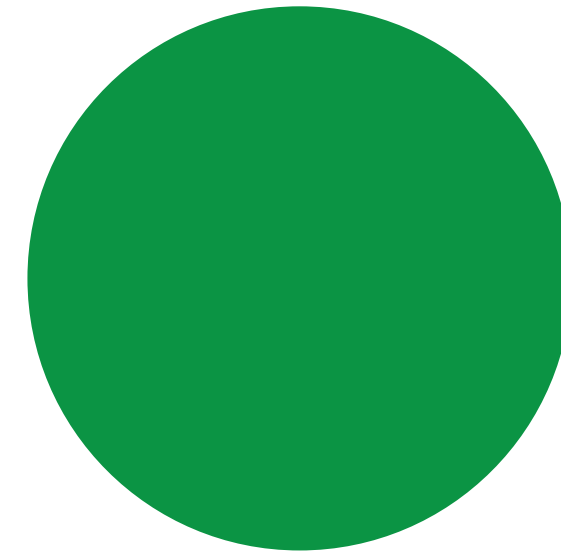
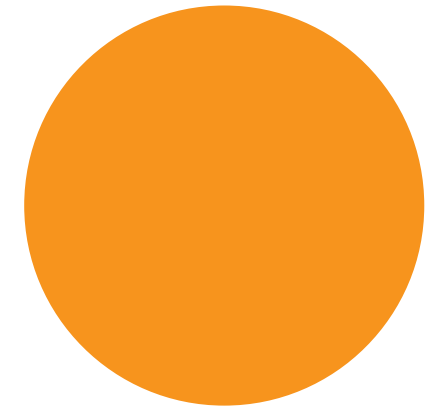
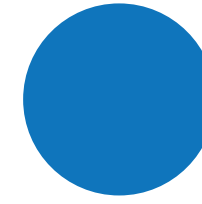


Cheyne Potter Packaging Design **ChipLab** May 2019



Contents

6 Design Brief

9 Design Specifications

12 Measurements

16 Layers

Brief

As ChipLab experiences continued growth, it is important to keep the momentum going and increase brand awareness across all media. From Packaging to social media presence, this vital element will increase engagement and revenue.



Brief

As ChipLab experiences continued growth, it is important to keep the momentum going and increase brand awareness across all media. From Packaging to social media presence, this vital element will increase engagement and revenue.

Problem Identification

Utilizing U-Line packaging is acceptable, but a company specializing in custom goods would benefit from custom packaging across the whole system.

Look to the case boxes which have our mark on them currently.



Brief

As ChipLab experiences continued growth, it is important to keep the momentum going and increase brand awareness across all media. From Packaging to social media presence, this vital element will increase engagement and revenue.

Problem Identification

Utilizing U-Line packaging is acceptable, but a company specializing in custom goods would benefit from custom packaging across the whole system.

Look to the case boxes which have our mark on them currently.

Solution

Creation of a series of our most used box sizes with brandmark, graphics, and interior messaging to compliment the experience.



Brief

As ChipLab experiences continued growth, it is important to keep the momentum going and increase brand awareness across all media. From Packaging to social media presence, this vital element will increase engagement and revenue.

Problem Identification

Utilizing U-Line packaging is acceptable, but a company specializing in custom goods would benefit from custom packaging across the whole system.

Look to the case boxes which have our mark on them currently.

Solution

Creation of a series of our most used box sizes with brandmark, graphics, and interior messaging to compliment the experience.

Goals

Design of ChipLab branded shipping containers to increase brand touch points.



