Packaging design

Packaging design principles

Top attention grabbers

- Color
- Physical structure or shape
- Symbols and numbers
- Typography

- The attraction of design elements is based on:
  - Basic principles of design + clear marketing objectives + effective use of top attention grabbers
- Packaging should be
  - Culturally appropriate
  - Linguistically accurate
  - Visually logical
  - Competitively designed

Required elements

- Brand mark
- Brand name
- Product name
- Ingredient copy
- Net weight
- Nutritional info
- Expirations, hazards, directions, dosage, instructions
- Variety
- Bar code

Elements dictated by design

- Colors
- Imagery
- Characters
- Illustrations
- Graphic devices
- Photographs (non-informational)
- Symbols (non-informational)
- Icons
- Visual hierarchy

Primary display panel

- Area reserved for brand identity and the primary communication elements
- Front of the packaging
- Size and shape of PDP > display area for the most important aspect of packaging design: the visual communication of the marketing and brand strategy
- Responsibility in selling the packaging in the crowded retail environment

Primary x secondary design elements

- Primary: required by marketer, regulatory authority, and most important communication elements
- Secondary: supplementary design elements, product descriptors, romance copy

- Size, position and relationship < design principles
- Hierarchical system
  - Elements organized by importance
  - Information can be easily understood
  - Variety, assortment, and product differences are easy to distinguish
- Easy to read, guides eyes around the package

The well-designed PHP

- Communicates the marketing/brand strategy effectively
- Illustrates product information clearly
- Emphasizes information by hierarchy and is uncluttered and easy to read
- Suggests the function, usage and purpose visually
- Describes the usage and directions effectively
- Differentiates the product from competition
- Distinguishes the product on the shelf and in relation to other varieties

Typography

- Primary medium for communication
- Product's name, function and facts
- Message on a 3D medium
- Initially viewed from a distance by people from varying cultural, social and ethnic backgrounds in a short amount of time

Typography must be

- Readable and legible from a few feet away
- Designed to the scale and shape of the 3D structure
- Understandable by a diverse audience
- Credible and informative in the communication of product into

Principles

- Define the typographic personality
- Limit typefaces
- Create typographic hierarchy
- Define the positioning of typographic elements
- Determine typeface alignment

   (Centered, flush left, flush right, justified)

- Vary scale

- Choose to contrast (light x bold, italics x roman, serif x sans serif
- Experiment
- Stack characters only with extreme caution
- Remove your visual bias
- Make it ownable (unique)
- Be consistent
- Refinement for typographic excellence

Brand/product name

- Similar to a person's signature
- Type choice, scale, positioning, layout, color and design should communicate the personality

Secondary copy

- Positioning and alignment depends on hierarchy of other elements
- Line breaks should keep logical words together
- Width easy to read
- Typeface complement or contrast the product name

Product descriptor

- Define the specific package content
- Product variety, flavor, features and benefits
- Highlight new product extensions
- Define differences among a line of products and differentiate from competition
- Can be trademarked
- Can equal secondary copy
- Always subordinate to product name

Romance copy

- Descriptor or sell copy
- Affectionately describes the personality
- Storytelling
- Often smaller than other type on front panel and positioned independently from the brand and product names
- Product personality and size of packaging dictate the use of romance copy

Color

- One of the most influential aspects of packaging
- Color before any other visual feature
- Personality, draws to attributes, stands apart from competition
- Signal the manufacturer (red triangle of Nabisco) and the brand (blue Dove logo)

- Culture, gender, age, ethnicity, regional locale, price
- Distinguish visual and typographic elements
- Break product categories and differentiate product varieties: ingredients, flavors or fragrances

Packaging design

- Enhanced by coordinated color schemes: contrasting, analogous, monochromatic, dominant, recessive
- Accent colors highlight flavor, ingredients, scent, draw to focal point
- When color inherently distinctive, it can be trademarked
- Color meanings and preferences change > forecasting
- Trendy colors x long-term

Imagery

- Fewer standard interpretations than color
- When used effectively > strong impression
- Look at pictures before they read text
- Illustrations, photos, icons, symbols and characters
- Simple or complex or subliminal

