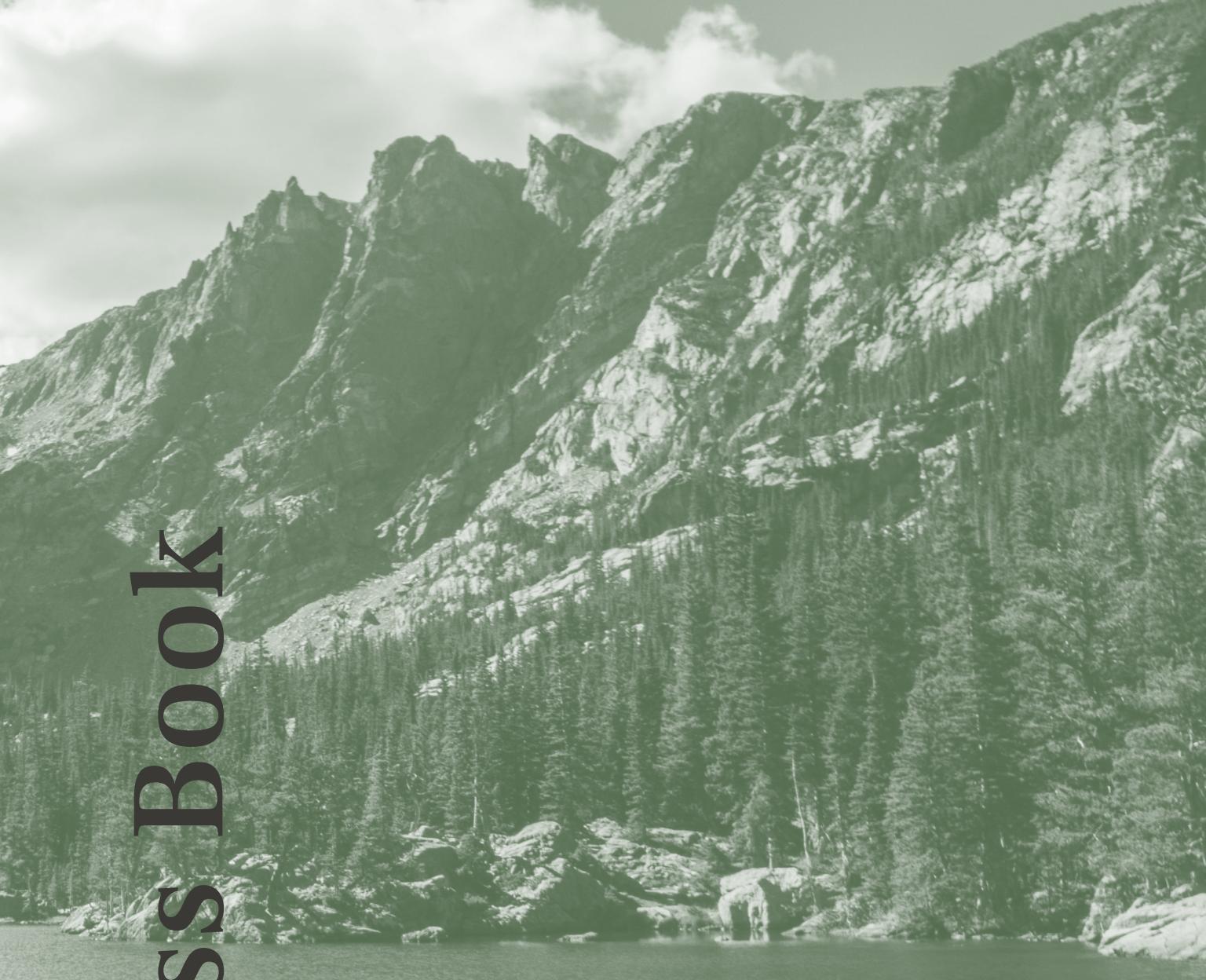


# Process Book



**EARTH PACK**

Noyemi Ohanyan

**EARTH PACK**

# Buy less, choose well, make it last.

## Executive Summary

Earth Pack is a company that provides a subscription box for sustainable products. Our goal is to simplify the process of reducing your ecological footprint by providing you with a market of goods that last and are environmentally sustainable.

As an eco-friendly online market, Earth Pack has done all the work to outsource all the best products produced with our earth in mind. We have done all the work for you by carefully curating the most effective products in the market for you, packaged and delivered to your doorstep.

### Why are we here?

Earth Pack is here to help make choices that are environmentally beneficial; **effortless**.

### Who are we here for?

We are here for those who wish to live sustainably with ease and lower their eco-footprint. We are here for the people who would like to begin their journey of becoming more environmentally conscious. We are here for the eco consumer that doesn't have time to shop for package free products.

### What we do & how we do it?

We offer a variety of waste-free and sustainable products in the form of a subscription box. We research each product that comes into the box to make sure that it is most effective and comprised of the most sustainable materials. We purchase these items in bulk to cut costs on the price of the subscription.

### What do we value the most?

We value sustainability, zero-waste products & packaging, affordability community and our Earth.

### What makes us different?

We truly value the environment down to the core. This means we work to insure that our packaging is designed and produced with the environment in mind. In addition, we offer a mobile app to help you navigate through the products in your monthly box. Apart from customer satisfaction, we are here to inform & enlighten.

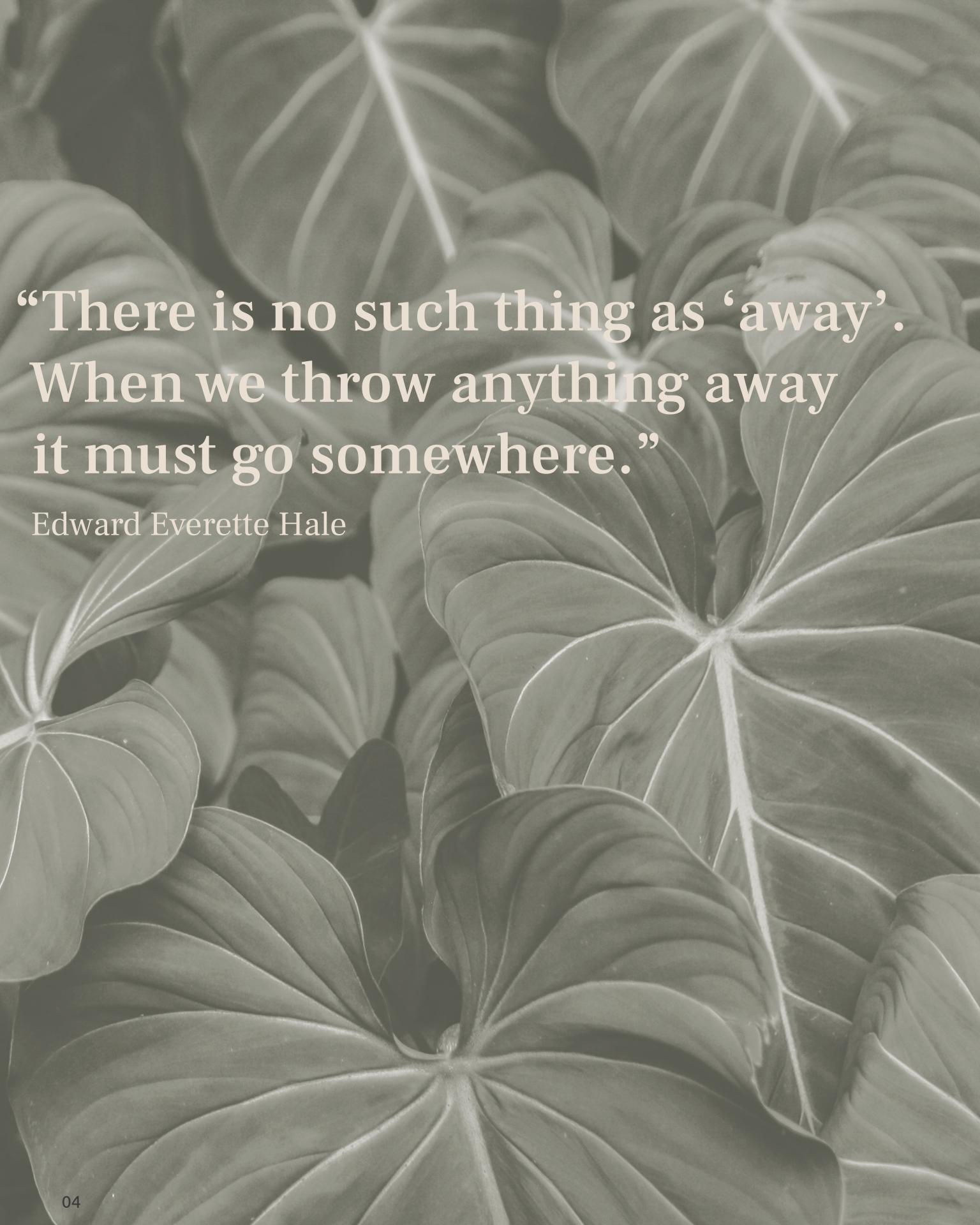
### What is our personality?

Earth Pack strives to be inspire and empower. We aim to be honest, sophisticated, transparent, empowering and educational while preserving our main core values which represent sustainability.

