



milkmade 

Made by Plants, Made For You.

Where Milk Has Been...

The Dairy Industry

*Water pollution and
consumption*

Climate Change

Human Health Propaganda

...Where Milk Is Going

Rise of Plant Milk

Water Consumption

Health Benefits

Monoculture & Climate Change

Farms of the Future

vertical farming

pros: *Reduces stress on land, brings produce closer to urban populations.*

cons: *Resource intensive, high upfront costs*

urban farming

pros: *Centered in community, less resource intensive.*

cons: *Local and small scale. Not feasible for our business model*

crop rotation & polycultural farms

pros: *Decreases pesticide use and stress on soil, and water contamination.*

cons: *Relies on improving existing harmful systems instead of revolutionizing farms*

Biodiversity Is a Must

*Living Planet 2020 Index shows
~68% fall in monitored
vertebrate species populations.*

*Agriculture is responsible
for 80% of global deforestation.*

*The drivers linked to food
production cause 70%
of terrestrial biodiversity loss.*

What does biodiversity look like in farming?



riparian corridor

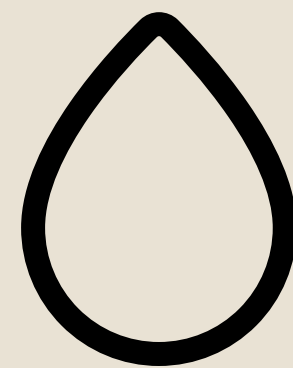


forest patches



ponds

“How can we make plant milk more accessible and desirable to consumers, in order to reduce agricultural emissions and increase biodiversity?”



Concept: Milkman of the Future

Plant Milk delivery service giving consumers options on different milks based off their location.

Partnership with local, organic, farmers that practice crop rotation.

Promotes different milks based on locational availability and encourages poly-culture farming.



The background of the slide is a light beige color, decorated with a repeating pattern of various seeds and grains. The illustrations are in a simple, sketchy style, showing items like almond-like seeds, wheat stalks, and other grain pods scattered across the surface.

Brand Identity

Plant Milk Landscape



playful art



color coding



back to bottles



minimalism

Moodboard

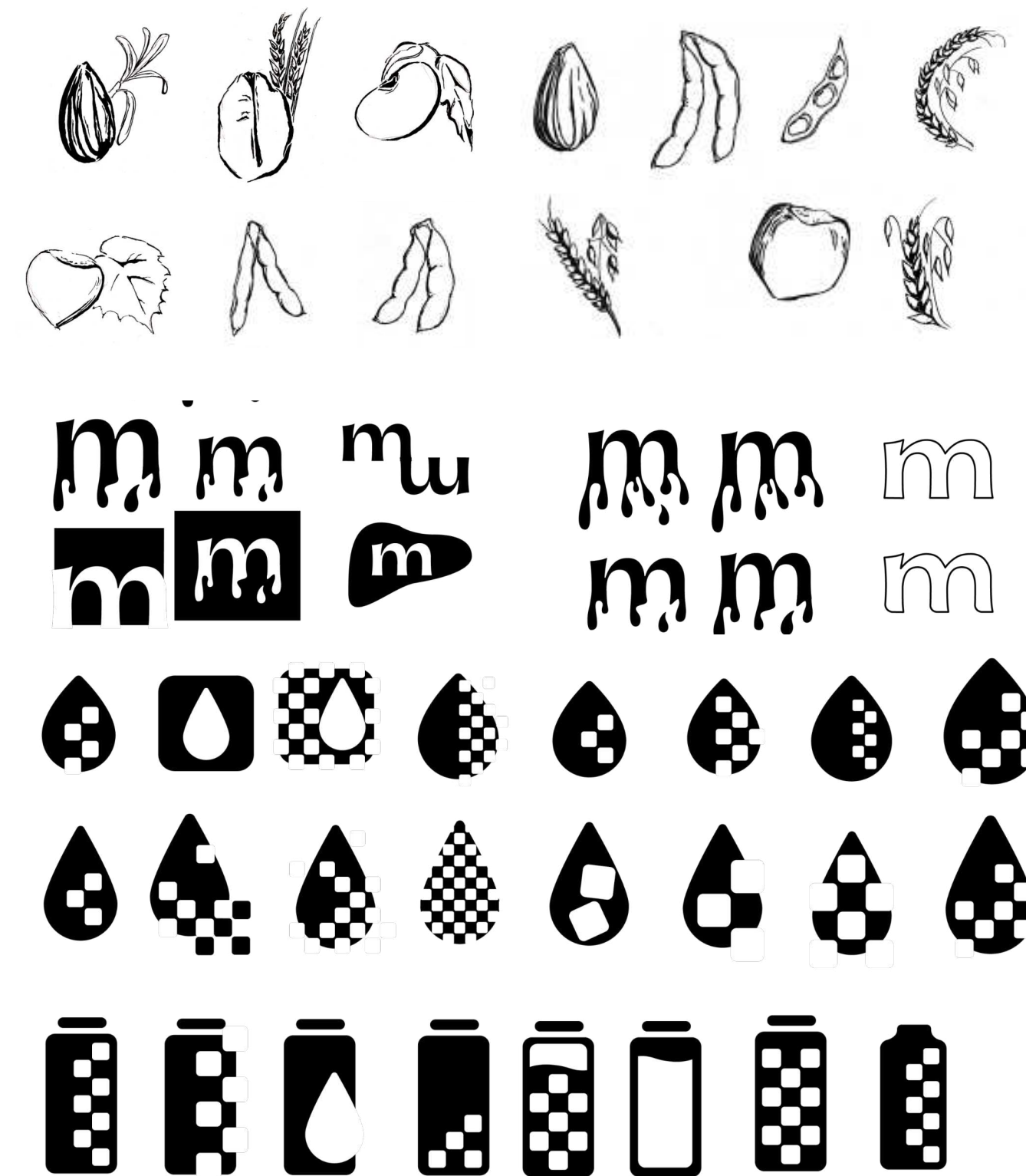


Sketching

color



iconography & patterns



wordmark

utterly
utterly
UTTERLY

milkmade
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MILKMADE

milkmade
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Brand Guide

PRIMARY LOGO

milkmade

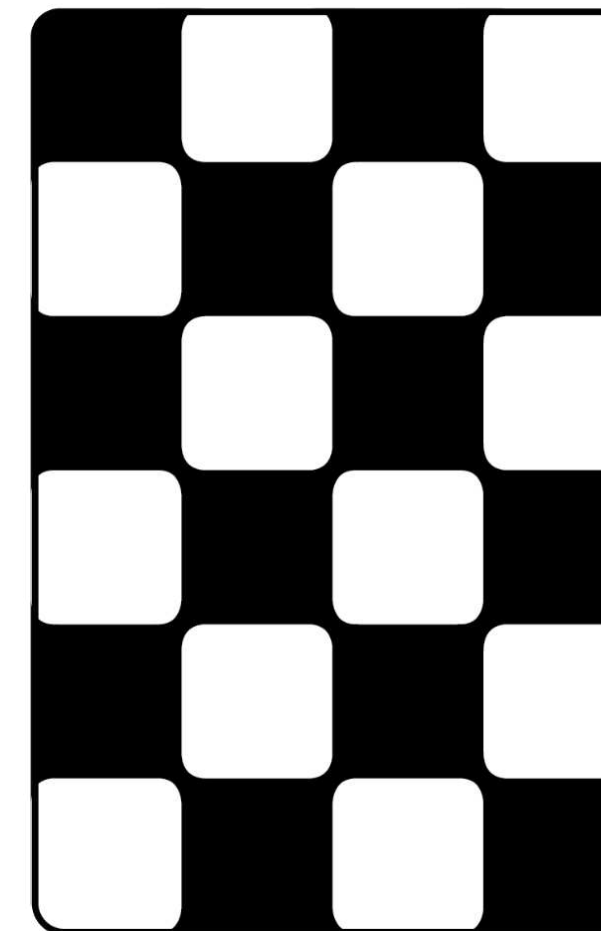
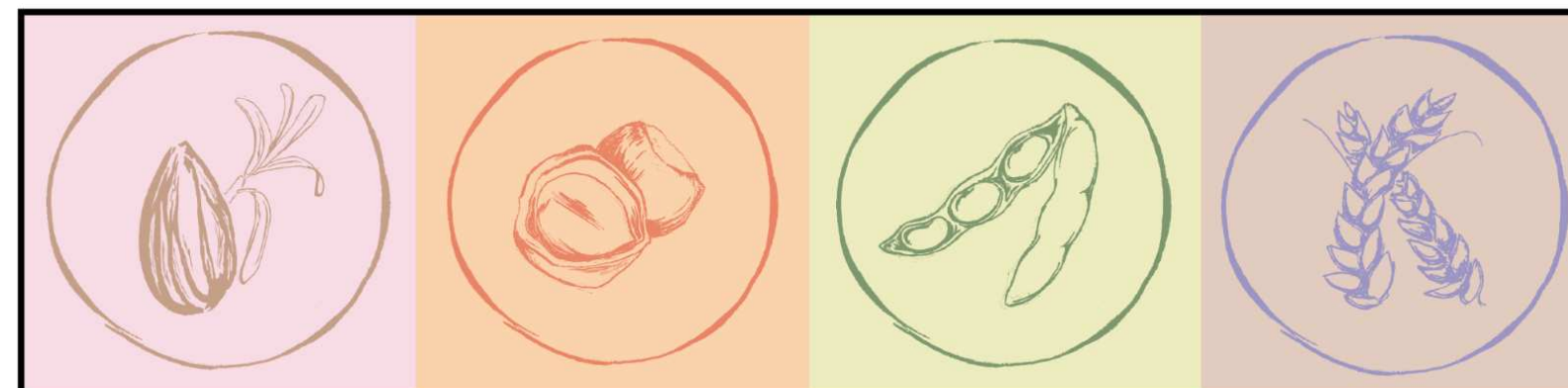
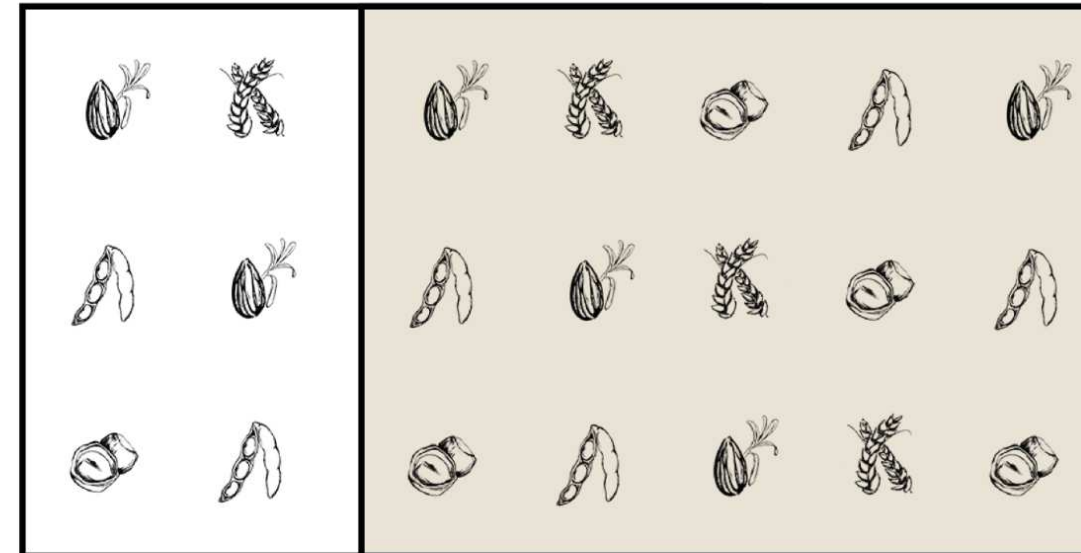


PRIMARY LOGO (INVERTED)

milkmade



PLANT MILK PKG PATTERNS



SUPPORTING TYPOGRAPHY

Gatwick (Bold)

Header 1

Gatwick (Medium)

Header 2

Gatwick (Bold)

Small Titles

Avenir (Book Oblique)

The new milkman has arrived!

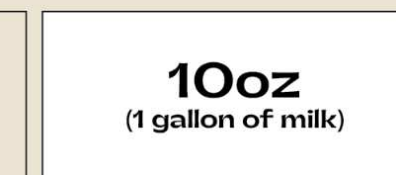
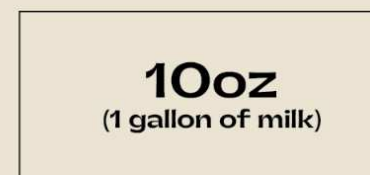
(black)

The new milkman has arrived!

Avenir (Medium)

Milkmade is a plant-milk revolution that brings the future of farming right to your door. By encouraging more sustainable practices, we hope to reduce environmental impacts of the milk industry while providing delicious and diverse plant-milk options.

