

BRANDING FOR GOOD:

Developing Purposeful Branded Packaging System for Positive Social Change

This Collaborative Studio introduces students to the theories, principles, and case studies of branding, with a focus on developing a strategic and conceptual framework centered around key brand design elements: brand perception, experience, and promise. Design teams will investigate and apply a range of design elements, messaging strategies, and packaging systems to express the essence, personality, and attributes of their selected brands.

What is “Branding for Good”?

“Branding for Good” leverages the influence and reach of brands not solely for profit, but to address broader societal issues, advocate for change, and support meaningful causes. It involves the strategic use of brand identity, messaging, and design systems to drive positive social, environmental, or cultural impact. Rather than focusing exclusively on increasing brand recognition or market growth, this approach aims to inspire meaningful change, raise awareness, and contribute to societal and ecological well-being.

Learning Outcomes and Areas of Exploration

Through team-based research, concept development, and prototyping, students will design comprehensive branded packaging systems that support purpose-driven brands and communicate their social or environmental missions with authenticity and clarity. By the end of the course, students will be able to:

- **Design purpose-driven packaging systems** that clearly reflect and communicate the brand's core mission and values.
- **Develop authentic brand narratives** using cohesive visual and verbal elements aligned with the brand's goals.
- **Create engaging packaging experiences** that foster audience connection and enhance brand perception.

In creating a full packaging system, students will explore the following core design components:

- **Brand Story** – Articulating the brand's mission, purpose, and value through narrative and visuals.
- **Functional & Emotional Messaging** – Balancing product info with emotional appeal to build consumer connection.
- **Brand Hierarchy** – Structuring brand elements for clarity, consistency, and strategic messaging.
- **Form, Structure & Materials** – Designing packaging for function, shelf appeal, and sustainability.
- **Usage and Disposal** – Accounting for user behavior and environmental impact across the product lifecycle.
- **Package Format** – Choosing between single or multi-pack solutions for branding and retail efficiency.
- **Visual Identity** – Applying consistent brand marks, typography, color, and graphic language to reinforce brand equity.
- **Retail Display & Point-of-Purchase** – Enhancing shelf impact and shopper engagement through effective presentation.
- **Retail Service Environment** – Aligning packaging with the retail context to enhance the brand experience.

