

Case Pack Design

2023

Guidelines

- not super thin print thickness, not a super intricate design, and not tons of coverage
- 30-40% on two panels makes for a faster manufactured box
 - *Let's do the two sides, and back side for this (no print on the front side)*
- print should not bleeding over the scores.
- One color printing
- GCMI (maybe he meant CMYK???) colors
- Box dimensions -
 - side panels are roughly 10.5" wide x 10" tall
 - Front panel / back panel is 17.5" x 10" tall

The Brand

Pulp Pantry's existing brand assets



Case Stacks in use

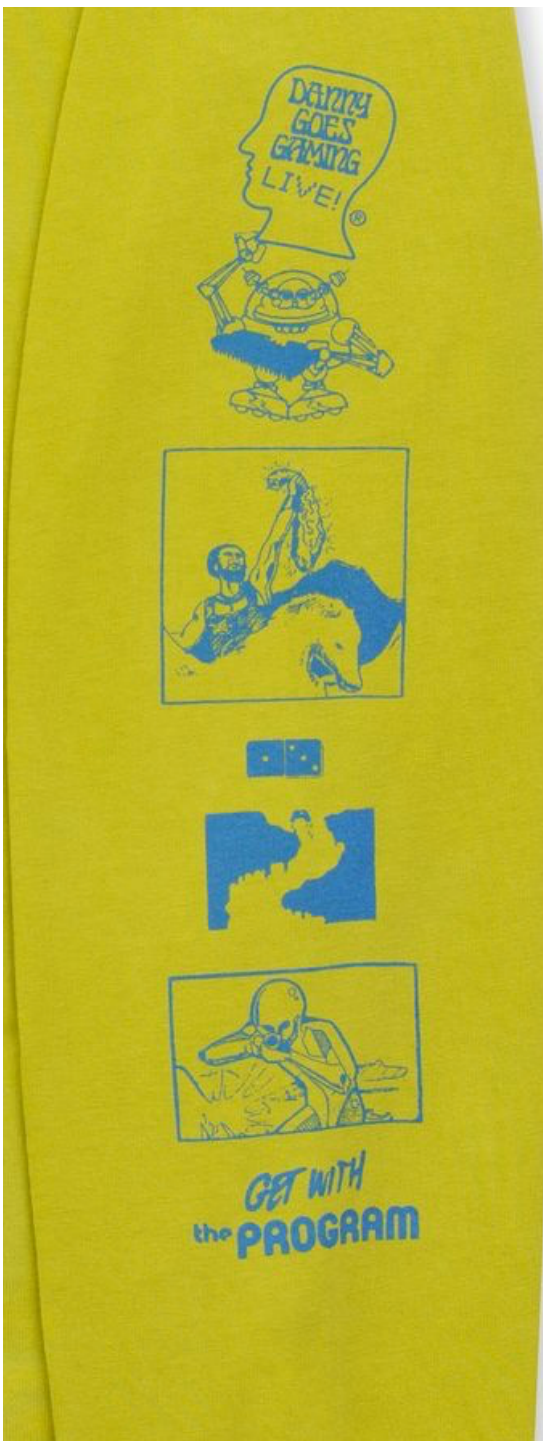


Moodboard 1

Climate Propaganda

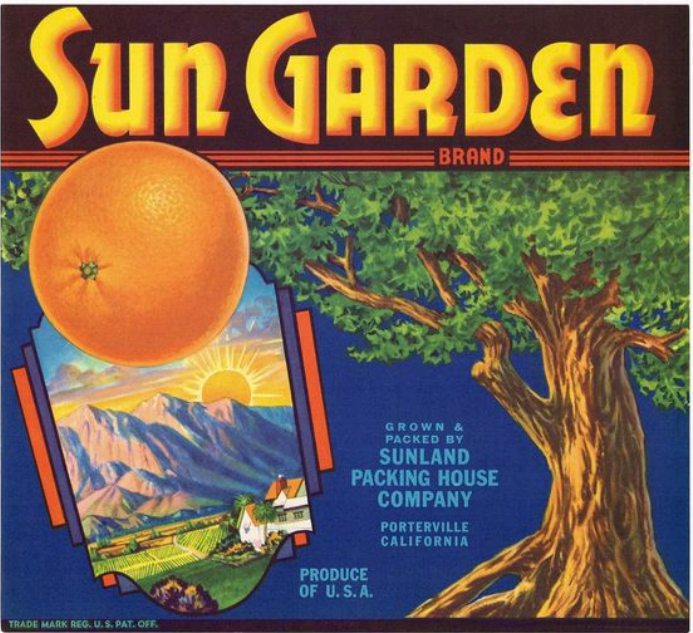
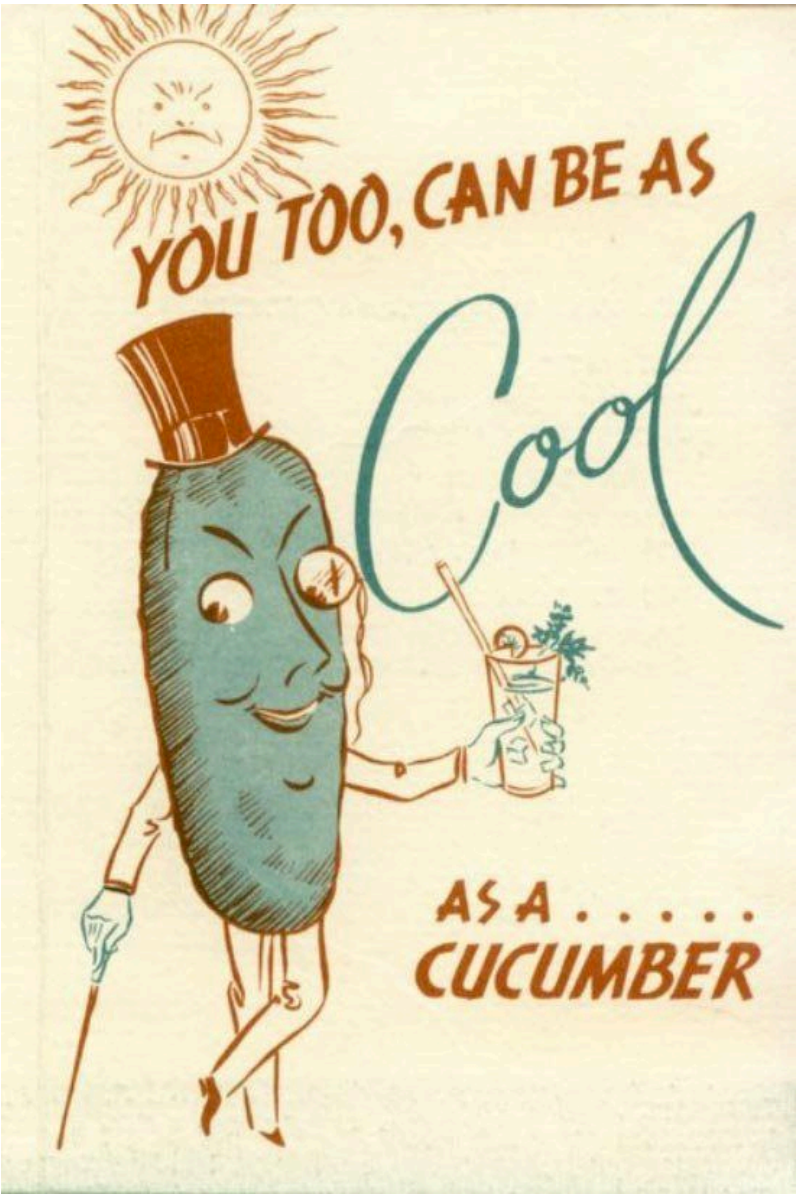


DO NOT
COMPLAIN
ABOUT THE
THINGS YOU
ARE DOING
NOTHING
ABOUT!



