PACKAGING: Beyond the Virus

presented by.





PACKAGING: Beyond the Virus



Ed Delia PCM President



Rich Palatini, Director Brand Strategy & Creative



Jamie Rosen Director, Art & Design



Matt Taylor, PMP, CSM Managing Director

DELIA ASSOCIATES + NJPEC

present

PACKAGING: BEYOND THE VIRUS

PART 3: DESIGN

"No product is an island. A product is more than the product. It is a cohesive, integrated set of experiences. Make them all work together seamlessly."

— Don Norman, inventor of the term "User Experience"

The Brand User Experience

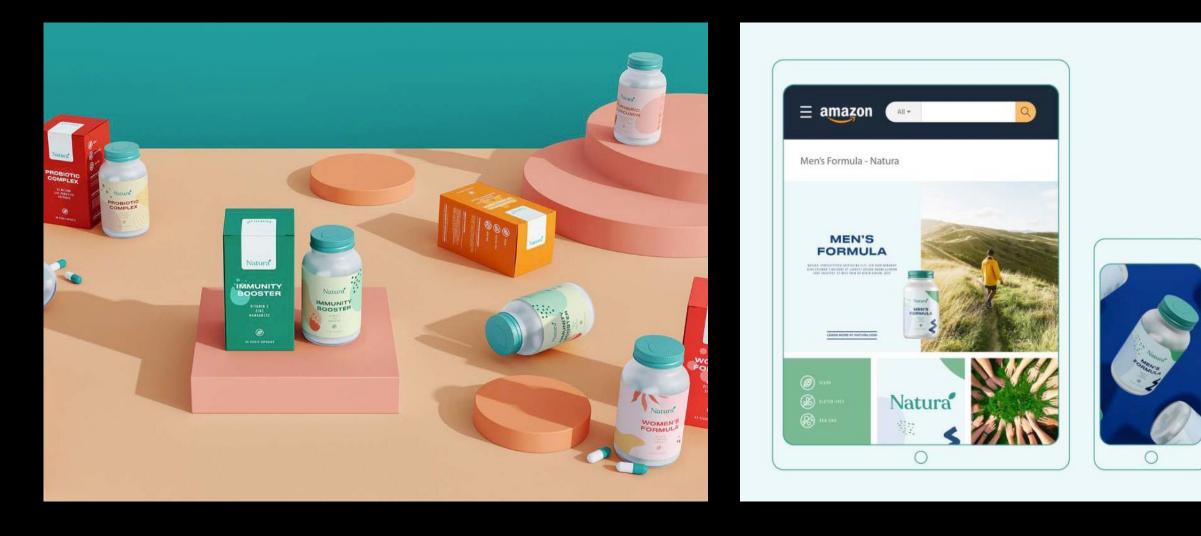
111/

HEA

FLEXIBILITY: Responsive brands are better represented and easily recognized across various channels.



SYNERGY: Establish and maintain your brand experience across all applications.



CONSISTENCY: Develop a brand guidelines playbook to keep your brand ambassadors on the same page.





Logo Specifications

Administration robot high high processili.

 We readure blac SWV204P 2KG C) for a blac background, and revenue out that logs

 P the logs is used on a color backgrower/the is an input value to tengine that IPATORE* 2000, investmentariogo cut to tenas.

-Terry other black (PARTON)* 2011 Clared 1991/CDNR* 204 Clare acceptable Previously shough NOT performed blac there in estimated estimated as a maximum filter therein

Walmart >< Walmart >< Walmart >;<

The colors down from test Weingsheat New yorks? See not have performed by 100/2002, As, for anyone and may be reach the NMVDM Color functions, Local conver-WEI2200 Distances for account units 200/2002 is the property of Parlow, but

a traine

If the logic tim a while tackground, use medium (Ale 2002/DNR* 2017).