# Table of Contents



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**“There is no such thing as ‘away’.  
When we throw anything away  
it must go somewhere.”**

Edward Everette Hale

Problem	Plastic waste has been a global issue. We, as a global population are generating more plastic waste than ever and the byproduct is littering our waters, cities and contributing to health problems in animals and humans. According to LA Times, nations generate over 1.3 billion tons of waste each year and it is estimated to increase up to 4 billion tons by 2100.	Research Insights	The primary reason why our generation isn't buying into greener products is because the products aren't readily available to them. According to Conscious Company Media, millennials claim they want to support green products and brands but they are often hard to come by. They are not necessarily willing to go out of their way to go to find sustainable products because green products are simply not as readily available on the market as other alternatives.
Goal	To decrease the amount of plastic and overall waste being produced and achieving an overall greener eco-footprint.	Target Audience	In order for my brand to prosper, it needs to address the needs of several demographics. The target audience for the project is multiple demographics as everybody produces waste, however I researched which age groups are willing to pay more for sustainability products as well as which age groups are generally more concerned about the environment. The largest demographic (61%) are millennials, then Gen Z, Gen X and the Baby Boomers.
Business Need	Goodfood is a leading online home meal solution kit company in Canada based in Montreal. They deliver all necessary ingredients to your door. As of September 2019, GoodFood reached 200,000 subscribers taking over 40-50% of the home-kit food market. They have a large clientel, and they have the infrastructure for subscription boxes.	Design Solution	Create a solution to make it more effortless for individuals to live a more sustainable life.
		Design Challenge	How might we develop a solution to make living sustainably effortless?
		Design Applications	Mobile application for online store & Packaging of subscription box

# Design Brief

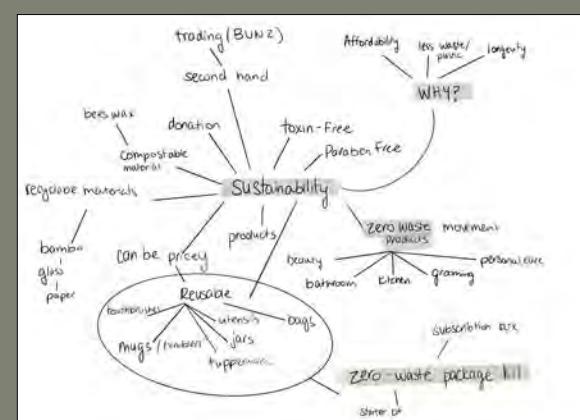
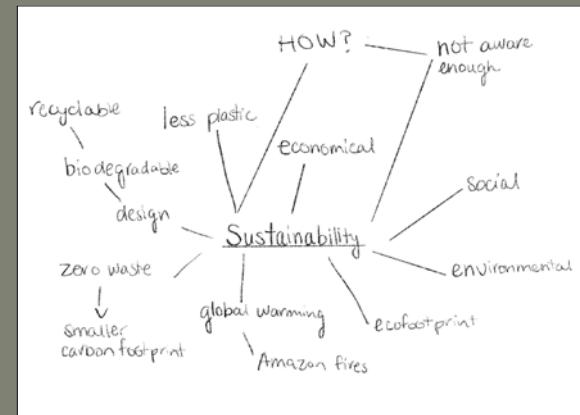
# The Beginning

06

**Topic Exploration** I found choosing a topic in the research class very challenging at first. I spent all summer leading in to Thesis semester trying to think of a problem to solve for my thesis topic. However, going into the research class, I was still very clueless. My mind maps for topic exploration were mainly revolving around health and wellness, or solving problems revolving animal adoption. Nonetheless I wasn't getting anywhere with finding a precise topic.



**Topic Discovery** I was completely lost with finding a topic until around week 3. My Design Research professor had the class do an exercise on where we stand on how bad or good we think world issues are and if we feel we can do anything about it or not. My standpoint was that overall things are not looking great in today's world, mainly with the environment in mind. Albeit, that we are able to make a difference even if it is a minor one. Suddenly, all the pieces fit together in one moment of inspiration! It had dawned on me that sustainability is way of bettering the planet fixing this solution. I then began to research how to help people be more involved in making these minor yet impactful changes in their lives.



07

# The Research

Summary

Demographic

Pains and gains

Personas

Consumer expectations

Packaging

Competitor analysis

Design challenge

Tone of voice

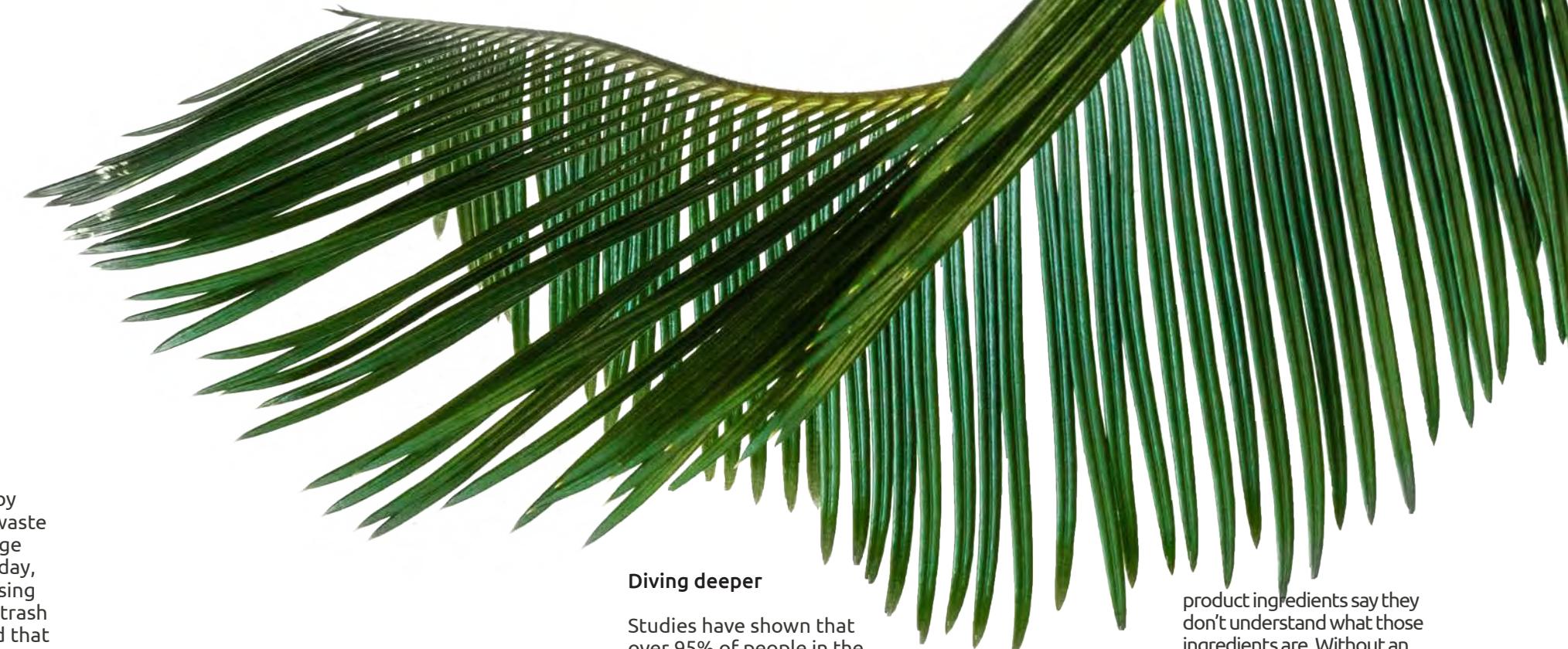
# The Research

10

## The Problem

It has become very well-known in the world right now that climate change is a massive problem that we all are collectively facing as a planet. It is not something that has just happened, it has been known. According to studies, humans buy a million plastic bottles a minute. Plastic can be broken down into smaller pieces called microplastics, which are not abundant in our oceans and marine life. These smaller pieces of plastic are known to be ingested by marine life which can subsequently

be later consumed by humans. Improper waste disposal is also a huge problem we face today, whether it be disposing e-waste or littering trash outdoors. It is found that improperly disposed waste can find its way into our drinking water, air contamination as well as soil contamination. improperly or littering trash outdoors. It is found that waste that has not been properly disposed of can find its way into our drinking water, air contamination as well as soil contamination.



## Diving deeper

Studies have shown that over 95% of people in the U.S. think sustainability is a good goal, however most of them don't know what to look for to determine if something is, in fact, sustainable. Consumers—millennials in particular—agree that they are willing to pay more for brands that embrace sustainability. Despite these impressive numbers studies also reveal that many are

finding it difficult to put sustainability in practice. According to a new study by Geomatica, consumers want to start buying more sustainable products but they just don't know how. Genomatica also found that many people are unaware of what to look for when looking to buy eco-consciously. Seventy-four percent of consumers in the survey who take the time to read

product ingredients say they don't understand what those ingredients are. Without an understanding, consumers can't make environmentally sound decisions, in spite of their best intentions. Additionally, it was found that nearly half of consumers (48 percent) report that convenience, lack of awareness and availability are top obstacles that prevent sustainability. Additionally, various research also shows that sustainable products have a high pricepoint.

