

Packaging Design 1

Project 2

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Category

When conducting store checks, I noticed that a lot of the period hygiene products were outdated in design. Many of them were also very feminine, alienating transgender men and non-binary people who menstruate. There also seemed to be a huge sustainability issue as the majority of period products had all plastic-wrapped packaging. Additionally, period pads themselves are not sustainable as one pad can take up to 500-800 years to decompose. Considering these facts, I have decided to create a reusable period pad brand.

Snacks

Chip bags

Chocolate

Candy

Skincare

Serums

Body creams

Sunscreen

Hygiene

Toothpaste

Period pads

Shampoo

Considerations

Research

A single pad takes 500-800 years to decompose.

Plastic packaging used in many period pad packaging takes 10-20 years to decompose.

Cardboard packaging takes 2 months to decompose.

Competitors - Retail Overview



Display

- Feminine hygiene retail category
- Stacked in rows on shelves
- Stacked on both horizontally and vertically
- Different size variations from each brand stacked together

Competitors - Kotex

Pros

- Modern design based on the muted green and black and typefaces used
- Effectively communicates important information without having too much information on the packaging

Cons

- Pink heading bar on top does not fit with the rest of the brand's design, seems out of place
- Plastic wrap packaging is not sustainable
- Having to tear the bag open can be difficult
- Holding onto the bag can also be difficult as it is slippery



Competitors - Stayfree

Pros

- Brand name and important information is readable no matter which side it lays on
- Illustration of butterfly gives the brand a recognizable identity
- Design is not too busy, communicates without overwhelming

Cons

- Plastic wrap packaging is not sustainable
- Having to tear the bag open can be difficult
- Holding onto the bag can also be difficult as it is slippery



Design Brief

Objective

The design objective of my brand is to create a sustainable and inclusive design. The period product industry often alienates people who don't identify as a woman but still menstruate by using feminine colours and/or phrases.

Features

The features of the package design that will allow it to be sustainable and inclusive are recyclable materials instead of the usual plastic wrap, and non-feminine centered colours to make sure it is inclusive to all consumers that menstruate.

Package

The package will be made from cardboard and will have a separated lid that won't break once it is open, so that the package can actually be used to store the product at home. It can also be repurposed to hold other small household items. The packaging will be green, black and white so that it does not alienate any consumers.

Target Demographic

The target demographic is anybody who menstruates.

SKUs

Heavy flow - Thicker and longer pads

Light flow - Thinner and short pads

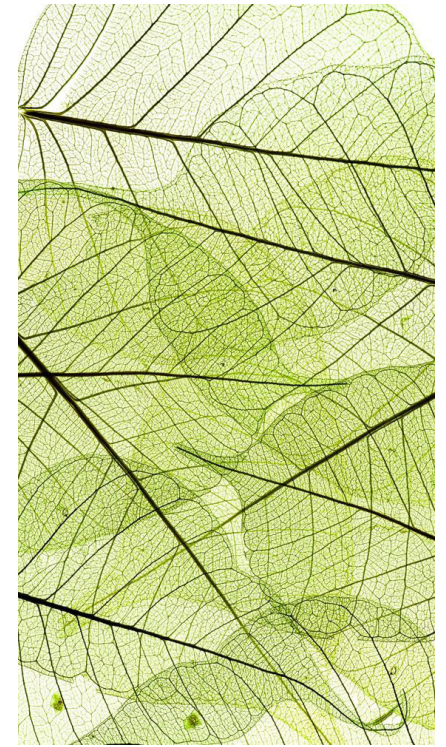
Moderate flow - Regular thickness and medium length pads

Brand Positioning/USP

Sustainable / Recyclable cardboard packaging

Health cautious / Cloth pad does not contain the harmful chemicals many one use pads have; they also do not cause rashes

Inclusive / Packaging design does not have feminine colours or illustrations that would otherwise alienate transgender men and non-binary people



Name Exploration

Organicare

Safecycle

Greencycle

Earthguard

Cleancloth

Ecoflow

Organicare

-Sounds like something for a plant or medicine product

Greencycle

-Leaning too much into the environment cautious than periods

Ecoflow

-Good balance between environmental and periods

Ecoflow



Ecoflo

Ecoflo sounds more unique as a name and visually looks better than Ecoflow

Type Exploration

ecoflo

ecoflo

ecoflo

ecoflo

degular

etna

jali

kepler

Since the brand is presented as inclusive and eco friendly, I wanted to go for something clean that also does not target any specific gender.

