



# TUBOX PROCESS

**Dollar Product Redesign**

**Hoesay Moreno**

# ABOUT

Tubox is a toolbox made for kids so that they too can have their own construction tools like their parents. Tubox's name originated from the word "tu" which means "your" in spanish. Tubox's mascot is a friendly outgoing Ox known as Osy. Tubox offers various colors depending which color the kid gravitates to, maybe he/she wants red like their parent's toolbox.

**RIFT BOLD**

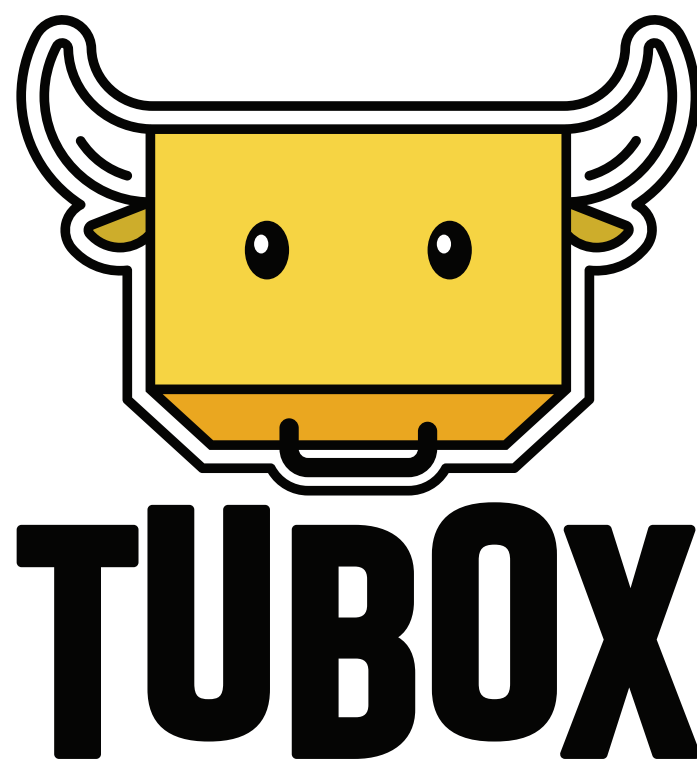
**HAMMER & SCREWDRIVER**

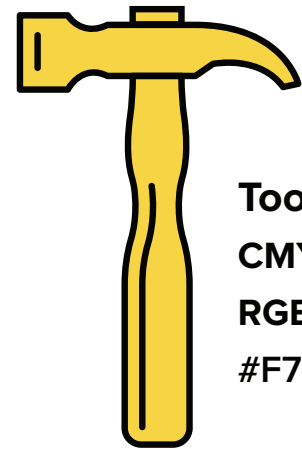
Proxima Nova

For all ages!

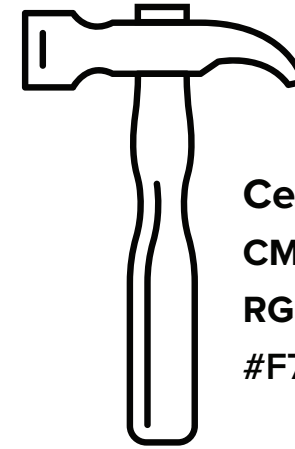
**Stymie Black**

**Toolbox \$4.99**

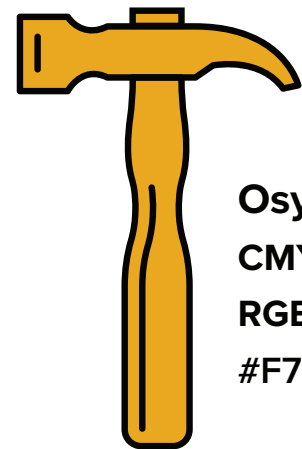




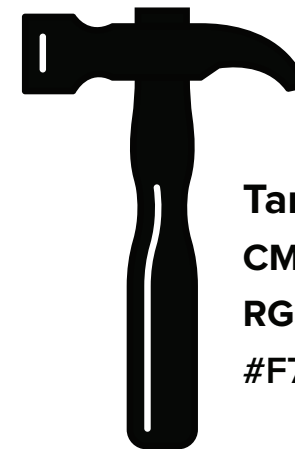
**Toolbox Yellow**  
CMYK:  
RGB:  
#F7D444



