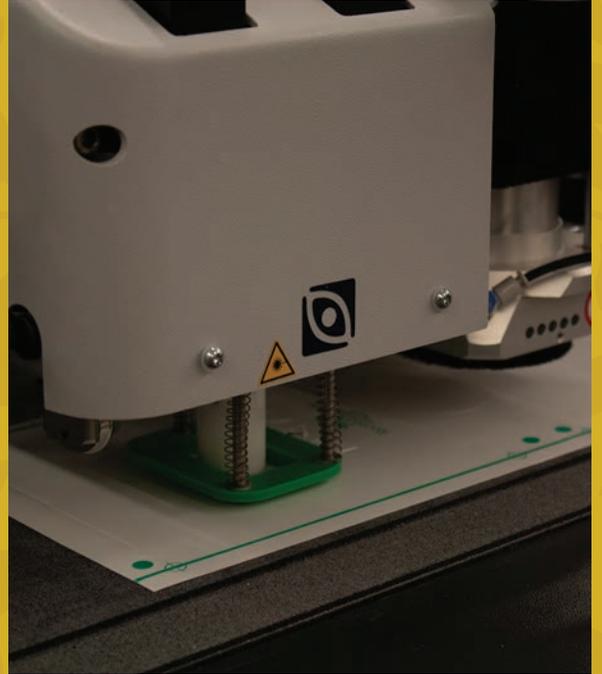
The new Rooted Studios logo takes elements from the original logo and puts a new spin on them. The main text is taken directly from the original, but the subtext was changed to make it stand out more. An outline of a succulent was included to add an iconographic aspect. We also added a brand new icon version of the logo with just the initials for use on smaller products.

PACKAGE DESIGN



The plant carrier was the most complex product we created for this project. Due to our press restrictions, we were not able to run a size large enough to accommodate holding a typical plant. Instead, we cut the roll to the length of two repeats on press, to essentially double our carrier size. This posed new challenges, like how the logo would look on the opposite side of the carrier. We lined it up so the logo on the reverse side, or second repeat, was cut out through the handle, so it wouldn't be shown upside-down. In addition, we added a cutout of the client's main branding: their stained glass window. This allows for additional light to hit the plant being carried, while also fitting the Rooted Studios brand.

RESEARCH



STUDENT POLL



Rooted Studios Survey

Rooted Studios is a plant nursery that specializes in indoor tropical house plants, located in downtown Bloomington. The Illinois State University Phoenix Challenge team is looking to help create new packaging materials to fit the Rooted Studios identity.

<https://www.rootedstudios.shop>

This survey will provide useful information for the Phoenix Challenge Team in helping re-create the logo and branding for Rooted Studios. This survey will also help to determine the color scheme used for the logo.

junderwdrulez@gmail.com (not shared) [Switch account](#)

* Required

Which of the following categories best describes your age? *

- Younger than 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 or older
- Prefer not to answer

To which gender identity do you most classify? *

- Female
- Male
- Nonbinary
- Gender Fluid
- Prefer not to answer
- Not Listed

Where are you from? (Town, State) *

Your answer

Which color(s) do you think best resembles the branding for a plant nursery? * (Logo for reference only)

 Brown

 Gold

 Green

Which logo design do you feel best represents the Rooted Studios: Plant Nursery brand? *

 Option 1

 Option 2

 Option 3

 Option 4

Please feel free to add any additional comments and recommendations you may have. We appreciate your time and feedback!

Your answer

Never submit passwords through Google Forms.

A poll was made when choosing a logo that was sent to ISU students and Rooted Studios. The green and gold colors and the short succulent logo were the most popular.

PRESS TESTING



We performed three test runs on press before our products were ready. The first two consisted of logo tests to see how small we could produce the logos. We ran one positive and one negative test and found that the ink on the positive test ran more smoothly. The third test run was for the plant carrier structure. We had to ensure that everything lined up when cutting out two repeat lengths. The logo had to be visible on the front side but cut out on the back side.

PLANT CARRIER

The Plant Carrier was printed using Clearwater Paper's Candescence® C1S (Coated 1 Side) Paperboard, and our Rooted Studios Green and Gold mixed inks. The paperboard stock is 100% made from virgin fibers, not containing any recycled materials from responsible sources with Forest Stewardship Council (FSC) certification. In designing this carrier, we needed to work within the limitations of the Comco Cadet inline press to achieve the minimum size necessary for the smaller plants.



A CAD file was set up with a double repeat of the press file to cut and crease the carrier to its final size. To cut the fine detail in the stain glass window cutout with precision, the Psaligraphy Knife was used, and the speed was slowed to 200in/min. With the double repeat on press, we were able to create a completed plant carrier capable of holding small succulents and cacti.

