



FLAMETHRWR MATCHES

BRANDING | PACKAGING

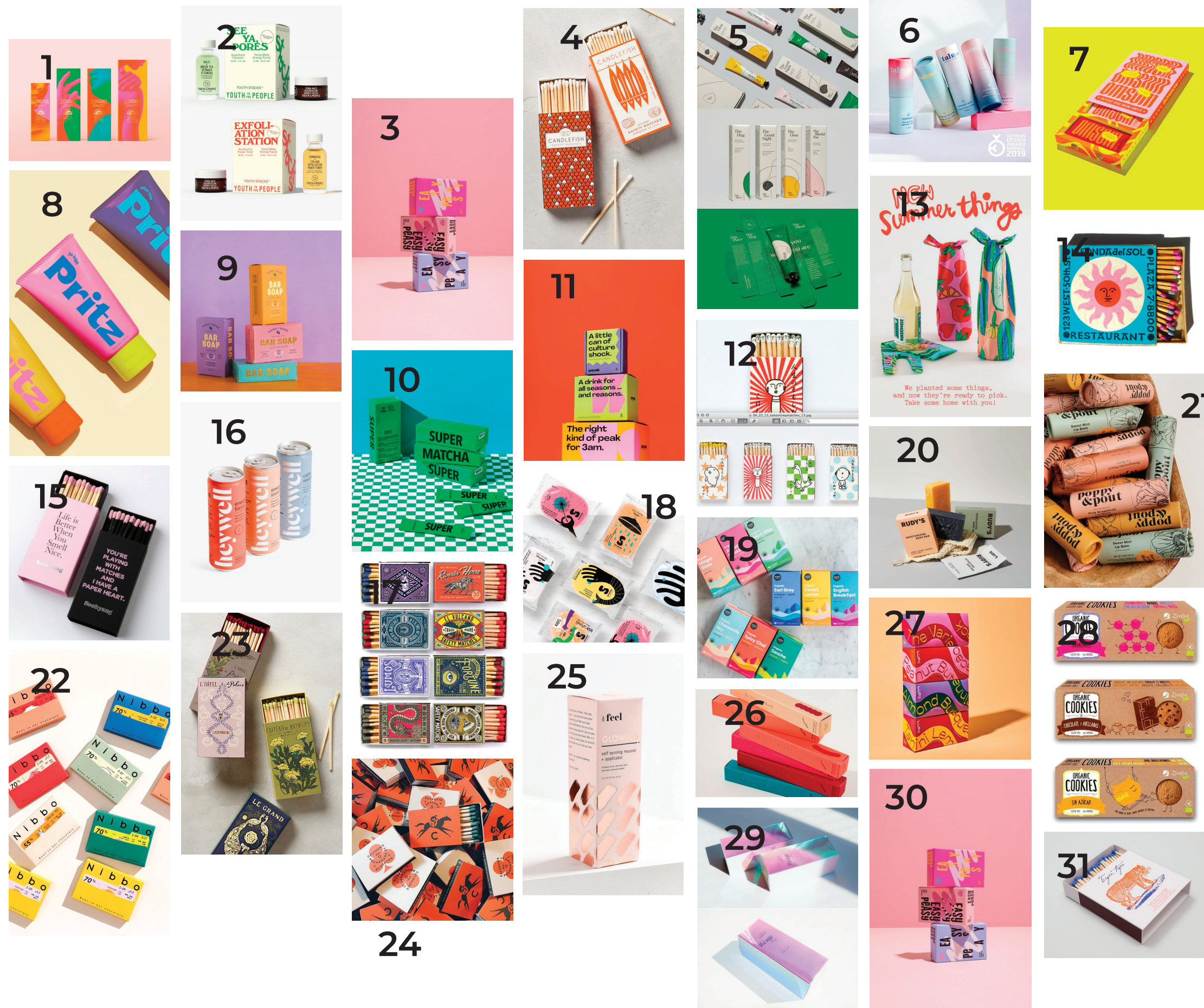


HANNAH PIROZZOLO
GRAPHIC + PACKAGE DESIGNER



5-Part Line of Matches

FLAMETHRWR matchboxes would each have a different saying related to burns or burning, which carry a more metaphorical lesson with them. Examples of these sayings would be burnin down the house, burning bridges, burnin love, feel the burn, and crash and burn. This packaging would be type heavy while being bold and sleek, with vintage elements. Each box would have some sort of element printed in thermochromic ink, so the user can heat it up with a flame and experience something visual. The ink changing color would tie in with the visuals and concepts of each saying related to burning. The user of this product would feel that they are burning and letting go of things that do not matter to them, with a fun twist on sayings everyone knows.



