

Smooj Packaging Design

Retail Shopping Experience

Halle Prynn

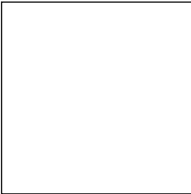
GVSU ART 313-01
Graphic Design for 3D Experiences
Winter 2024

DESIGNER STATEMENT


The objection of this project is to design a cohesive gift line with a box, bag, and gift card. The box will be a 4 pack carrier, the bag will be a large bag, and a promotional card. Smooj is a fun Ann Arbor based hard setlzer smoothie brand. The line will be a summer themed retail set targeted towrads 21-30 year olds. This will most likely be destrubuted at event in Ann Arbor like The Taste of Ann Arbor or a Homes Brewery event. The goal of the product is to bring the warmth and fun of summer with evry gift of Smooj.

BRAND TOOL KIT

Primary Color Palette




Smooj White
CMYK 00 00 00 00



Smooj Blue
CMYK 48.05 6.25 16.41 00

Secondary Color Palette



Smooj Black
CMYK 00 00 00 100

Typography System

Avenir Next Condensed Heavy

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz!
@#\$%^&*?
0123456789

Avenir Next Condensed Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz!
@#\$%^&*?
0123456789

Type System Example

Project Objective
The overall objective of this project is to design and produce a gift set with box, bag and card for Smooj a hard seltzer smoothie beverage.

