

PROJECT 04: MINIMALIST PACKAGING

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INITIAL IDEAS

possible brands / directions

initial idea #1

INK CARTRIDGE

clean and minimal

i have always been annoyed with the waste of ink cartridges and the packaging. often times, the ink cartridges are a large box or tightly sealed plastic package for only one or two cartridges.

with this idea, i will attempt to minimize the amount of wasteful packaging, while still keeping the ink cartridges safe and sealed.



keywords: simple · modern · typographic



initial idea #2 • selected!

WILDWOOD BARS

where every bite sows seeds of sustainability

wildwood bars will aim to redefine snack time by bringing the invigorating spirit of the great outdoors to your taste buds. the granola / nut bars will be an ode to the diverse landscapes of national parks, each flavor a representation of specific parks.

the packaging, embedded with native plant seeds, transforms every bar into a small act of reforestation, turning your snacking experience into a meaningful connection with the environment. from flavors such as 'rocky raisin peaks' and 'evergreen espresso,' **wildwood bars** invites you to embark on a journey of flavors that fuel both your body and the earth.

keywords: nature · simple · organic · sustainable



CONTEXTUAL RESEARCH

sustainable packaging considerations

ECO-FRIENDLY PACKAGING

In the pursuit of and thinking about sustainable packaging, the market is increasingly turning towards more eco-friendly alternatives to address sustainability and environmental concerns.

Materials like biodegradable plastics, compostable packaging, and even recycled paper are gaining prominence, offering viable alternatives to the more traditional packaging methods. Sustainable practices extend beyond materials to encompass reduced waste, energy efficiency, and ethical sourcing, reflecting a growing awareness and commitment to minimizing the ecological footprint of products and their packaging.

SOY-BASED INK

Soy-based ink has emerged as an eco-friendly alternative to traditional petroleum-based inks in the printing industry. Derived from soybeans, this ink reduces environmental impact by eliminating the need for harsh chemicals, resulting in lower emissions and fewer volatile organic compounds (VOCs). Soy ink is known for its vibrant color reproduction and efficient absorption into paper, making it a popular choice for environmentally conscious brands. The shift towards soy-based ink aligns with a broader industry movement to adopt greener printing practices and reduce their ecological footprint.

NATIVE WILDFLOWER SEEDS / PAPER

Native wildflower seeds and seed paper represent an innovative and sustainable approach to packaging materials. Seed paper, embedded with a variety of wildflower seeds, not only serves as an eco-friendly alternative to traditional packaging but also provides consumers with an opportunity to contribute to biodiversity.

Once the packaging is used, it can be planted directly into the soil, transforming into an act of reforestation. This approach not only minimizes waste but actively encourages a connection with nature, turning the end-of-life cycle of packaging into a positive environmental contribution. The use of native wildflower seeds also supports local ecosystems and promotes the growth of plants that are well-suited to the natural environment.

WATER-BASED GLUE

Water-based glue has emerged as a sustainable adhesive solution, offering an environmentally friendly alternative to solvent-based counterparts. Composed primarily of water and natural polymers, this adhesive reduces the emission of harmful volatile organic compounds (VOCs) associated with traditional glues.

Its production and application result in a lower environmental impact, contributing to improved air quality and reduced toxicity. Water-based glue is particularly advantageous in the packaging industry, where it provides strong bonding capabilities without compromising sustainability. As the demand for eco-conscious products rises, the adoption of water-based glue aligns with a broader commitment to reducing the ecological footprint in various manufacturing processes.

WILDWOOD BARS

mission & consideration

BRAND MISSION

At **WILDWOOD**, our journey is rooted in a deep commitment to sustainability, echoing the vibrant spirit of nature. Our focus remains on cultivating a brand that harmonizes with the wonderful world around us. Our mission transcends just snacking; it is an active contribution to reforestation. Every **WILDWOOD** bar not only fuels your adventure, but sows the seeds of change.

Our commitment to sustainability is not just a promise; it is a lifestyle. We have reimaged our bars, ensuring that from the sourcing of real and whole ingredients, and every step reflects a dedication to quality, freshness, and eco-friendliness. **WILDWOOD** is a sustainable and nature-friendly movement, inviting you to indulge responsibly and join us in nurturing the planet we call home.