INTERACTIVE COMPONENTS

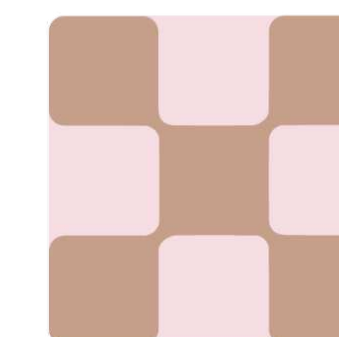


sign up now ->

Go to Store

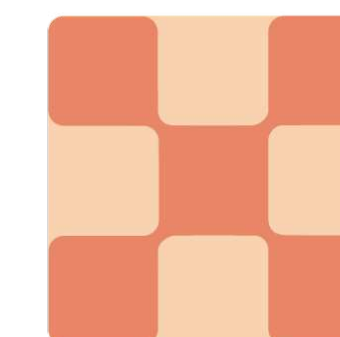


PLANT MILK COLOR COMBINATIONS



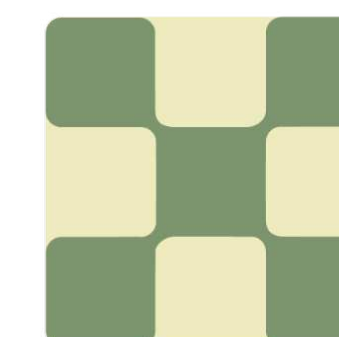
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ALMOND



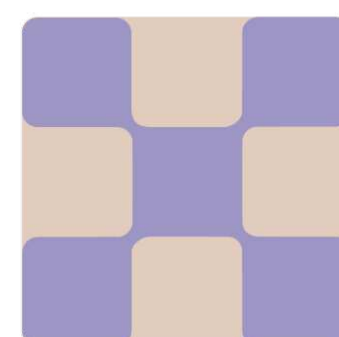
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HAZELNUT



HEX#EDE8BD
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SOY



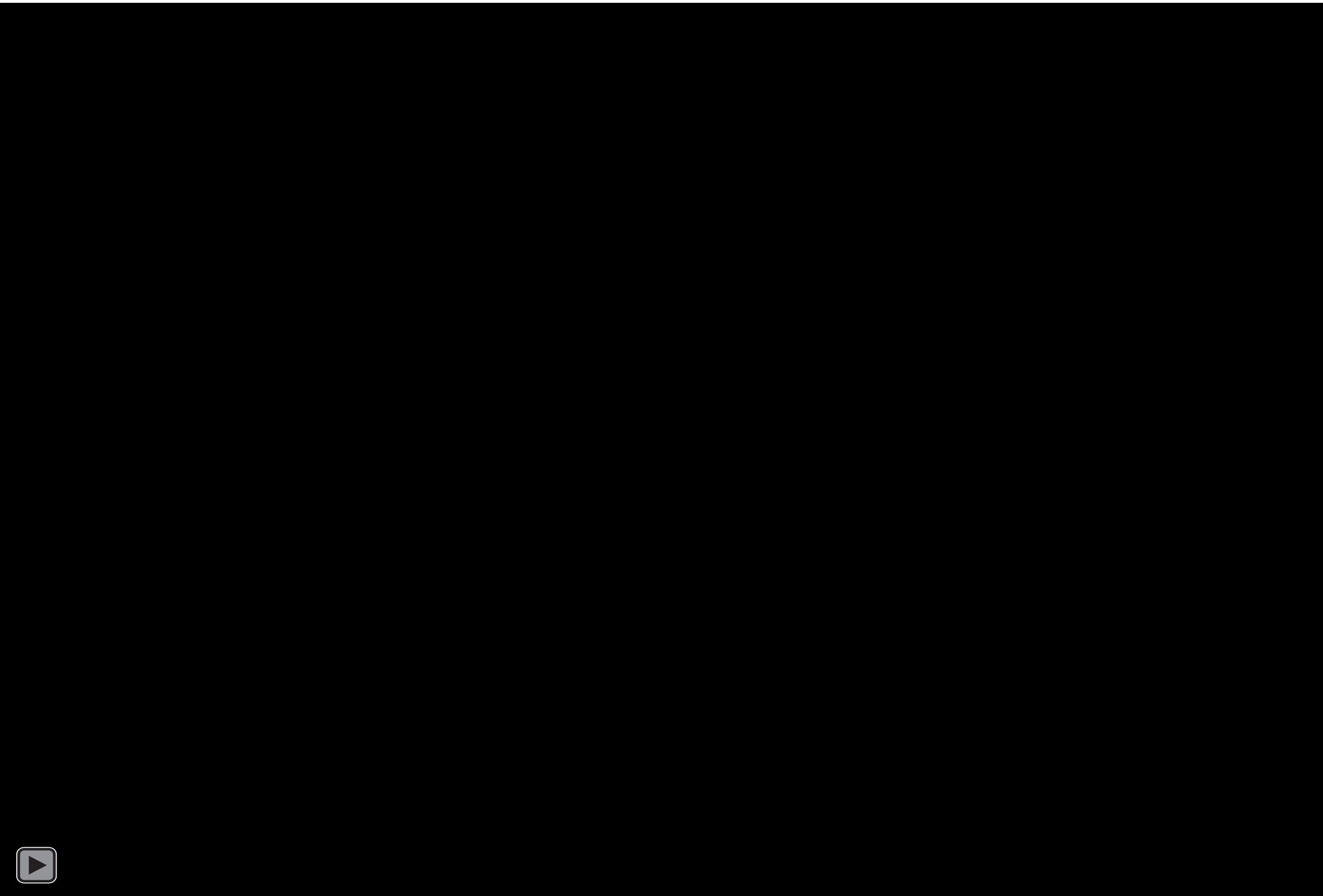
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OAT