111

Cone relies inge

For a one color logic, use revoluer blue dWMTDNE*385-C3 On a blue background, inverse out,

Elizable local and string long

Pyticial an over Pedale six top in black of the badgeboth black place more as

The Product User Experience

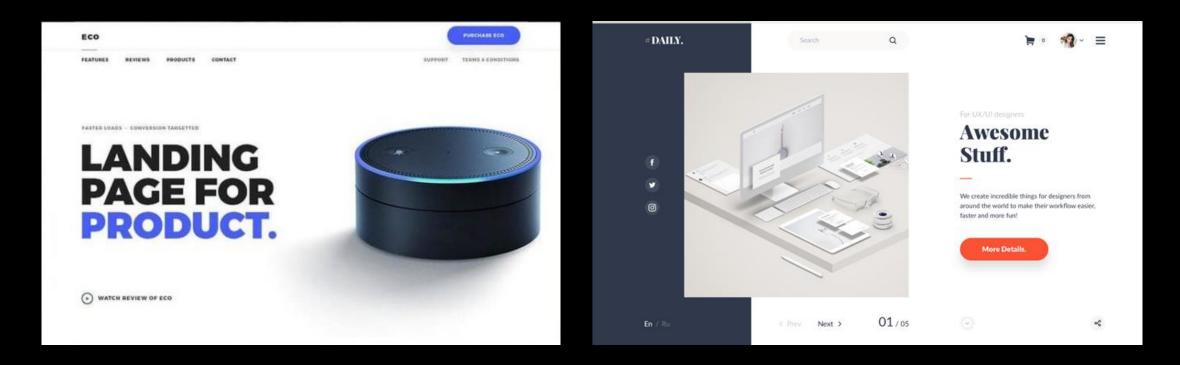


Simulate a physical experience through a risk-free digital experience.

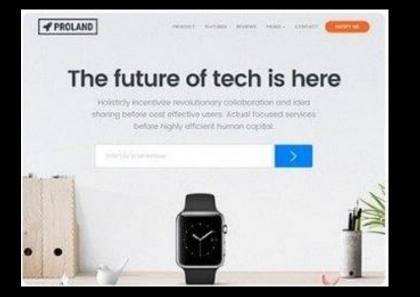
Enhanced and increased product photography through website and social. Demo videos or virtual tours of products or production innovations.

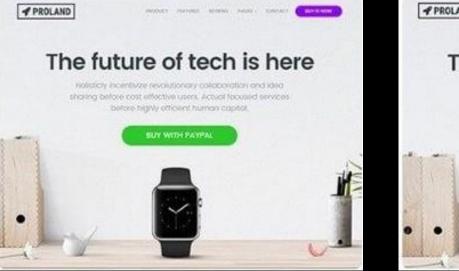
The Engagement User Experience

Minimalistic Landing Pages



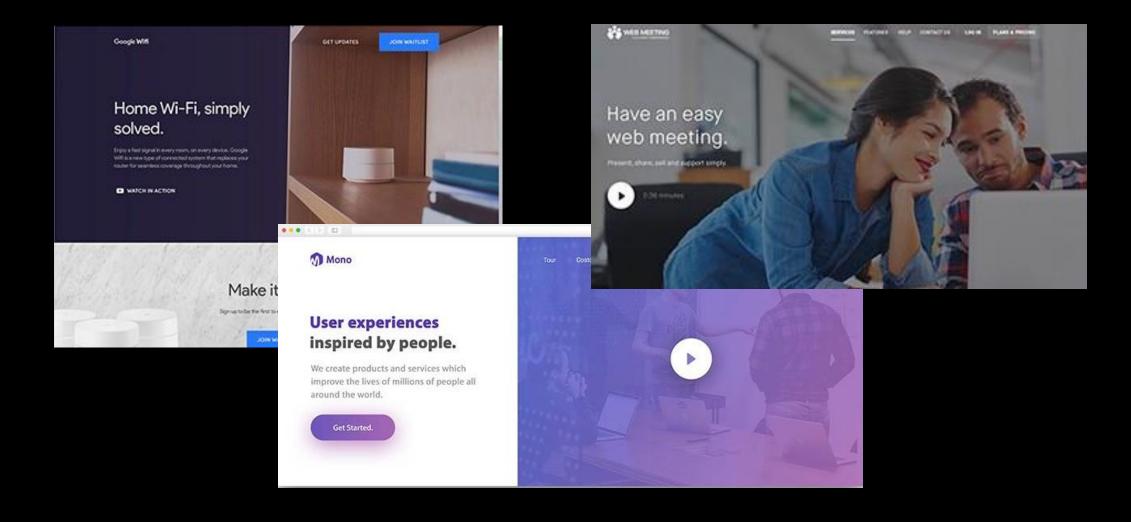
Clear and Purposeful Calls to Action







Video Content



PACKAGING: Beyond the Virus

presented by.