BRAND CONSIDERATIONS

WILDWOOD has a bold approach to sustainability, incorporating eco-friendly practices from the start of production to final packaging. Such commitment begins with the use of soy-based ink for branding, minimizing environmental impact in the printing process. The small packaging is assembled with water-based glue, eliminating harmful solvents and reducing toxicity.

The packaging itself is a testament to dedication, as it is crafted from seed paper embedded with native and non-invasive wildflower seeds sourced from the U.S. Once enjoyed, the packaging transforms into an act of reforestation, inviting consumers to plant and grow a piece of nature. In the pursuit of freshness and quality, **WILDWOOD** bars are not sold in stores, but are exclusively available online, shipped in sustainable and biodegradable packaging, ensuring that every aspect of your **WILDWOOD** experience leaves a positive imprint on the planet.

SKETCHES

packaging & design explorations

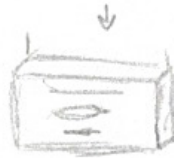
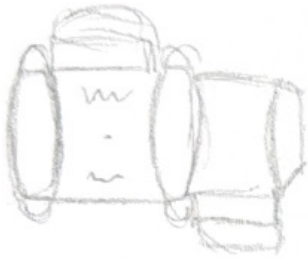
SKETCHES

PACKAGING PROJECT #4

↳ wildwood bars

materials used: seed paper & water-based glue

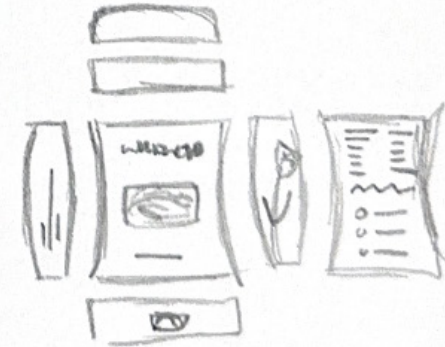
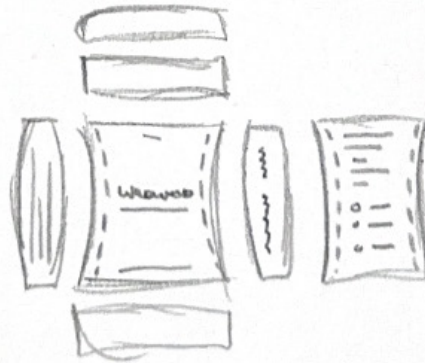
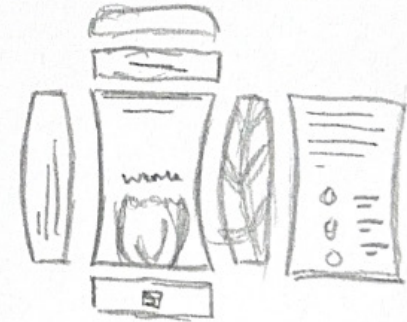
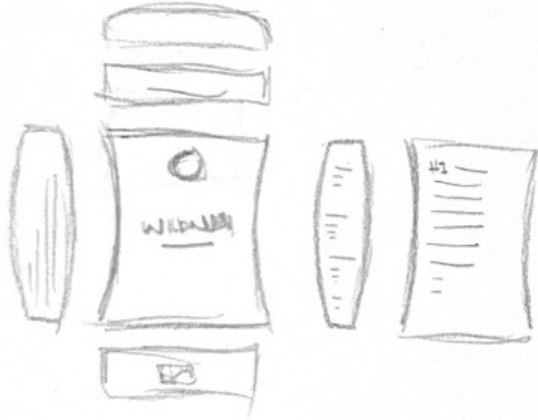
PACKAGE FORMS



