

strong • soft • affordable

essentials.
paper towels

client brief

Overview

In collaboration with Procter and Gamble and Sterling Brands I was tasked with creating a new-to-the-world DTC paper towel brand named Essentials. Essentials is a mid tier paper towel and fit to a specific persona. This was about a three week process with direct feedback from the client starting with sketches and ending in a full paper towel brand.

Target Market

The demographic this product is trying to attract skews younger, larger household size, high paper towel consumption, middle income/education, & more ethnic minority. In addition I was given the persona of "the household hero." with an overall mood of straightforward simplicity.

Project Objectives

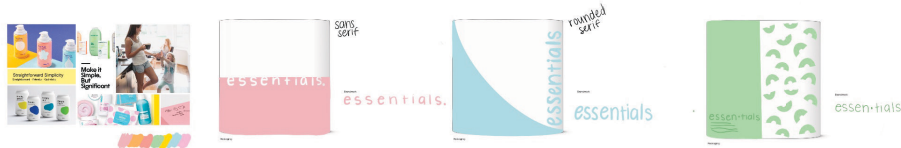
- o essentials brandmark
- o brand world elements
- o paper towel packaging design - 2 roll
- o shipper box design - 12 roll
- o paper emboss
- o DTC interface design - desktop and mobile - product/shop page

straightforward + friendly + optimistic

sketches

Overview

Here are my initial sketches and then I chose three of my favorites to add to critique. Then the next sketch is the one that I received to base my final brand on. When I received the sketch I also received feedback from the client on for how to move forward with the sketch itself.



essentials.

Brandmark

Feedback

- liked the circle as a focal point
- play with the pattern
- liked the circle as a focal point
- thought some things were getting lost in the circle
- think through the color
- loved the period connecting back to the pattern
- liked how the typeface seemed to be built from circles
- thought some things were getting lost in the circle
- think through the color
- loved the period connecting back to the pattern
- liked how the typeface seemed to be built from circles

design

Overview

My design process started with analyzing the feedback from the client and taking my hand drawn sketch into a digital form. I decided to come up with three different variations primarily playing with color and positioning of the main brandmark. I created one green layout to match the sketch and then made a blue and pink layout as well. I really liked the monochromatic look and picked colors directly from the moodboard. I then focused on clearing up the main brandmark. I carefully picked out a typeface that was very circular and then instead of having paper towels in an arc at the bottom I placed it right aligned under "essentials" to simplify the look. I finished it up by adding the claim off center to the left to balance it out. I really liked how the brandmark looked positioned in the center but made it a bit larger and played around with an different format for the pink pack. Lastly, I created the pattern very similarly to how it appeared in the sketch. I did want to decrease the transparency of the pattern though so the emboss was able to be seen through it. Overall, I really enjoyed the blue colors more so than the pink and green. I felt that it was very clean and worked well with paper towels in general, so I brought that design to critique.

Feedback

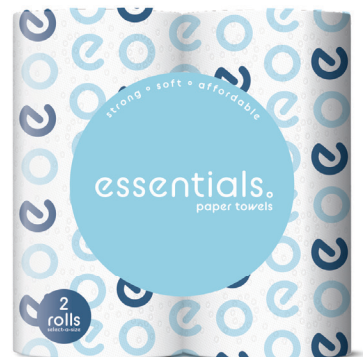
- Make the blues brighter
- Make the text within the main circle white against the blue so it pops more
- Make the curved text centered over the brand name



