Savannah Bee Company

CAILEY GLATZ

Processbook

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Goals and Objectives

Follow in the footsteps of the current branding of the company, to tell their story in order to help the bees-their main priority. Selling honey and other related products helps build both of these things in the best way possible.

Target Audience

Tourists
Gift Givers
Adults (Gen-Z and up)

Brand Strategy

Telling a story through packaging as much as possible to get audience involved and interested. Using earthtone and a bit more saturated color palette to show off the naturality of where the honey comes from. Typography is chosen for a more rustic and homemade feeling. This all comes together to create the locally made, homestyle feel that consumers come in to the store for.

Savannah
Story
Bees
Rustic
Homemade
Classic

Research

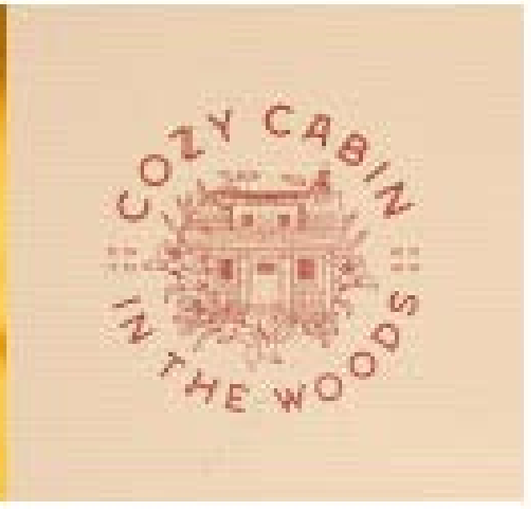
*current logo

- All honey is made naturally, which can effect which honeys are made such as tupelo
- Asked the owner if there was a reason for the three bees on the logo, he said there wasn't any significance
- Showing people and including them in the process will get them to love bees and help save the bees
- Strive for the highest quality honey
- Stores range from Savannah, GA all the way to Eagle River, AK

- Head of the Bee Cause Project
- Non-profit organization that teaches kids in classrooms and communities about the process and bees
- Has helped introducing around 97 beehives
- More than 1,000 pollinated themed books were donated to school
- 48 pollinator gardens planted
- 4 sanctuaries supported