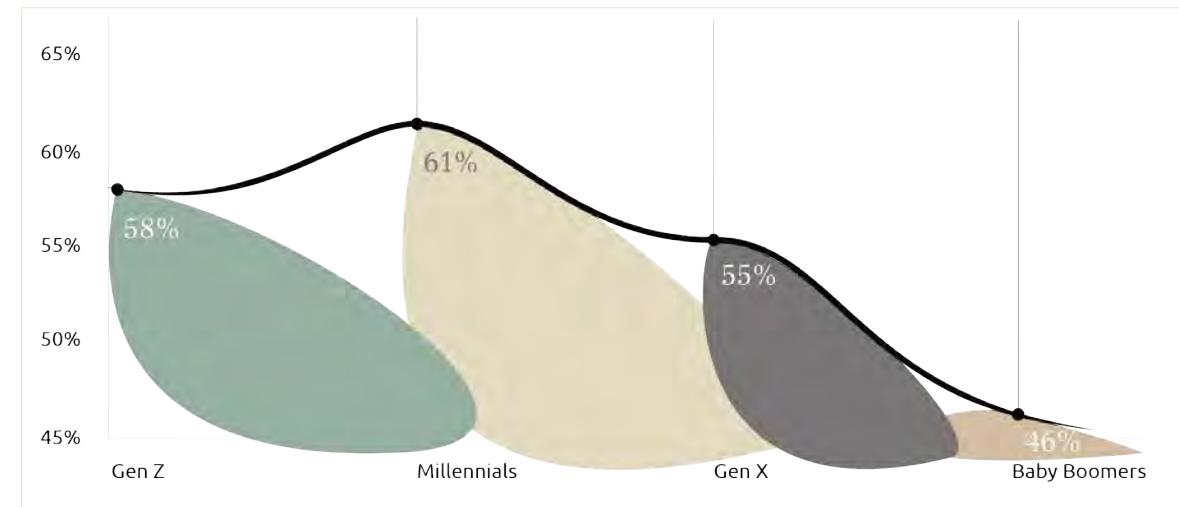
11

# Implications of climate change calls for consumer change.

## Demographic

### Age Demographics

% WHO WOULD PAY MORE FOR ECO-FRIENDLY PRODUCTS



Source  
Data collected from  
GlobalWebIndex, 2019.  
Based on 2,254 (UK),  
1,489 (US) Eco-Conscious  
Consumers aged 16-64.

# Understanding & Emphasizing

**“Empathy is  
a function  
of design,  
design is a  
function of  
empathy”**

Brené Brown

## PAINS

- producing waste day-to-day
- costly implications of living a sustainable life
- Overwhelming breadth of products and choices
- best & most suitable products for specific needs
- existing future alternatives that are comparable in quality to less sustainable options for example, “will a beeswax wrap be more efficient than plastic wrap in containing freshness etc.?”

## GAINS

- User-friendly access to the often-daunting responsibility of being an informed consumer
- products tailored to their specific lifestyle (cooking, traveling, fitness)
- Living sustainably with ease
- Cutting costs & saving money while living sustainably in hindsight
- Buy local products more frequently
- Being relieved of the arduous process of researching the products' durability, quality, and suitability, adequacy and eco-footprint
- adopt a minimalist lifestyle; owning enduring products
- Buy local products more frequently

# Sustainable Jason



## Robin

Age: 28  
Work: Nestle  
Location: Toronto, ON  
Income: \$65,000/yr  
Occupation: Food Labeling Specialist  
Archetype: The Hero

### Needs

Robin is very aware that climate change is a global issue and believes that she can make a difference by doing her part in the movement by producing less waste day to day. Although she is trying to live as sustainably as possible she feels as if there is a lot more she can do to contribute to the climate change movement. She wants to lessen her eco-footprint by investing in more sustainable, waste free products to use daily and in her home.

### Frustrations

Robin finds it difficult because they aren't readily available in markets around her. Robin finds it to be overwhelming when browsing for zero waste products online as there's a breadth of products out there to choose from. She is unsure what she will buy will be the most suitable or functional product, as a result she refrains from buying them.

### Bio

Robin is a very well liked and sociable person who has been working for Nestle for over 5 years as a Food labeling Specialist. In her free time, she enjoys making DIY crafts out of empty protein containers and LUSH containers to trade on BUNZ.

She also values time spent with her friends very much, and considers herself as a foodie. Robin enjoys spending a lot of time cooking and trying out new recipes.

## Dennis



### Needs

Dennis wishes to find a way to lead a more sustainable & minimal lifestyle. He believes that there is more he can do to help the environment than buy sustainable clothing. Dennis would greatly benefit from a user-friendly access to

the often daunting responsibility of being an informed consumer for products such as lifestyle, kitchen, fitness, household and cooking. He wishes to be able to cut costs and save money while living sustainably.

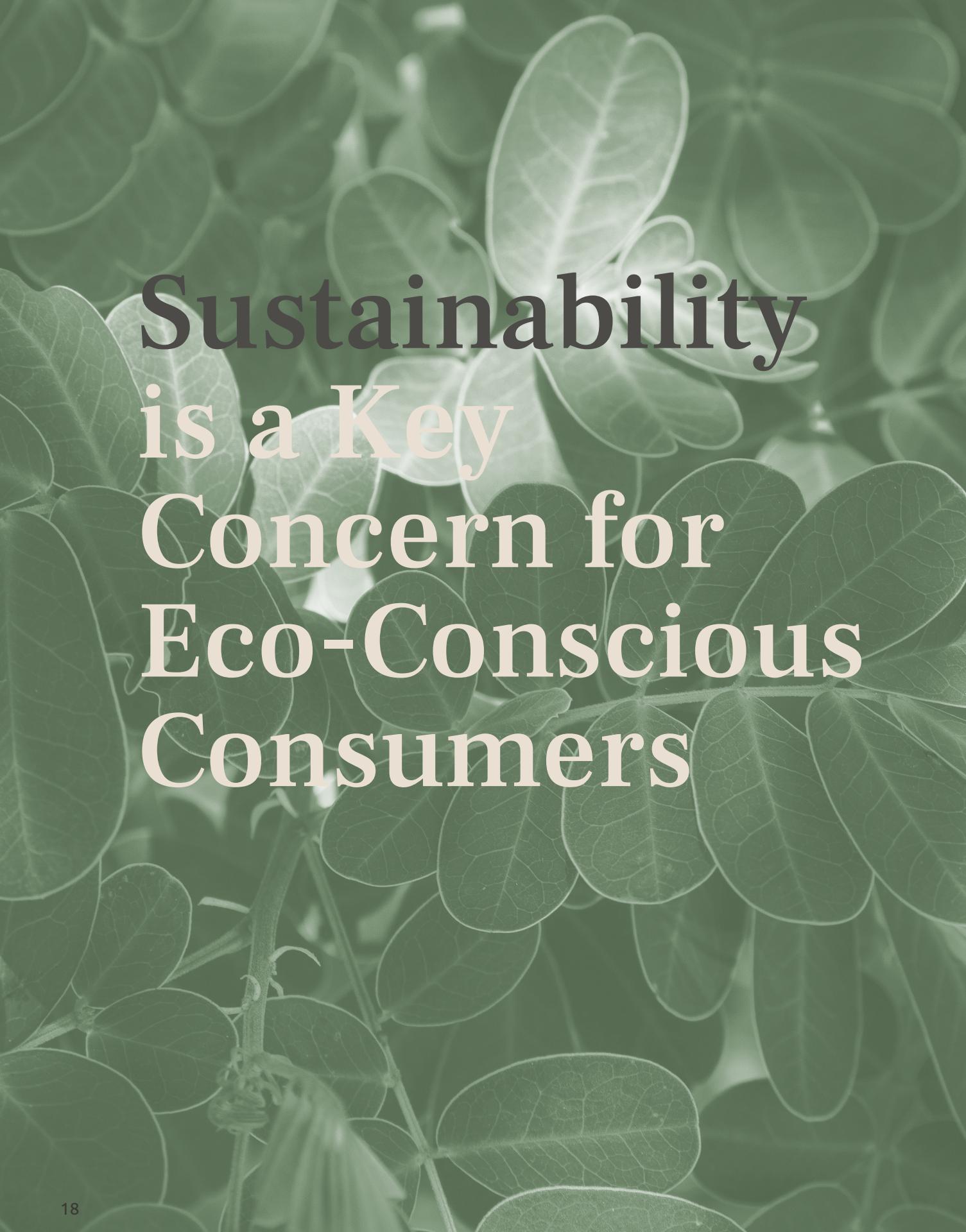
### Frustrations

Dennis fears the current state of the environment and worries about the impact of climate change has on our planet. He finds that many sustainable products are out of his price point. While he wants to live more sustainably conscious, he also fears the costly implication of living a sustainable life.

Age: 32  
Work: Tech start up  
Location: Toronto, ON  
Income: \$53,000/yr  
Occupation: Software Engineer  
Archetype: The Innocent

### Bio

Dennis works for a start up tech company downtown Toronto. He is very tech savvy and likes to keep up to date with the latest technology. He feels the need to keep as sustainable as possible by buying clothing from brands like Frank and Oak, who pride themselves on being sustainable. Dennis dedicates his life to healthy living and goes to the gym 5 times a week to stay in healthy and in shape.