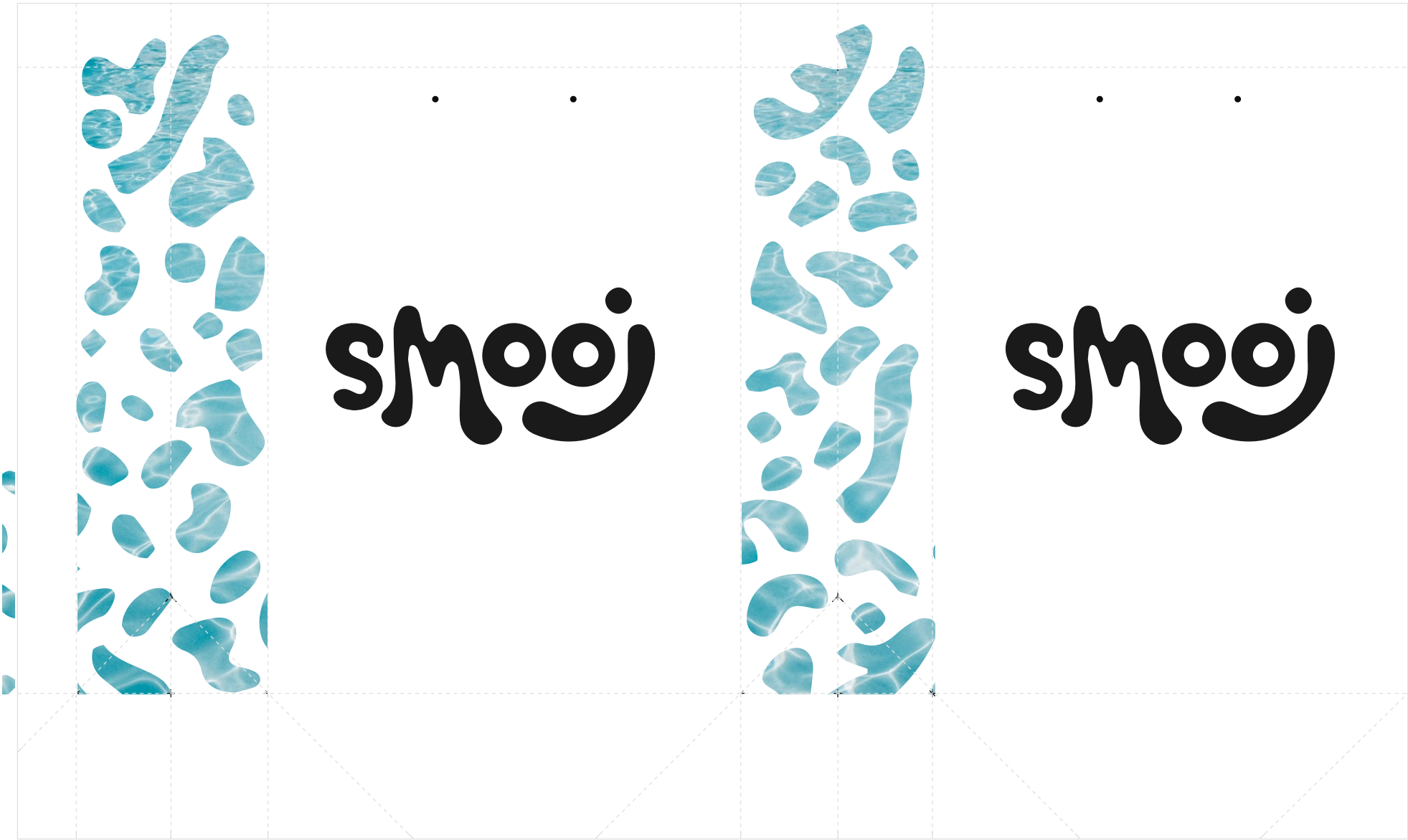
Inspiration



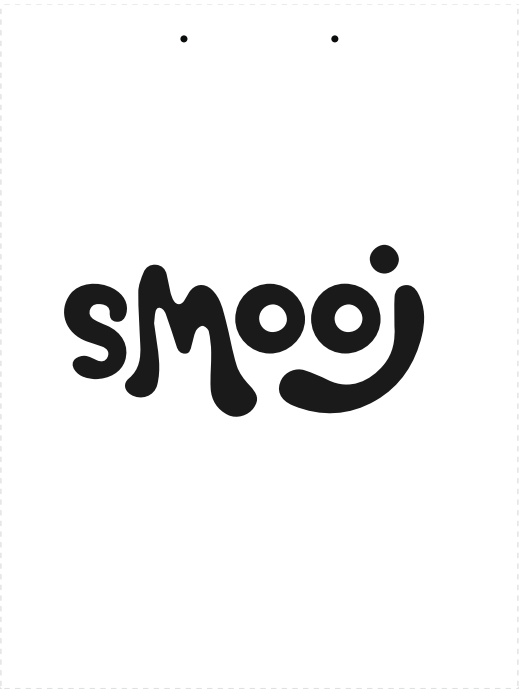
SHOPPING BAG

Dimensions
Flat Size: 33"w x 20"h plus bleeds
Finished Size: "11w x 14.7"h x 4.5"d

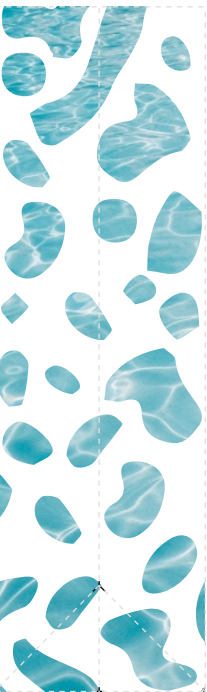
Template



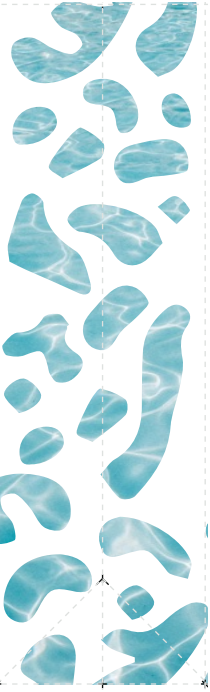
Front/ Back



Left Side



Right Side



GIFT BOX

Dimensions
Flat Size: 24.4"l x 11.5578"h plus bleed
Finished Size: 6.2"h x 4.5"w x 4.5"d

Template



Top Panel

Front Side Panel

Left End Panel

Right End Panel



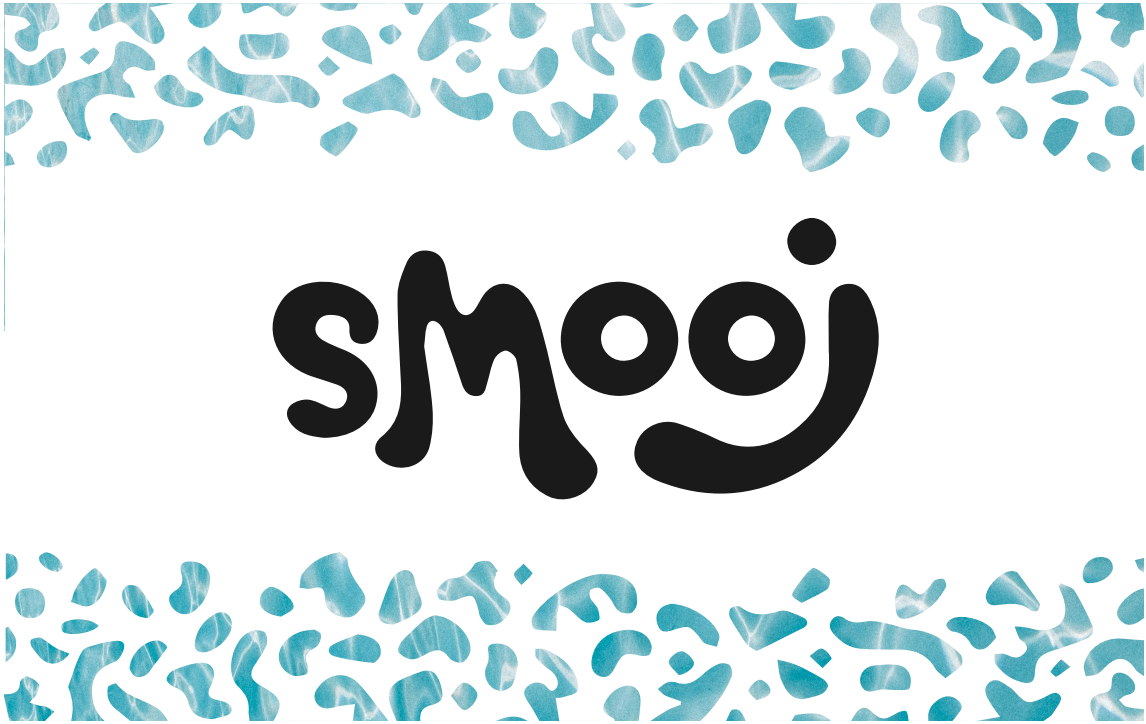
GIFT CARD

Dimensions
Flat Size: 3.5"l x 2.2"w plus bleeds
Finished Size: 3.5"l x 2.2"w

Gift Card Front



Gift Card Back



RETAIL SHOPPING EXPERIENCE: PROTOTYPES