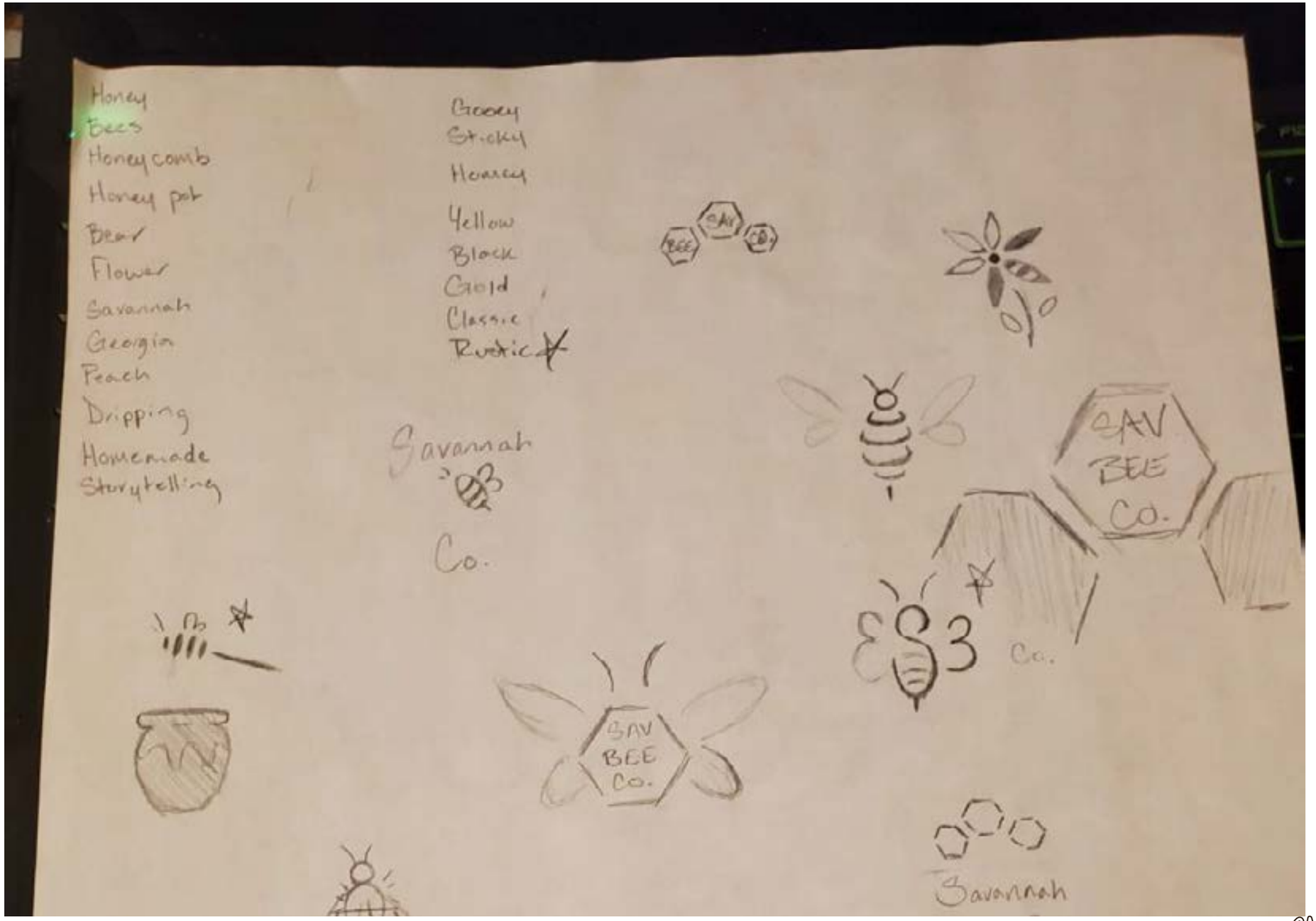
SAVANNAH BEE COMPANY

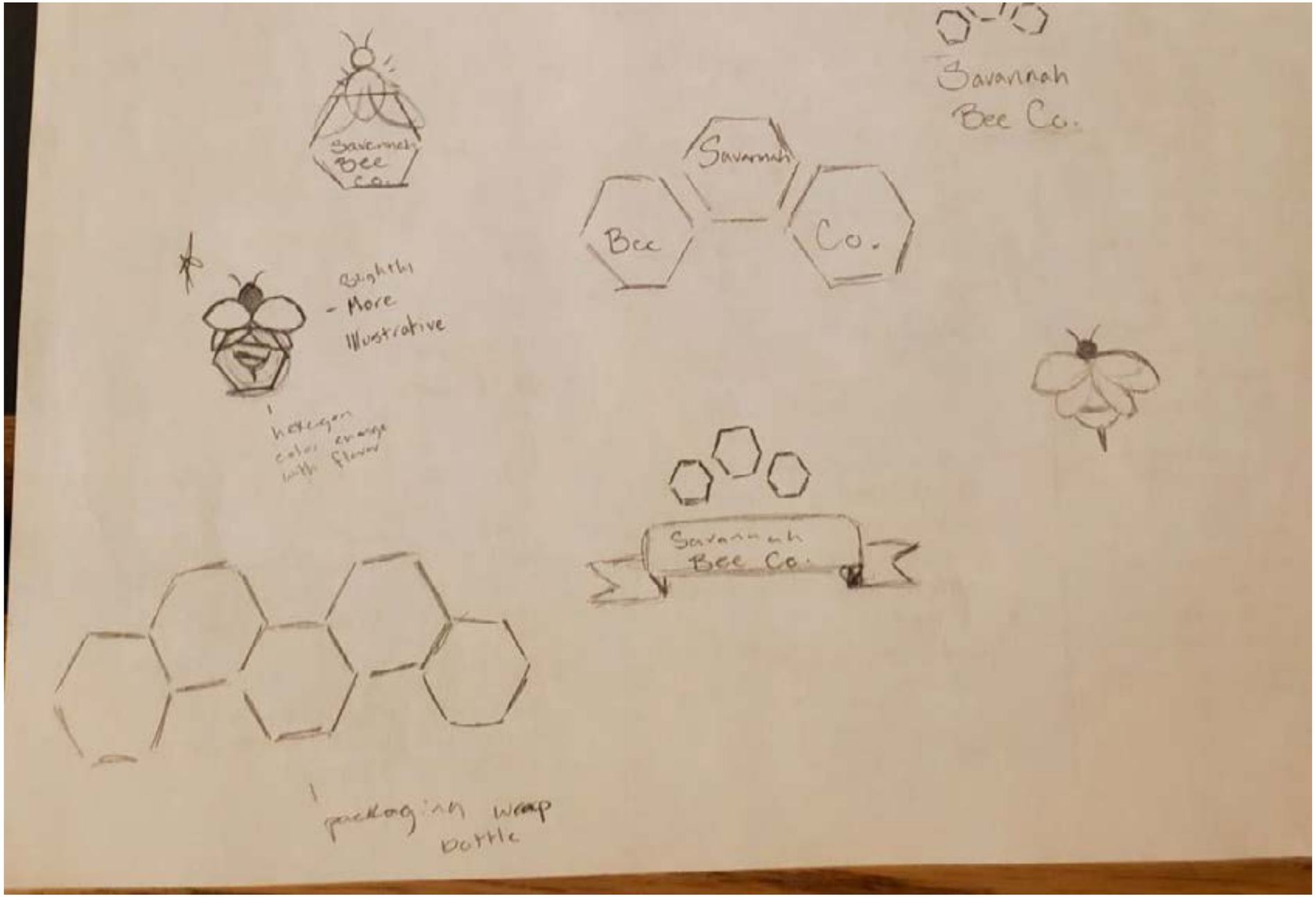
PIRATE CREEK BEES

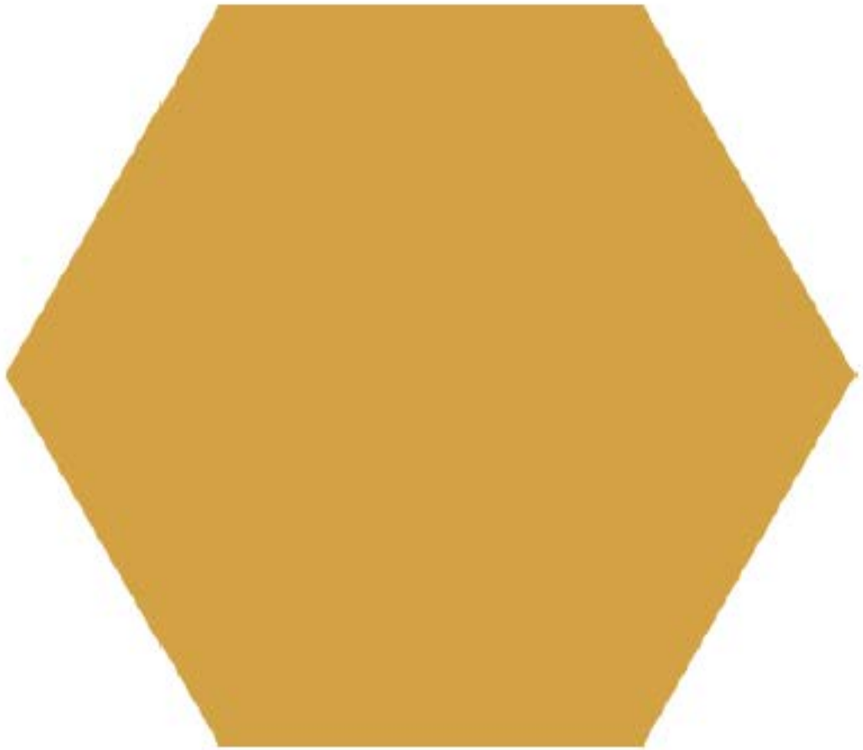

COZY CABIN
IN THE WOODS