1. The bright colors work well together and are cohesive on different packages
2. Simple colors allows type to stand out
3. Monochromatic colors work for multiple packages
4. Larger matches are nice and include nice pattern
5. Neutral with pop of color
6. Gradient is fun and interesting
7. Warm vibrant colors and stretched type
8. Nice colors alternating along different bottle
9. Gold foil type is fun and flashy
10. Bright green catches attention and type stands out
11. Bright colors working together on different boxes
12. Interesting pattern
13. Large pattern on sleeve is interesting and colors work well
14. Bright colors with flat illustration grabs attention
15. Reversed colors and clever sayings
16. Strong color combo
17. Very details and textured with many elements
18. Loose/ abstract shapes in black pop against colors
19. Vivid colors with change of shades to create variation
20. Neutral but pop of color works well
21. Neutral with pop of color and tube shape could work for matches
22. Colorful, mainly primary colors work well. Interesting spaced type
23. Detailed illustration are intriguing
24. Colors flipped on different box
25. Gold foil captures attention
26. Monochrom with pop of teal works well
27. The way they connect brings together a line of products
28. Color with brown paper look works well
29. Holographic is fresh and modern but fun
31. 2-color color palette works well, especially when producing something 5 times

ONE

Foreign Flames

This set of matchboxes would each take on a different persona and “speak a different language.” There would be simple flame characters from all over the world. Each box would have a cheat-sheet of fire-related words to teach you another language. Each matchstick “head” would be a different color and would have a small expressive face. The typography would be bold and expressive and use speech bubbles. The illustration would be kept to a minimum and would only use simple line art and fun vibrant colors.