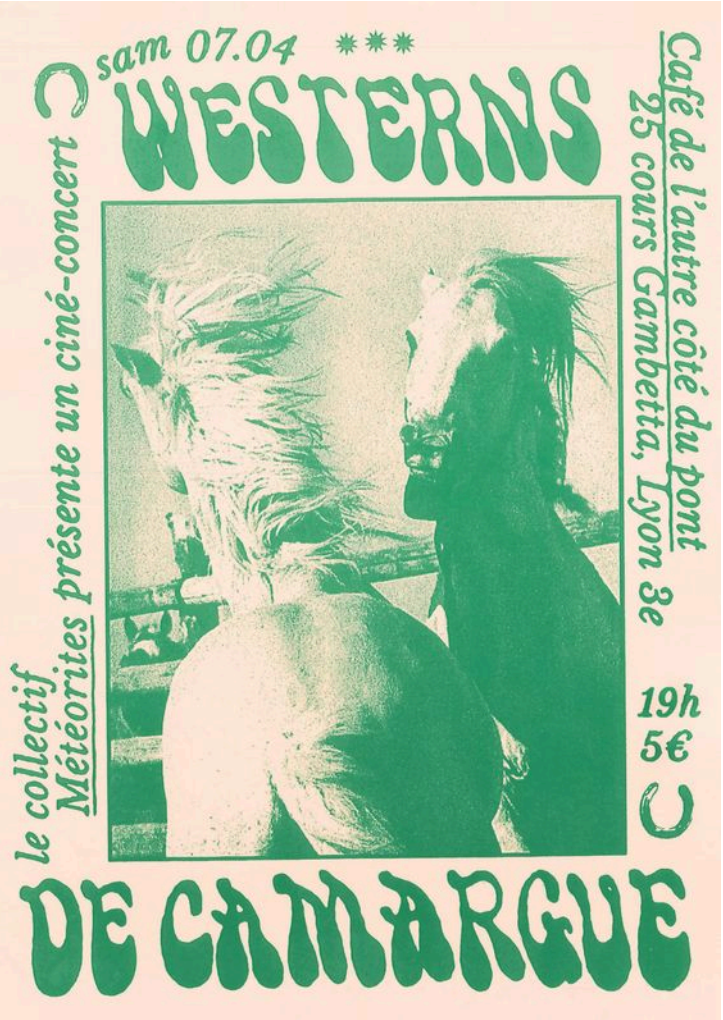