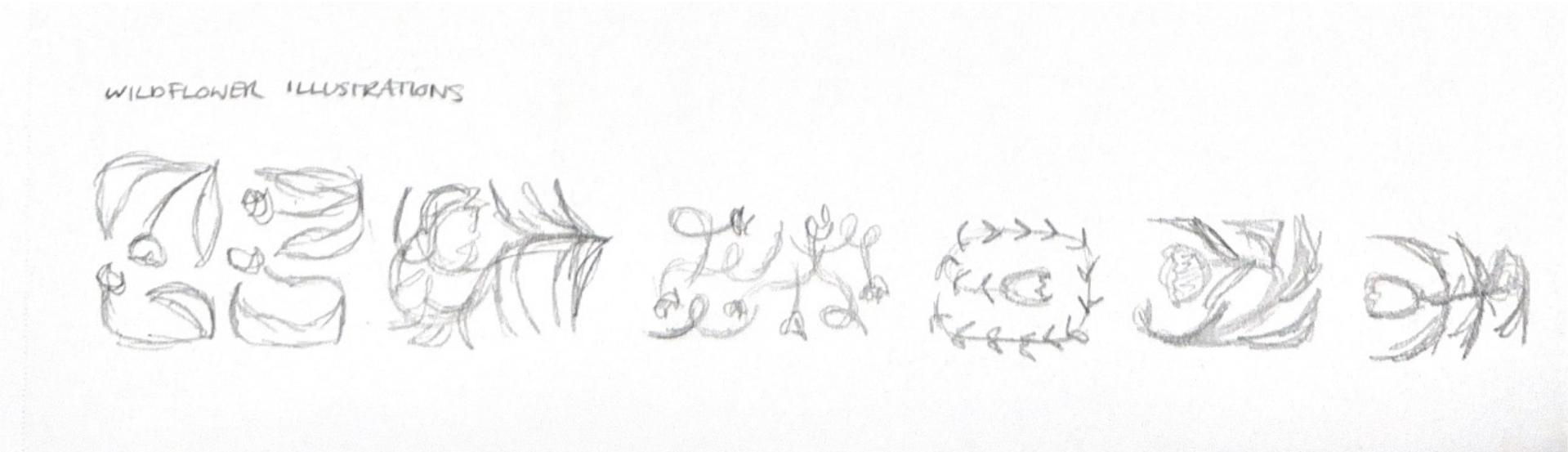
2
*think of solutions that are tape/glue free (folds)?