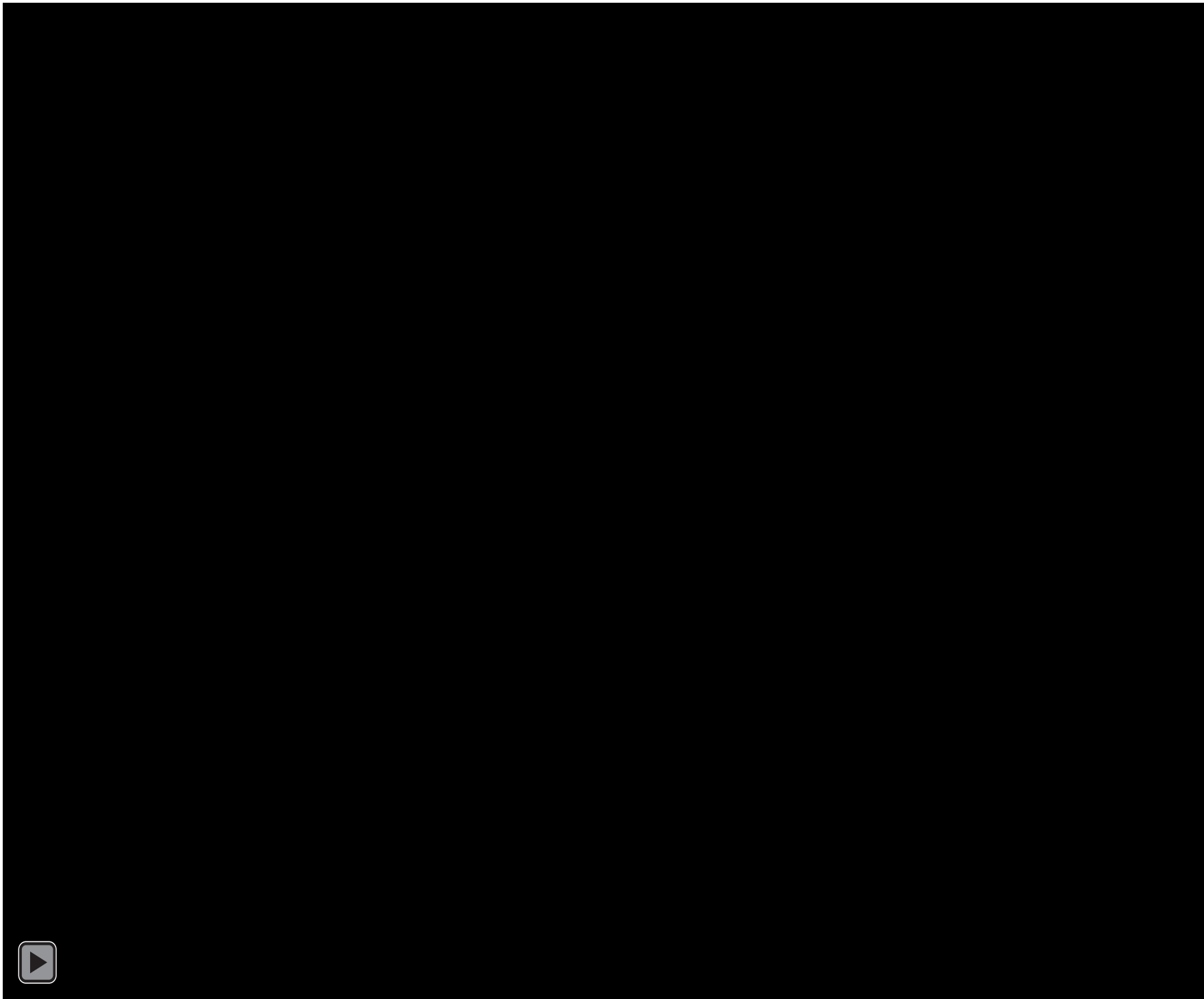


The Website

Final Motion Graphics

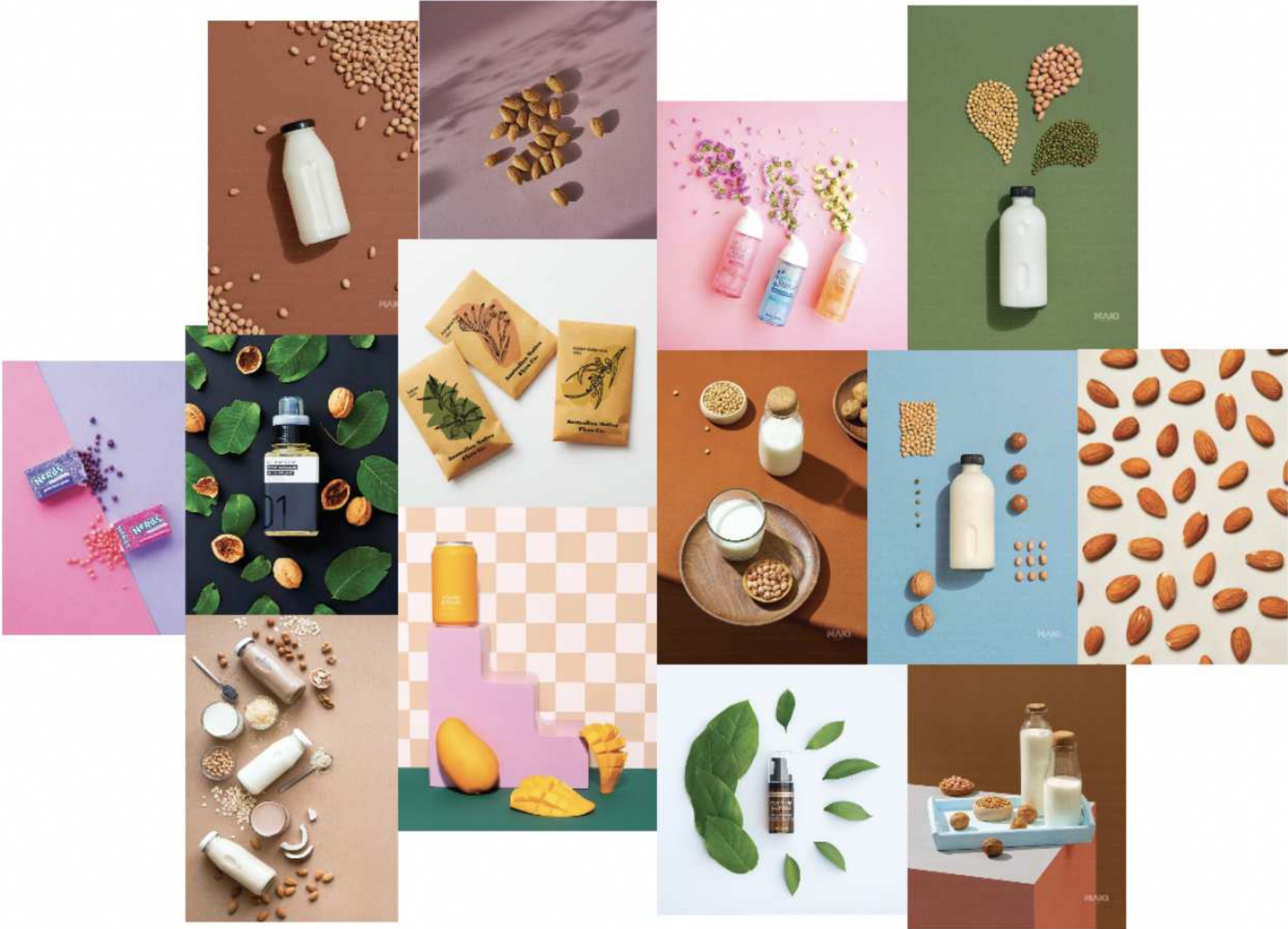


How It Works

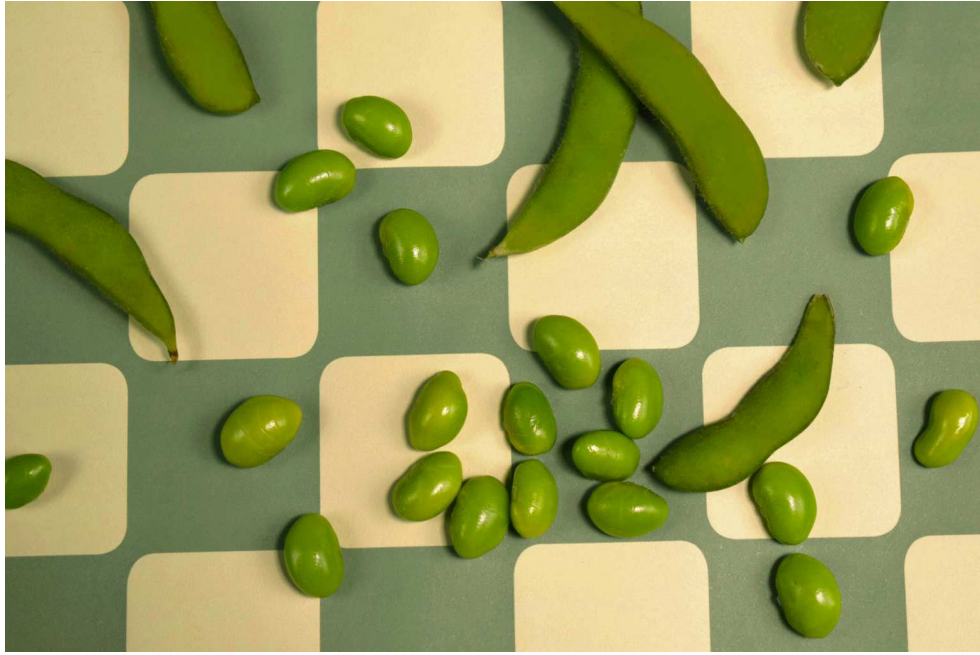
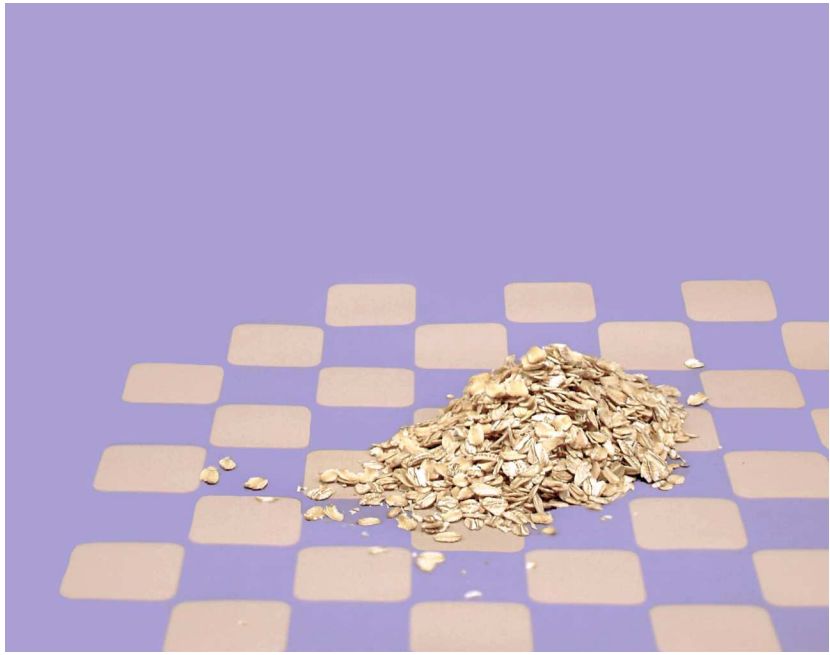