- Sensory experiences: flavor, scent, taste, temperature
- Directness and appropriateness in communicating brand personality and product attributes
- Appetite, lifestyle, mood, product use
- Write down strategic objectives in marketing brief > choose imagery

Imagery can be used to

- Show the product
- Depict the target customer
- Set a mood
- Provide credibility (celebrity image)
- Appeal to the appetite

Appetite appeal

- Serving suggestion
  - Educated consumer on etiquette and proper presentation
  - Distinctive on the shelf
  - Looks savory
  - Hero beauty shots or luscious illustrations of food

Instructional illustration

- How to open the packaging
- How to close or reseal
- How to use a product
- Precautionary warnings or hazards

Characters

- Support brand communication, promote product attributes, personality
- Challenging: ethnic connotations, gender, facial expressions, body type, skin color, shape, size, graphic layout, design styles
- Human, animal, illustration, photo, cartoon

- Universal appeal to kids and adults, break through cultural barriers
- Gesture of a character: confidence, strength, trust, happiness, energy, amusement…
- Charismatic, engaging, appealing

Graphic devices

- Line, shape, color, texture, type
- Organization of visual information
- Lead the eye

Symbols and icons

- Simple graphic diagrams or complex layouts
- Understand contradictory cultural meanings (cross)

Violators

- Visual device that is generally positioned on top of the packaging graphics
- Call attention or announce a special feature
- Disturb and violate the design
- Federally regulated product claims, announce size, quantity, quality, new feature
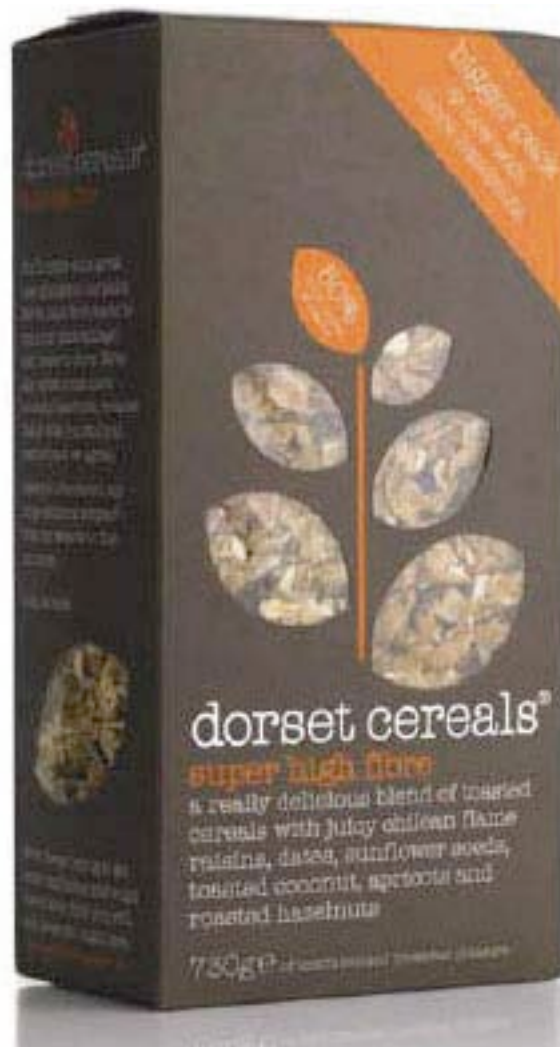
Graphic devices can include

- Color bars for product variety, color, scent, flavor, ingredients and fragrance

- Violators to communicate new products, product benefits, packaging benefits or price

- Arrows and shapes to direct the eye, add energy, or contain text

- Squares, circles, triangles and rectangles to separate body copy or enclose a brand identity

- Texture as background for aesthetics or to support photos, illustrations or symbols

04.04.17
3KJ2/KEAD
賞味期限
ストローぐち

PLEATS
PLEASE
ISSEY MIYAKE

ジバンクとは ジバンクとは ジバンクとは ジバンクとは

swedish
original
crunchbread™