SKETCHES

DESIGN LAYOUT



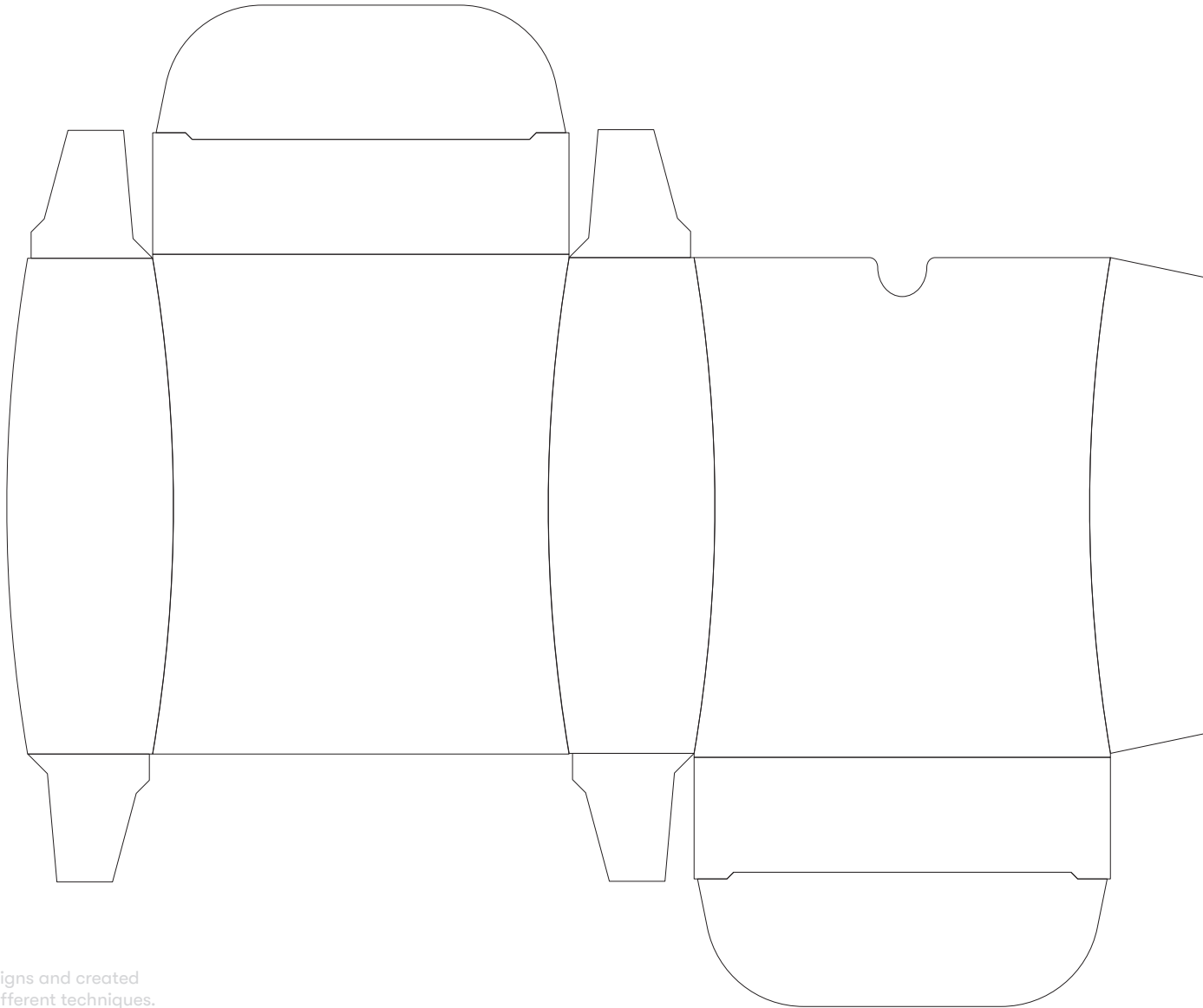
SKETCHES



TEMPLATE / DIELINE

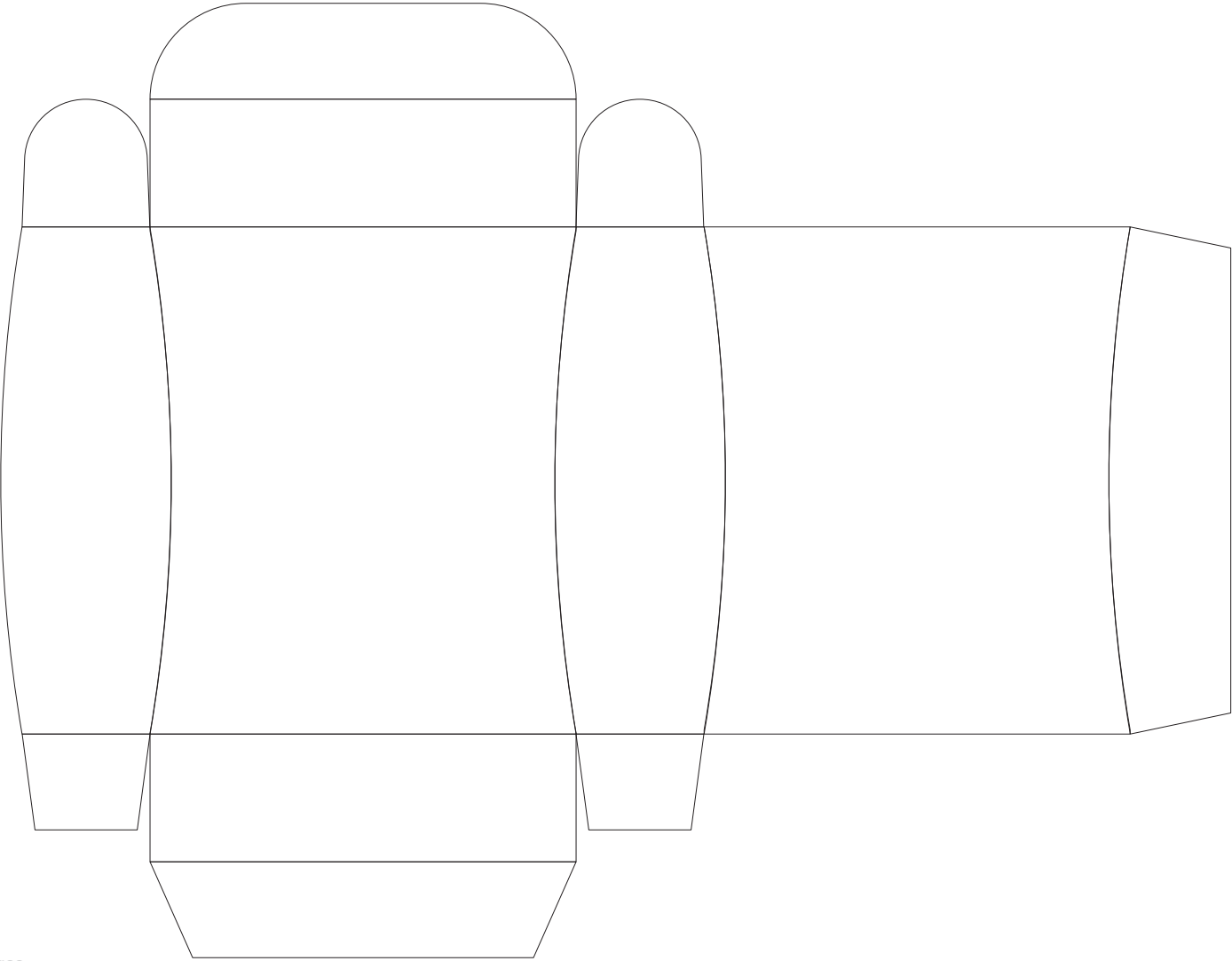
initial & final

INITIAL TEMPLATE / DIELINE



researched new template designs and created this one to experiment with different techniques. my initial designs use this dieline, but after the first construction, i decided to use a dieline format that i was familiar with.