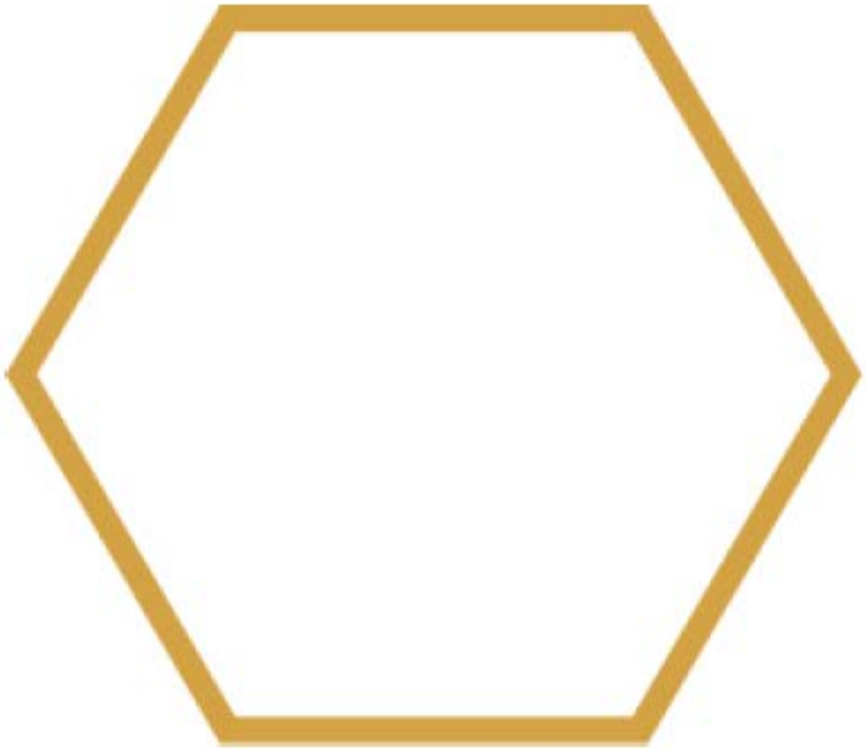
SUNDAY
BLOOM
a hand-drawn serif font

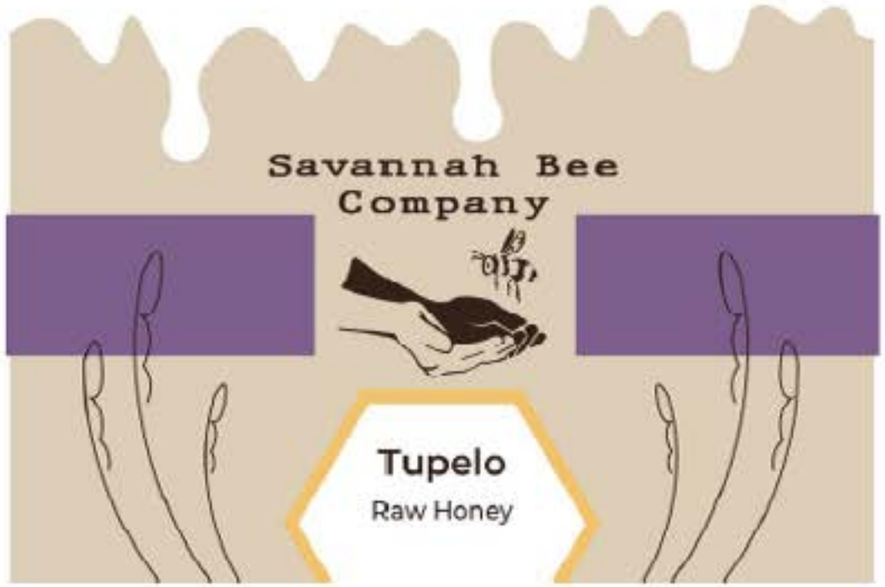
Ideation

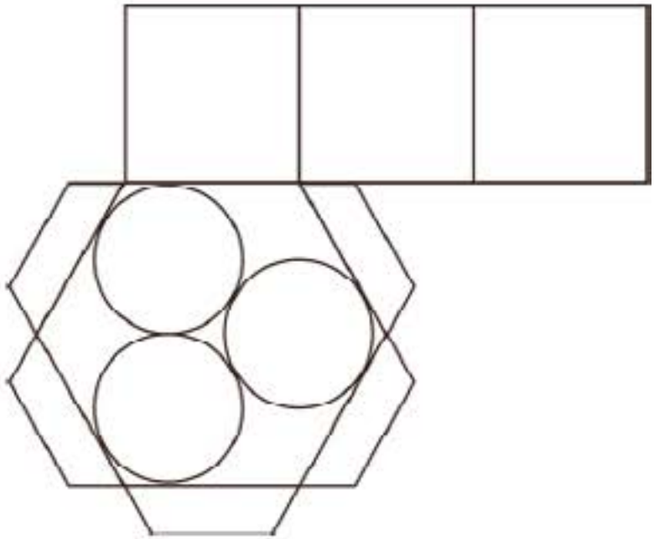

Honey
Bees
Honeycomb
Honey pot
Bear
Flower
Savannah
Georgia
Peach
Dripping
Homemade
Storytelling
Gooey
Sticky
Honey
Yellow
Black
Gold
Classic
Rustic
Savannah
Co.
SAV BEE CO.
SAV BEE CO.
3
Co.
Savannah