Design Specifications

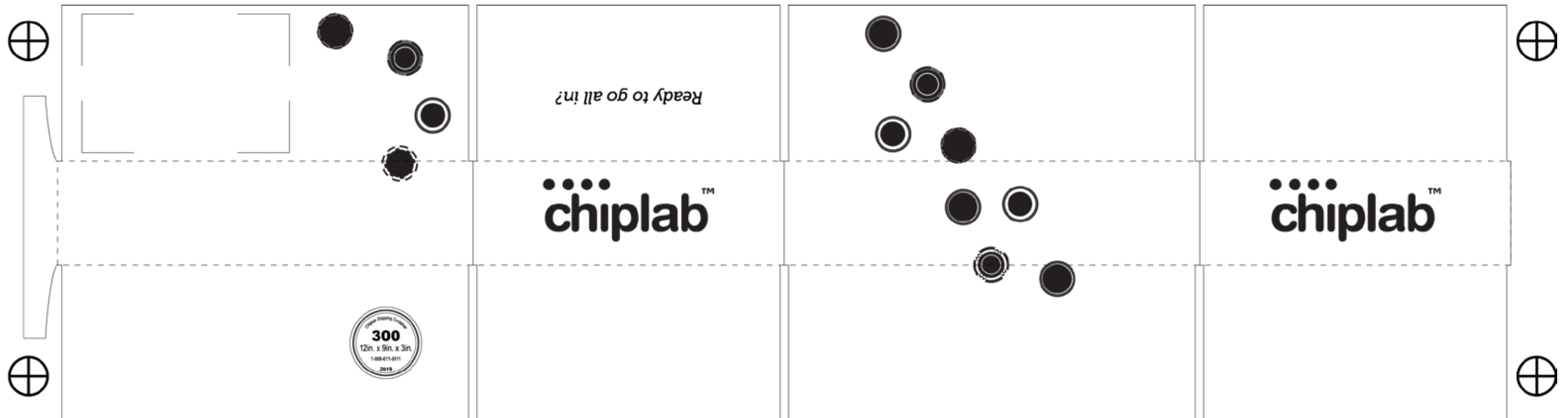
This realization has silhouettes of poker chips arranged across the exterior of the box. Playful and eye catching, the design catches the eye of those handling it. The ChipLab brandmark is applied at both ends, proudly shouting our name out into the world.

There is an additional touch point in the form of a call to action on the interior flaps, reserved for the recipient of the package.

Design Specifications

This realization has silhouettes of poker chips arranged across the exterior of the box. Playful and eye catching, the design catches the eye of those handling it. The ChipLab brandmark is applied at both ends, proudly shouting our name out into the world.

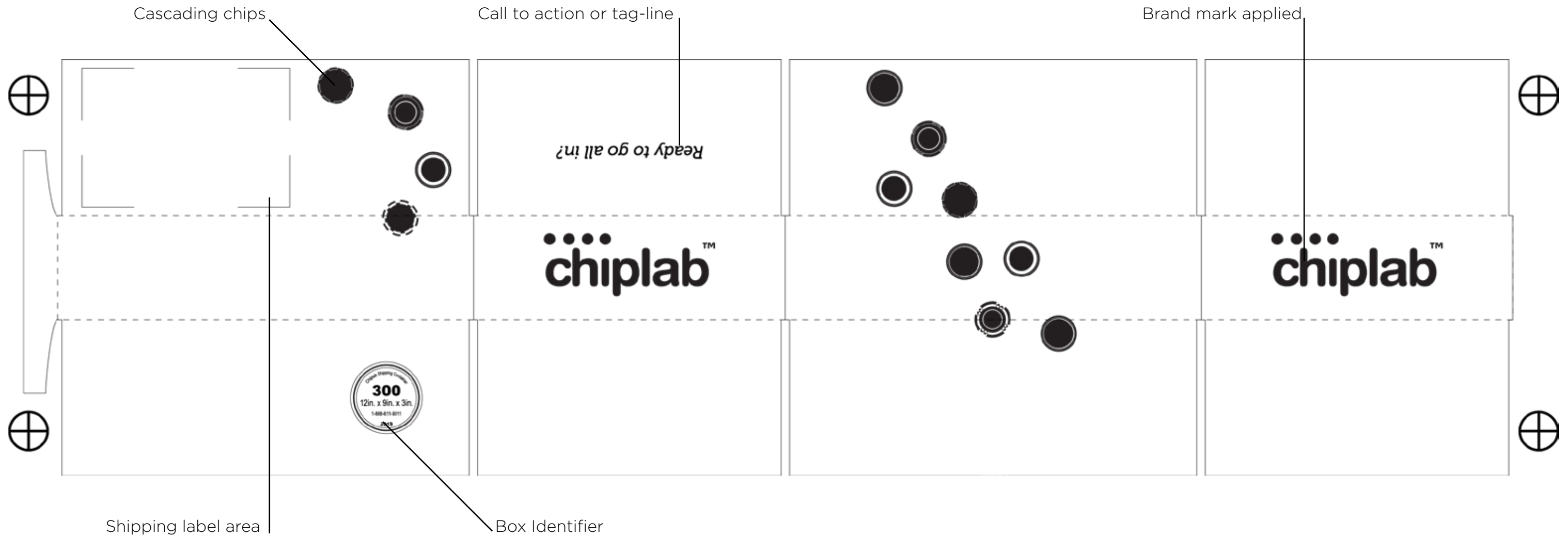
There is an additional touch point in the form of a call to action on the interior flaps, reserved for the recipient of the package.