PLANT CARE LABEL



The Plant Care Label was printed using UPM Raflatac's White Label Stock, and our Rooted Studios Green and Gold mixed inks. The white stock allowed bypassing the laying of white ink, and instead use it in the negative space of our design. The label was set to be 2.25" wide and 3" tall to allow for application on the back of the carrier for smaller plants, and on the client's typical pot sizes for larger plants. With a four-up imposition, standard press marks were included with a .5-point trap in the design for registration and CAD marks for cutting offline on the CAD table.

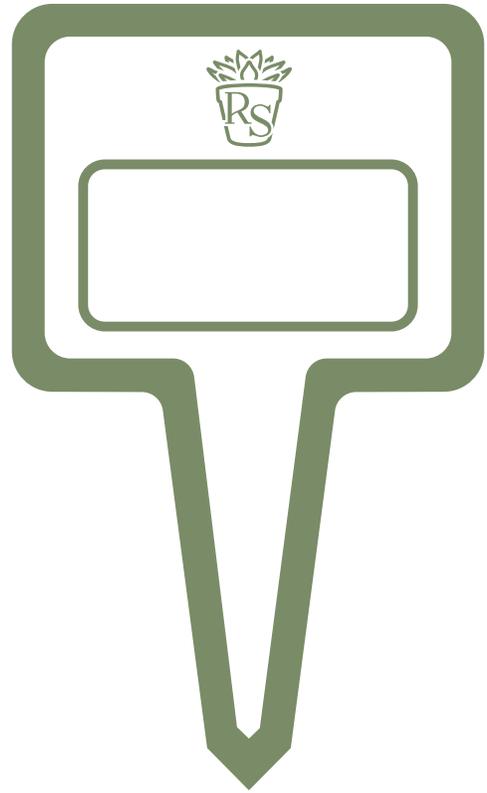
PLANT NAME _____

LIGHT	 <input type="checkbox"/>	 <input type="checkbox"/>	 <input type="checkbox"/>
WATER	 <input type="checkbox"/>	 <input type="checkbox"/>	 <input type="checkbox"/>
PET SAFE	 <input type="checkbox"/>	 <input type="checkbox"/>	

Finishing on the CAD table, the KissCut tool was used to cut out the final size of the sticker, and the Psaligraphy Knife to completely cut through the backing of the label stock. The extra room surrounding the final label size allows for easier removal of the label when they are being placed on the Plant Carrier or larger pots. Both mixed inks laid very well on the white label stock, and the post-print cutting on the CAD table gave the product a clean finish.

PLANT TAGS

The Plant Tags were printed using Yupo's YUPO Accel® Synthetic Paper, our Rooted Studios Green mixed ink, and a spot UV matte coating. This specific Yupo stock is highlighted as waterproof, tear-resistant, recyclable, smooth, and holds stiffness. Each of these points is extremely important for any plant tags as they can undergo rough handling in plants of various conditions. With three different sizes, we built an imposition to include one of each size, 1.75" x 3.25", 2.25" x 5", and 3" x 5". During production, a spot UV coating was applied to ensure scratch-resistance while allowing an area to write on the tag.



The tags were then cut on the CAD table using the Psaligraphy Knife, with a crease down the middle of the stem. The stem crease helps the tag to penetrate the soil and maintain stability over time. The final product upheld well in the soil, under water, during scratch tests, and through general rough handling. The Plant Tags are a durable product providing usefulness and more branding within and outside the store.

PREPRESS



PRESS INFO



OUR PRESS

We used a Comco Cadet 700 flexographic press that has a 7" width and a Phoseon UV LED curing lamp on units 1 and 5.

INK MIXING

ROOTED STUDIOS GREEN

In order to achieve the Rooted Studios Green, we took the client's business card and color matched it. We mixed inks based on the closest Pantone color, 5625 C. We took drawdowns and measured with a spectrodensitometer to see what the Delta E value was compared to the original. Through trial and error, we ended up with an exact match to the needed green with the percentages expressed below.

ROOTED STUDIOS GOLD

The Rooted Studios Gold was a different process than the RS Green, since it was a new addition to the Rooted Studios branding. We used the gold because of the results of our survey. Since we were able to start from scratch, we started with Pantone 131 C, and then proceeded to do drawdowns on the substrates utilized for our products.