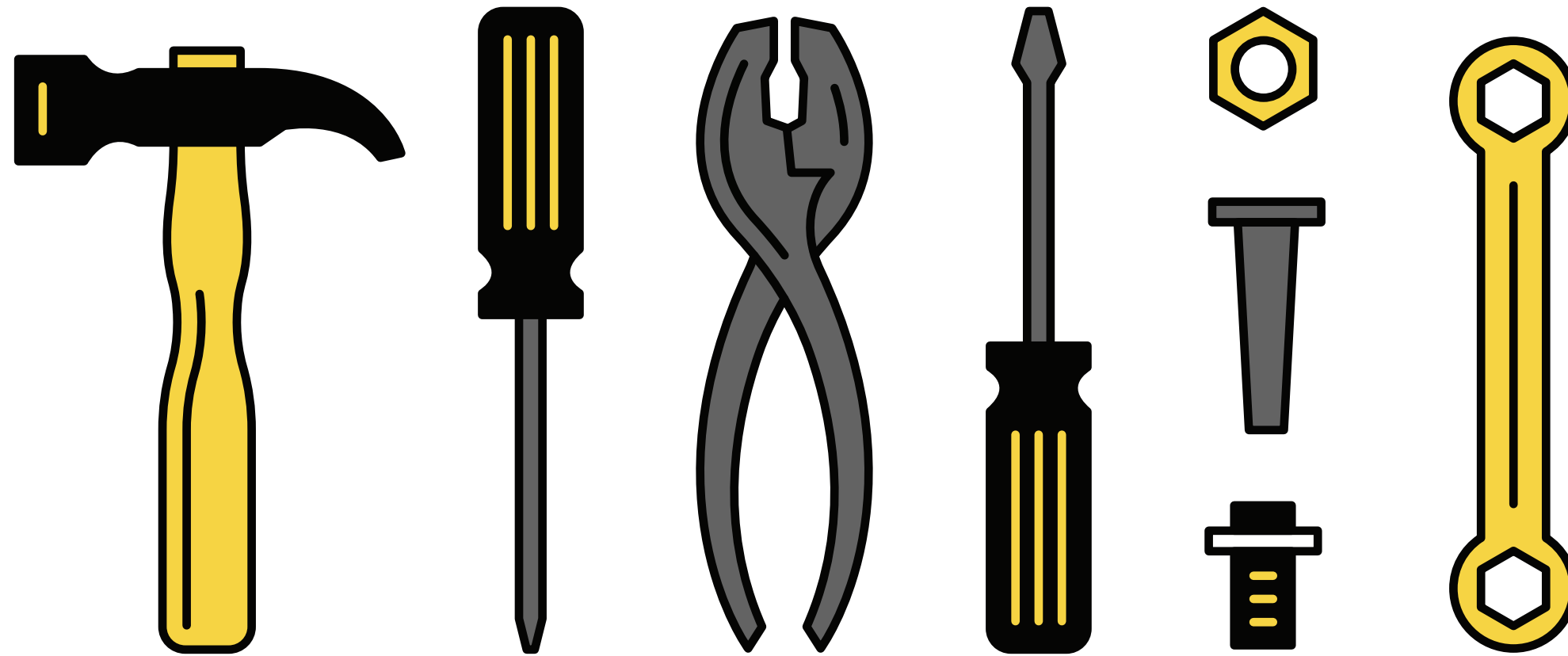
**Cement White**  
CMYK:  
RGB:  
#F7D444