Future of Farming

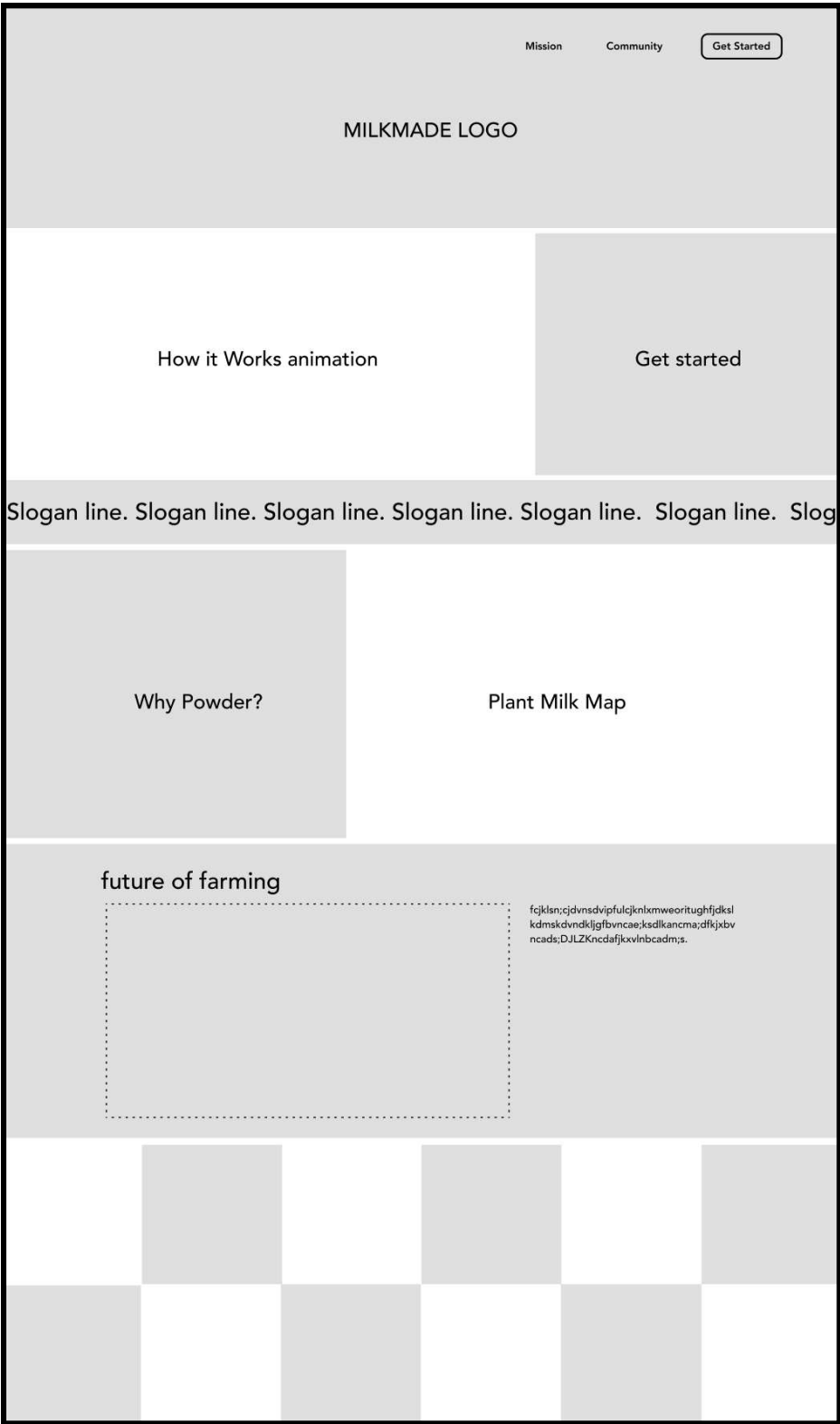
Photography Benchmarking



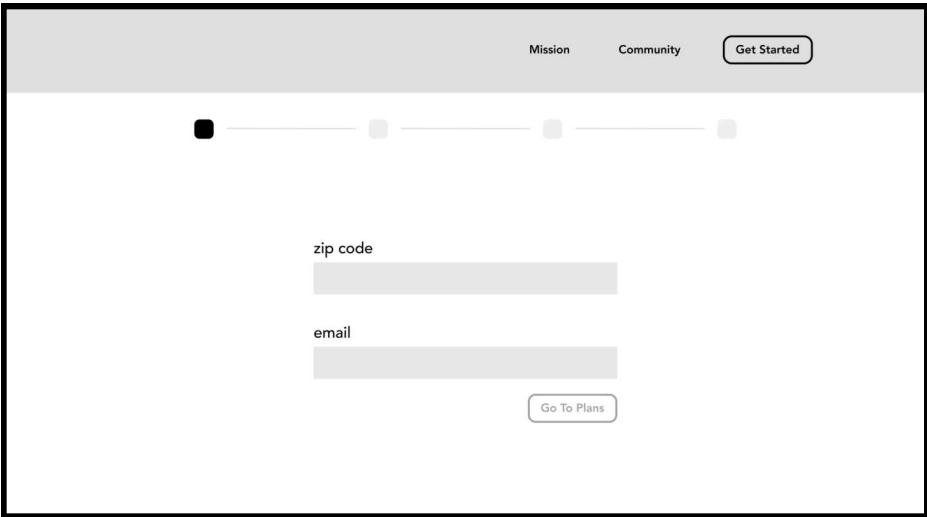
Photography



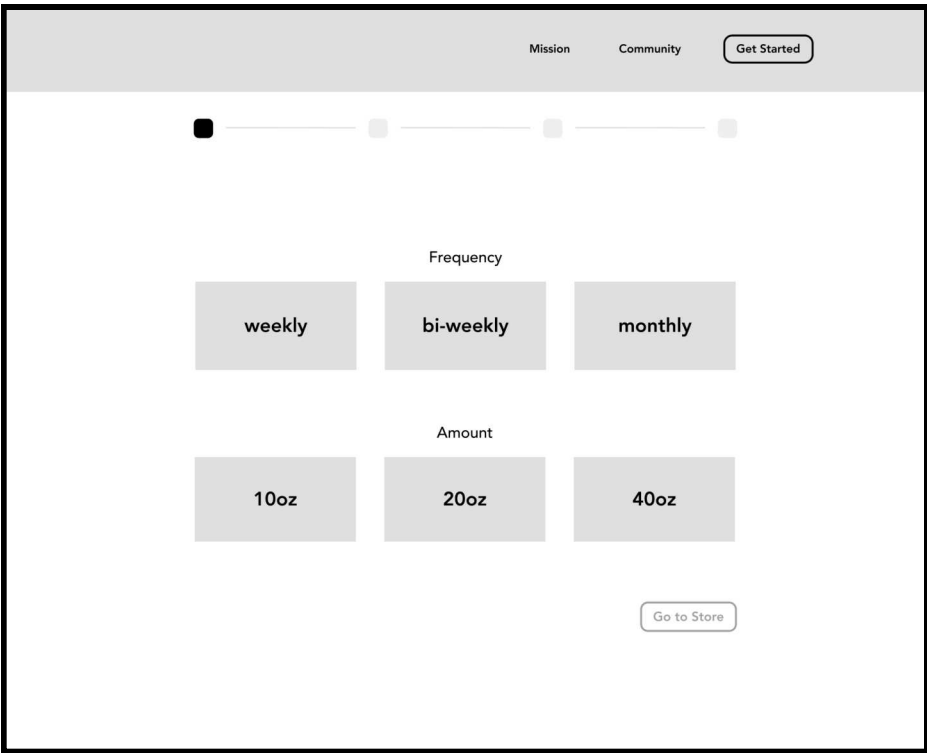
Wireframes



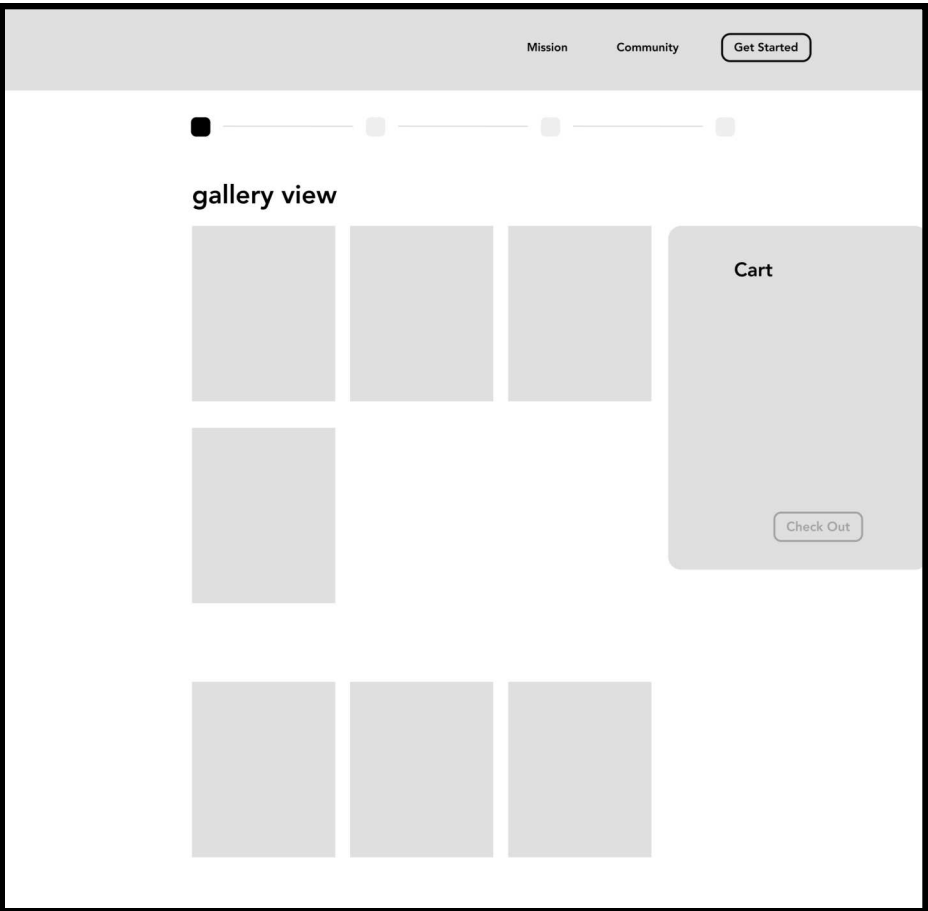
Homepage



Basic info



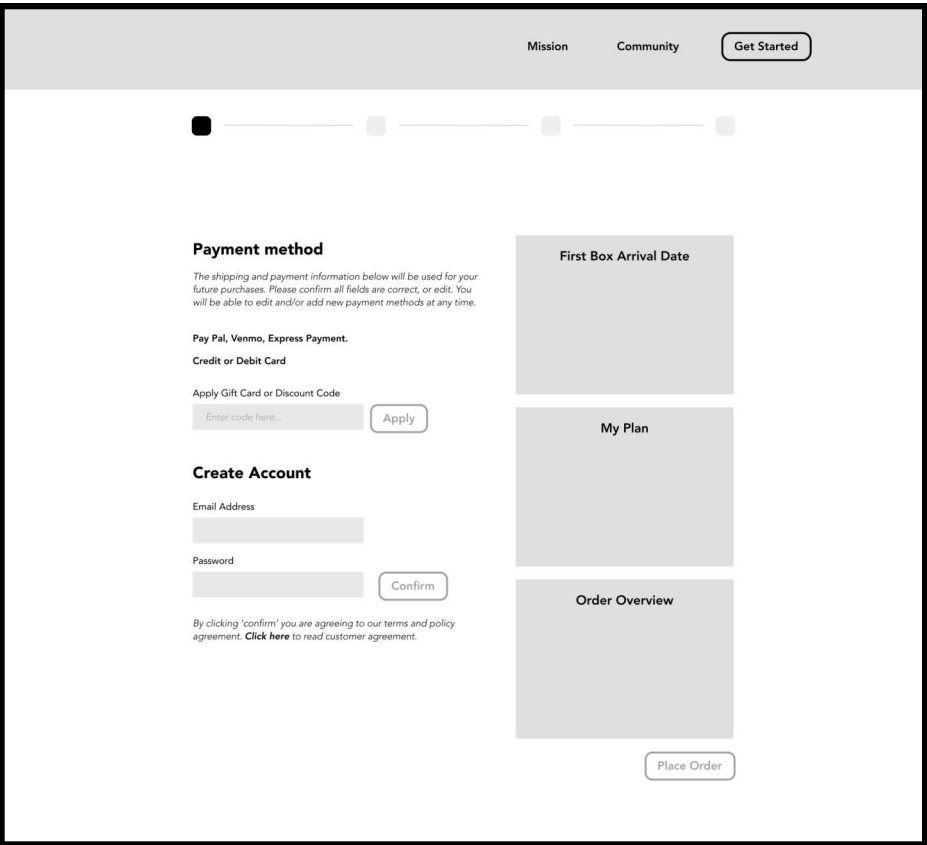
Plan Selection



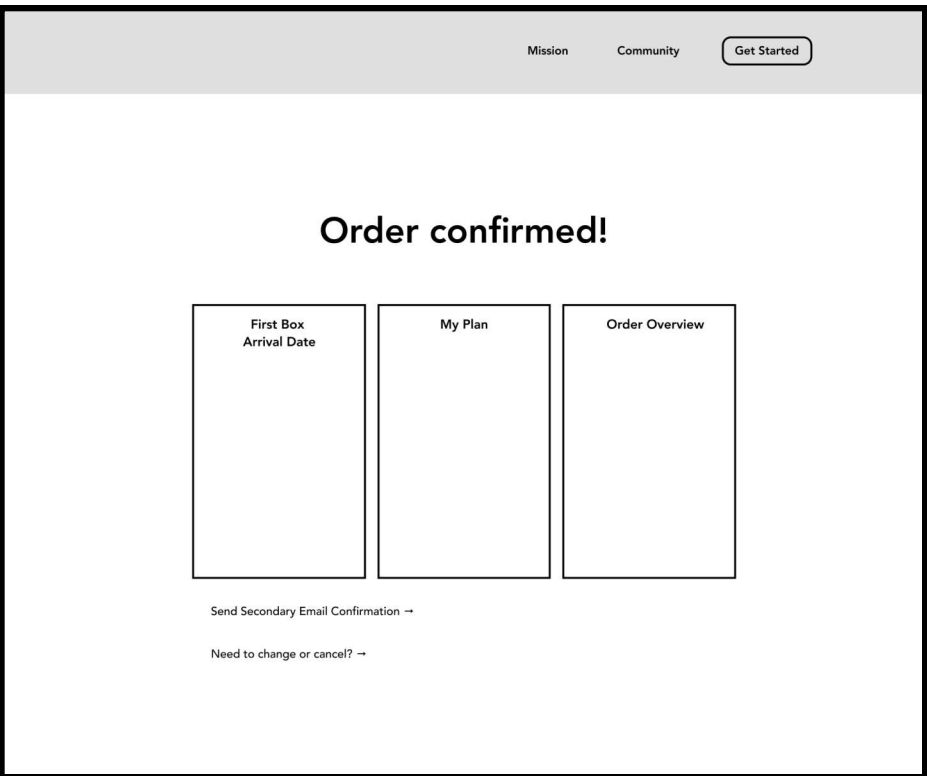
Shop



Item Page

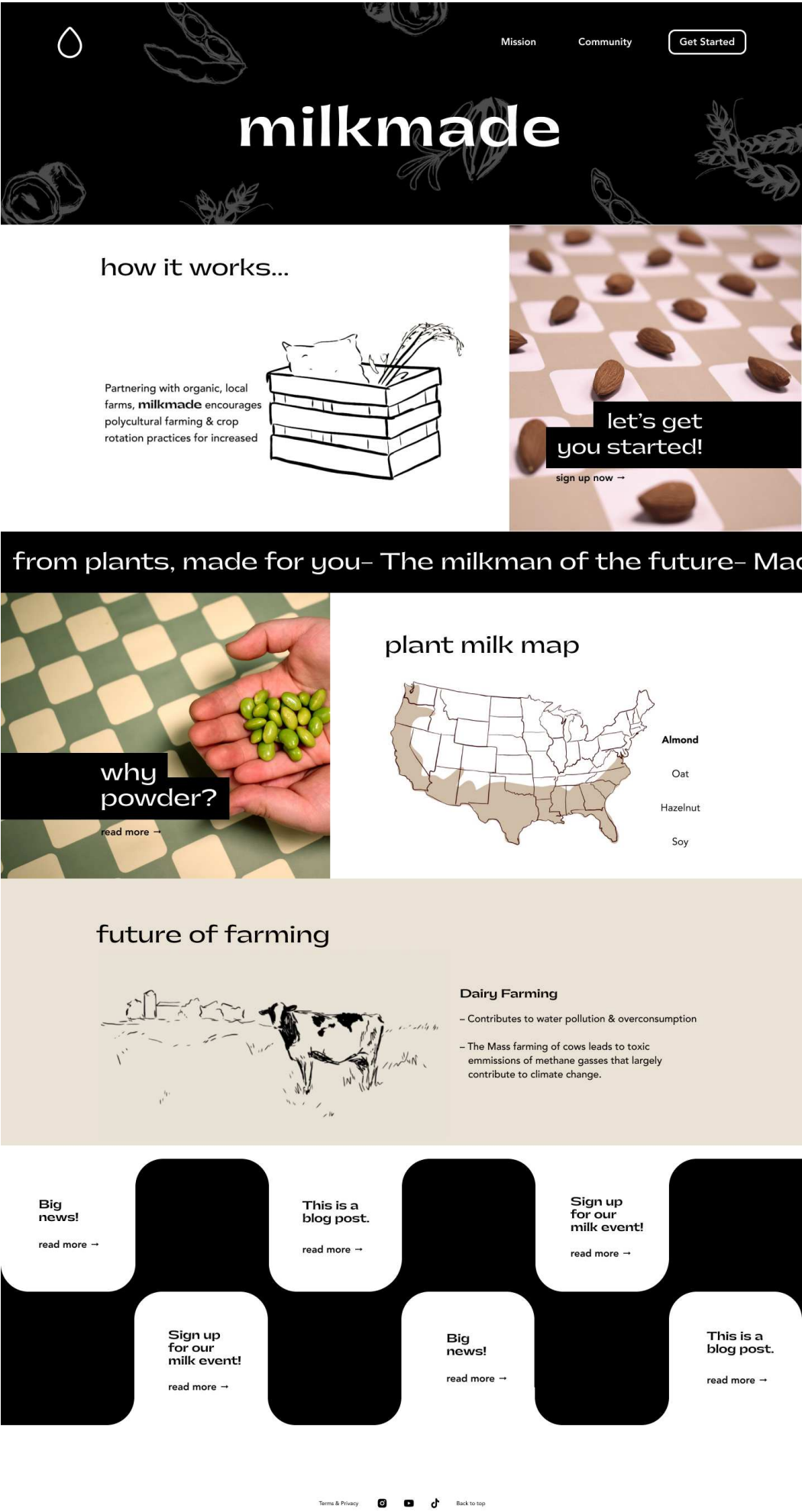
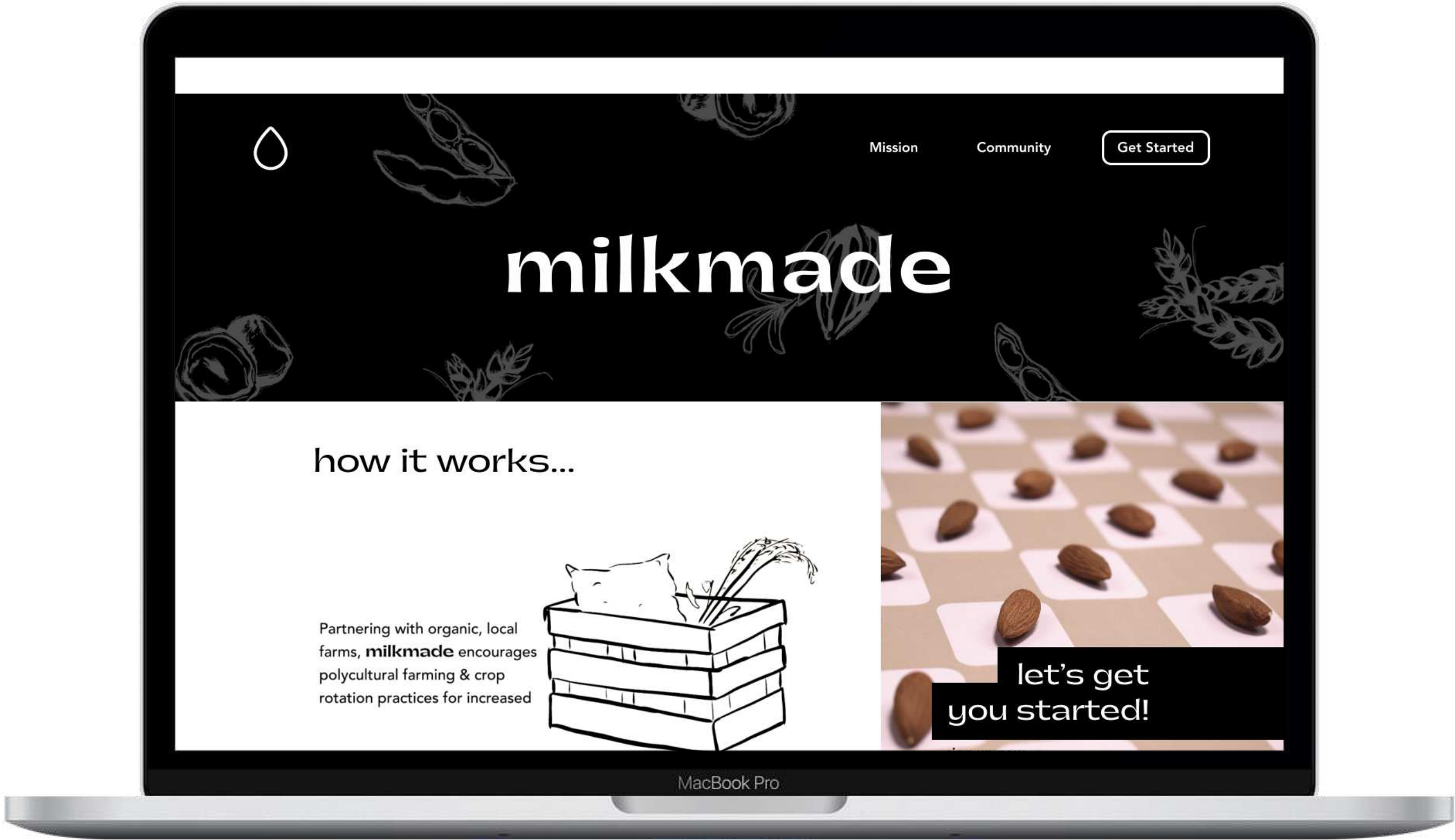


Payment




Confirmation

Style Frames



Ordering Process



MissionCommunityGet Started

Let’s get you set up!

zip code


#####


email


milk.manofthefuture@email.com

Go To Plans


Terms & Privacy







Back to top



MissionCommunityGet Started

Customize a plan perfect for you!

