

Packaging Design Package

Our Packaging Design Package transforms your brand identity into tangible, shelf-ready form. From strategy through production, we design packaging that communicates story, value, and distinction across every touchpoint.

The design process typically spans 6–8 weeks, beginning with a deep dive into brand positioning and category insights, followed by concept development, dieline design, and final print coordination. Each step is crafted to create packaging that feels thoughtful, functional, and unmistakably yours.

Design Timeline: 6-8 Weeks
Production Timeline: Varies due to product, materials, and complexity.
Process: Strategy & Direction - Labelling & Design - Refinement - Print Production

Engagement

Our engagement process is guided by clarity, collaboration, and care. Each project begins with conversation, understanding your vision, challenges, and audience, before moving through defined phases that balance structure with creative flexibility. We move from Discovery to Design to Delivery, keeping communication open and consistent to ensure the process feels organized, human, and collaborative from start to finish.

Case Study: Clear Eyes

Clear Eyes challenged us to amplify clarity, both literally and figuratively. We examined how the brand communicates across product, packaging, and motion. With a sharpened identity, dynamic packaging visuals, and motion guidelines, we repositioned Clear Eyes into a space where precision meets emotion. The updated system embraces both trust and expressive narrative, giving the brand room to breathe in digital and physical spaces.

Services: Packaging Strategy, Label & Dieline Design, Motion Design, Campaign Direction, Production Coordination

Brand Promise

With extensive experience in building brands, Half Decent focuses on creating timeless, impactful work grounded in flexibility and collaboration. Each project is tailored to the client’s needs, resulting in truly unique outcomes. Beyond great design, we build long-term partnerships based on trust, creativity, and shared growth.

Half Decent is built on collaboration, creativity, and connection. We partner with brands that value thoughtful design and long-term growth, creating work that feels as considered as it looks. Whether you’re building from the ground up or refining what exists, we approach every project with clarity, curiosity, and care.

Packaging Strategy	01
We define the role of packaging within your brand ecosystem, establishing positioning, hierarchy, and visual direction that align with your audience and goals.	
Label & Dieline Design	02
Design and structure come together through carefully crafted layouts, materials, and finishes that bring the brand’s story to life in physical form.	
Print Co-ordination	03
From vendor communication to prepress review, we oversee every production detail to ensure color accuracy, material integrity, and flawless execution.	

Discovery	01	Proposals & Packages	05
Understanding goals, challenges, audience.		Tailored solutions for your brands needs.	
Execution	02	Ongoing Support	06
Collaborative design process with clear milestones.		Retainer options for design & content.	



Let’s start a conversation about how we can bring your brand to life and create something lasting together.

- Next Steps:**
- 1 . **Schedule a discovery call** to align on goals and scope.
 - 2 . **Review proposal and packages** to tailor the right approach.
 - 3 . **Begin collaboration** and bring your brand vision to life.

Email	01
hello@halfdecent.studio	
Website	02
www.halfdecent.studio	