

Sennheiser Packaging Design

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Front Face

Typography

Number of fonts: 3, 4 including logo

Number of type sizes: 3

Type of fonts: all sans serif

Color

Neutral colors (white, grey, black)

Blue accents

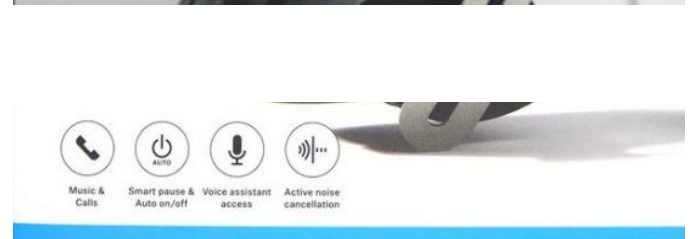
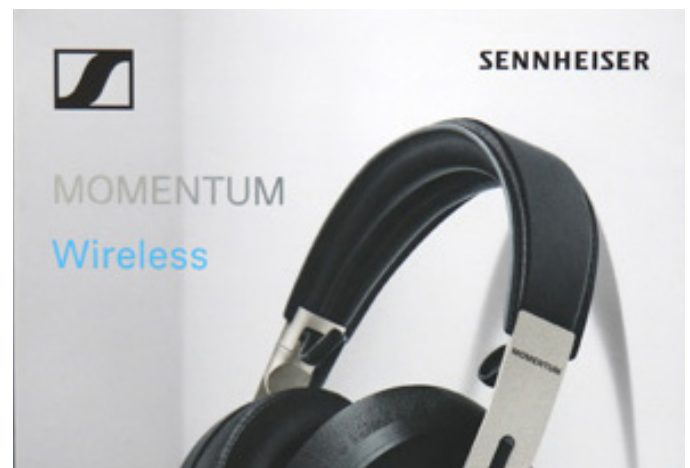
Gradient shadow in background

Hierarchy

- Black headphones are the focal point
- Logo and brand name also draw attention to the upper corners of the package
- Type size reduces as you travel down the package (more important info at the top)
- Angle of headphones points to bottom features
- Blue highlights "wireless" as a key feature
- Blue band at bottom encourages rotation to next side

Overview

It is important to keep the logo, product, and product name on the packaging so buyers know what they're buying. It is also important to incorporate blue to keep with branding. I can remove the bottom features to reduce clutter. I can simplify the background as well.



Sides

Typography

Number of fonts: 3 not including logos/stickers

Number of type sizes: 4 not including logos/stickers

Type of fonts: all sans serif



Color

Top and bottom are white

Sides are blue with white text

Minimal black



Hierarchy

- Top contains nothing
- Bottom has information condensed in center
- Right side:
 - Lacks hierarchy - info is scattered
 - Blue band connects sides
- Left side:
 - Text separated in three sections
 - Drawing leads attention to text
 - Black stickers draw attention to top of side
 - Blue band connects sides



Overview

The top is fine, but I think it could be connected to the rest of the box with some sort of element. I also think there's too much information on the sides that could be condensed. I have to include the elements on the bottom of the box, but I don't want it to be a sticker.

Back Face

Typography

Number of fonts: 1, 2 different weights

Number of type sizes: 1

Type of fonts: sans serif

Color

Neutral colors (white, grey, black)

Blue accents

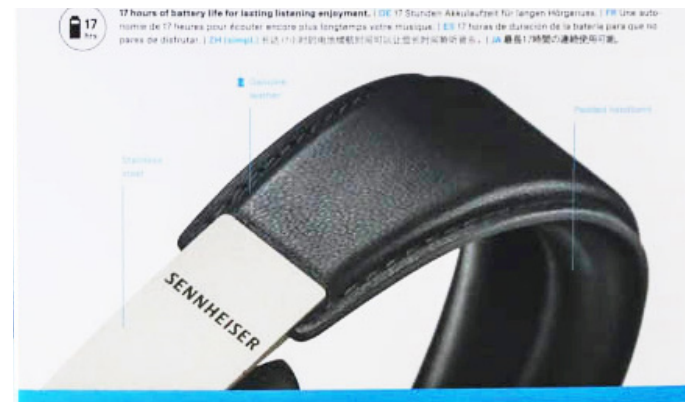
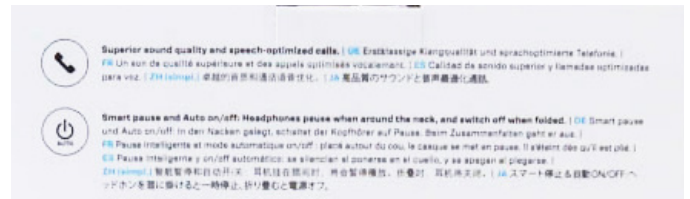
Flat white background

Hierarchy

- Black headphones are the focal point again
- Type is broken up by the symbols on the left
- Different languages are introduced with blue text to help separate within the same section
- Blue text draws attention to features of the upper headphone band
- Blue band on bottom connects to other sides
- Text reads top to bottom

Overview

The line lengths are way too long, and this side feels very text heavy. I would reduce the text, and maybe just highlight the headphones with the blue labeling text like the bottom of the side. A lot of the descriptive text could be included inside the package.



My Design

Typography

I would like to keep the number of fonts to no more than three, and I want them all to be sans serif to keep the modern feel. I want to limit the amount of text and hopefully keep a limited number of type sizes - maybe no more than three different sizes.

Color

I want to keep with the neutral color palette (white, black, grey) and I want to highlight the blue as the accent to stay on brand. I think it might be interesting to play with blue gradients or solid backgrounds with bands of color. Their website plays with more color so it could be interesting to add this to the packaging.

Hierarchy

I like the hierarchy created with the bold black headphones against a light background, so I'd like to try a variation of that. I also like the hierarchy created with the blue accents and would like to include a variation of that in my design. I would like to improve the hierarchy of information on the sides so that there is a clear connection between the information present. I'd also like to add more movement to the package so that all sides relate. The band at the bottom is a start, but I want to maybe play with diagonals or vertical and horizontal text. I would also like to include one of Sennheiser's slogans to add more branding to the package and make it more unique.

I'd like to incorporate elements from the website (images on the right) into my design.

