

ART 433 - PACKAGE DESIGN KYRA ROOKARD



brand mission

Shrub is the original "shrub-scription 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







Baristaabcdefghiklmopqrstuvwxyz

Baństa abcdefghijklmnopqrstuvwxyz

KARLA abcdefghijklmnopquvwxyz













brand elements





the shrub scription box

TAGLINE

Barista

Krona One

abcdefghiklmopqrstuvwxyz

abcdefghijklmnopquvwxyz

box exterior



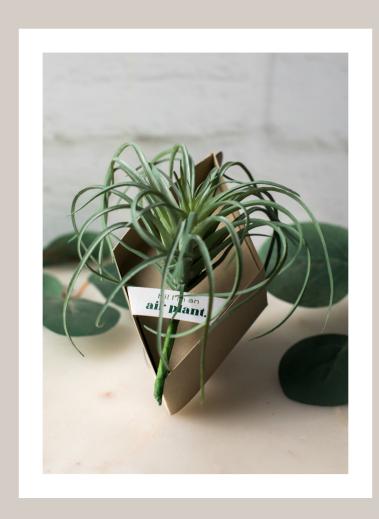
box interior





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 consuimg elaborate, multi-facet branding can be and that attention to detail is key.

I believe I've done well in maintaing 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 effecient 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.