Type Exploration

ecoflo

condensed display

ecoflo

medium condensed display

ecoflo

light condensed display

ecoflo

medium condensed italic

After consideration I decided to go with Kepler Std.
I like that the font is clean and not too dramatic and
doesn't appeal to any specific group.

Logo Design - Type only explorations

ecoflo ecoflo

ecoflo

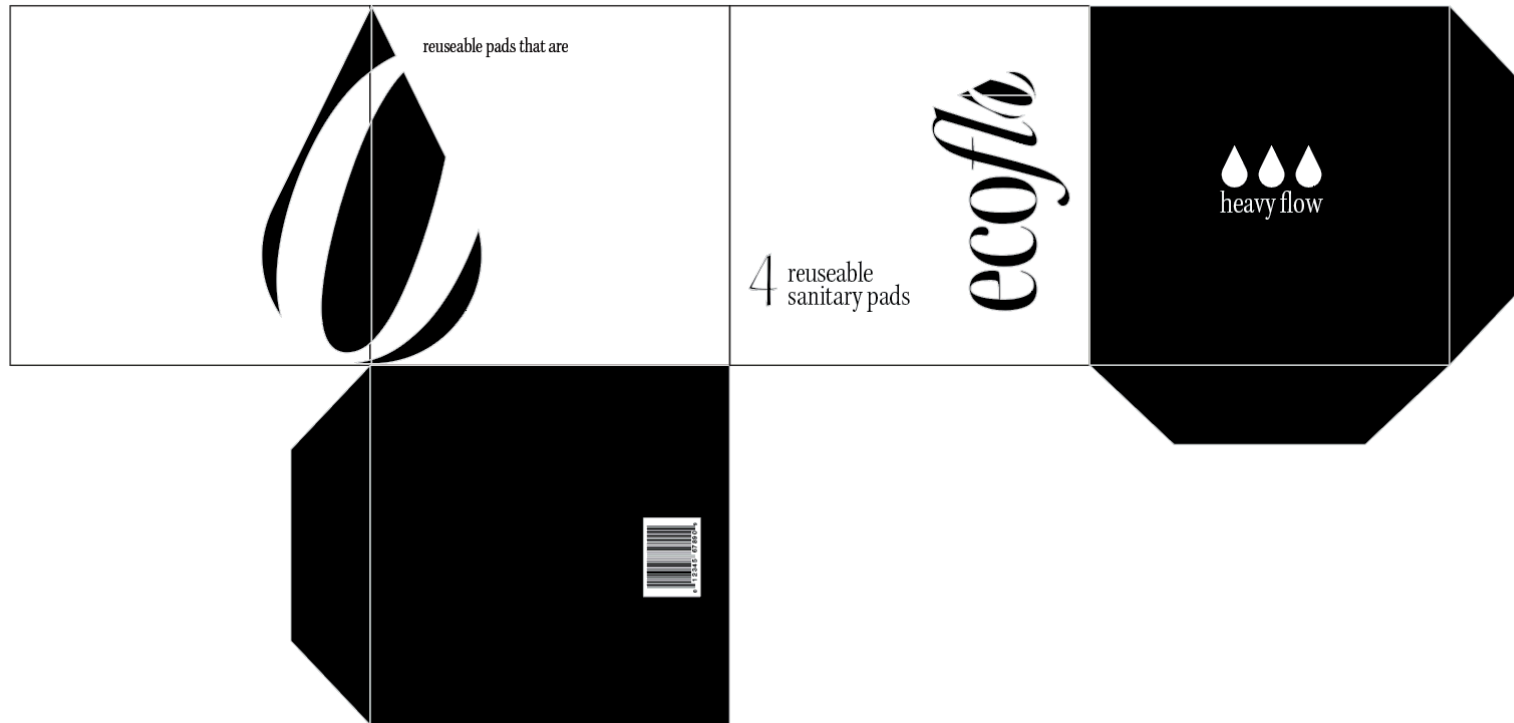
To begin, I tried different combinations of weights and italics to create a type only logo.