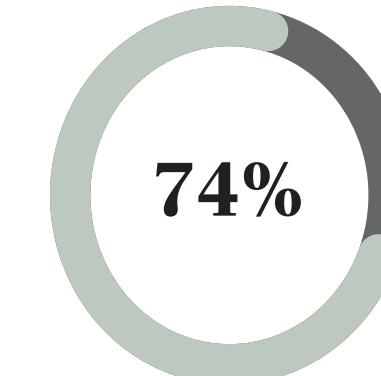
# Sustainability is a Key Concern for Eco-Conscious Consumers

## Consumer expectations for eco-friendly products

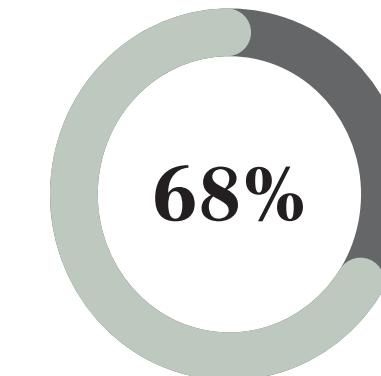
% who say the following are important when it comes to their day-to-day purchases



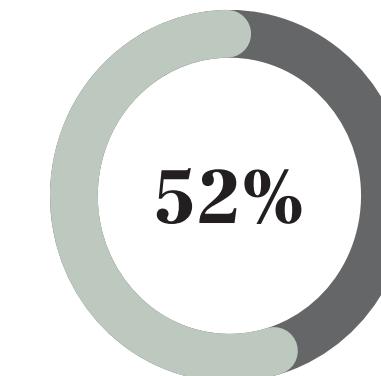
product does minimal damage to the environment



product is made from recycled or sustainable materials

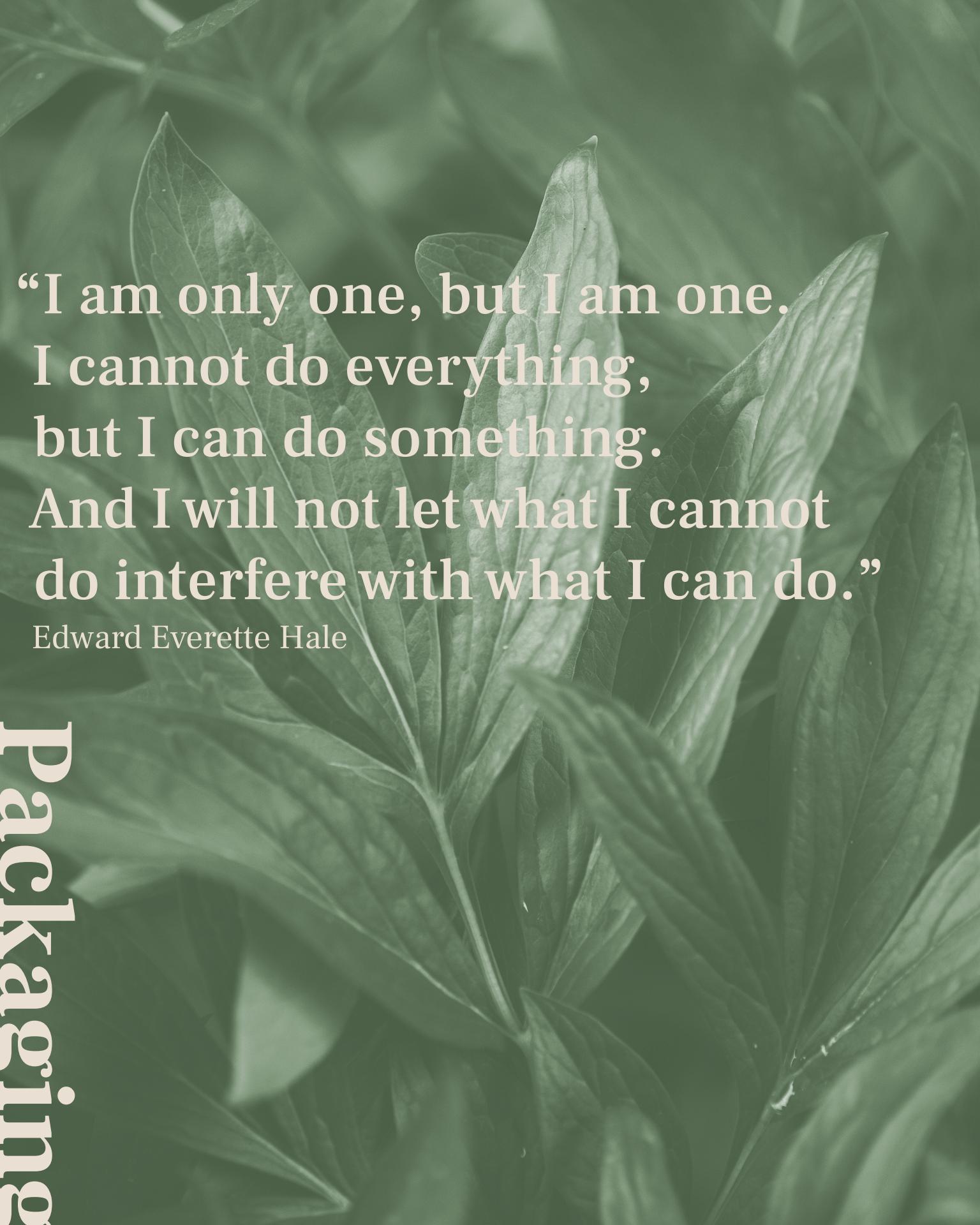


product is cruelty-free



product is affordable

Source  
Data collected from  
GlobalWebIndex, 2018.  
Based on 227 (UK), 257  
(US) Eco-Conscious  
Consumers aged 16-64.



“I am only one, but I am one.  
I cannot do everything,  
but I can do something.  
And I will not let what I cannot  
do interfere with what I can do.”

Edward Everett Hale

Packaging.

### What consumers want from environmentally friendly packaging

% who thinks the following packaging features are important to them

64%  
Packaging that is recyclable

53%  
Packaging that is reusable

46%  
Products that don't  
overpackage

39%  
Compostable or biodegradable

36%  
Packaging made from renewable  
resources

35%  
Easy to separate materials  
for disposal

**Source**  
Data collected from  
*GlobalWebIndex*, 2019.  
Based on 2,254 (UK),  
1,489 (US) Eco-Conscious  
Consumers aged 16-64.

### Sustainable Packaging

**‘Sustainability creates and maintains the conditions under which humans and nature can exist in productive harmony, that permit fulfilling the social, economic and other requirements of present and future generations.’**

Sustainable packaging is packaging that has been manufactured from sustainable materials using energy from renewable sources. The packaging should remain safe and effective throughout its life cycle, after which its component

materials should be fully recyclable, thus creating a closed loop of manufacturing and usage. Truly sustainable packaging, however, should still be able to meet the business market's requirements in terms of cost, performance and safety.

The production of packaging is a massive industry employing over five million people worldwide and generating an annual turnover of about 400 billion dollars. Given the size of the industry and the universal role of packaging in all of our lives, the potential for packaging to have a negative impact on the environment is tremendous. Therefore, there is a huge responsibility set on the designers and users of packaging.

# Designing Sustainability Into Packaging

When we are thinking about the design of a product, including all forms of its packaging, an essential key objective we can add to this list is 'rethink'. Rethinking allows the designer of the packaging product to constantly look at alternative, more sustainable materials and designs. Here are some key components to address during the design process:

## Minimizing Materials

Where possible, reducing the total amount of packaging used with any product is a logical design objective. However, a key role of packaging is to protect products from damage and prevent spoilage. The World Packaging Organization argues that far more wastage from spoiled goods would result from not using packaging than any materials that would be saved by not using it. The main goal is to focus on the 'right size' and 'right strength' packaging rather than none at all.

## Minimizing Risks

Packaging containing potentially toxic or hazardous materials poses a risk to humans and eco-systems. The design process should work on identifying such materials and, where possible, removing them from the product.

## Recycled Materials

The larger the volume of recycled materials that can be designed into packaging, the more the industry's environmental footprint can be reduced. Recycled materials generally use less energy than natural resources and in result produce less greenhouse emissions.

## Renewable Materials

Designers should aim to maximize the use of materials from renewable sources such as paper, cardboard, and biopolymers in packaging products. Finding different ways to use renewable materials reduces energy use, saves precious natural resources and will make a major contribution towards achieving a more sustainable world.

## Responsible Suppliers

Wherever possible, packaging materials should be purchased from companies who have a certified environmental management system and a commitment to environmental sustainability. Certifications make it easier for businesses trying to select the most suitable supplier for materials.

## Transport

Packaging needs to be designed in ways that take into consideration factors that reduce weight, maximize use of space and use bulk packaging where necessary. Carefully designed packaging with thought given to how it's packed in bulk can be a great benefit with the "cubing out" process. 'Cubing out' is the process of utilizing a space to its most potential.

## Reuse

Packaging which has been designed to be reused can, in most cases, make significant savings in energy and raw material usage. Recovery for recycling, therefore, offers much more succeeding opportunities for sustainable packaging designers.

## Accessibility

For design packaging to meet consumer accessibility expectations, it must consider several requirements. Packaging that is safe, easy to open, and provides clear labelling and information are expected. These factors are expected to be provided on both the packaging and the product itself.

## Recovery

Companies that use recyclable materials with their packaging and provide the consumer with appropriate instruction for recycling are making a positive contribution towards maximizing recovery and recycling rates. Yet some of the most common packaging items such as pizza delivery boxes, toothpaste tubes and potato chip bags cannot be recycled.