RS Green

Opaque White -- 74.97%
Yellow ----- 9.09%
Blue ----- 8.14%
Black ----- 7.80%

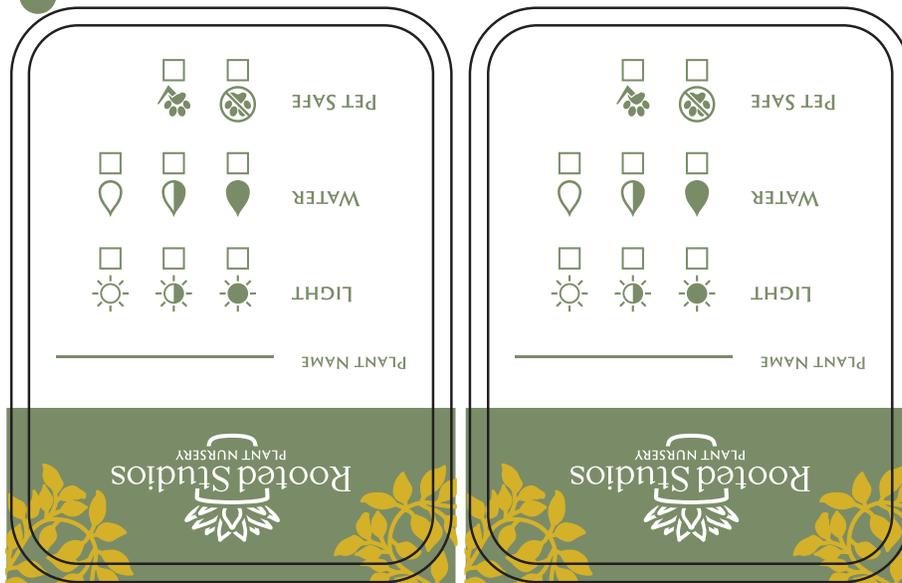
RS Gold

Yellow ----- 95.25%
Rubine Red ----- 3.21%
Black ----- 1.54%

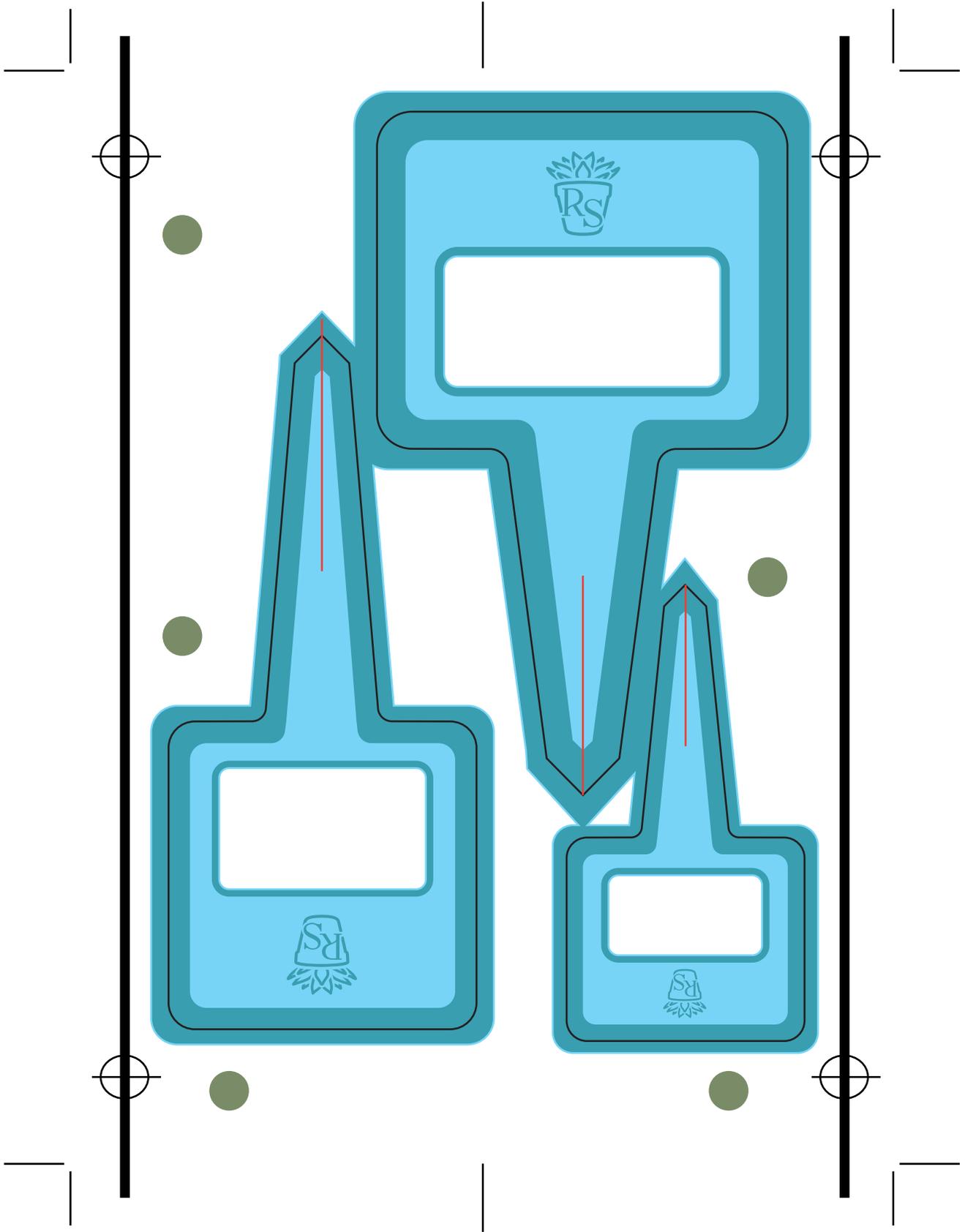
PRESS DATA

Product	Plate Cylinder	Unit Order	Anilox
Plant Carrier	68 tooth 95.42% distortion	1. 2. 3. RS Gold 4. RS Green 5.	3. RS Gold 700 cpi 3.83 BCM 4. RS Green 700 cpi 3.78 BCM
Plant Care Label	57 tooth 94.53% distortion	1. 2. 3. RS Gold 4. RS Green 5.	3. RS Gold 700 cpi 3.83 BCM 4. RS Green 700 cpi 3.78 BCM
Plant Tags	64 tooth 95.13% distortion	1. 2. 3. 4. RS Green 5. UV Coating	4. RS Green 700 cpi 3.78 BCM 5. UV Coating 240 cpi 8.06 BCM

IMPOSITIONS

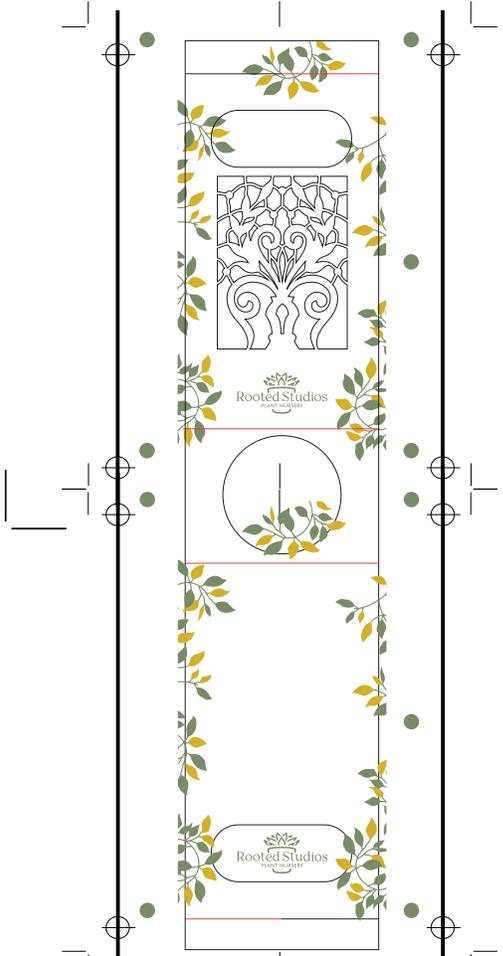


PLANT CARE LABEL



PLANT TAGS

Single press repeat



Double press repeat with cut lines

PLANT CARRIER