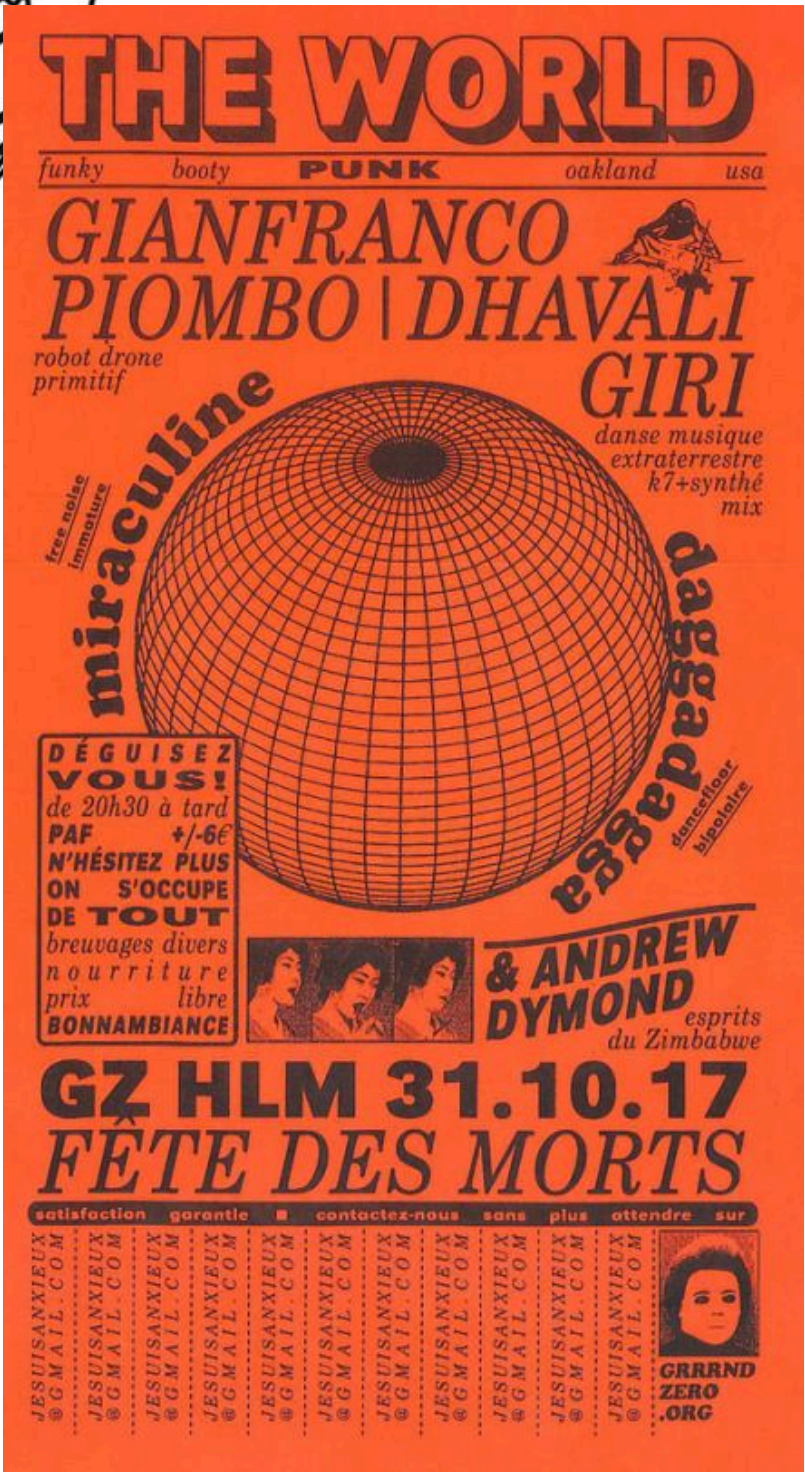
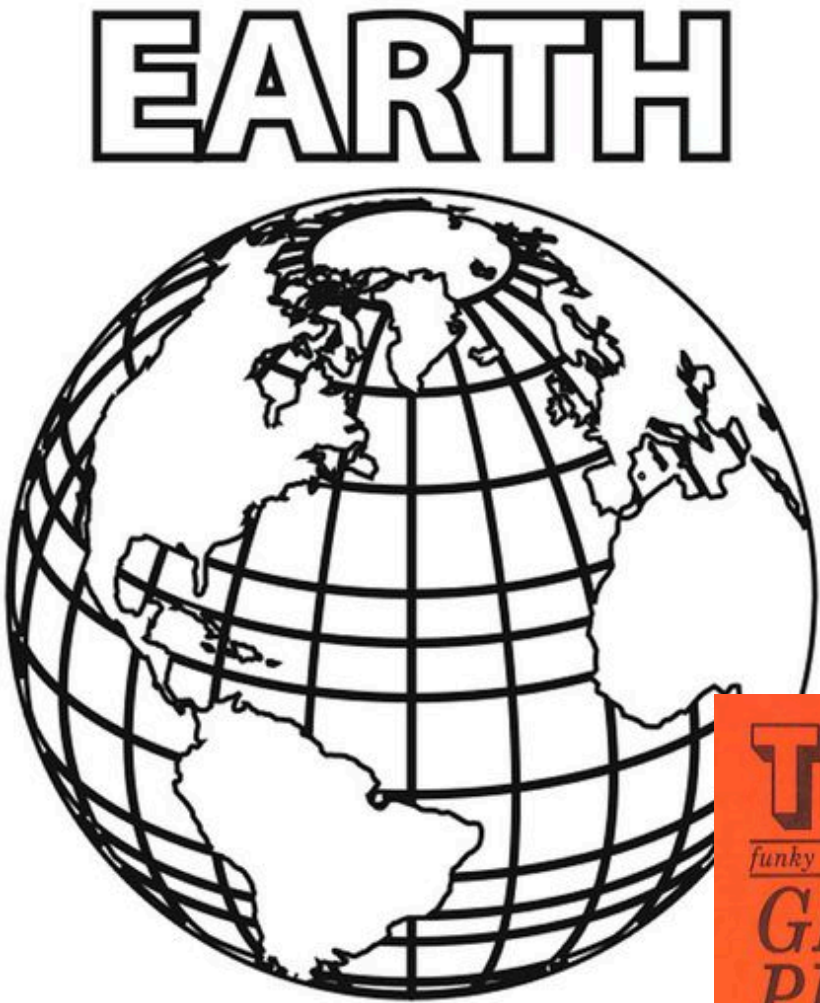
