

"Unwanted Guests" Brandbook for Packaging Design (MAKE IN DUTCH)

Brand Philosophy and Goals

"Unwanted Guests" is dedicated to providing eco-friendly, safe, and effective pest control solutions. Our mission is to address health risks, protect structural integrity, and enhance peace of mind and comfort in living spaces, while ensuring the safety of the environment, humans, and pets.

Target Pests

- Rodents, Cockroaches, Mosquitoes: Health risks and hygiene.
- Termites, Carpenter Ants: Structural integrity.
- Spiders, Ants, Mice: Comfort and peace of mind.
- Wasps, Bees, Fleas, Ticks, Moths, Bed Bugs: General discomfort and health concerns.

Product Must-Haves

- Eco-Friendliness: Our solutions are sustainable, preserving biodiversity and ecological balance.
- Safety for Humans and Pets: We prioritize non-toxic methods to prevent health risks.
- Ease of Use: Our products are simple, requiring minimal technical knowledge.
- Minimal Maintenance: Designed for convenience, requiring little to no upkeep.

Design Principles

- Primary Color: Soft, Earthy Green
 - Represents eco-friendliness and safety.
 - Evokes feelings of nature, health, and tranquility.
- Complementary Colors
 - Neutral Tones: Light browns, creams, or grays for balance and legibility.
 - Accent Colors: Amber or soft yellow for warmth and emphasis.

Typography: Choose clean, readable typefaces that reflect the brand's modern and eco-conscious approach. Font colors should contrast well with the background for readability, using the neutral tones from the color palette.

Final Note

The packaging design for "Unwanted Guests" should not only be visually appealing but also serve as a communication tool that aligns with the brand's mission and values. It should reassure customers of their choice in eco-friendly, safe, and effective pest control solutions, contributing to a healthier, more comfortable living environment.

Use your creative insight: Aim for a minimalist design that still evokes a deep connection and emotion in the customer upon seeing the packaging. Find the perfect balance between a distinct brand identity and simple, sleek styling.

Designcrowd : Wasp Trap (**MAKE IN DUTCH**)

Wasp Trap (Glue-Based) USPs:

- **Non-Toxic and Safe:** Utilizes a glue-based system to trap wasps, ensuring it's safe around children and pets with no harmful chemicals.
- **Easy to Set Up:** Simple design allows for quick installation anywhere around your home, garden, or patio without tools.
- **Eco-Friendly Solution:** Designed to target wasps without harming the environment or non-target species.
- **Long-Lasting Effectiveness:** The high-quality glue ensures wasps are trapped effectively over extended periods, reducing the need for frequent replacements.
- **Discreet and Aesthetic:** Thoughtfully designed to blend with outdoor and indoor settings, not detracting from your space's aesthetics.

Advantages for the Customer:

- **Enhanced Outdoor Enjoyment:** Enables you to enjoy your garden, patio, or any outdoor space without the constant nuisance of wasps, improving your leisure time.
- **Health Protection:** Reduces the risk of wasp stings that can lead to allergic reactions, ensuring a safer environment for family and guests.
- **Environmental Care:** By avoiding harmful pesticides, you contribute to a healthier ecosystem, protecting beneficial insects and wildlife.
- **Peace of Mind:** Offers relief from the anxiety of wasp invasions, especially during meals or when children and pets are playing outdoors.
- **Cost-Effective:** A glue-based wasp trap is a cost-efficient solution to wasp problems, avoiding the expenses associated with professional pest control services.

This glue-based wasp trap combines safety, effectiveness, and environmental consciousness, providing a reliable solution for managing wasp concerns.