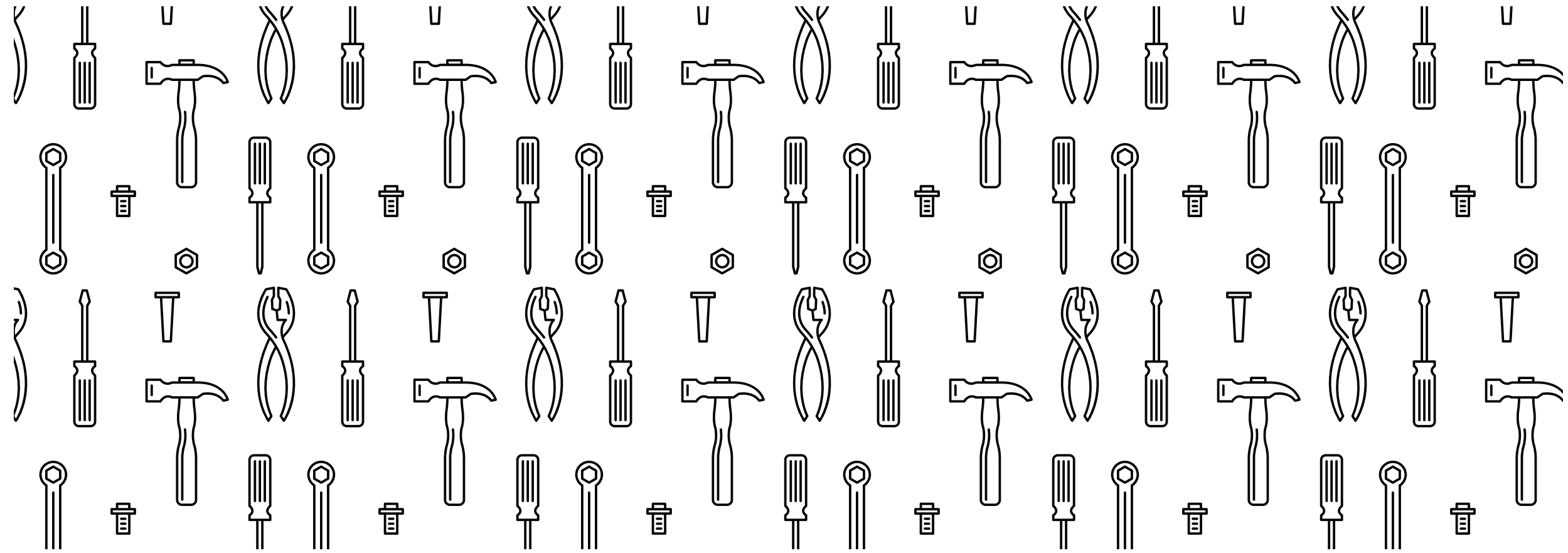


**Osy Orange**  
CMYK:  
RGB:  
#F7D444



**Tarp Black**  
CMYK:  
RGB:  
#F7D444





metal/wood rope handle Leather handle handle can be a ruler!

3/4 holes under the box so kid can play with screws/nails/hammer/screwdriver

Brand traits: masculine, Playful, affordable, modern/classic, Youthful, Clean

Colors: Black, Orange

Flexible ruler: Paint orange or leave yellow but brand for STANLEY

Slide off lid: Logo on lid, Spray painted?, Laser engraved

Problem with slide off lid is that it can come off when kid is carrying

Icons: Pliers, Hammer, Wrench, Screwdriver, Nail, Saw, Chisel, Nut, Bolt, Level, Ruler, Cement, Shovel, Chisel, Nut, Chainsaw, Saw, Level, Ruler, Cement, Shovel, Cutter, Pliers, Bricks, Mallet, Broom, Ladder, Waist belt, Monkey Wrench, Pick Axe, Wheelbarrow

