



MAXIMALIST SOAP PACKAGING

CREATIVE BRIEF

MAXIMALIST PACKAGING

CONCEPT

Specialty soaps have been gaining popularity among online shoppers on sites such as Etsy and Amazon. Handcrafted, well designed, unique product are now in high demand, and its packaging needs to accent its personality and value. Simple boxes and plastic bottles of soap are now going to be reimaged in a unique design that truly caters to the user experience. This design will not only be maximalist, but also designed in the vernacular.

THE COMPANY

I created a brand called the Soap Bakery in which specializes in making home made soaps inspired by popular desserts. The scents of the bars would not only smell of these treats, but the soaps themselves would also look good enough to eat. Keeping this sugary theme in mind, the packaging will resemble that of common bakery packaging, but with a modern twist.

TARGET AUDIENCE

The target audience is aimed at women and teens between the ages of 15-30. This group is most likely to pay extra for specialty toiletry products such as soaps and shampoos.

COLOR THEMES

The color scheme will feature a soft pastel pink with white accents and craft paper packaging. Keeping a minimal palette will allow the product color to be the focal point of the consumer.

TYPOGRAPHY

Type used for the logo will be a calligraphic style accompanied by a sans-serif rounded typeface. A rounded sans-serif will be used to design labels, fill body copy, and list ingredients on the package.

PIECES

4-bar box
cupcake soap wrappers
decorative tag
jute tie

Maximalist Specialty Soaps

"The Soap Bakery"?

- soaps made in scents of desserts

- ★ Buttercup
- ★ Funketti
- ★ Glazed Donut
- ★ chocolate cake/mousse
- ★ Key-lime pie
- ★ Coffee cake
- ★ Strawberry shortcake
- ★ Cinnamon buns
- ★ Blueberry muffin
- ★ Apple Strudel
- ★ peach cobbler
- ★ Caramel cone
- ★ Lemon Tart

Sweet scents ★ 3
fruity scents ★ 6
subtle sweet scents ★ 4

Designing in the Vernacular

Soaps in cupcake wrappers.
Box reflecting pastry boxes.

Twine tying box together
stickers to seal off box

- " sampler " box w/ 6 soaps
- individual soap boxes for 1 bar
- 3 pack Bundle?

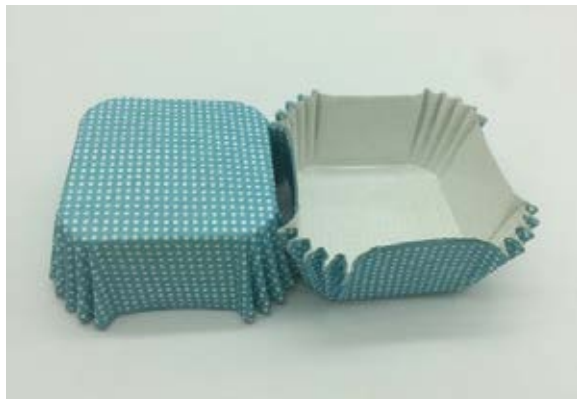
Contrasts minimal packaging for organic soaps - instead reflects the complexity of scent.

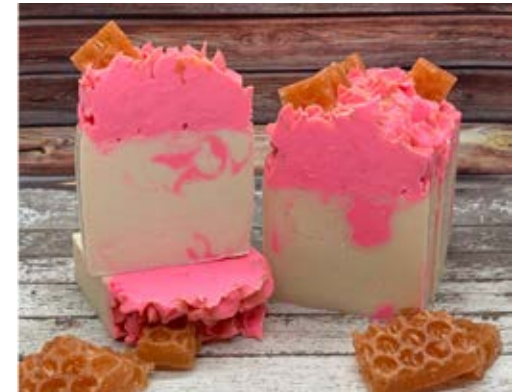
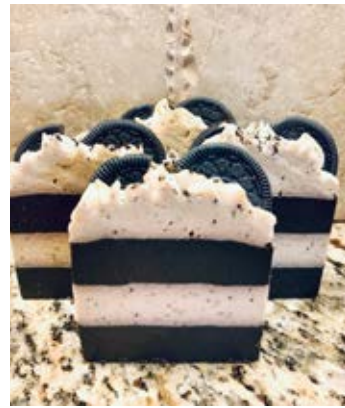
- soaps made to look like the scented dessert.













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Fabulous Script

Logo Typeface | Crafty | Handmade

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Quicksand Bold

Product Header | Rounded | Friendly

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Quicksand Medium

Body Text | Light | Accent

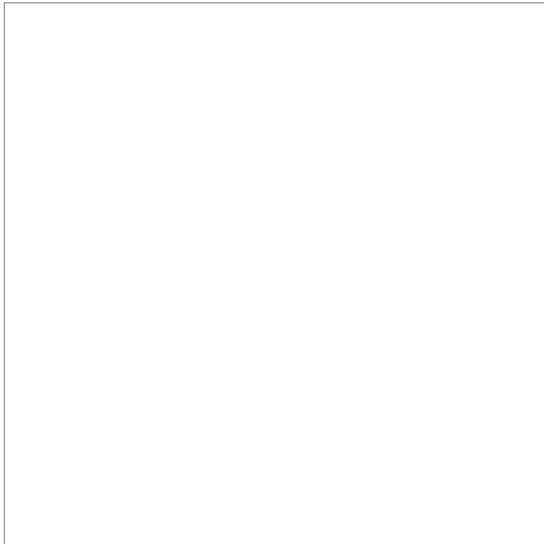
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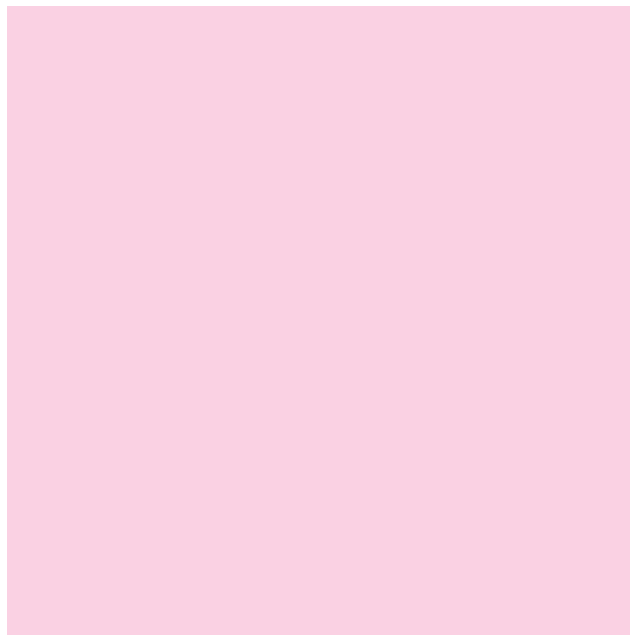


strawberry
shortcake

Treat yourself to a handmade soap filled with the invigorating sensation of fresh strawberries. Accented with scents of vanilla, shea, and mixed berry, this soap is sure to sweeten your soap experience.



White
#FFFFFF



Bakery Pink
#f9d1e3



Kraft Paper
#a48556



Rainbow Sherbert



Birthday Cake



Strawberry Shortcake



Raspberry Lemon Tart