Select delivery frequency

weekly

bi-weekly

monthly

Most Popular

Select amount of milk powder

10oz
(1 gallon of milk)


20oz
(2 gallons of milk)


40oz
(4 gallons of milk)


Most Popular

Go to Store

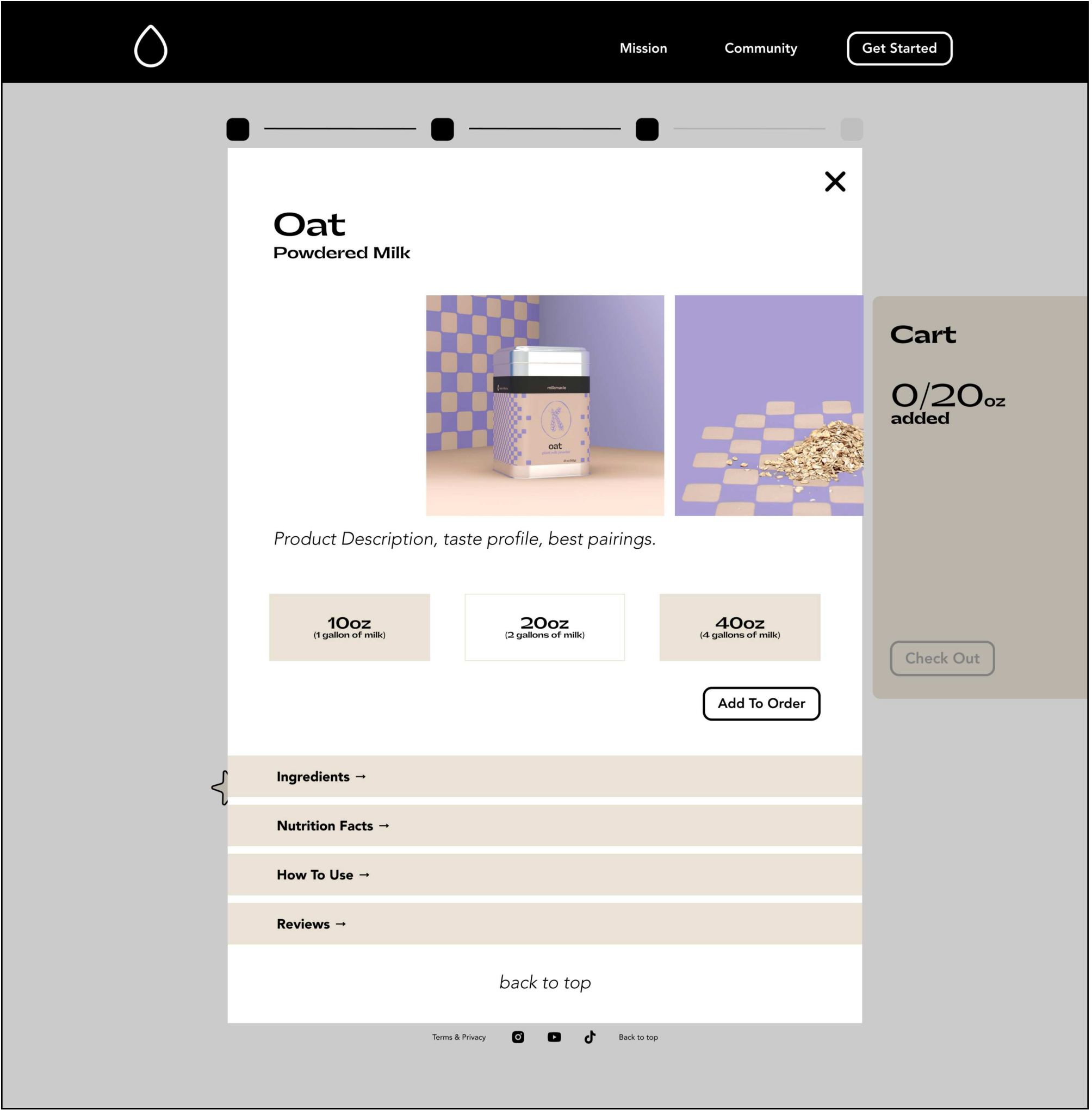
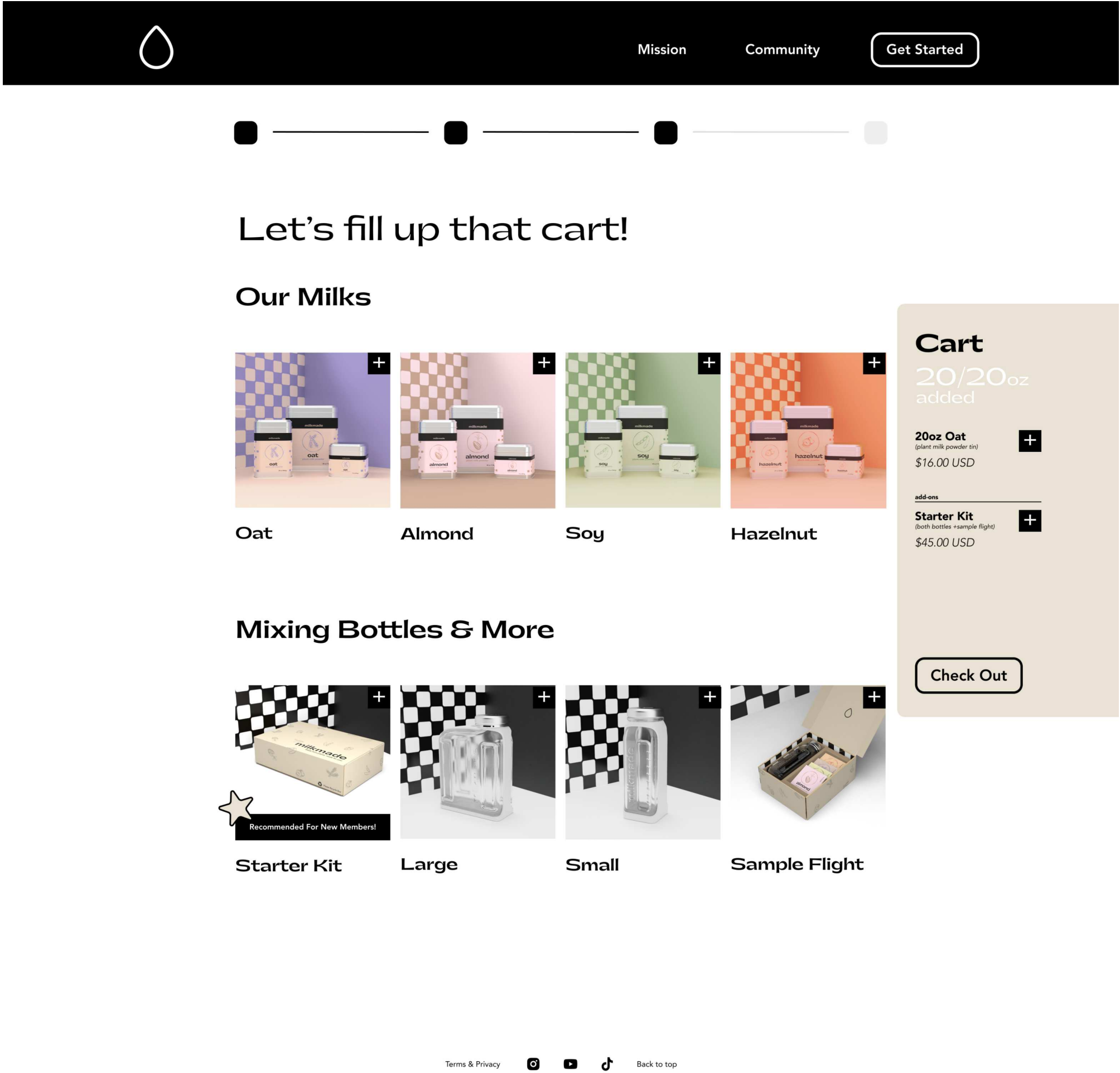
Terms & Privacy







Back to top





Almost there!

Payment method

The shipping and payment information below will be used for your future purchases. Please confirm all fields are correct, or edit. You will be able to edit and/or add new payment methods at any time.

Pay Pal, Venmo, Express Payment.

Credit or Debit Card

Apply Gift Card or Discount Code

Enter code here...

Apply

Create Account

Email Address

milk.manofthefuture@email.com

Password

Confirm



What is the Carbon Offset Fee? We are committed being carbon neutral with our products and shipping. Learn more about that Carbon fee means [Here](#)

By clicking 'confirm' you are agreeing to our terms and policy agreement. [Click here](#) to read customer agreement.

Order Overview

20oz Plan \$16.00 USD

Starter Kit \$45.00 USD

sub-total \$61.00

shipping (standard) \$3.99

carbon offset fee \$2.50

Total

\$67.49 USD

Edit →

My Plan

Monthly
20oz

Edit →

First Box Arrival Date

Mon.
12/6/21

Edit →

Place Order

[Terms & Privacy](#)



[Back to top](#)

Order confirmed!

The Milkman of the future
is coming your way!

First Box
Arrival Date

Mon.
12/6/21

My Plan

Monthly
20oz

Order Overview

20oz Plan \$16.00 USD

Starter Kit \$45.00 USD

Total

\$67.49 USD

[view details →](#)



[Send Secondary Email Confirmation →](#)

[Need to change or cancel? →](#)

[Terms & Privacy](#)



[Back to top](#)

The background of the slide is a light beige color, decorated with a repeating pattern of small, detailed line drawings of various seeds and grains. These include whole grains like wheat and barley, individual seeds such as almonds and sunflower seeds, and open seed pods showing their contents. The drawings are scattered across the entire background, creating a textured, organic feel.

Packaging

Sustainable Systems

Powdered milk?

The original plan was to deliver ready made plant milk directly to consumers in glass bottles.

However, both glass and water are very heavy materials causing increased amount of energy use.

Heavy weight = more energy to transport = more emissions = less sustainable



Why aluminum & glass?

Glass is a highly reusable and recyclable material. Therefore, we can ship bottles a single time to customers and then they can use for years to come.

Aluminum is one of the only infinitely recyclable materials. They are sturdy and lightweight enough for easy shipping, but not adding to the landfills. The tins can even be repurposed after done using.