Savannah
Bee Co.
Savannah
Bee Co.
Savannah
Bee Co.
Savannah
Bee Co.
- More
Illustrative
hexagon
color orange
with flavor
packaging wrap
bottle









CAILEY GLATZ

Final Solutions

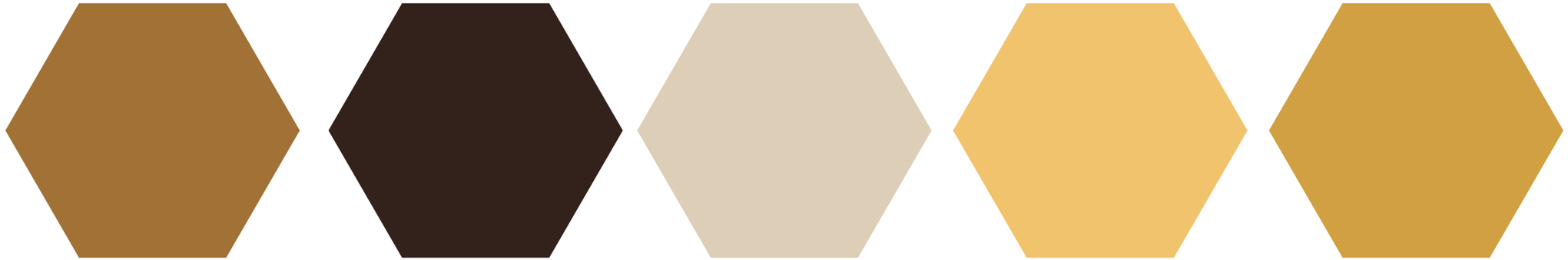
Savannah Bee Company

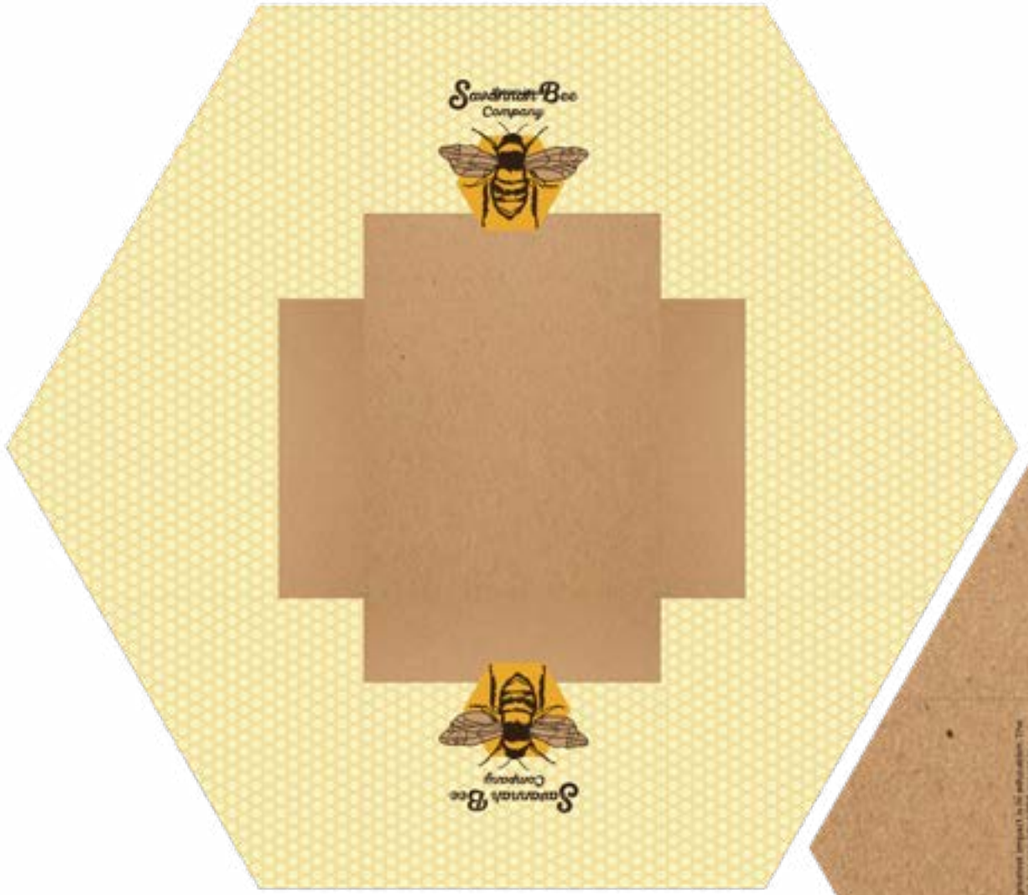
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nexa Rust Script