Logo Design

ecoflo *ecofl* 
ecofl  *ecofl* 

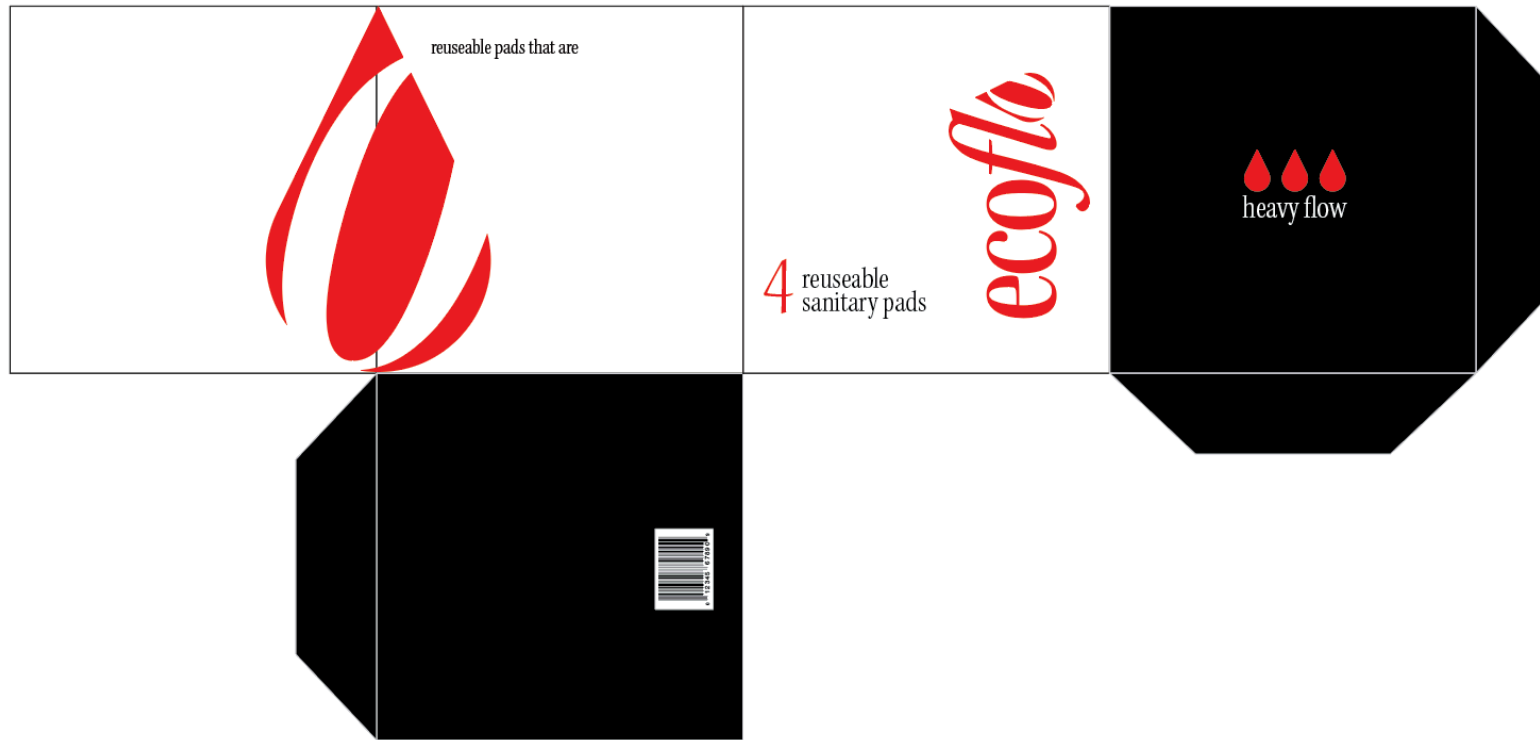
I went with the regular and italic combination and started to explore an icon that could be included. I decided to incorporate the droplet icon into the 'o' in *ecoflo*. At first I tried to replace the 'o' with the droplet, but it did not communicate as an 'o' effectively. Then I decided to combine the droplet and the 'o' together, which worked.