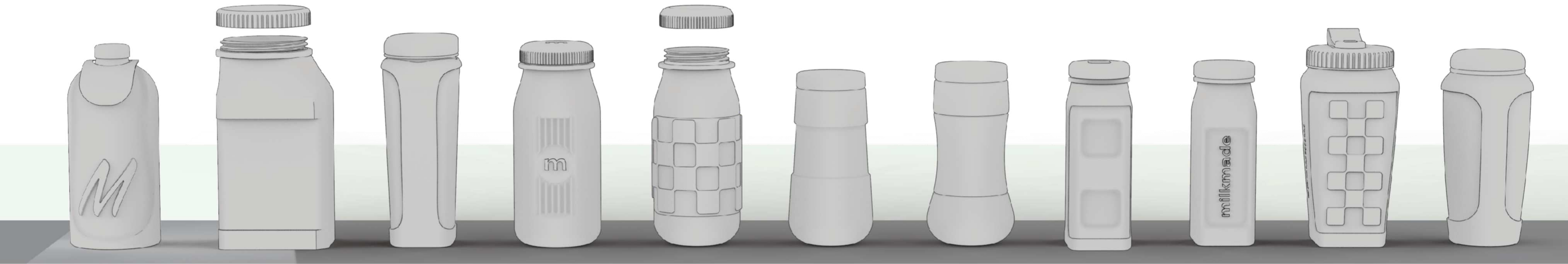
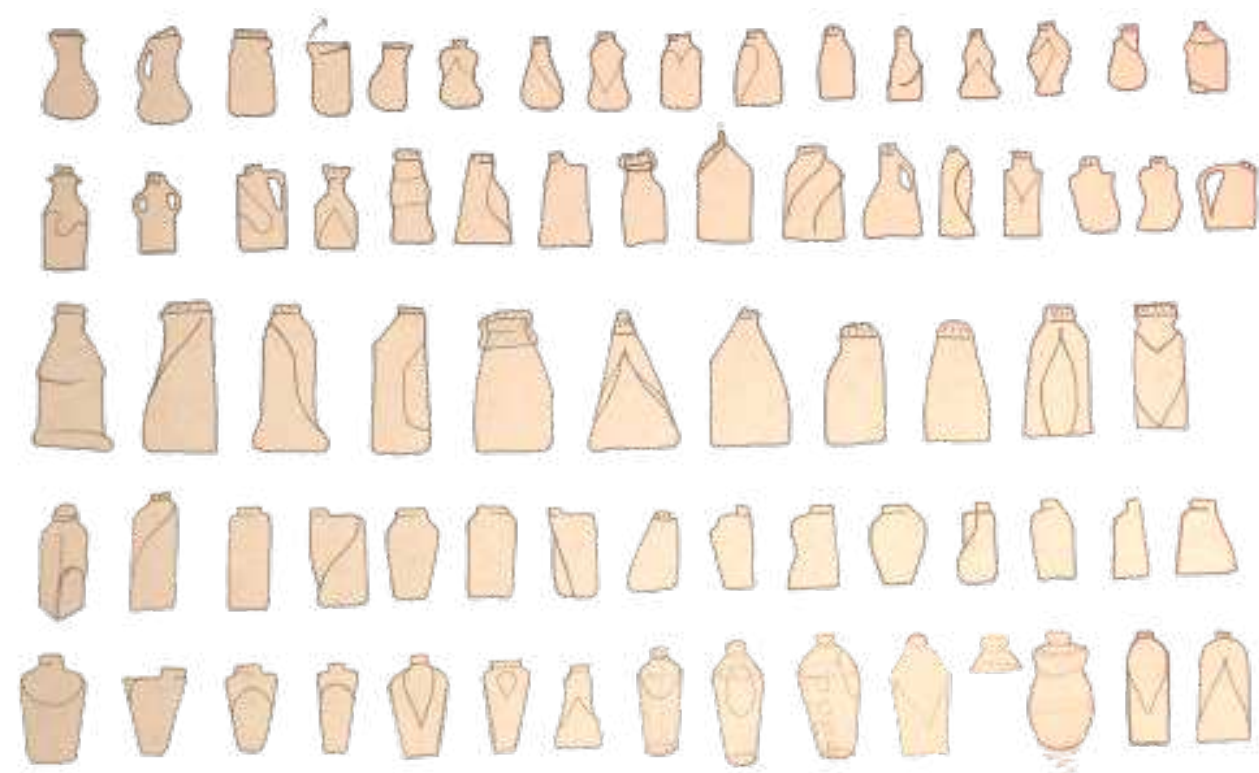
Bottle Form Landscape

Inspiration

- Nostalgic
- Soft
- Sturdy
- Clean



Bottle Iterations



Final Bottle Forms



Wide mouth for
easy scooping



Optional silicon
grip holster



Tin Form Landscape



Personas

College Student

bi-weekly | 10oz

Extremely active and tends not to cook complex things. Is not vegetarian but wants to be more environmentally conscious. Uses milk for their daily latte and for cereal mostly. They have their go-to milk but will sometimes try something new in the next order.

Young Couple

monthly | 40oz

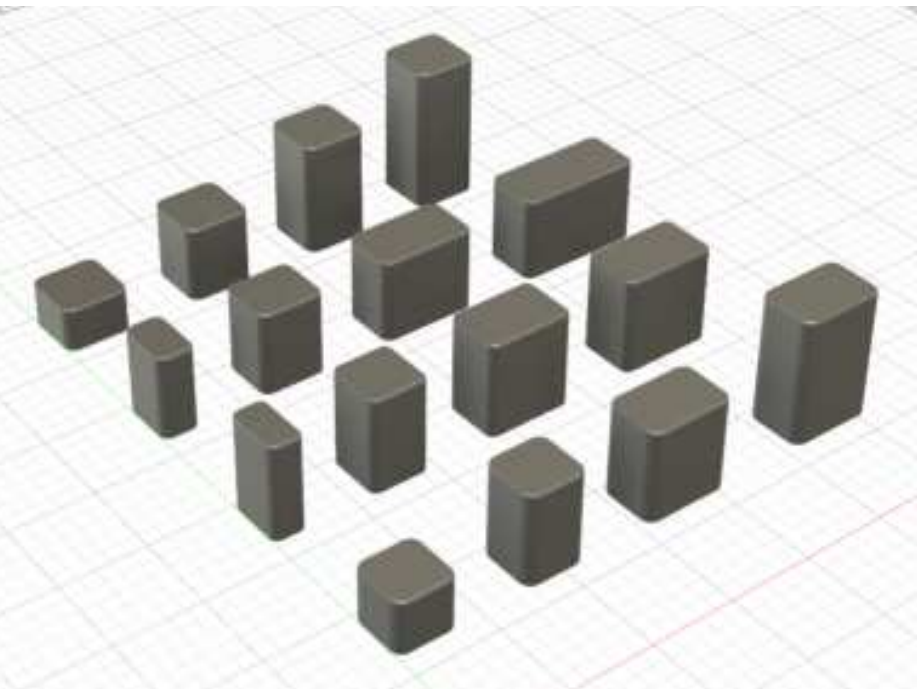
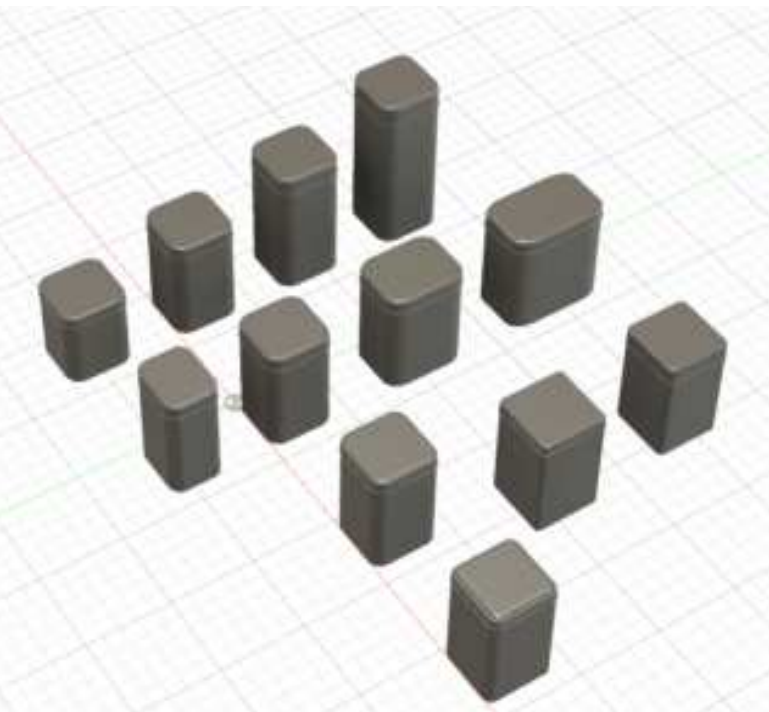
Very social and loves to entertain their friends with their vegetarian cooking. Uses milk in several recipes, splashes in coffee, and lots of smoothies. They will usually mix up what milks they buy to try new things.

Family of Six

weekly | 40oz

Four young kids that go through milk quickly for cooking, drinking, etc. Parents are mostly vegan but kids are not. They still try to incorporate more plant based foods in their kids diet. They like to sometimes switch up the types of milk depending on what their kids like at the moment.