FINAL TEMPLATE / DIELINE



please note some of the changes.
after the previous dieline and constructing this
version, i found it built a better, sturdier, and more
appealing shape.

ILLUSTRATIONS

initial & final

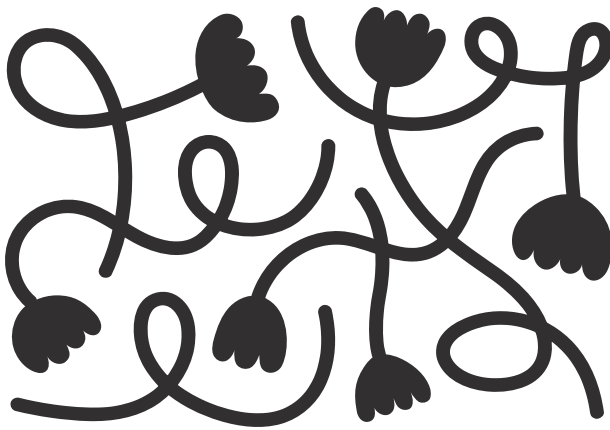
INITIAL ILLUSTRATIONS



01.



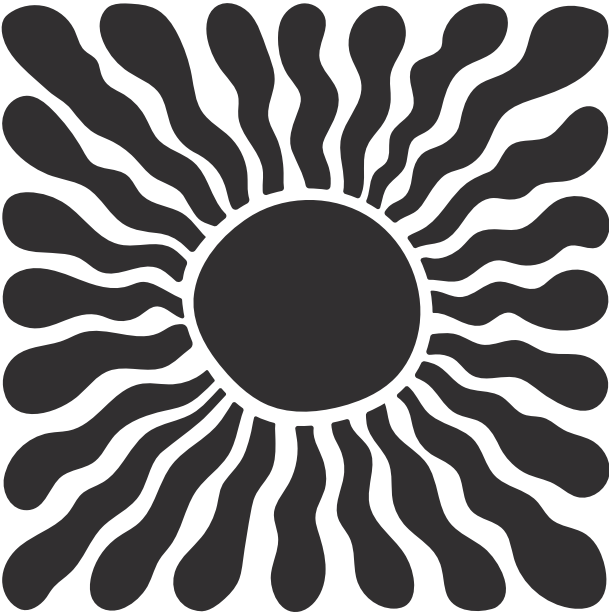
02.



