



Shrub

ART 433 - PACKAGE DESIGN

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brand mission

Shrub is the original “shrub-scriptio
box” made for plant lovers everywhere.
Whether you’re looking to start your house
plant collection, learn tips for caring and
maintaining your plants, or want to grow your
plant knowledge, Shrub is made with plant
people in mind.

research & inspiration

WHO WE SERVE

- Shrub is for everyone with a passion for plants
- those looking to enhance thier indoor spaces
- those looking to grow their plant knowledge

BRAND IDENTITY

- earthy
- modern
- minimalist
- fresh



brand persona

The Shrub box was created to appeal to the modern day, on -trend, plant lover who most likely lives the lifestyle of a young professional.

AESTHETIC

- natural
- vintage inspired
- airy
- earthy

mood board



Barista
abcdefghijklmnopqrstuvwxyz

Barista
abcdefghijklmnopqrstuvwxyz

KARLA
ABCDEFGHIJKLMNOPQUVWXYZ



brand elements



Shrub

LOGO



SUBMARK

the shrub•scription box

TAGLINE

Barista

abcdefghijklmnopqrstuvwxy

Krona One

abcdefghijklmnopquvwxyz

box exterior



box interior



box interior





air plant

wooden planter stake



seed bottle



ceramic planter

project outcome

I have truly enjoyed the process of branding this concept out and being allowed to get really creative. Seeing it in 3-D is very rewarding and adds a layer of 'realness' to the concept. This project has opened my eyes to just how time consuming elaborate, multi-facet branding can be and that attention to detail is key.

I believe I've done well in maintaining the branding throughout. The color scheme is consistent and the logo is used multiple times and in various ways in many areas of the box. If I were to do the project again, I would look into more efficient ways of wrapping the box than the method I used. I would also adjust the branded items inside the box to be a bit larger.

package design

My experience in Package Design has not only been educational, but a lot of fun. While this course has been demanding at times, I've learned so much that I'm already using in other courses and even outside of class. I've definitely seen improvement in my work from the beginning of this semester to now and I believe most of that is due to the techniques we've practiced in this class. Package Design has been one of my favorite courses I've taken at WKU.

thank you.