Existing Brands: Black + Decker, Craftsman, Milwaukee, Dewalt, Stanley, Makita

Wordlist: Hammer, Screwdriver, Men, boy, box, toolbox, tools, Plywood, Wood, 2x4, Tjbox (yo-yo box), Martillo, Hard hat, Caution, Tape, Ladders, measurements, Clavo, Serrucho, nails, Truck, Texas, Heavy duty, Heat, Water, Dirt, Jackhammer, Wrench, pencil, Drill, Brush, knives, Cords, Grinders, Saw, Level, Ruler, cement, shovel, Chisel, Nut, chainsaw, axe, cutter, Pliers, Bricks, Mallet, Broom, Ladder, waist belt, Monkey Wrench, Pick Axe, Wheelbarrow

TOOLBOX Add Jr. LUNA

- Tjbox
- Tjcaja
- Texfox
- Tillo
- Axas
- Rench
- Construck/construck
- Martillo
- Drillo
- Axesaw

the mission of \_\_\_\_\_ is to bring appears to kids while also teaching them how to be creative with their hands. Problem solving a young age while providing them with toy tools & a reusable toy toolbox.

# TUBOX

FINE LUMBER

List content on box

Rough Prototype

MONDAY

Final Prototype

Final Dietre

CONTENTS

- Logo on front
- What's in the box on the opposite side
- Tool icons
- Instruction manual
- Toy blueprints
- Pencil / Pen
- Wood attachment p.
- Safety vest
- Tool belt?