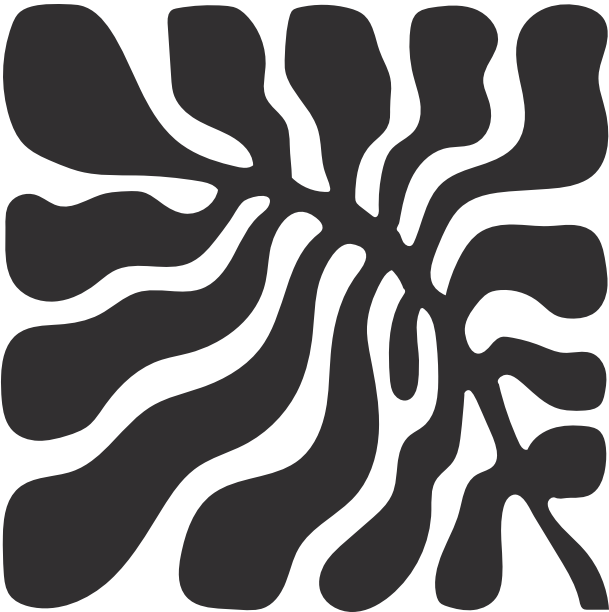
03.

decide

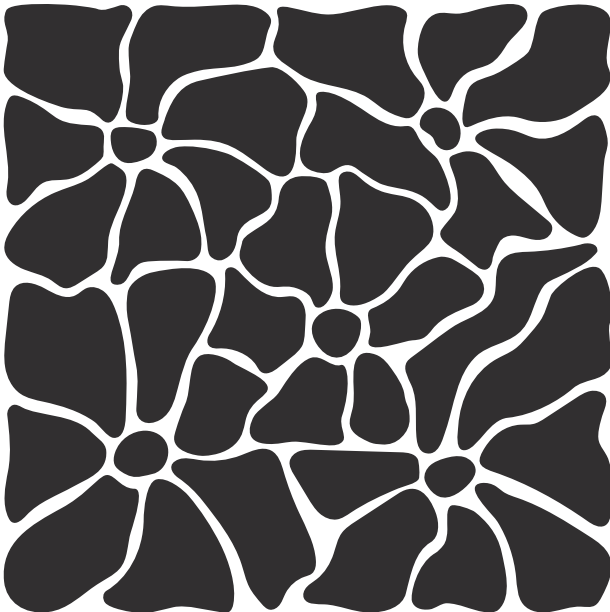
FINAL ILLUSTRATIONS



01. honey meadow



02. alpine almond



03. berry burst

INITIAL DESIGNS

flat designs & physical models

01.



01.



02.



03.

initial illustrations with rough placement.



01.

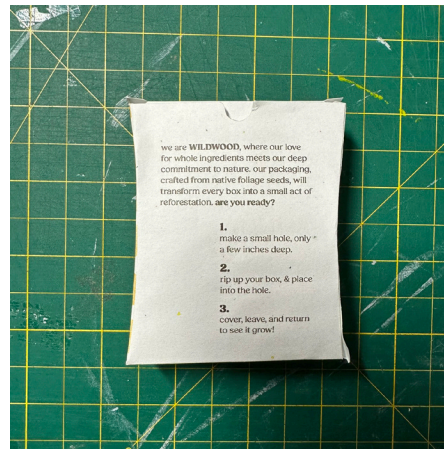


02.



03.

03.



unfortunately do not have the flats for this box, but it uses the initial template design and some of the new design direction.

this was when i decided to go to the final dieline.



01.



02.



03.

note the change from initial diecut to final.

while i liked the initial illustrations because they were flowers, they did not feel like they fit the design as well, so i made the switch to these.





01.



02.



03.





01.

02.

03.

'bumped' up the type in some places, and added the proper barcode and certifications to the bottom of the box for realism and brand continuity.

also changed the blue color to something that allowed the texture of the seed paper to show.

FINAL DESIGNS

website, flat designs, & models

FINAL WEBSITE*



*to emphasize the fact that the bars are ordered online and shipped, not stocked in-store

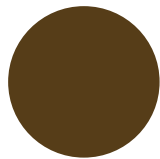


TYPE & COLOR

typeface & color palettes

body **FIELDS**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

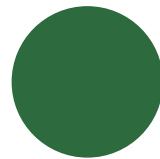


cmyk

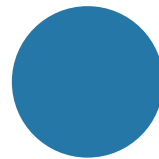
47 63 95 51



0 32 96 0



81 35 90 26



84 47 17 1



2 4 9 0

END

thank you