

Packages Comparison

Each package is designed to meet brands at different stages of growth. Whether you’re defining your foundation, refining your packaging, or expanding into motion, these tiers can work independently or together as a complete brand system.

Identity & Strategy

Timeline: 6-8 Weeks
Process: Research & Discovery - Design - Refine - Brand Guidelines

- Builds the foundation of your brand through strategy, identity, and guidelines.
- Ideal for new brands or rebrands seeking clarity, cohesion, and structure.

Packaging Design Package

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

- Translates brand identity into physical form with strategy, structure, and print-ready assets.
- Best for CPG, food, and lifestyle brands looking to elevate shelf presence.

Motion & Content Package

Timeline: 4-6 Weeks
Process: Exploration - Design - Refine - Motion Guidelines - Launch Campaign

- Extends your brand into motion and digital storytelling with animated assets and campaign tools.
- Perfect for launches, social platforms, and brands ready to scale their presence.