Divided by a line

TOOLBOX

OX

OX

Cut on toolbox to look like an OX

BASE

4 in

8.5 in

2.5 in

7.5 in

8 in

3.5 in

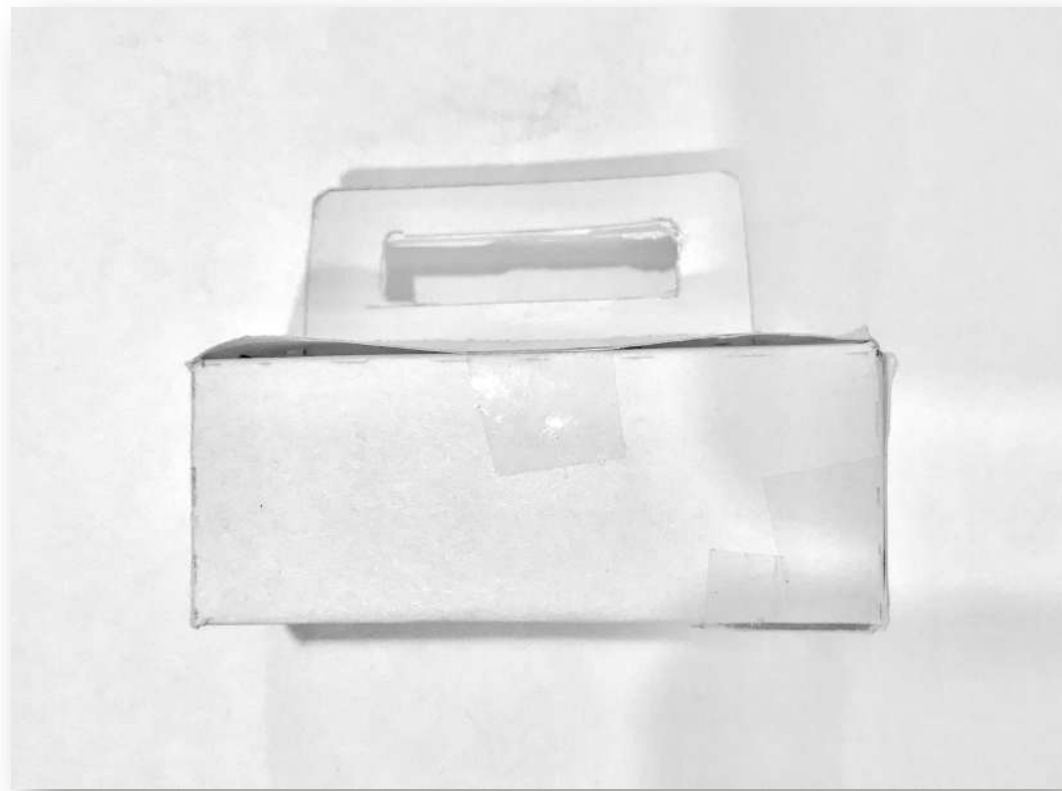
SHORT SIDE PANELS

LONG SIDE PANELS

