

Packaging Concepts

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Torpedo7



Introduction



Hey! Welcome.

A new packaging design system needs to be established to communicate our high quality products, sustainability goals and functionality across a diverse range of products and formats. We want to make it easy for customers to find Torpedo7 products in store regardless of category. The system has to be flexible yet simple and easy to adhere to, benefiting in consistency and a greater brand presence.

Nature at it's finest

Concept One.

Referencing New Zealand's natural surroundings, the use of blue colour blocking and subtle background design in this concept can be interpreted in many ways. You may see windy Wellington, Taranaki's waves or the slopes of Queenstown's mountains.

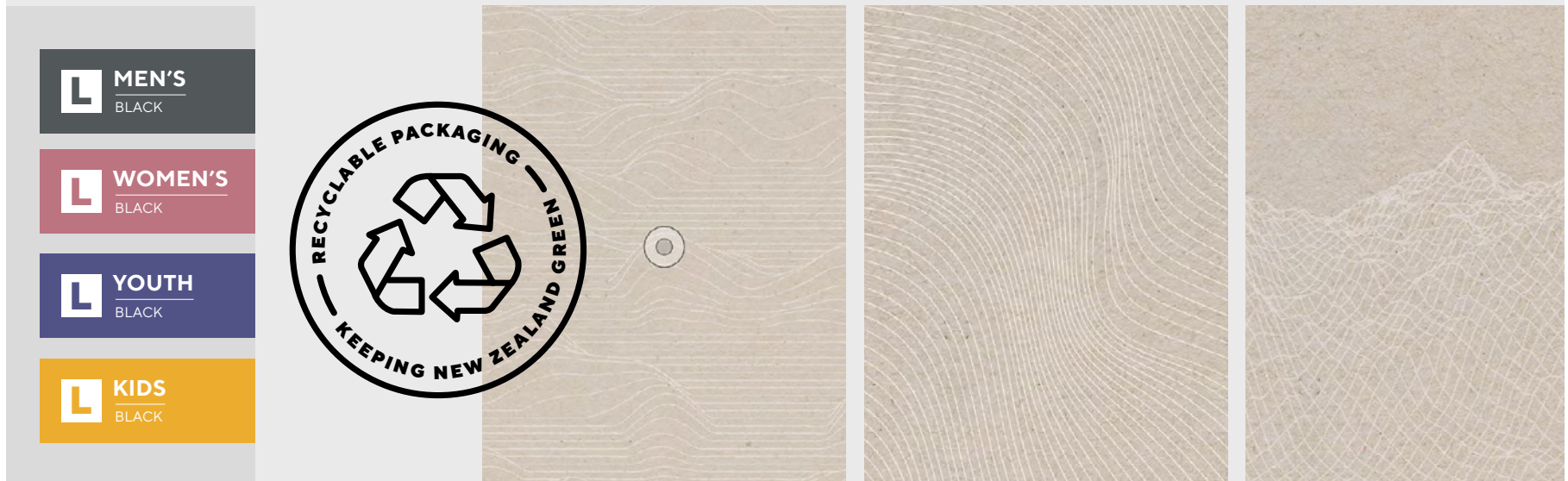
We have also been under using a main visual element of our brand. The Torpedo 7 '7' is a great visual asset that we can really use to our advantage. Other brands may have mountains, but none have a clean and dynamic shape like this. It's the perfect candidate for cutout's in packaging and adding to areas of design that need a minimal feel and look



Concept One



Concept One



Brand Recognition

Concept Two.

Designed to tell the company's story and vision through strong iconography, colour, and order. We want to redefine how the customer views our brand. Why not start with our often forgotten Torpedo7 Red colour swatch – a brand feature that we often shy away from. Extensive research has found that red also has a strong presence on shelves amongst competitors.

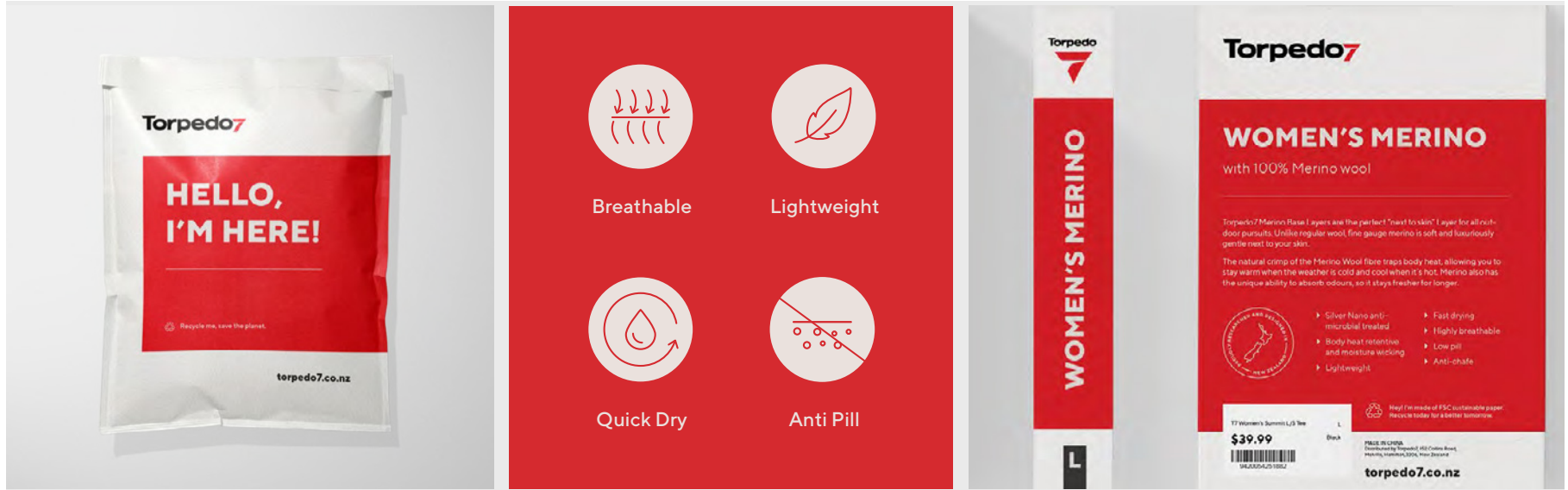
We want to show our customers we are thinking about every aspect of our brand, by reiterating this into the packaging design. Our passion, precision and innovation will lead this design forward.



Concept Two.



Concept Two



Essential and Effortless

Concept Three.

Everything you need in the highest quality and nothing you don't. Lets strip away the clutter and give our customer's a simple system. By using a minimalist design style accompanied with less packaging materials, we're showing our customers less is more. Use of dynamic typography in this design acts as a great way finder for customers, while also adding visual interest.

The colored band and icons also play a big role in this concept. The colored band system can be proposed in any colour, but in this instance green is referencing nature, energy and good. Good for you, good for us and good for the planet.



Concept Three



Concept Three