TWO

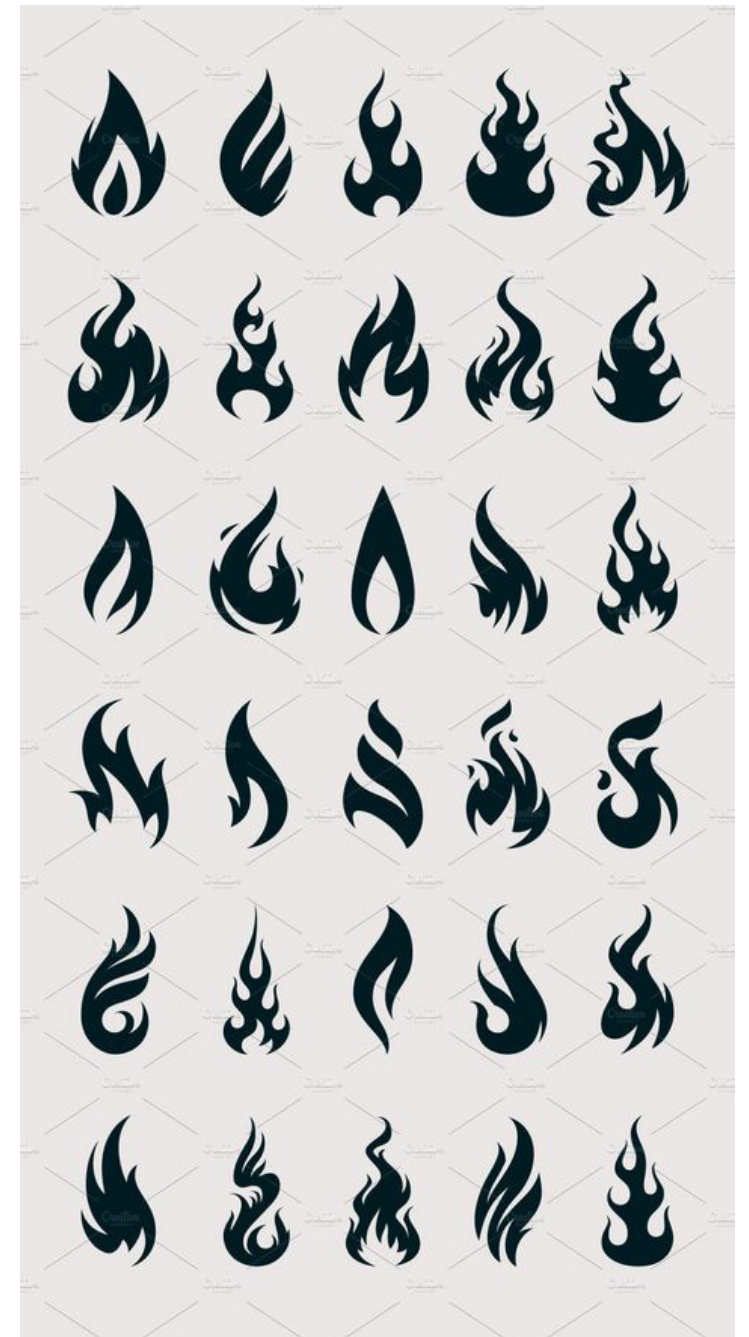
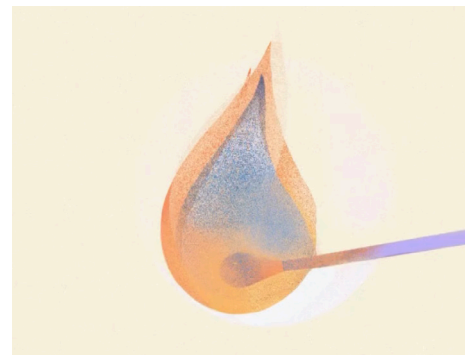
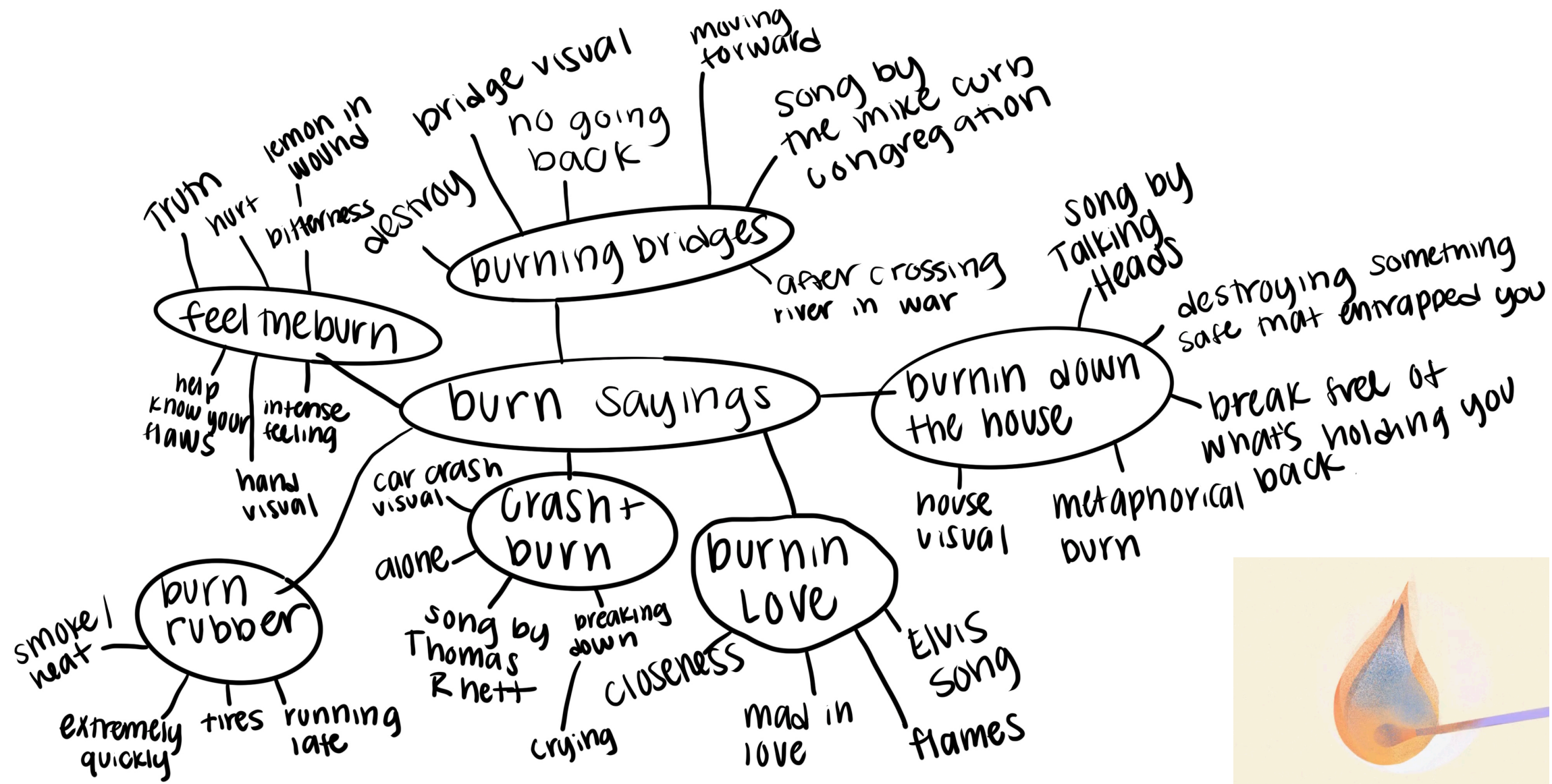
Pyromaniacs