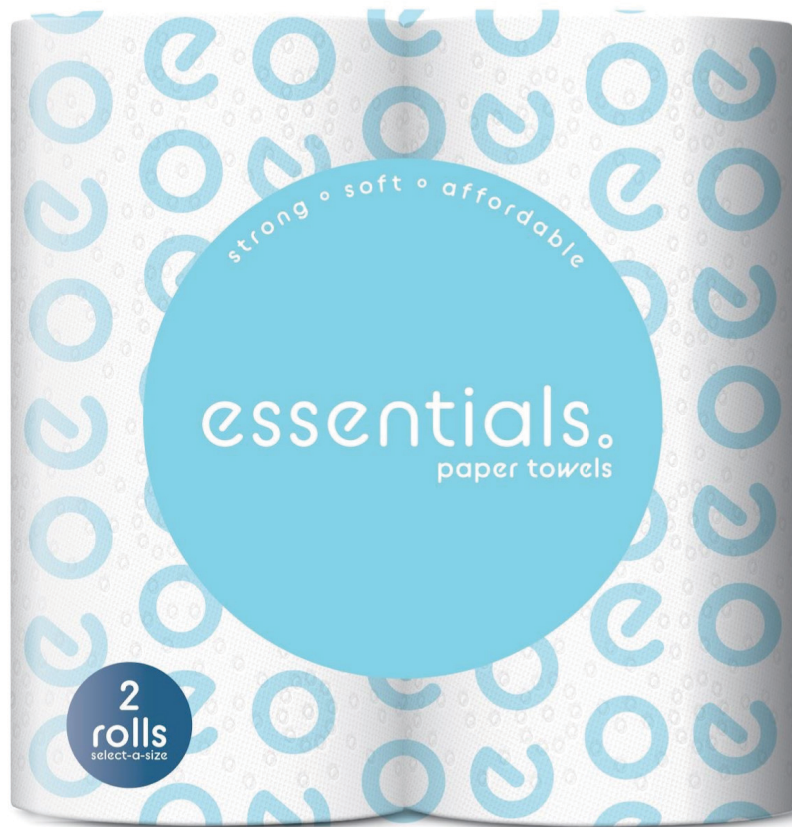
design

Overview

After gaining feedback I went back and started off by brightening off my colors and pulling from different areas from the moodboard and then resolved issues with the main brandmark of the design. Next up I went about adding in the other required elements of my design which included the 2 roll and select-a-size copy. I stuck to using a lot of circular elements to match the pattern and main brandmark. This then translated over to my shipper design where I took the main brandmark circle and the smaller circle to create the design in a one color format. As my brand was growing and translating across multiple places I realized that I wanted to further develop my pattern a bit more to make it more brand specific. Since I was loved how my typeface was working with my pattern I decided to replace a few of the circles with the e from "essentials." At first glance I was worried that this was looking less like a pattern and more like actual "e's" and "o's." Based on some feedback I took some of the e's and turned them about 45 degrees to keep this more as a pattern. At this point I had started to create the website and mobile sites and loved how this pattern was adding another layer to this brand. After one final critique I was told that the brand might need another color added to it for brand extension purposes. I found many ways to incorporate a new color in the website but struggled a bit adding it to the packaging without it overpowering the simplicity of the design.



final packaging



essentials.
paper towels

2-roll and Brandmark

Throughout all the critiques and revisions this is my final design. Based on my last round of feedback I added in a navy blue to the smaller circle to extend the brand and make that pop out a bit more. I really like how this all came together and how it has progressed from my first iteration

final shipper



Shipper

Translating a rather bright design to just black was an interesting challenge. I had played around with incorporating the pattern as well, but ended up with a less is more approach and used my central circles to create my shipper design.

final emboss



Emboss

Because my main brand pattern used a lot of circles I wanted to incorporate that into the emboss as well, however since it was going to be seen through the clear parts of the packaging as well as the colored parts of the pattern I wanted it to be different enough that it paired well. This is why I chose to use much smaller circles in a bit of a radial pattern.