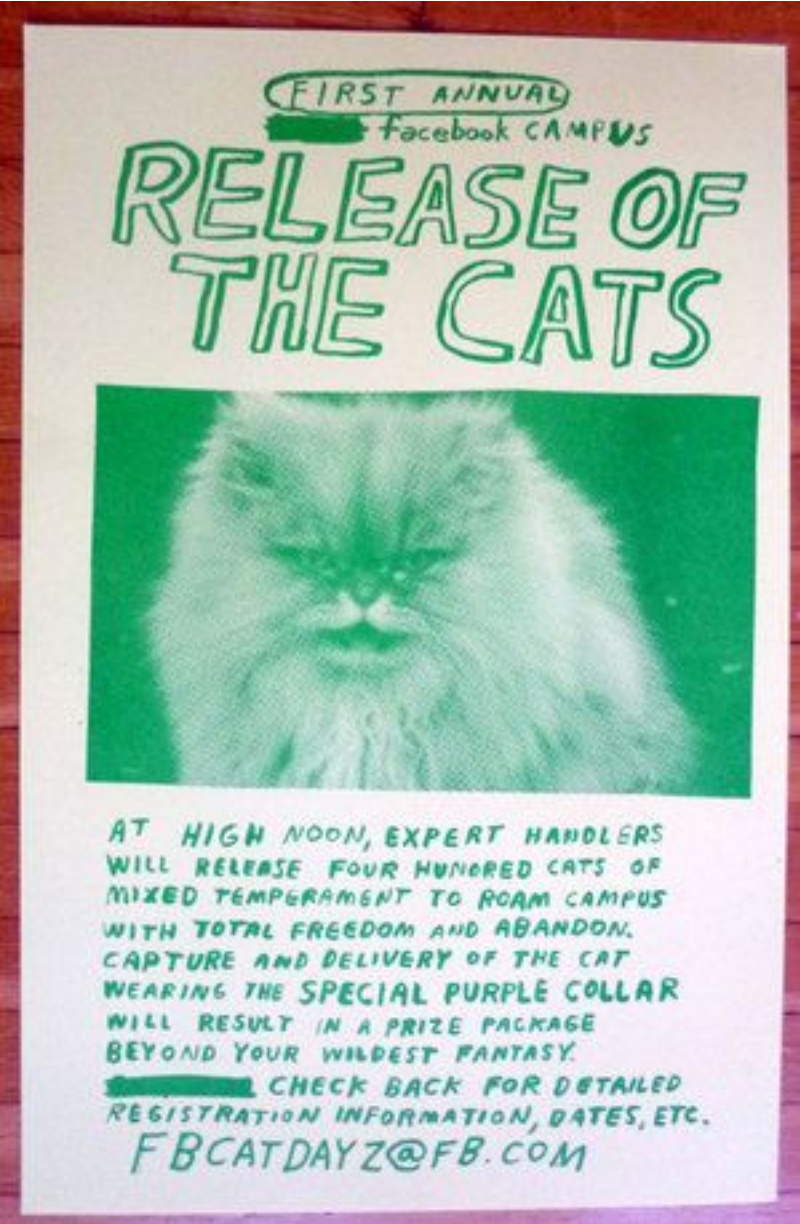
Moodboard 2