## Information

Consumers are becoming increasingly eco-aware. There is an expectation that the packaging on the goods they buy should provide clear information on the materials used, recycled content, and the recyclability and degradability of the packaging after use.

# Competition



## The Competition



### Bare Market

Bare Market offers locally sourced body and home care products in bulk including produce and food in Toronto. They're customers are limited to the city of Toronto. They have good marketing and brand strategy.



### Package Free

Package Free is an trending online waste free shop. They have a stong and aggresive marketing, brand and design strategies and a mission to make it very easy for people to find sustainable, waste free products. However they do not offer subscription boxes.



### GreenUP

GreenUP is a sustainble and zero waste subscription box for at home products. Hoever,their boxes are not monthly subscriptions. It is a direct competitor to our brand however, they have a very limited online presence and little marketing strategies. Their boxes are not monthly subscriptions.



### Wild Minimalist

This competition aims to provide a variety of alternatives for home and on the go sustainable products.

# Challenge

## Design Challenge

How might we use design to develop a solution to help make living sustainably effortless?

## Design Solution

This design solution would potentially alleviate the target audiences pains by making it easier to find suitable products to start living a more sustainable, waste-free lifestyle. It will also help with the pains of the costly implications of the sustainable lifestyle.

## Client

Goodfood is a leading online home meal solution kit company in Canada based in Montreal. The company is currently trying and testing a first of its kind, reusable delivery box with a live expectancy of 4 years that is light weight. Earth Pack will be a brand extension of GoodFood.

## Primary Deliverable

The primary component will be a mobile application for the subscription box. The mobile application will promote going paperless and will include detailed descriptions of the contents in each month's box. This information will include the materials or ingredients used in the products, how to care for them, and how to properly dispose of them if need be.

The app will provide various customer reviews of products as well as provide customers with a rating system helping curate a system to define what the customer likes and dislikes in their monthly box.

## Secondary Deliverable

The secondary deliverable will be a subscription box for sustainable products that allows consumers to sign up for. The subscription box will help the target audience with selection of products, to cut down on the arduous task of finding the best suitable waste-free products to choose from. It will include various products that help kick start a package free, & sustainable lifestyle and will be marketed as a monthly subscription. The box will be made of recyclable products. The contents of the box will offer various sustainable products that will be mostly package free, with the exception of FDA requirements such as packaging for toothbrushes that will have 100% compostable packaging.

# Deliverables



**“The greatest threat  
to our planet is  
the belief that  
someone else  
will save it.”**

Robert Swan, author

## Tone of Voice

### Personality

Earth Pack strives to be inspire and empower sustainability choices. We aim to be honest, sophisticated, transparent, empowering and educational while preserving our main core values which represent sustainability and bettering the environment as best we can.

### Design

Our brand identity is designed to have a sophisticated yet contemporary look by having organic imagery.

Colour: Inviting

Typography: Trusting & modern

Imagery: Impactful & honest

Illustration: Contemporary

**“Branding demands commitment; commitment to continual re-invention; striking chords with people to stir their emotions; and commitment to imagination. It is easy to be cynical about such things, much harder to be successful.”**

(Sir Richard Branson)

# Design Process

Brief  
Moodboards  
Visual exploration  
Brand mark  
App development  
Packaging  
Time management  
Project Evaluation

# Design Brief

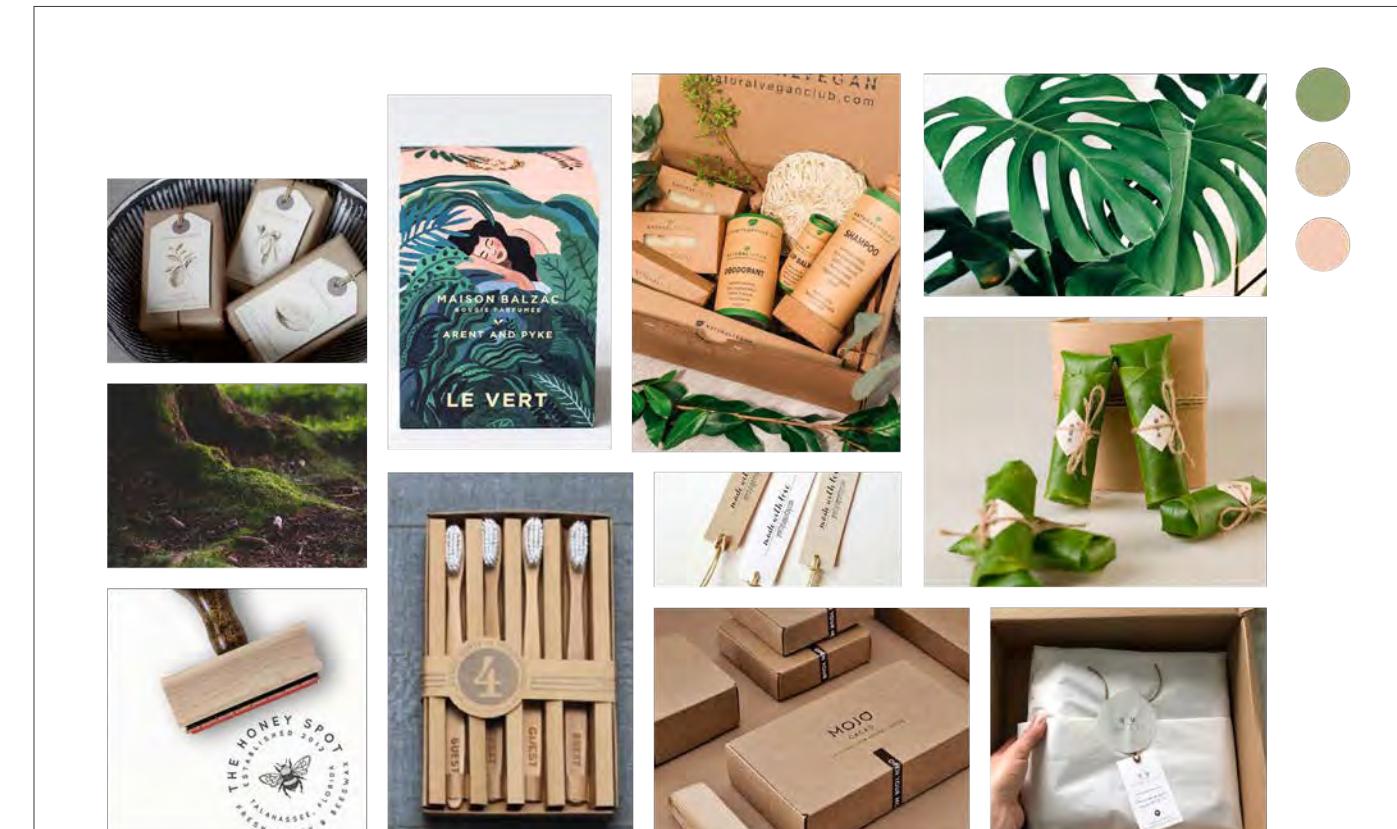
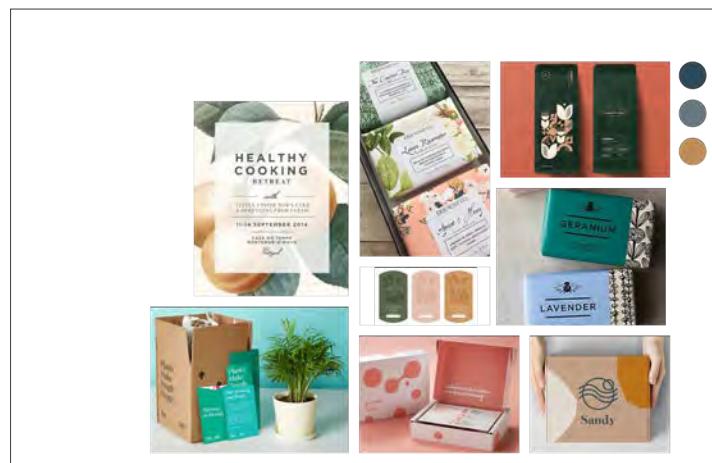
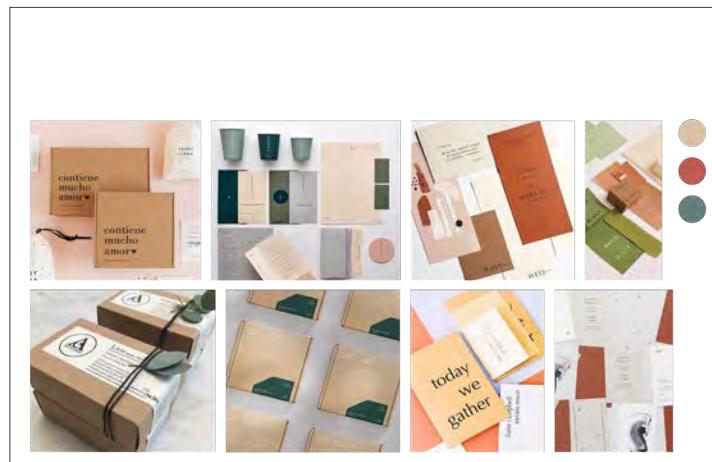
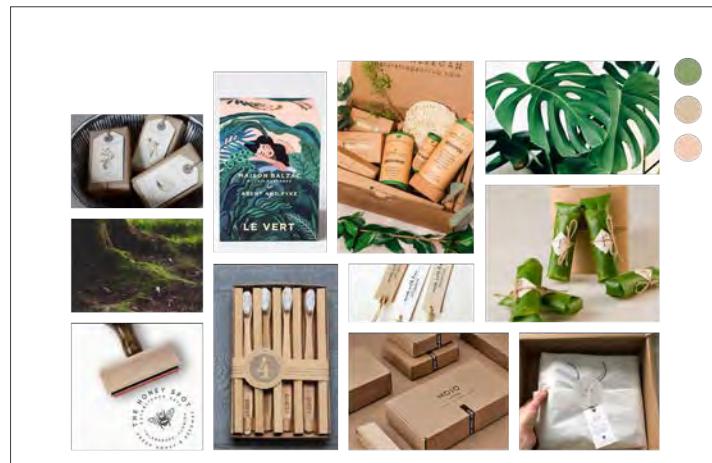


Initially, our goal was to establish a way to get more of the general public involved in making sustainable choices that impact the environment.

