

Creative Distribution Box Design



Overview

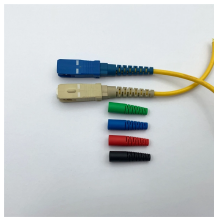
Sure, you want your box design to be unique and stay true to your brand identity, but that doesn't mean you can't learn from other companies' successes (and failures). Here are a few tried and true design “rules” that will help get you started with your box design: Successful box design, like the custom boxes pictured above that we produced for Adidas, is much more than choosing your favorite colors to splash across the sides (albeit that is an important element). When coming up with your box design ideas and overall design plan, it's essential to first understand the main functions of a box. Here are some fun. Once you understand the important functions of a box, it's time to come up with a design plan. To help you formulate your plan, it's helpful to ask yourself a couple of questions: Ok, you've got your plan and have a grasp of some basic design elements. Now, it's time for the fun stuff. Let's check out some box design eye candy. Here are twenty-one examples of companies who got their custom box design right by implementing various strategies: Your custom packaging should never be an afterthought. Boxes and other packaging materials are far too important a marketing tool to ignore. Thoughtful box design strategies like the ones mentioned above can help you

attract new customers and retain your current ones. Keep in mind that various box design elements aren't mutually exclusive. You can i.

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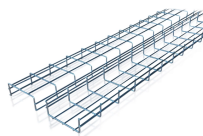
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