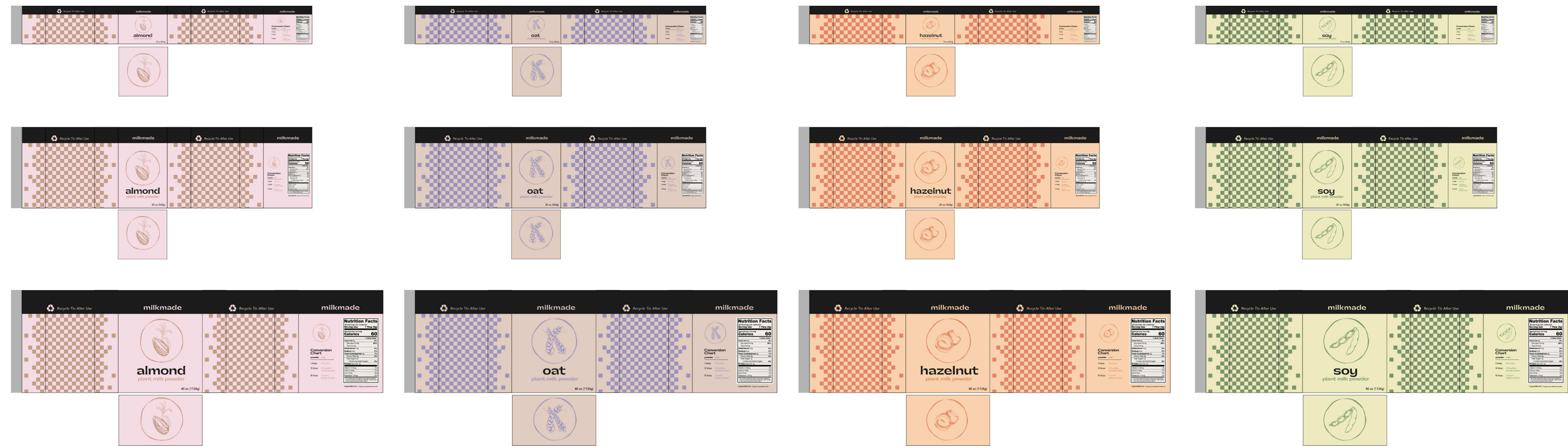
Tin Iterations



Plant Paper



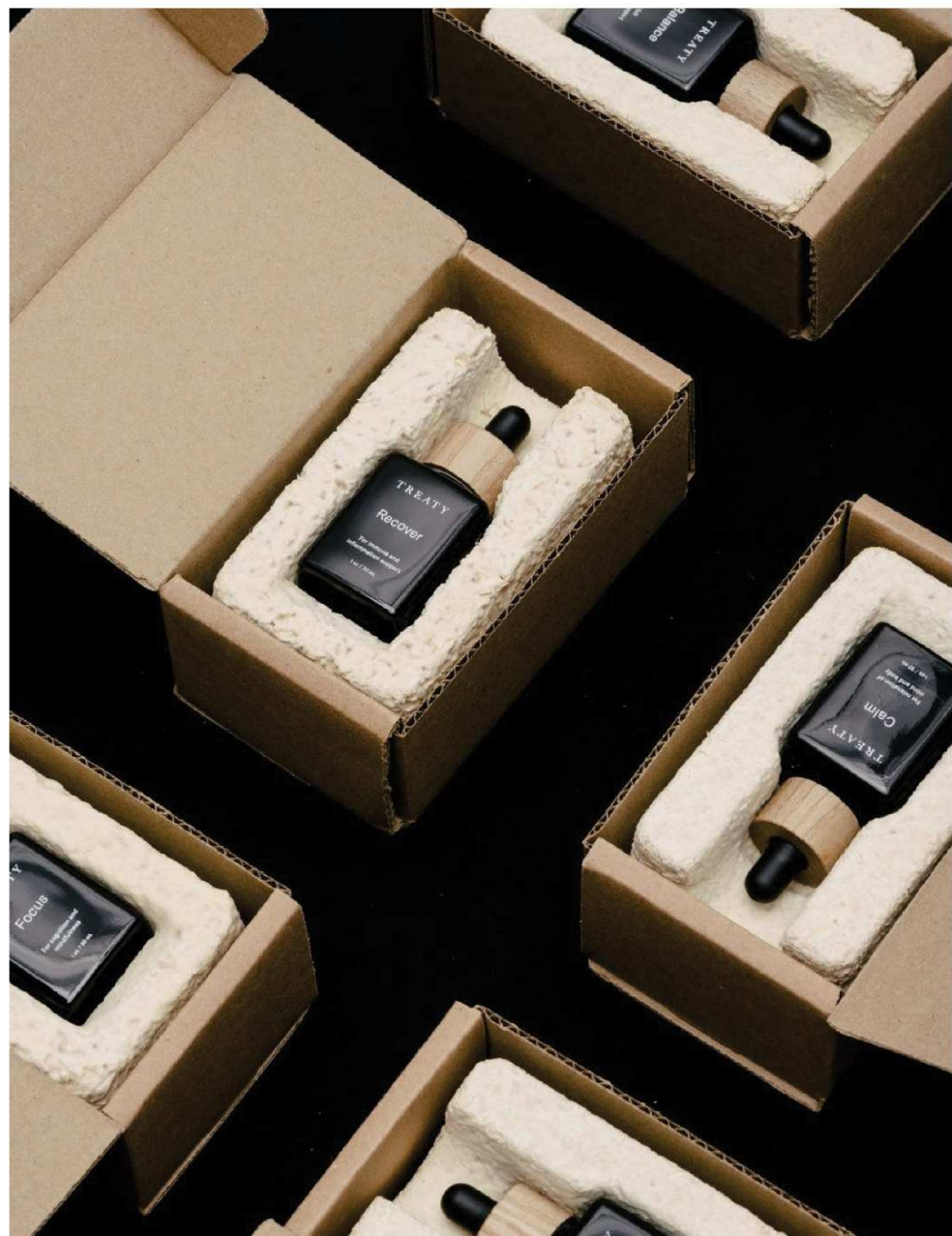
Tin Label Graphics



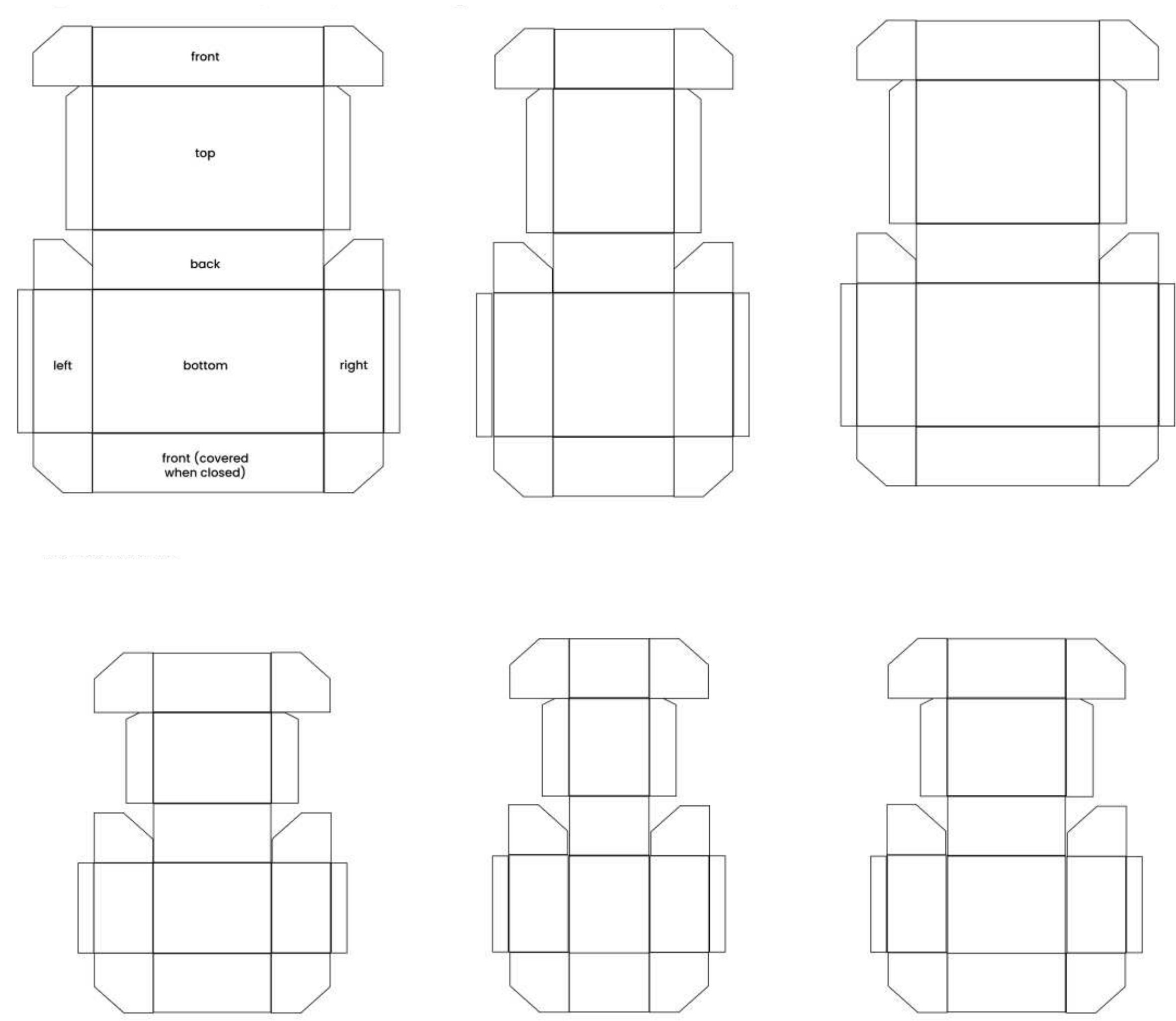
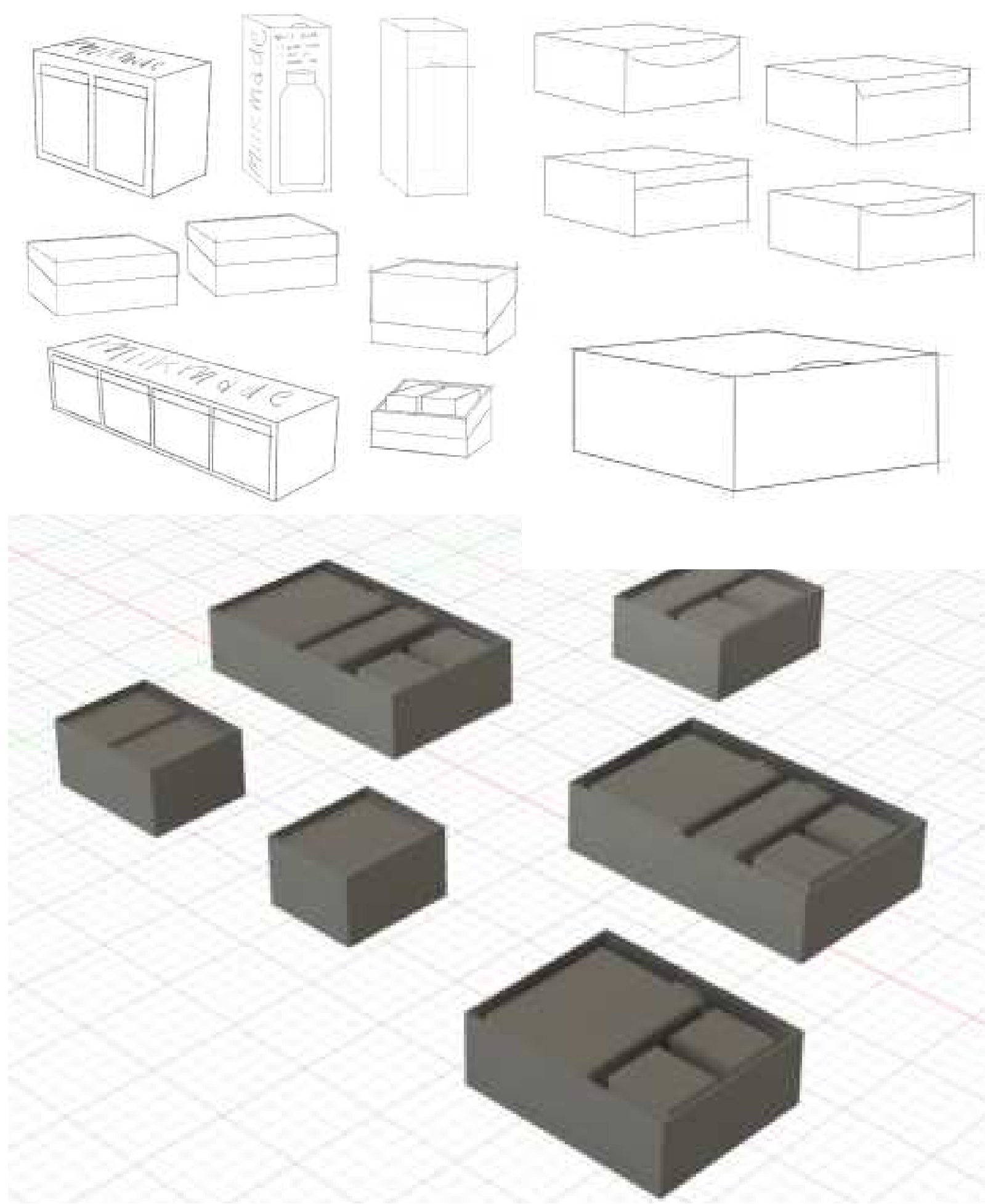
Tin Renders