Design Specifications

This realization has silhouettes of poker chips arranged across the exterior of the box. Playful and eye catching, the design catches the eye of those handling it. The ChipLab brandmark is applied at both ends, proudly shouting our name out into the world.

There is an additional touch point in the form of a call to action on the interior flaps, reserved for the recipient of the package.



Design Specs. Measurements

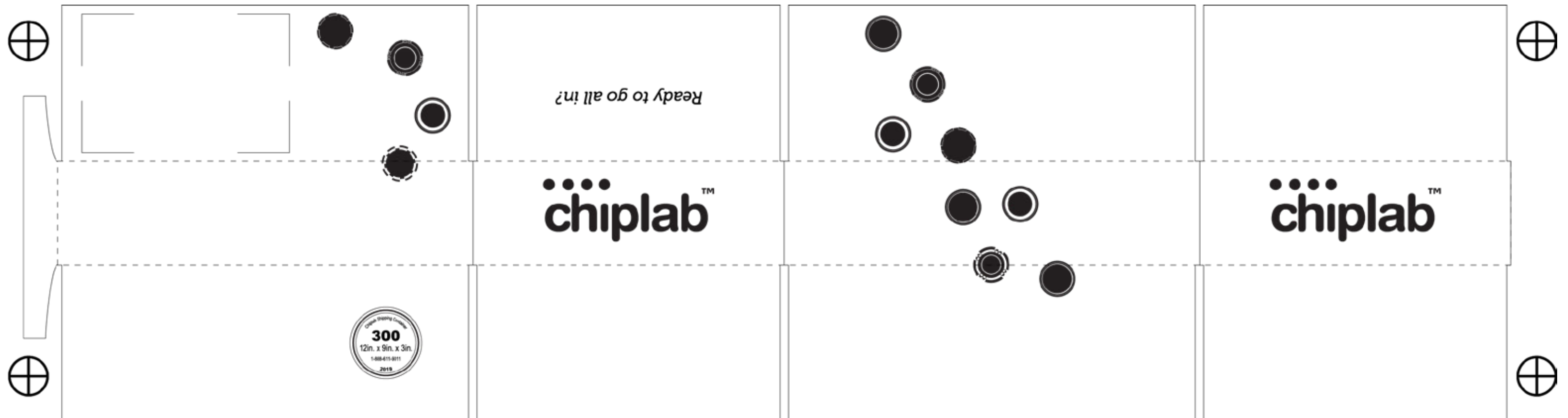
The following measurements reflect the “300 Box” which will be our jumping off point.

Measurements have been standardized to be easy to read.

Design Specs. Measurements

The following measurements reflect the “300 Box” which will be our jumping off point.