3-3.5

TOP



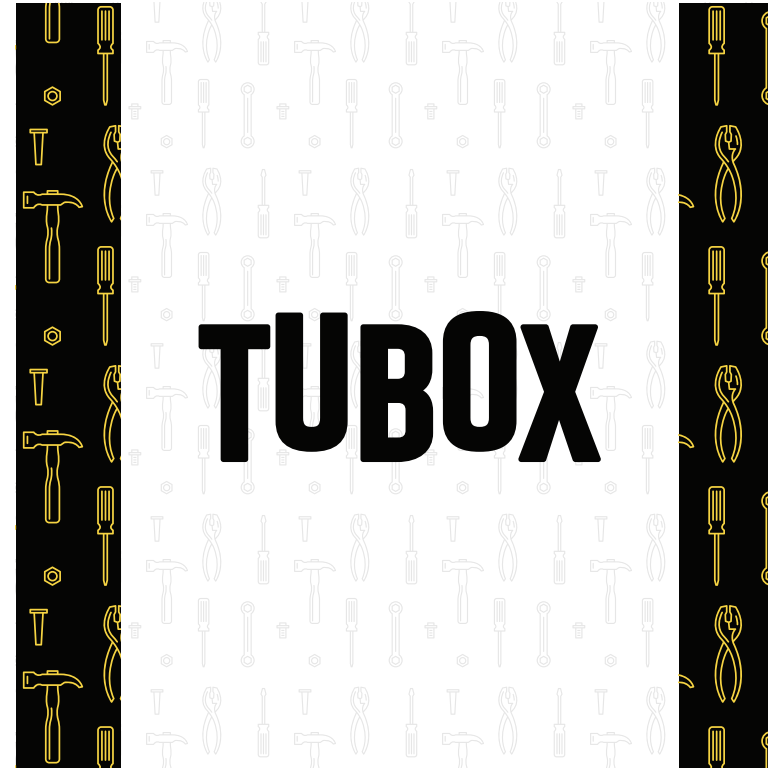




FRONT



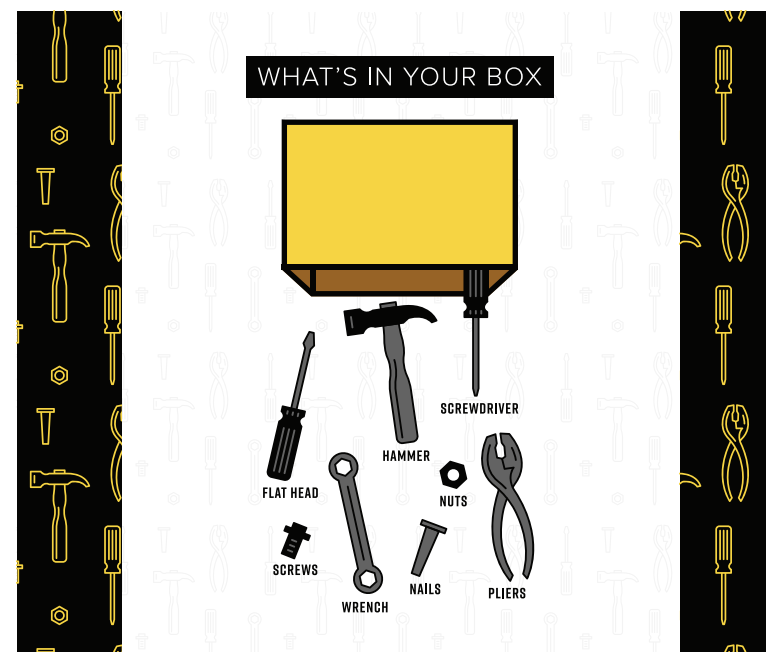
TOP

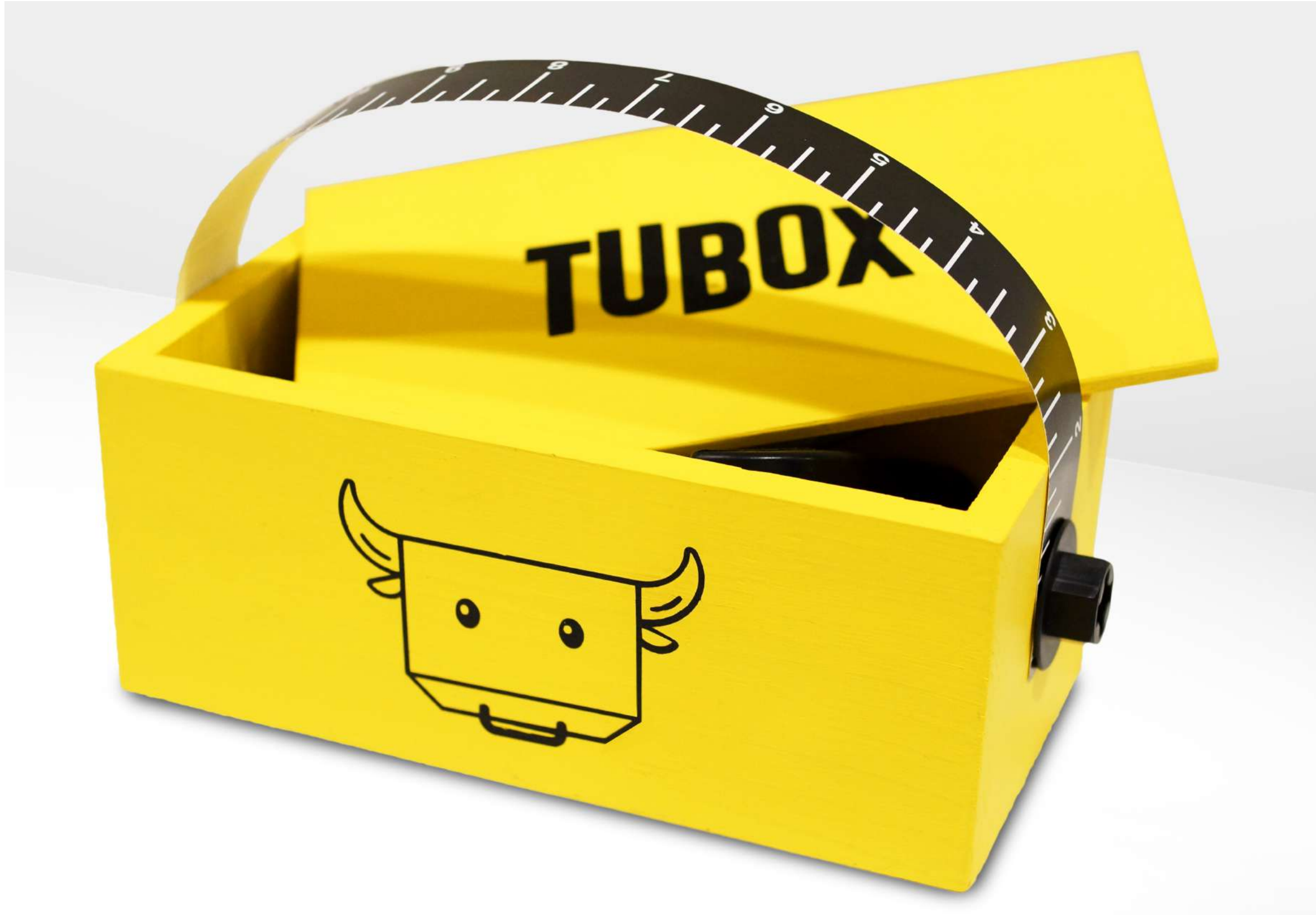


BACK



FRONT











**THANK YOU**