We established the core of our brand's purpose, from which we can then use the information we gathered to help us apply how to craft and encapsulate the brand in its entirety.

## Mood Boards

Exploring various visual brand approaches through moodboarding helped our overall brand approach. Moodboards will help determine the which mood will be most suitable for this brand and what they will be offering.



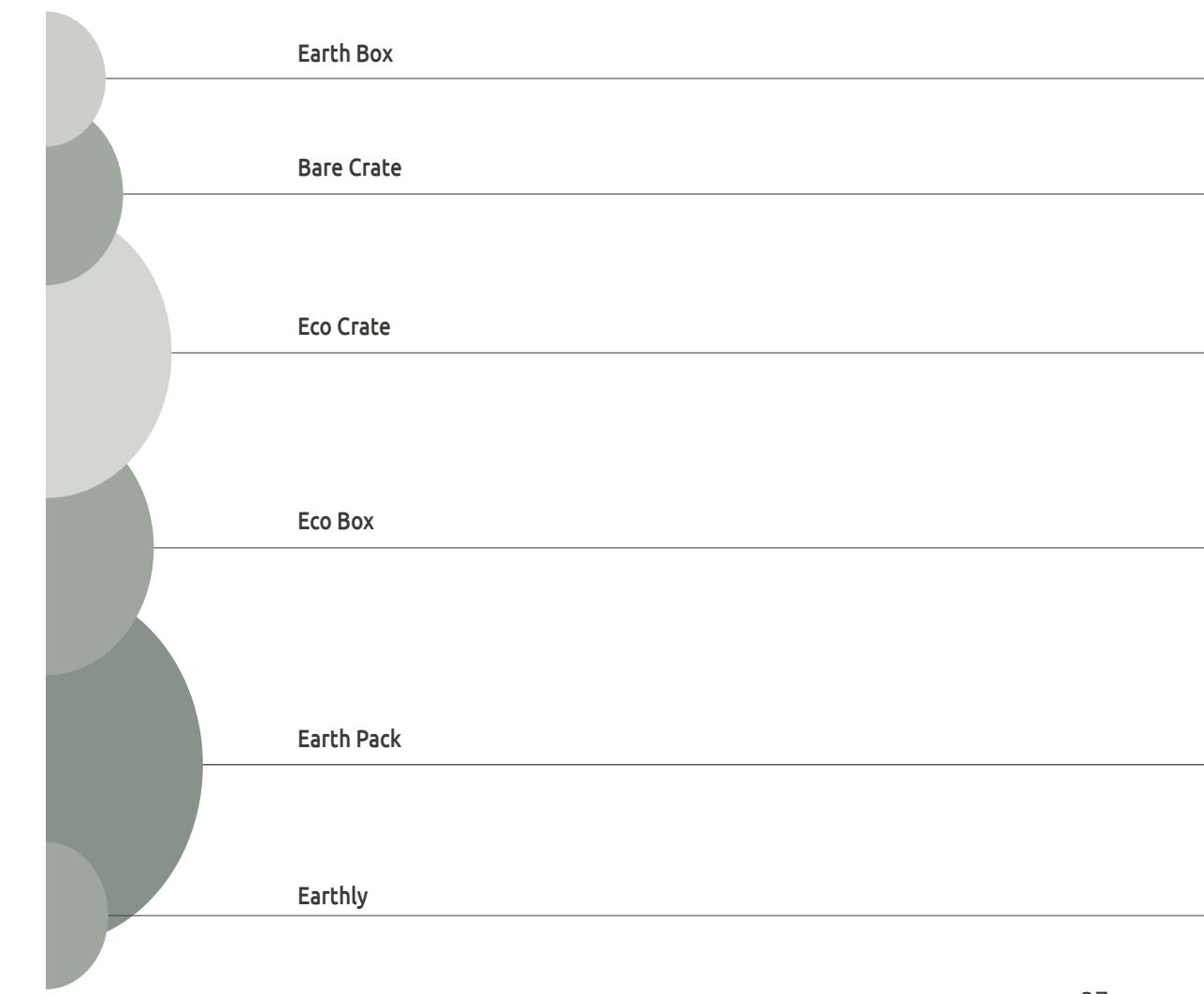
# Name Exploration



## Brand name exploration

I chose Earth Pack as the brand name over the other options to stand out from competitors. I found that many subscription box brands utilize the word box in their name.

We decided that using the word "Pack" gives the brand a less industrial tone and makes it sound more like a care package.



# Logo exploration



## Brand mark exploration

The logo exploration process went through many trials. The final outcome was intended to resemble a stamp.



Logo



WHITE



ALMOND

Logo



BLACK



OLIVE GREEN

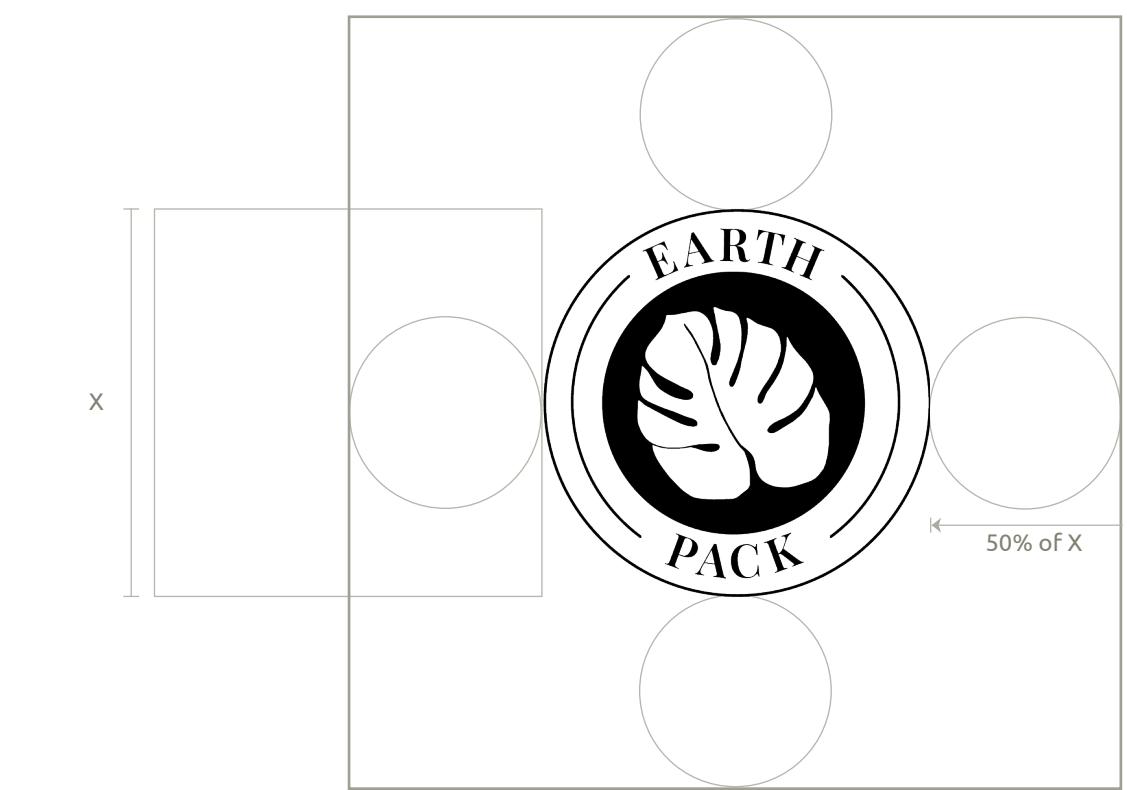
# Construction



## Logo & safezones

When placing the logo in a design, it's important not to place other elements too close to the logo. Use these margins where applicable when placing logo in designs.

The white space used around the logo is equivalent to half the height of the largest circle used in the symbol.