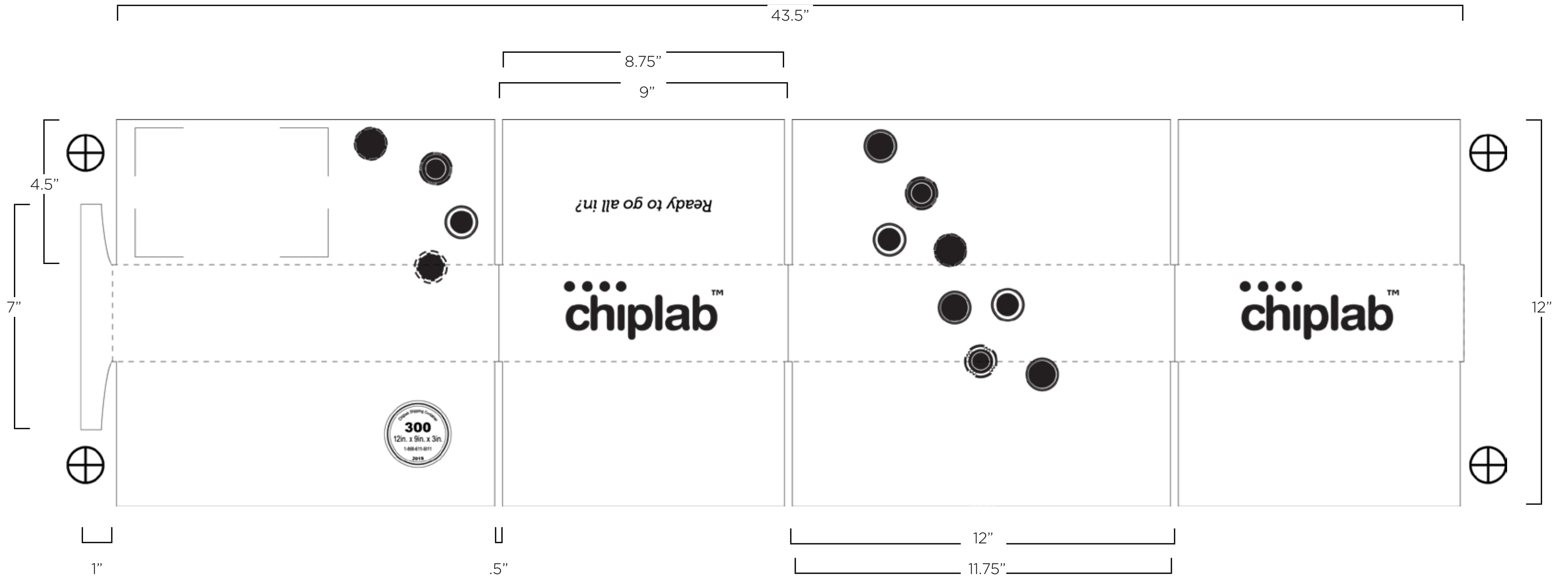
Measurements have been standardized to be easy to read.



Design Specs. Measurements

The following measurements reflect the “300 Box” which will be our jumping off point.

Measurements have been standardized to be easy to read.



Design Specs. Layers

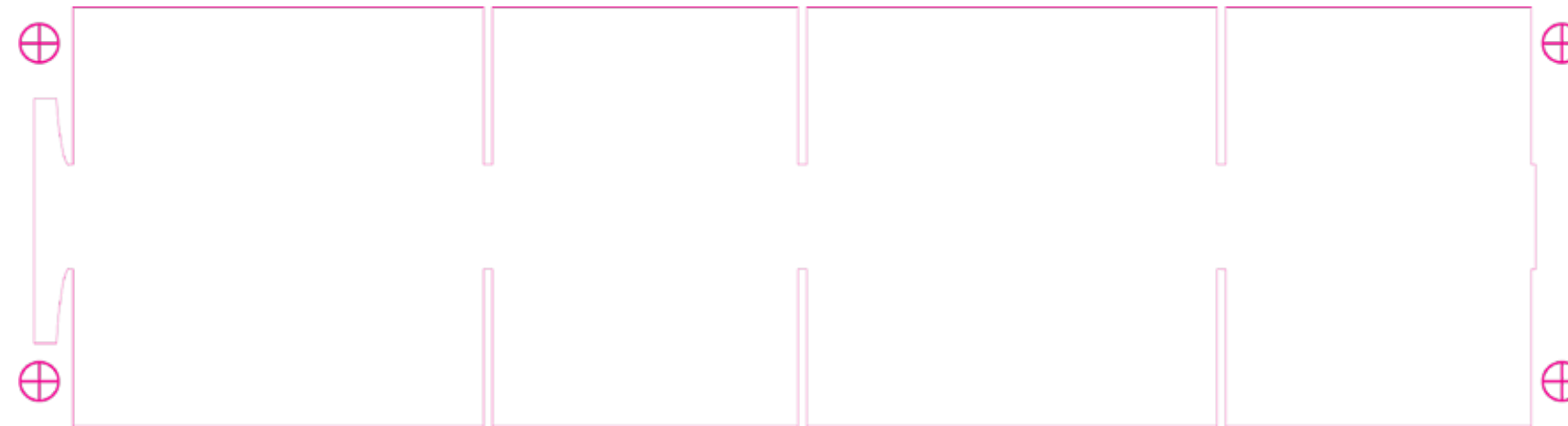
Trim, fold, and art work layers for the creation of a custom die and print application.

