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Overview

Packaging and Environmental Branding Shape Consumer Perception.

DEFINITION

Packaging and environmental branding involve creating visual elements that represent a brand's identity. They influence how consumers perceive and interact with products.

KEY CONCEPTS

Visual Identity

This includes logos, colors, and typography that create a recognizable brand image.

Sustainable Packaging

Using eco-friendly materials and designs that minimize environmental impact while appealing to consumers.

User Experience

The overall experience a consumer has with a product's packaging, affecting satisfaction and loyalty.

Brand Storytelling

Using packaging to convey a brand's story or values, enhancing emotional connections with consumers.

Shelf Impact

The ability of packaging to attract attention on retail shelves, influencing purchasing decisions.

EXAMPLES

- Coca-Cola's iconic red and white can design.
- Apple's minimalist packaging that reflects its brand ethos.
- Starbucks' seasonal cup designs that engage customers.

MEMORY TIPS

- ★ Think of 'PEB' for Packaging, Environment, and Branding.
- ★ Visualize a product on a shelf to remember shelf impact.
- ★ Associate colors with emotions to recall visual identity.

COMMON MISTAKES

- ✗ Neglecting sustainability in packaging choices.
- ✗ Overcomplicating designs that confuse consumers.
- ✗ Failing to align packaging with brand values.

QUICK RECAP

Packaging and environmental branding are crucial for establishing a brand's identity and connecting with consumers. Focus on visual elements, sustainability, and user experience to create effective branding.