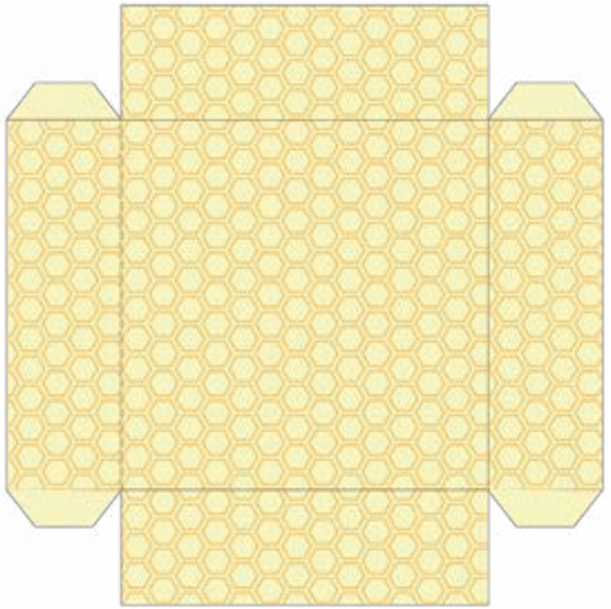
ABCDEFGHIJKLM-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu-
vwxyz
1234567890

Montserrat




Savannah Bee
Company
Savannah Bee
Company

Our Mission
Our mission has always been about the bees. With each jar of honey, bee-powered personal care, and cultivated hive, we're working to save the bees. And with every purchase from Savannah Bee Company — you are too.



CAILEY GLATZ

Savannah Bee Company
Tupelo
Savannah Bee Company
for Coffee
Raw Honey
Savannah Bee Company
Savannah Local
Raw Honey
NET WT. 4oz (113 g)

Savannah Bee Company
for Coffee
Savannah Bee Company
Tupelo
Raw Honey
Savannah Bee Company
Savannah Local
Raw Honey

Savannah Bee
Company

Our Mission
Our mission has always been about the bees. With each jar of honey, bee-powered personal care, and cultivated hive, we're working to save the bees. And with every purchase from Savannah Bee Company -- you are too.
Of course, we're committed to bringing our customers the most delicious honey sourced from beekeepers around the world, most of whom we know by name. These beekeepers share our passion for saving the bees, and each of their carefully-tended hives promotes a healthy bee population and a better environment. More beekeepers means more bees, and we have helped develop and sustain a beekeeping culture in the Caribbean by providing equipment, marketing, and education to aspiring apiarists.
From day one to today, everything we do at Savannah Bee Co. is so bees can continue their sacred work of building hives, pollinating flowers, powering our food supply, and spreading beauty. We understand that climate change, pesticides, and other threats to the bees' fragile ecosystems also affect humanity, and we believe healthy bees make for a healthy planet. Saving the bees remains our highest priority.
We believe our greatest impact is in education. The Bee Cause Project has provided 800 grants to schools across the country and beyond, introducing children to the science of bees and giving them a hands-on connection between these magnificent pollinators and their own lives. We also encourage higher education in our own community, donating proceeds from our Peace Honey to the Frank Callen Boys & Girls Club, an organization that helps guide local students into

Our Mission
Savannah Bee
Company

Want to check out more?

Website: caileyglatz.com

Portfolio