Files are prepared using best practices in case the vendor needs any adjustments.

Design Specs. Layers

Trim, fold, and art work layers for the creation of a custom die and print application.

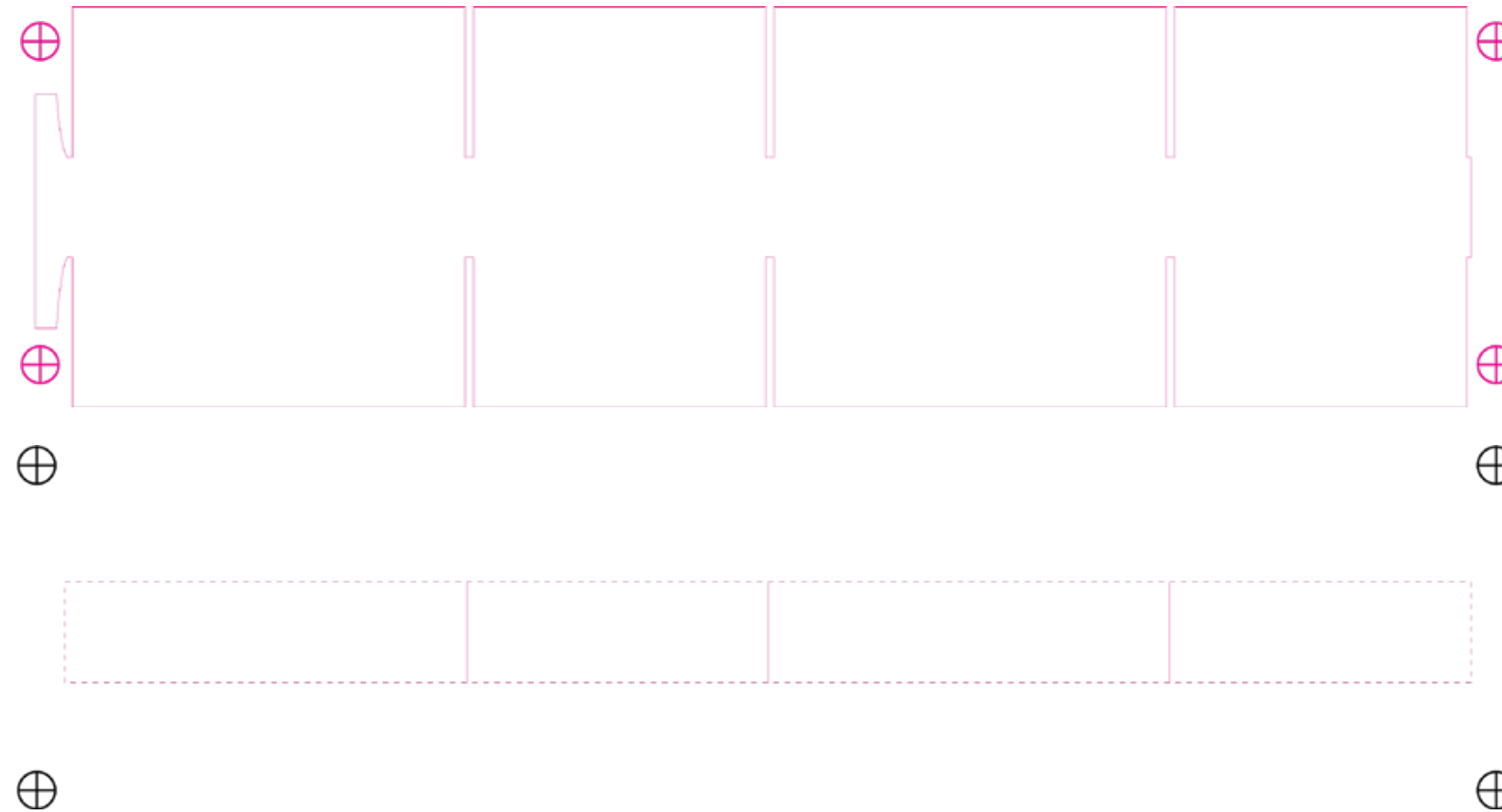
Files are prepared using best practices in case the vendor needs any adjustments.