Colour/Design Iterations



In the first iteration, I went with black and white. Some issues in this design is that I felt the black and white was a bit boring and may be unapproachable on a shelf.

Colour/Design Iterations



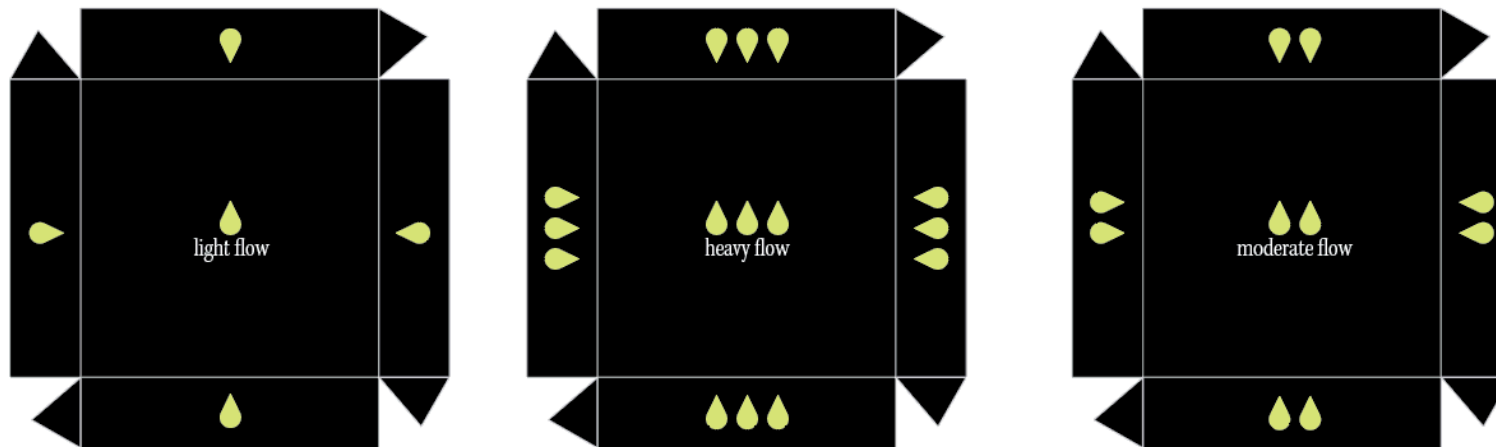
In the second iteration, I tried to work with red but I felt that it was too typical to use red and doesn't appear as welcoming. I also thought that having the SKU on the side of the box would not be helpful when looking at the products in the shelf.

Colour/Design Iterations



The third iteration was coming close to the final. The text description that I had included on the left panel was a bit too long and I had not added the French version yet. For the final I needed to focus on the smaller details and adding the French versions as well as shortening the description.