MOCKUPS



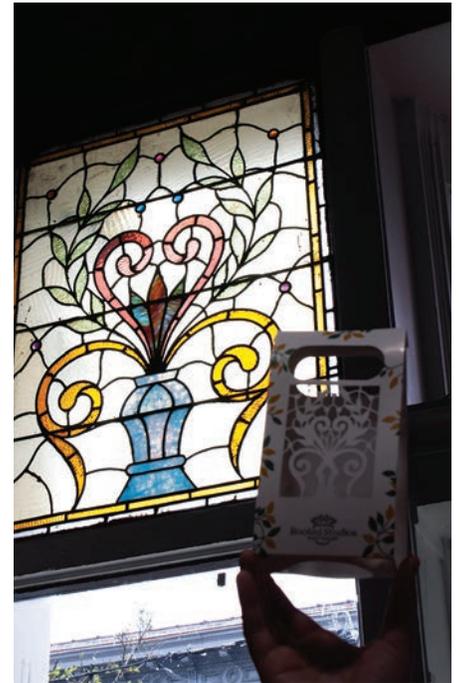
These mockups were created in Adobe Dimension to simulate the plant carrier, plant care label, and plant tags. Our mockups were accurate to the final products.



PRODUCTION



PLANT CARRIER



PLANT CARE LABEL



PLANT TAGS



MANAGING COLOR



Plant Carrier ΔE

RS Gold	-----	1.73
RS Green	-----	0.70

Plant Care Label ΔE

RS Gold	-----	1.54
RS Green	-----	1.67

Plant Tags ΔE

RS Green	-----	1.46
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After we ran the press, we compared LAB values for the two colors to determine how accurate they were to our initial drawdowns. We used our Spectro densitometer to find that every value was within two delta E of our drawdowns, which is well within the standard for accurate color.

SPONSORS

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