Design Specs. Layers

Trim, fold, and art work layers for the creation of a custom die and print application.

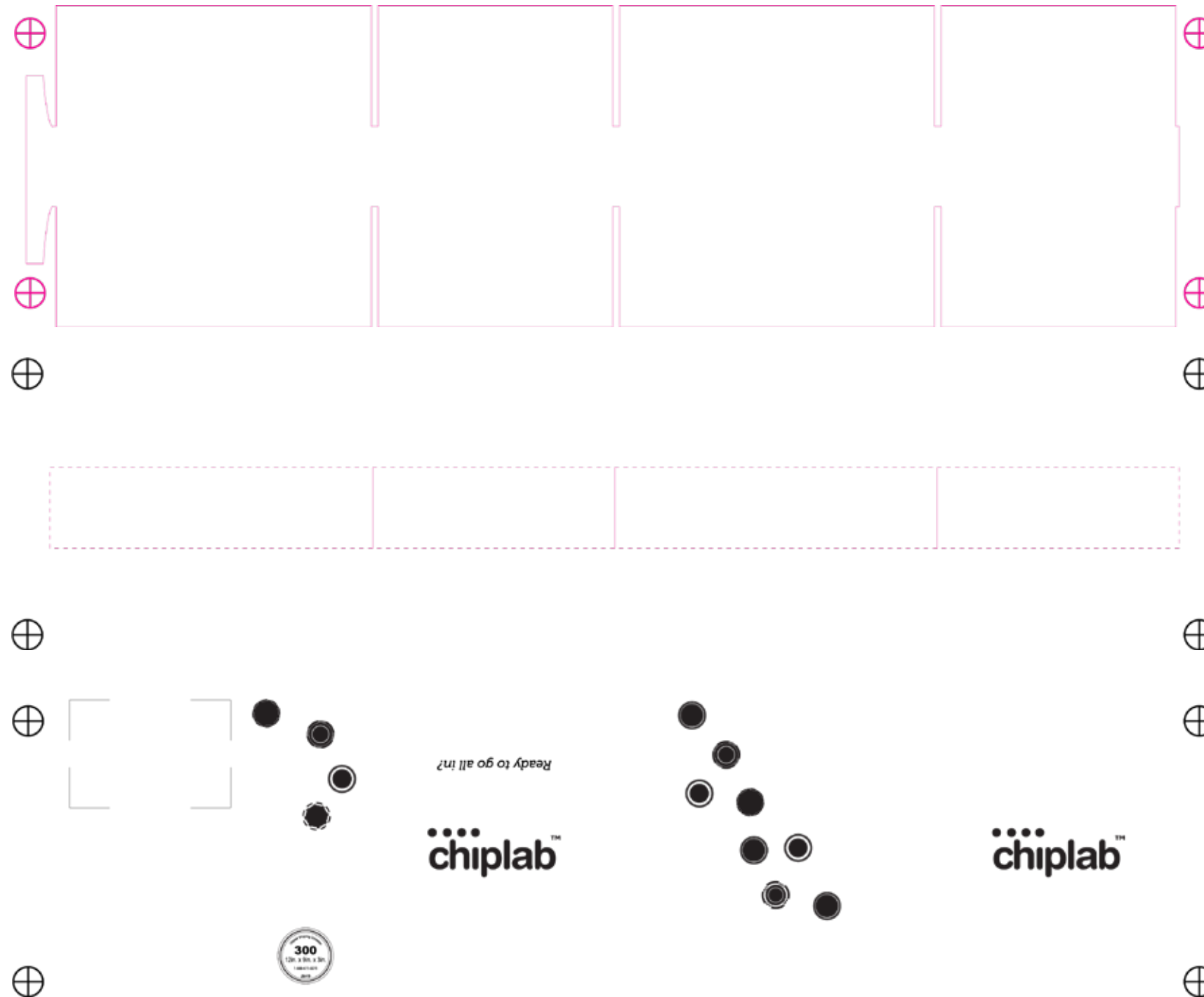
Files are prepared using best practices in case the vendor needs any adjustments.



Design Specs. Layers

Trim, fold, and art work layers for the creation of a custom die and print application.

Files are prepared using best practices in case the vendor needs any adjustments.



Thank you for your time