Colour/Design Iterations

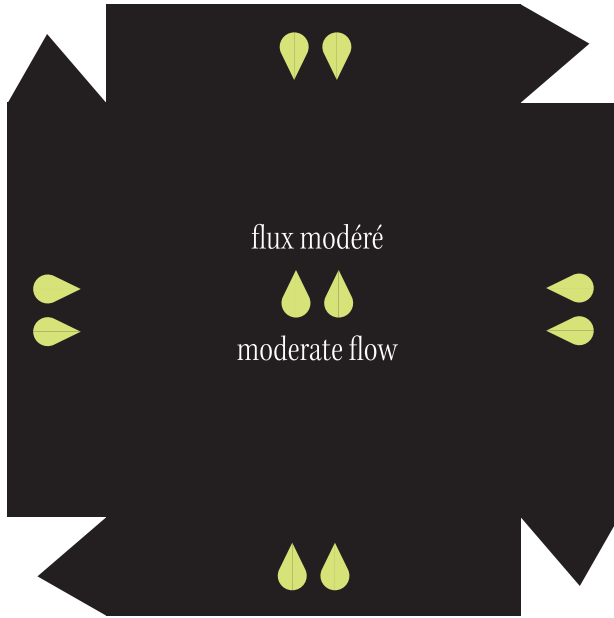


After finalizing the colours, I began designing the lids for the boxes. I added 1, 2 and 3 droplets on each skew so that it would be easy to tell which is which on a shelf as one of the edges would always be visible on the shelf.

