KEYWORDS AND TERMS   -   PACKAGING DESIGN

Term		Description
Clarity		Make sure your packaging is crystal clear about what's inside and make sure your brand is clearly identified. Don't make your customers have to think. Packaging often looks fantastic but fails to describe what the product is, what they do and how you should use them.
Originality		That means appearing different. If the others use photography, consider using graphics. If the others are focused on a contemporary look, you may choose to go retro. Zig when others zag.
Credibility		If you use an image of your product on your packaging, make sure it matches what's inside. Consumers don't like to be lied to. Yes they expect a little bit of enhanced "photo-shopping" but is your "triple layered" chocolate cake actually a bun with a thin layer of icing? They won't buy from you again. Fact.
Shelf Context		Many designers and marketing managers are guilty of forgetting context. It's very seldom a product is seen on a shelf in isolation. Products on shelves are usually viewed from a distance first and seen in various patterns of rows and columns. Will your packaging stand out amongst its's competitors?
Extendibility		When creating a new product packaging concept, one eye should always be kept on the future. You may be launching a Strawberry Shortcake biscuit today that proves very successful. In six months time you see an opportunity to launch a Blueberry version and a Chocolate version. If your original design is heavily reliant on a 'strawberry' theme, this may not easily scale to blueberries, chocolate or other flavours.

PACKAGING SYMBOLS

Symbol	Description
	The goal of **Fair Trade** is to reduce poverty for farmers and workers in developing countries. This **means** not just paying them more in the short term, but also helping them improve their skills, build up their communities, and protect the local environment so its resources will be there for future generations.
	In Continental Europe the **'Green Dot'** trademark indicates that a fee has been paid to fund the recycling of the product. In the UK it is often used incorrectly on products to suggest they are recyclable. This is a misuse of the symbol.
	The **'Tidy Man'** symbol is a consumer prompt. He is there to remind you to dispose of your waste responsibly.
	These symbols are widely recognised and indicate that the product is suitable for a **vegetarian** diet.
	This is the international symbol for a **recyclable product** and it is in the public domain, meaning that any company can use it. It is used as a prompt to highlight that the product is recyclable and the consumer should recycle it where possible

COLOR EMOTION GUIDE

ADOBE FIREWORKS TOOLBAR

OREO 100th Birthday
00's · 10's · 20's · 30's · 40's · 50's · 60's · 70's · 80's · 90's
OREO

BARR'S IRON BREW — 1901
BARR'S IRON BREW — 1922
IRN-BRU — 1947
IRN-BRU — 1988
IRN-BRU — 1993
IRN-BRU — 2007
IRN-BRU — 2016

Kellogg's RICE KRISPIES

Coca-Cola
1955 · 1963 · 1966 · 1970 · 1971 · 1976 · 1985 · 1989 · 1993
1994 · 1996 · 1997 · 1997 · 2000 · 2002 · current · summer '09 & '10