DTC interfaces

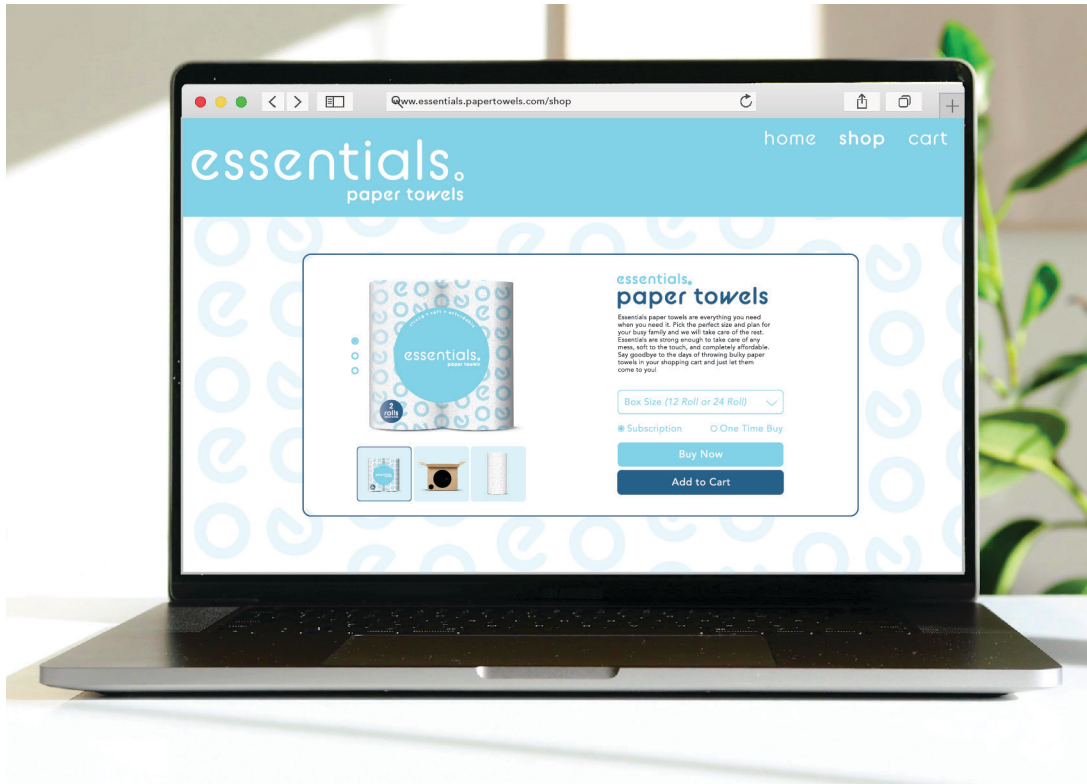


Landing Page

When it came to the website and mobile interfaces I really pulled a lot of inspiration from the client brief insights and persona. I knew that my persona was looking for something extremely simple so I wanted to keep that in mind while creating my central navigation. I also kept that insight in mind while creating the body copy and finding the photography for the landing page. I think that adding navy blue to the color scheme at the last critique really boosted legibility on important buttons and content that had previously been a lighter blue.