# Primary Colours

Primary Colours



Primary Colour  
Olive Smoke  
  
Pantone: 625 U  
RGB: R115 G130 B118  
CMYK: C57 M38 Y52 K10  
#738276

Primary Colour  
Dark Vanilla  
  
Pantone: 20YY  
RGB: R210 G189 B163  
CMYK: C18 M23 Y36 K0  
#d2bda3

Secondary Colour  
Almond  
  
Pantone: PPG1071-1  
RGB: R234 G223 B221  
CMYK: C7 M10 Y315 K0  
#eadfd3

# Secondary & Tertiary Colours

Secondary & Tertiary Colours

As a rather dark shade, this color can very well be used to color smaller elements (like text and buttons). Due to its darkness it gives good contrast, also if used on white background. Readability of text is perfectly ok.



warm  
grey

As a rather dark shade, this color can very well be used to color smaller elements (like text and buttons). Due to its darkness it gives good contrast, also if used on white background. Readability of text is perfectly ok.



dark pink

As a rather light shade, this color can very well be used as a fill/background, also to bigger elements. If there is no obvious reason, we do not recommend using it as text-color on white backgrounds (low contrast gives bad accessibility-rating)



raw  
sienna

Secondary Colour  
Warm Grey  
  
Pantone: 2336 C  
RGB: R76, G75, B72  
CMYK: C0 M1 Y5 K70  
#4C4B48

Complementary Colour 1  
Dark Vanilla  
  
Pantone: 20YY  
RGB: R130 G115 B127  
CMYK: C51 M53 Y38 K8  
#82737f

Tertiary Colour  
Almond  
  
Pantone: PPG1071-1  
RGB: R 214 G 138 B 89  
CMYK: C0 M30 Y49 K16  
#d68a59

# Typography

## Typograpgy in use

Mini typography brand  
guide for logo, packaging,  
and mobile app

# Aa

PLAYFAIR DISPLAY

REGULAR

Used for large, secondary  
subheadings

# Aa

PLAYFAIR DISPLAY

MEDIUM

Headers, packaging texts

# Aa

OPEN SANS

REGULAR

Used for body text,  
buttons, captions,  
promotional posters

# Aa

OPEN SANS

LIGHT

Used for captions

# Aa

PLAYFAIR DISPLAY

SEMI BOLD

Used for corporate logo

# Aa

PLAYFAIR DISPLAY

BOLD

Used for subheaders,  
header

# Aa

OPEN SANS

SEMI BOLD

May be used in tag line,  
promotional posters

# Aa

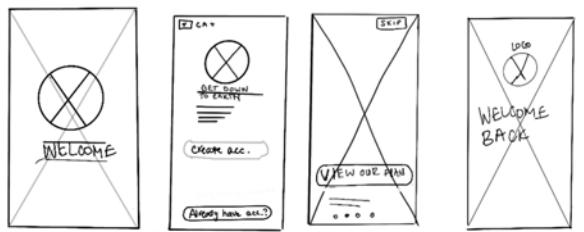
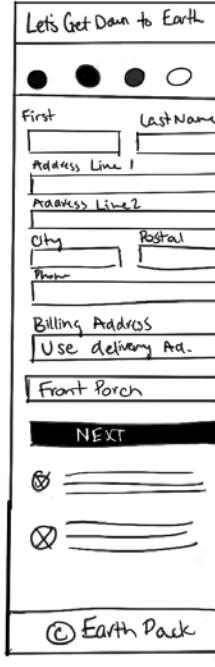
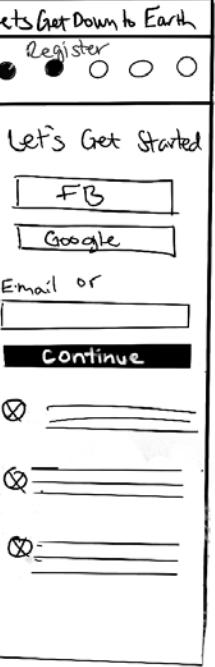
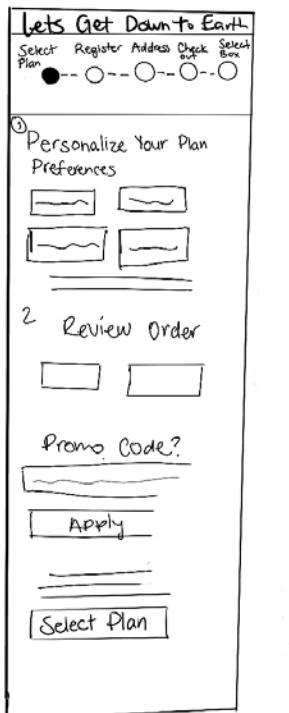
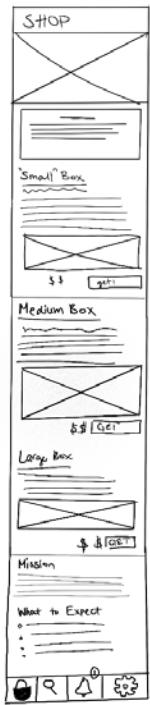
PLAYFAIR DISPLAY

ITALIC

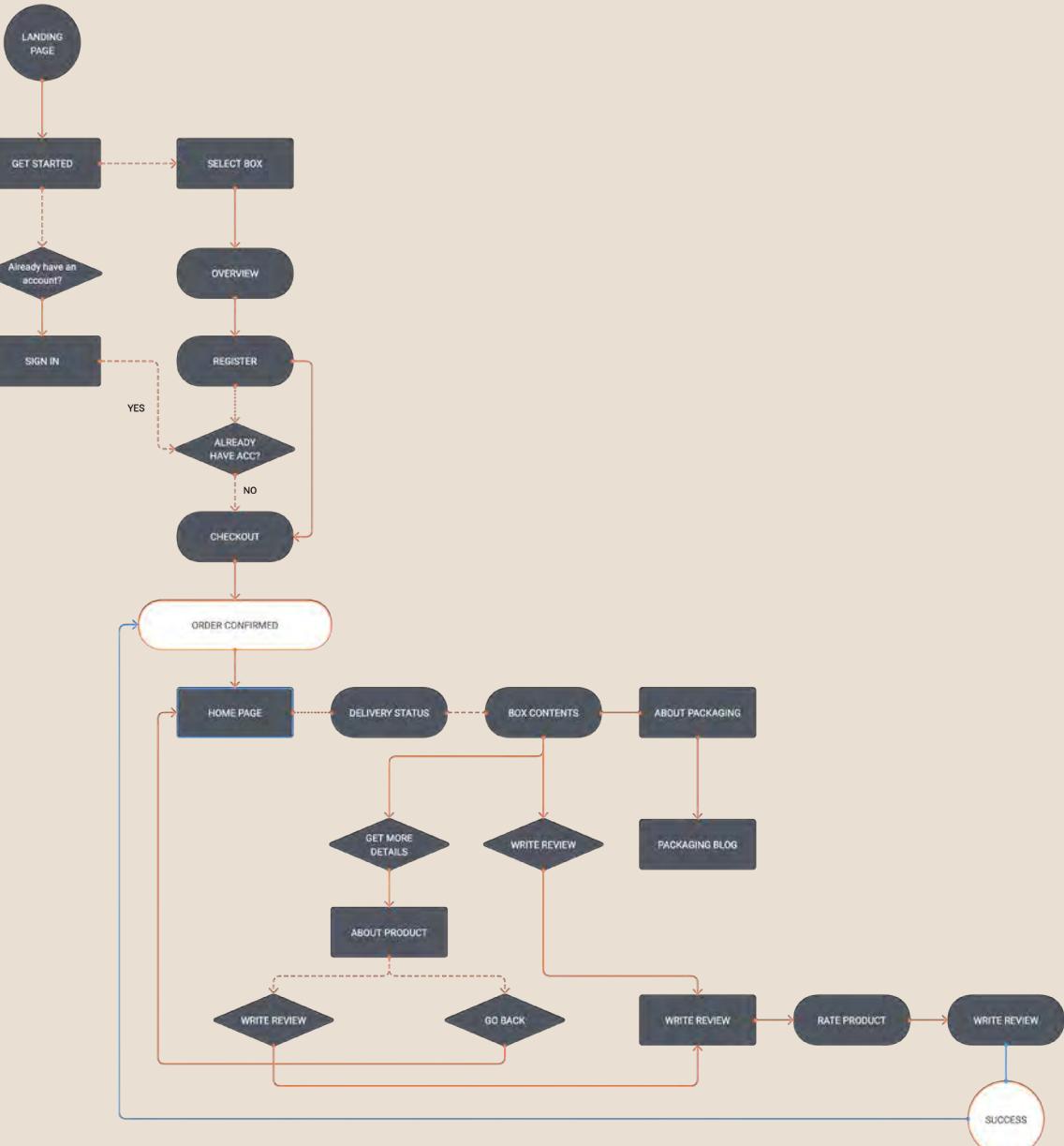
May be used for alternate  
quotes, reviews packaging  
and captions.

Deliverable  
Primary

# Wireframes



## User Flows



## Earth Pack App User Journey

AWARENESS

EXPLORING

INSTALL APP

SUBSCRIPTION

REVIEW

POST UNINSTALL

**User Goal**

Robin wants to produce less day to day waste and live an overall sustainable lifestyle.

Inquire more about Earth Pack and do more research on sustainable living.

She installs the Earth Pack app

She subscribed to the Essentials Kit

She has been using these products for about 3 weeks

She has been subscribed to EarthPack for 1.5 years and decided to unsubscribe

**Step**

She asks coworkers who uses bamboo cutlery & tupperware where they purchased their reusable products. They talked about how more sustainable products and introduced Robin to Earth Pack.

Google Search app conduct some research. Found many sustainable and package free online shops.

The landing screens explains what the company does and what products they offer for the first time subscribers.