Delivery Box Landscape



Box Form Iterations

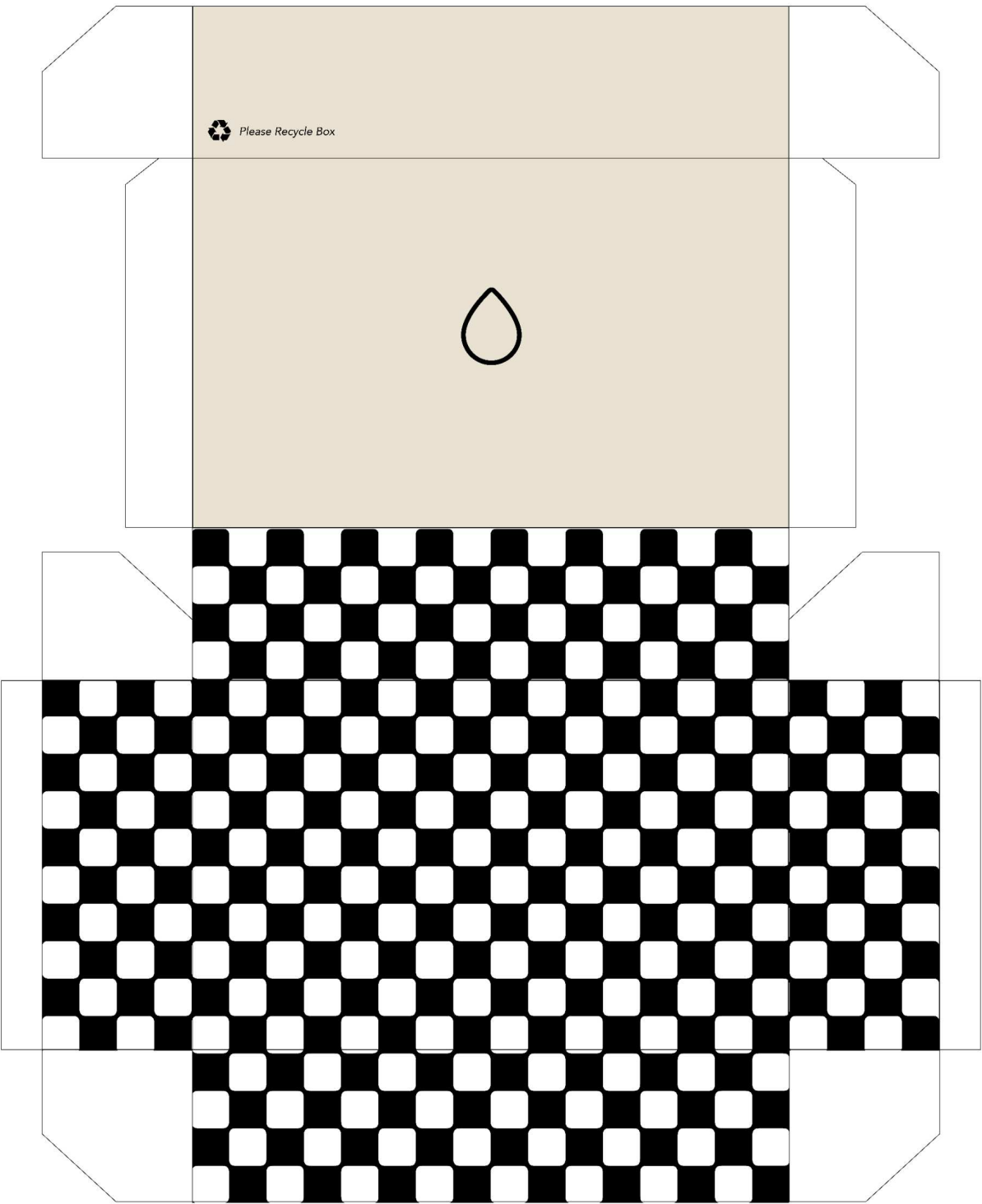


Final Box Graphics

Beginner Box: Both Bottles & 2 10 oz powder tins



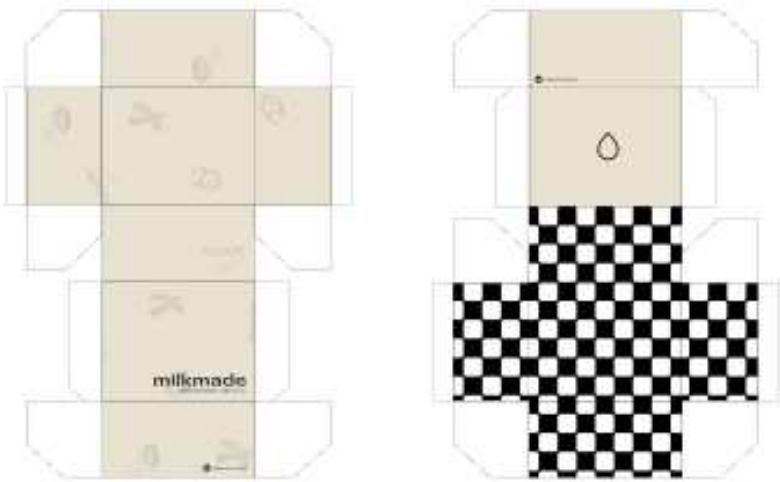
Exterior



interior



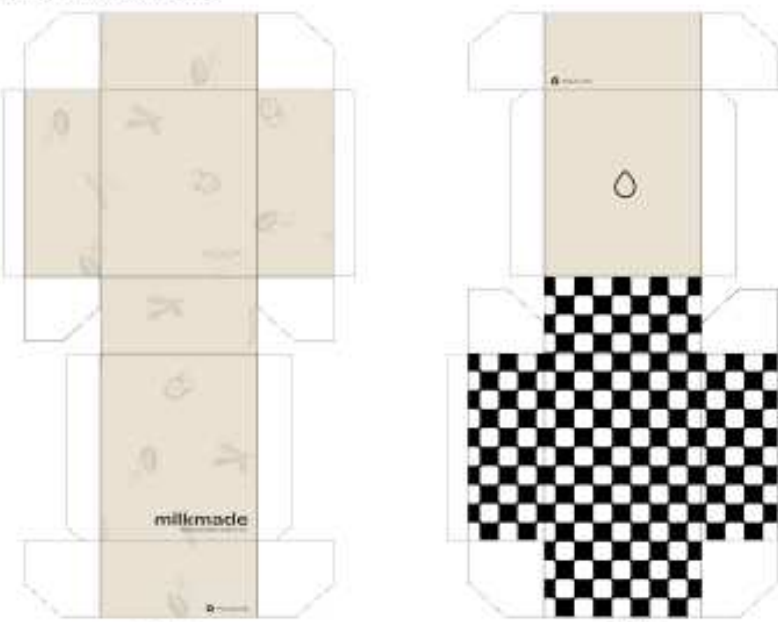
Order Box: 2 20 oz tins



Exterior

interior

ner Box: Small Bottle & 2 10 oz powder tins



Exterior

interior

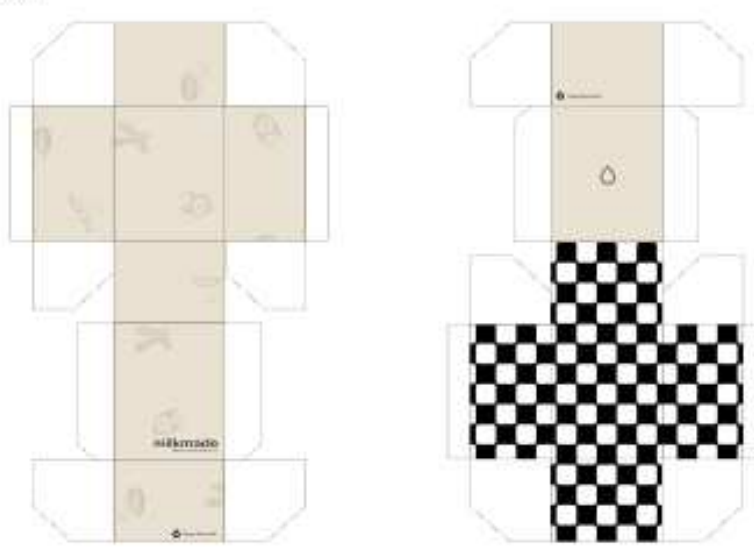
Beginner Box: Large Bottle & 2 10 oz powder tins



Exterior

interior

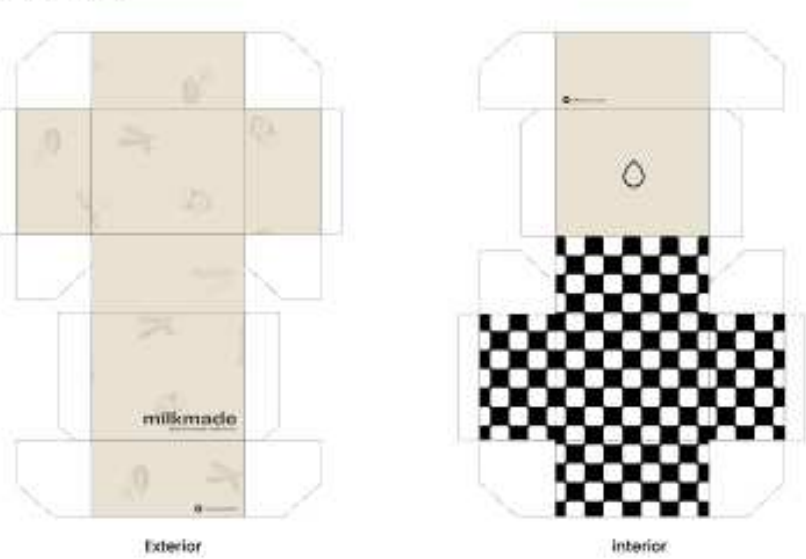
Order Box: 1 40 oz tin



Exterior

interior

Order Box: 1 20 oz tin & 2 10 oz tins

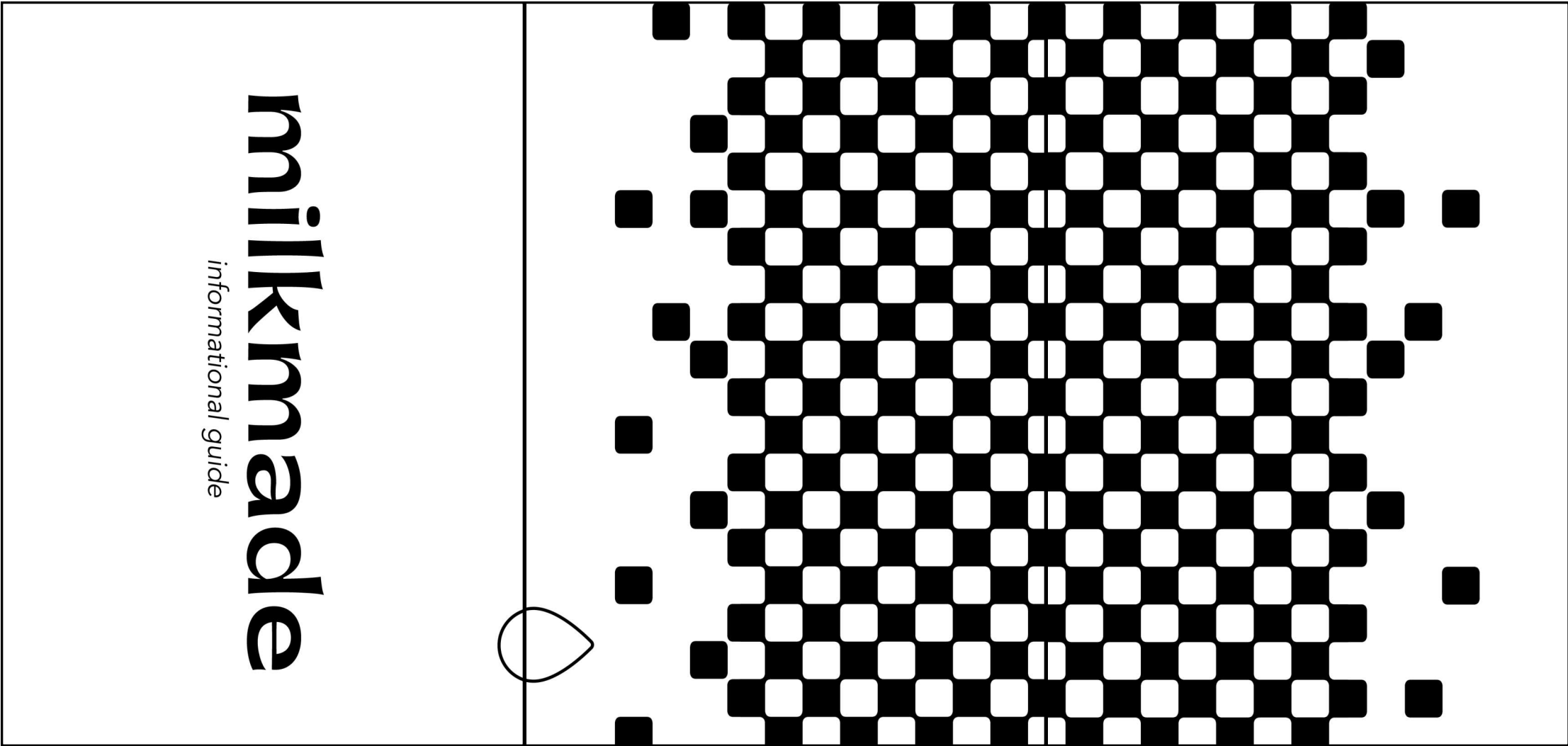


Exterior

interior

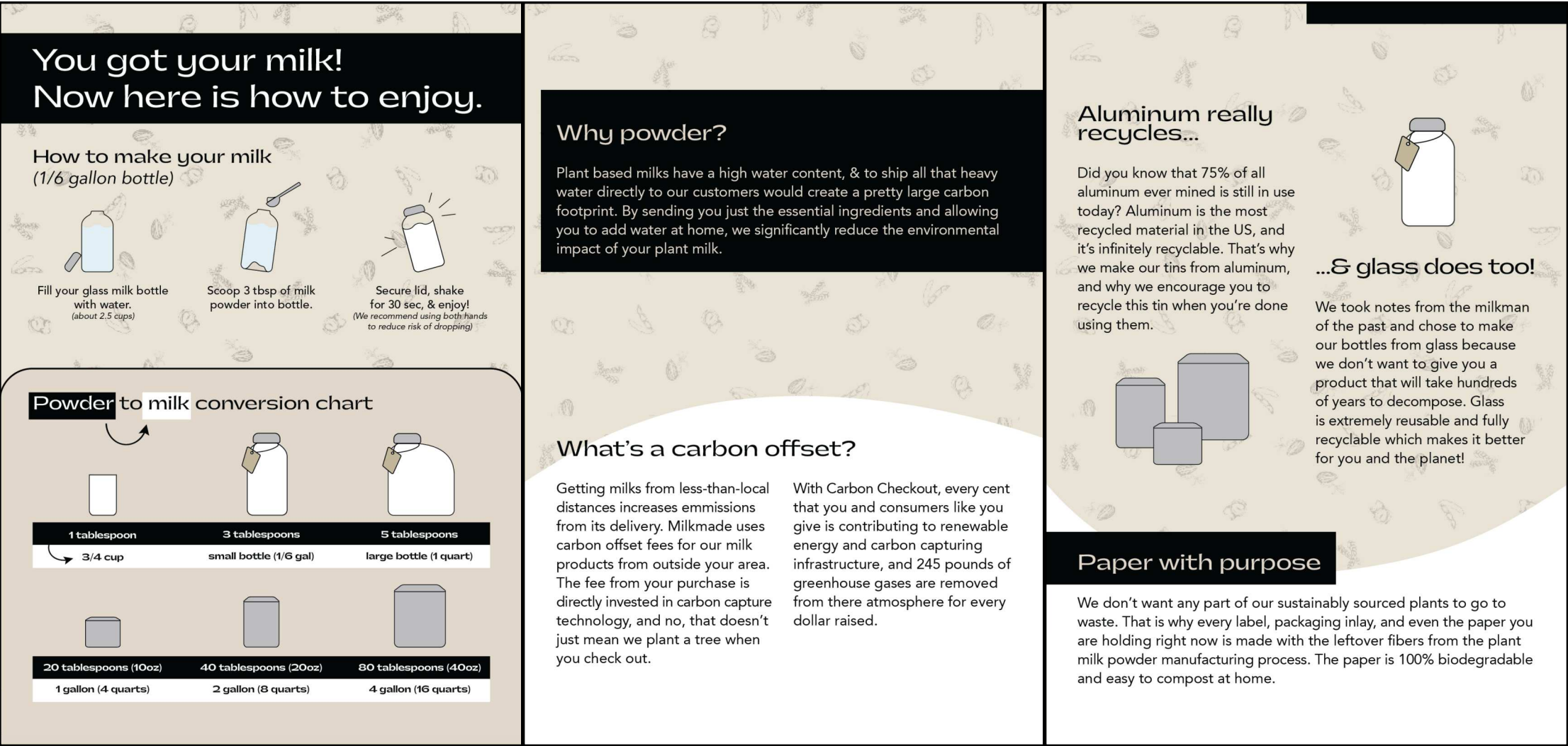


Other Package Graphics



Informational insert trifold

outside



inside



Power Sample Packets

front

back





Thank You!