DTC interfaces

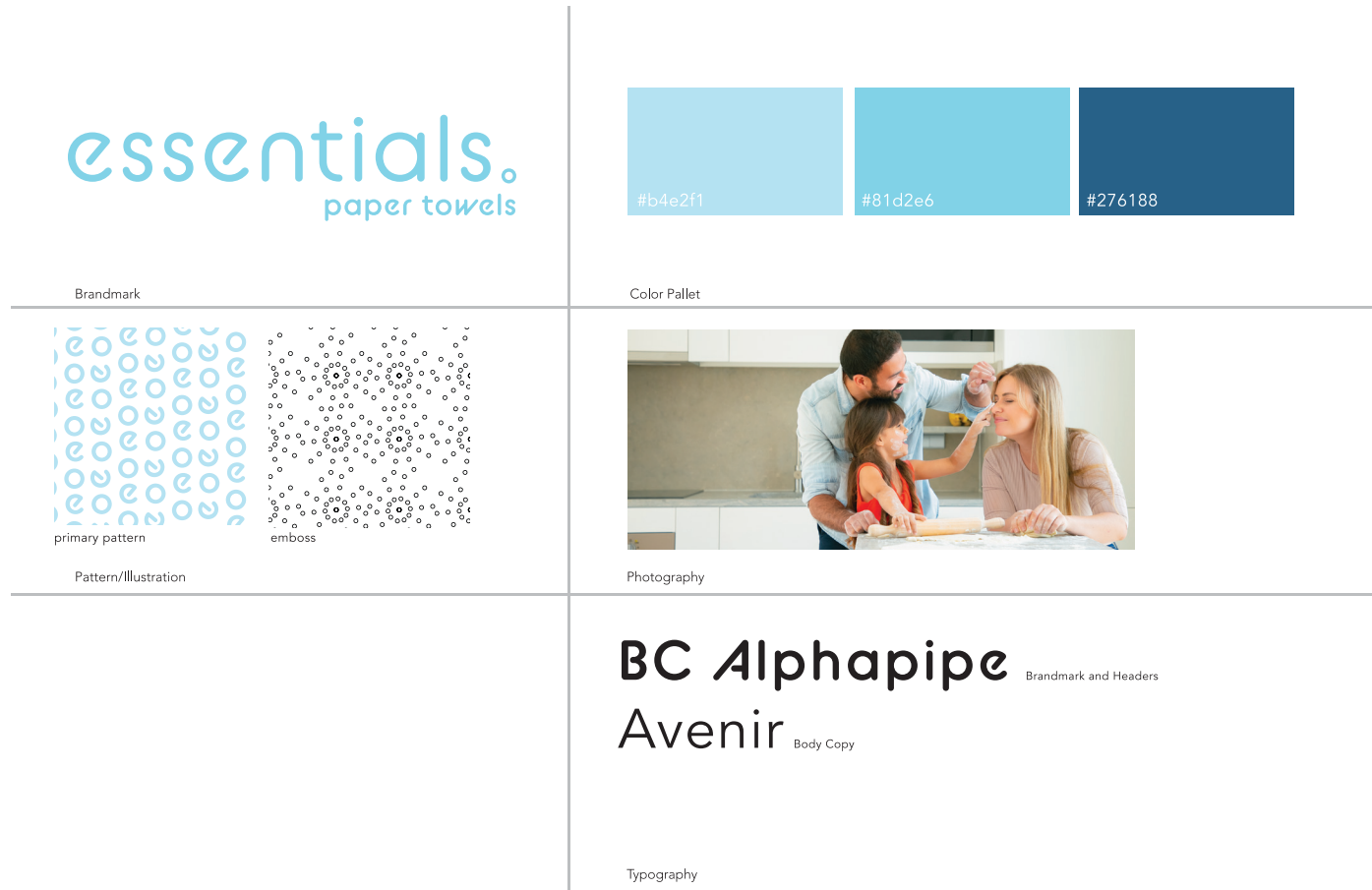


Shop Page

Again just like within the landing page interface, I pulled a lot of inspiration from the original client brief and persona when writing the body copy about the paper towel. I focused a lot on the “simplify their life” insight and carried that through to the way in which users would either add to cart or buy now. Using the navy blue for one of the buttons made it more legible and added to that overall feel of simplicity.



overall brand



Brand on a Page

Overall, this is the entire brand I created for Essentials on one page. I really liked being able to see it all in one place and especially see the packaging pattern next to the emboss pattern. I think seeing it all together allowed me to see a bit more where I could use some more flexibility and helped me address that.

final insights

Reflection

This project has quickly become one of my favorites. I have always been interested in packaging design, but this was one of my first experiences working in packaging. The real world experience this project has taught me has been so valuable and to be able to work with brands like P&G and Sterling was so exciting. I think my favorite part of this project was something that I was initially dreading. When we were told that we would not be working on the sketches we created but on other people sketches I was really nervous. However, I think that because I did not create the sketch I was working on it forced me to take the sketch deeper than I would have if it had been my idea. I think this really came through with the pattern, I do not think I would have strayed from just the circles as the pattern, and I think that choice really made the overall packaging a little bit more original. Overall, this is a project that if I had more time I would like to see expanded a bit more into possibly different sizes or social media posts. I think that would be a good way to see how flexible and expansive the brand I created actually is.



by:
rachel
anthony