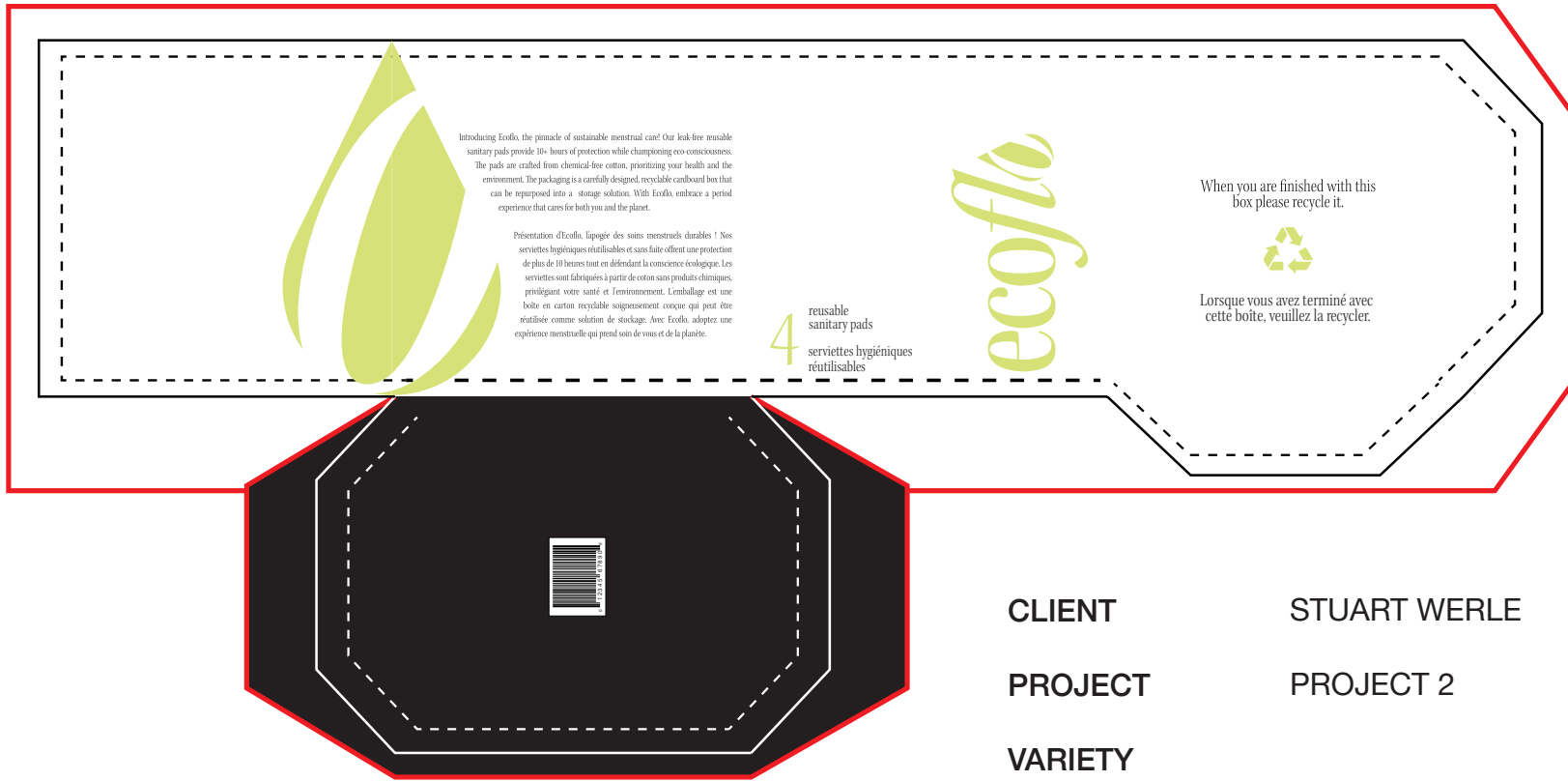
Final Design



Final Design - Lids






26.42 in



12.97 in

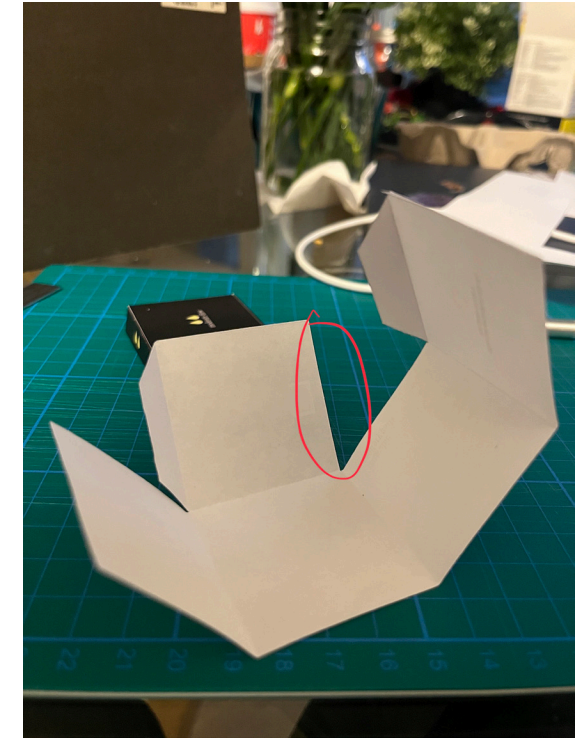
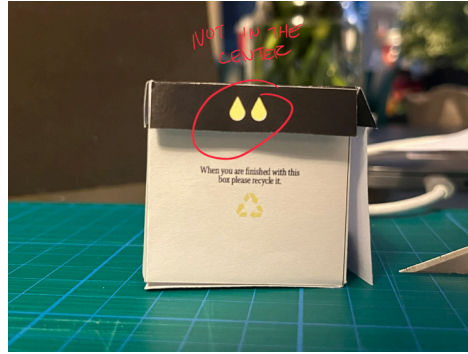
CLIENT	STUART WERLE
PROJECT	PROJECT 2
VARIETY	
COLOURS	#d8e185, #000000
FILE	BACKANDFRONT.AI
DATE	11.19.2023
UPC	12345 67890
FONTS	KEPLER STF
SOFTWARE	ADOBE ILLUSTRATOR
DESIGNER	KIRTHGA THEVAKUMAR

-  trim
-  bleed
-  safety

Final Prototypes



Additional Process - Print Test



In the middle of my process I decided to do a quick print test to see how things would look. In this process I found some details that were missing or needed to be fixed. I found that the text had started to high up on one of the panels and the lid would be covering it. I also noticed that I was missing one of the tabs on the box that would allow it to be glued together. Finally, I noticed that one of the details were not centered.