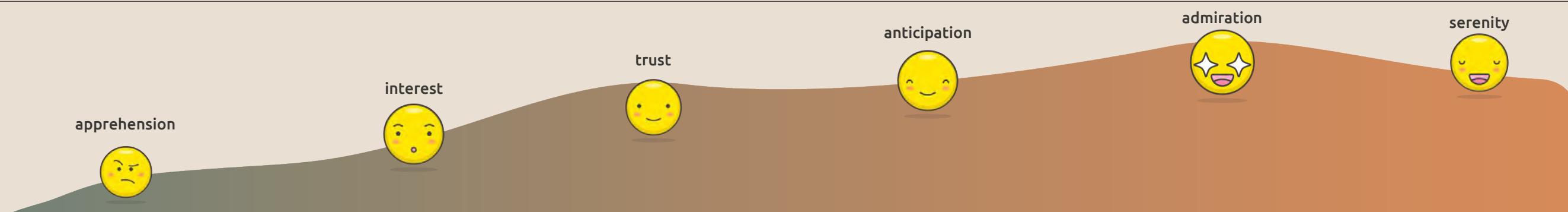
The registration process was quite simple and navigation throughout the app was good.

Her next subscription box will arrive in the next month so she has been testing the product's usability to decide whether or not she is happy with them and if she wishes to continue with the subscription. She leaves reviews on the products she received in the first box.

Her house is mostly waste free and the products she receives from the boxes have a very long shelf life.

She noticed a substantial difference in the amount of waste reduced since ordering from Earth Pack

**Experience**



**Feelings & Needs**

She is still unsure how the app works. How does the subscription box work with sustainable products?

When browsing online shops, she felt overwhelmed by the amount of products on the market. Unsure about credibility and usability.

Needs to decide what box to start her subscription with.

She's anticipating the delivery. She wonders if the products she will receive will work for her.

She feels that she has made a small difference in reducing waste in her first month of using the Earth Box products

She thinks that she has everything that she needs to maintain a sustainable lifestyle.

**Opportunities**

She may have found a solution to her problem

Find out more about the app her coworker recommended. Robin knows they are satisfied with their services.

Any box she chooses will help her kick start her new lifestyle

She is certain that these products are ethically sourced and instills some trust in the brand.

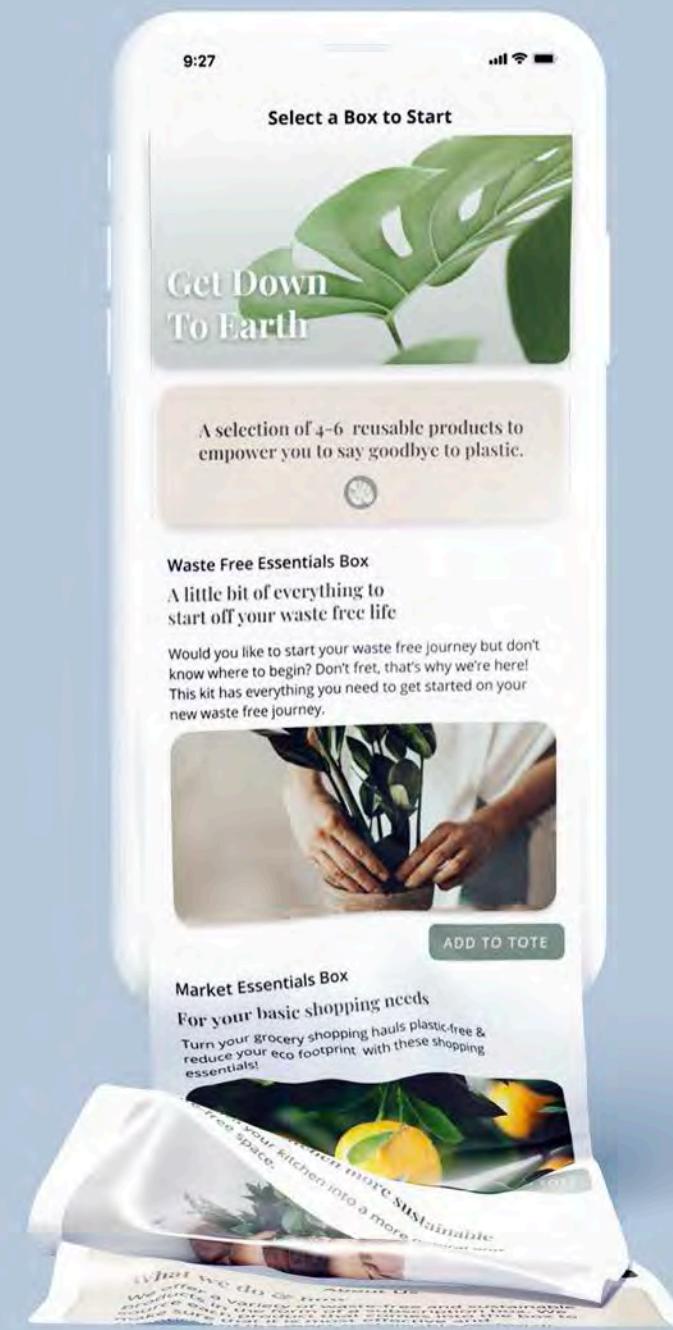
To continue with the subscription and replace other household or everyday items to waste free/sustainable products.

Will save more money by unsubscribing. Has more knowledge and experience on sustainable products. She can resubscribe again if she needs to.

# Digital Mockups







# Deliverable



## Packaging Overview

Reducing our impact on the planet is our number one priority therefore our brand must be as sustainable as possible both inside and outside. The way we chose to design and manufacture the box was critical. In order to promote sustainability, we found a way to find a way to reduce landfill waste and avoid producing waste, using recyclable and biodegradable packaging instead. Our goal was to

keep the box design minimal and to utilize environmentally-friendly disposal methods. Most product detail is available in app to reduce the use of paper. While nice packaging enhances customer experience and desirability, our goal is to keep the design minimal where possible while and include instruction on proper disposal of the box and even suggest that the consumer repurposes it.

## Materials

We are proud to offer post-consumer recycled material for our packaging.

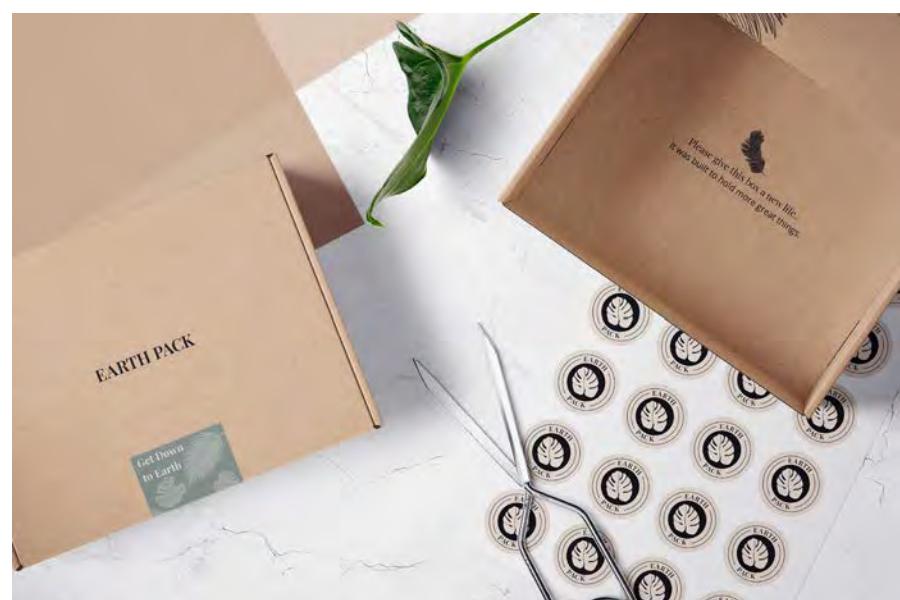
We use recycled craft paper for filler and cushioning to avoid any use of bleached paper. As well as recycled carton sealing tape where needed. All our original packaging will be printed using water based inks.

Inside dieline



Outside dieline





## Time Management



# Theesis Poster

66

YES! Poster



Enlarged poster  
description for End  
of Year Show



# Display Design

Final display layout



67

# Reflection

## Reflections & Acknowledgments

As I reflect back, the thesis process was mystifying before it all started coming together. Documenting the entire process has been a wonderful way to grasp how much work truly went into every single approach. In spite of that, the entire process book to me means more than its contents.

Crafting this brand has taught me so much and tested my capacity to think beyond just the design aspects that went into it. Documenting the process helped me push ahead in times where I felt uninspired and it also helped me articulate and organize my goals better.

Overall, it was an exhilarating experience with many bewildering and puzzling moments which I can now wholeheartedly say I am deeply grateful for. It was a wild ride but it was also an amazing learning opportunity.

The final outcome of my thesis required guidance and support from many people. I want to sincerely acknowledge everyone that has been there for me throughout the process.

To my professor Ian Gregory, to my mentor Sarah Cosentino; thank you for your guidance. To my graphic design family that has been a backbone through thick and thin, thank you for all the support and endless feedback. To Harely and the rest of my family for the endless motivation and support. I couldn't have done it without you.

Thank you.

# Thank you.



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Photography taken from unsplash.



**Earth Pack**

**George Brown**  
School of Design

**Third Year Thesis**  
Process Book

Noyemi Ohanyan  
April 2020