Vintage Produce, Veg Puns



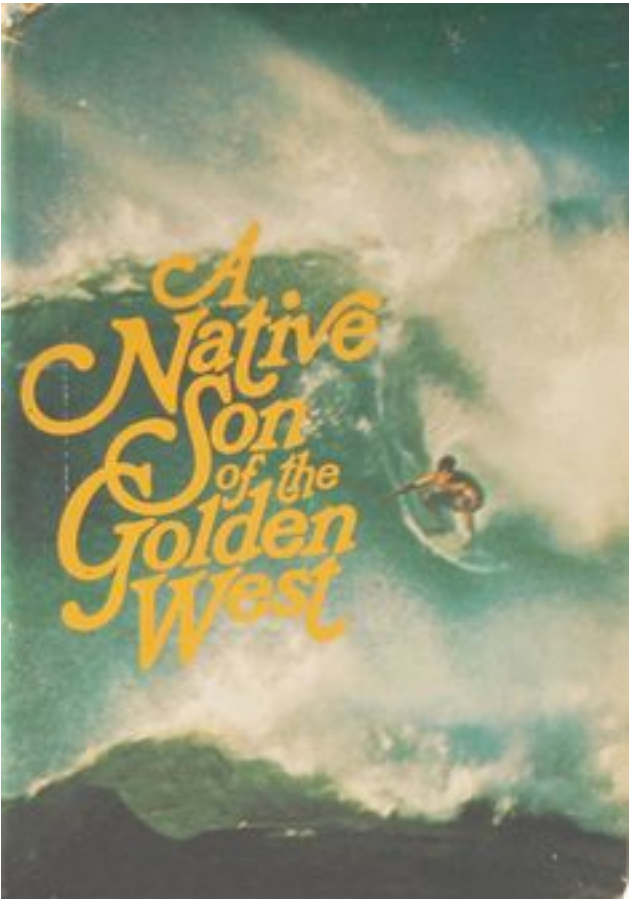
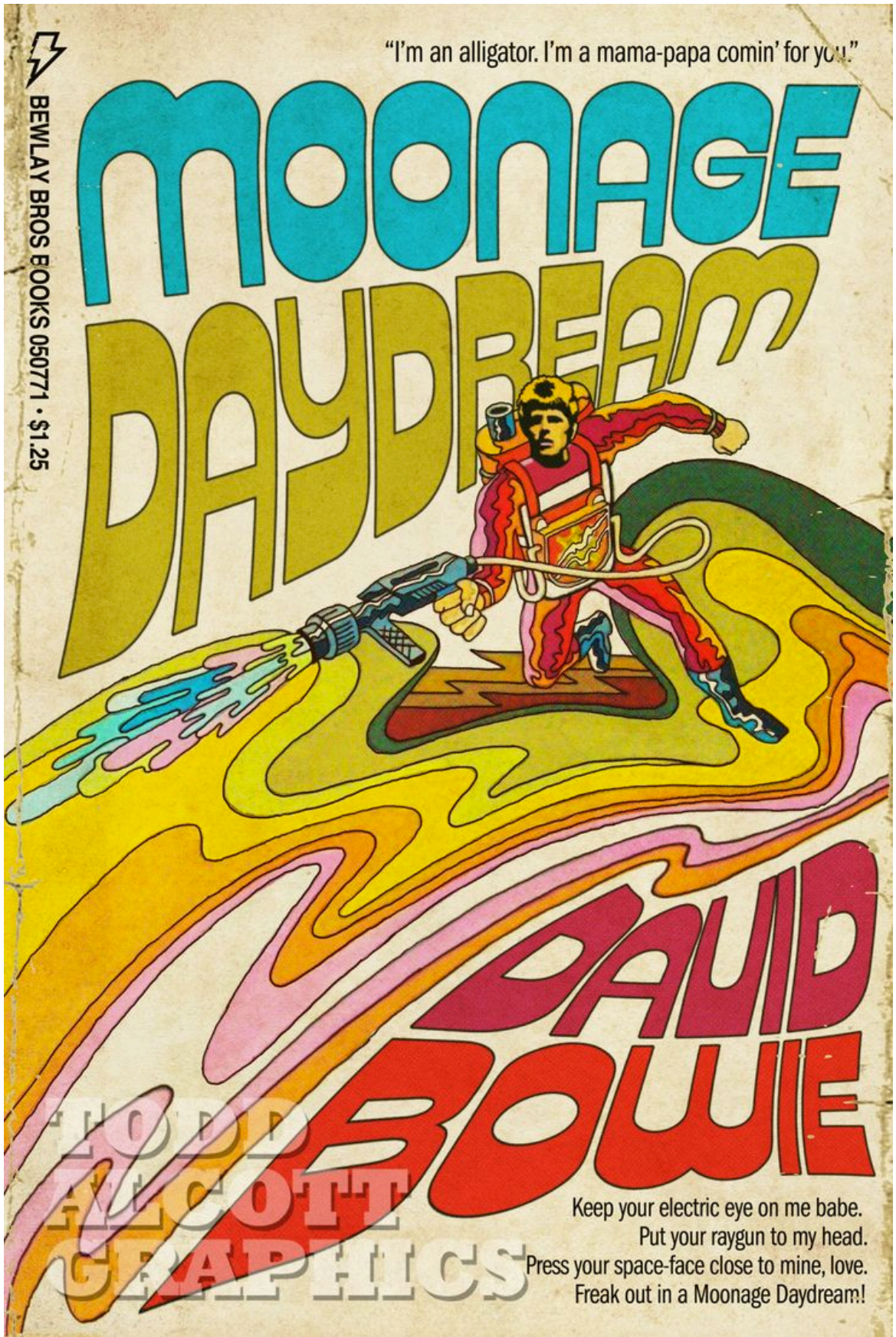
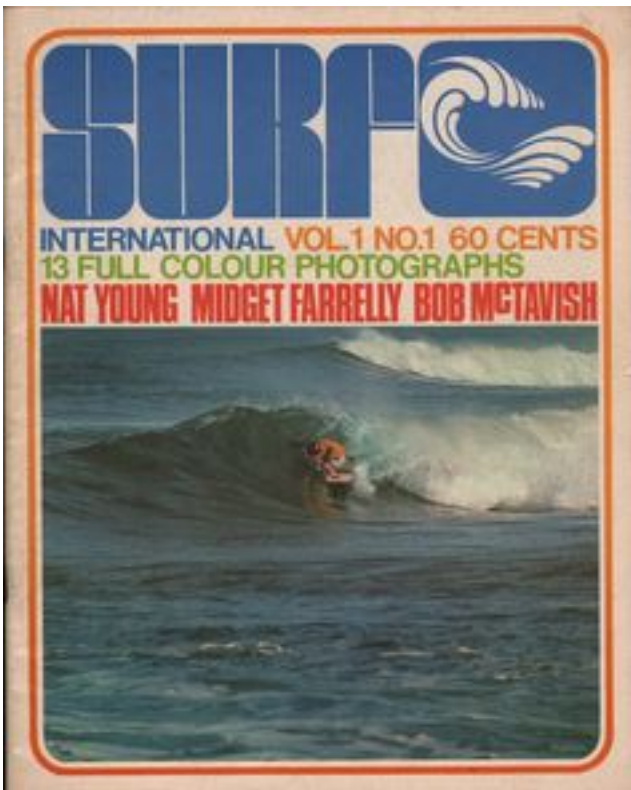
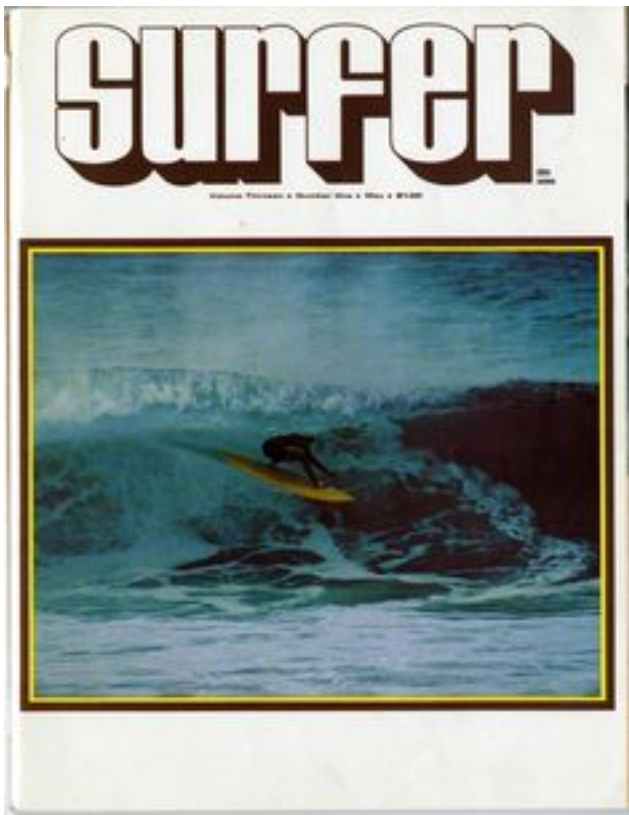
Moodboard 3

Newsprint



Moodboard 4

Vintage Cali



Text (Needed)

- Need a “label” for key case pack information - will be a label on top of the box
 - Leave area blank on top left corner of one side panel side
- Pulp Pantry logo for easy ID
- Front panel will just be printed on the bottom in fun text
 - *Pulp Chips - Snack Sustainably - Pulp Pantry*

Text (Filler)

Fun sayings' n things to throw around

- We Want YOU to stop wasting food
- Snack with Impact
- Not Your Average Veggie Chip
- Lots of veggies going into the box
- It's Crunch Time
- Good Fibes Only
- Be a Snacktivist!
Pulp Non-Fiction
- • Snackable. Sustainable.
- For people. For planet.
- There is No Planet B

Veggie Puns

- Jalapeño business" (all up in your business),
- Absolutely sublime (lime),
- Kale yeah
- Ex-squeeze me (lime)

For More Text + Longer Form Text (link)

- Could be used for more “newspaper” format