The matchboxes would each have a different saying related to burns or burning, which carry a more metaphorical lesson with them. Examples of these sayings would be burnin down the house, burning bridges, burn baby burn, feel the burn, hunka hunka burnin love, burn rubber, crash and burn, etc. This packaging would be type heavy while being bold and sleek. Each box would have some sort of element printed in thermochromic ink, so the user can heat it up with a flame and experience something visual. The ink changing color would tie in with the visuals and concepts of each saying related to burning.

THREE

Brain on Fire

This set of matchstick boxes would include matchstick games to play, which make you think and really use your brain. This ties into the idea of flames and having bright, exciting ideas. Matchsticks would be illustrated as having brains on the head of the match. There would be some sort of tactile element for the user by having to open a part of the box to unfold the instructions to set up a matchstick “puzzle” to solve. These could all have big graphic names to match the game that they give you instructions for.



① **FLAME**
THROWER

② **FLAME**
T H R O W E R

③ FLAME
T H R O W E R

Flame
Thrwr

FLAME
THRWR



④ FLAME
T H R O W E R

⑤ FLAME
T H R O W E R

⑥ **FLAME**
T H R O W E R

FLAME
T H R W R

FLAME
THRWR



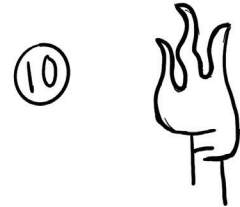
⑦ *Flame*
T H R O W E R

⑧ FLAME
T H R O W E R



FLAME
THRWR

FLAME
THRWR



⑫ **Flame**
Thrwr

FLAME
T H R W R

FLAME
T H R W R

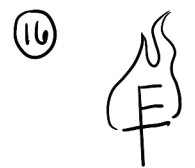
⑬ **FLAME**
THRWR

⑭ **FLAME**
THRWR

⑮ FLAMETHRWR

FLAME
THRWR

FLAME
THRWR

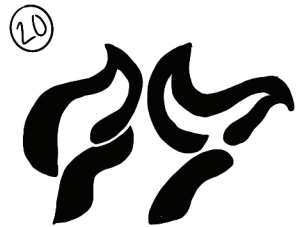


⑰ **FLAME**
THRWR

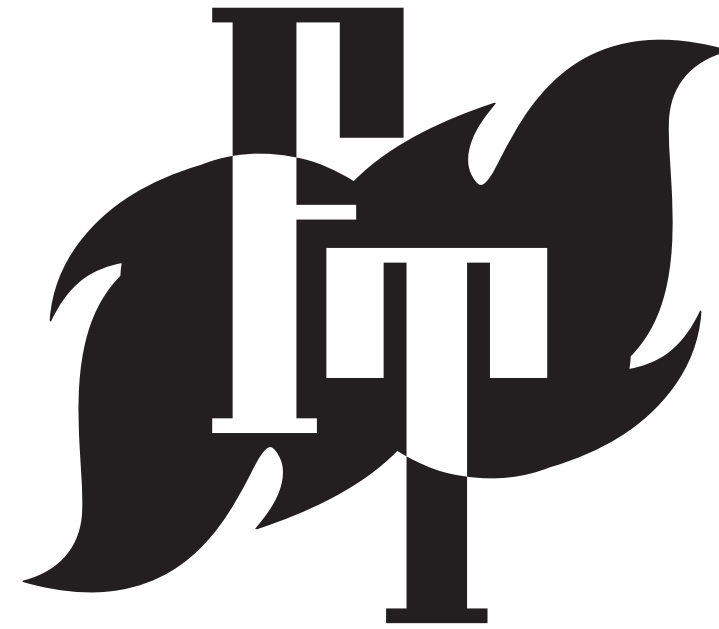
⑱ **FLAME**
THRWR

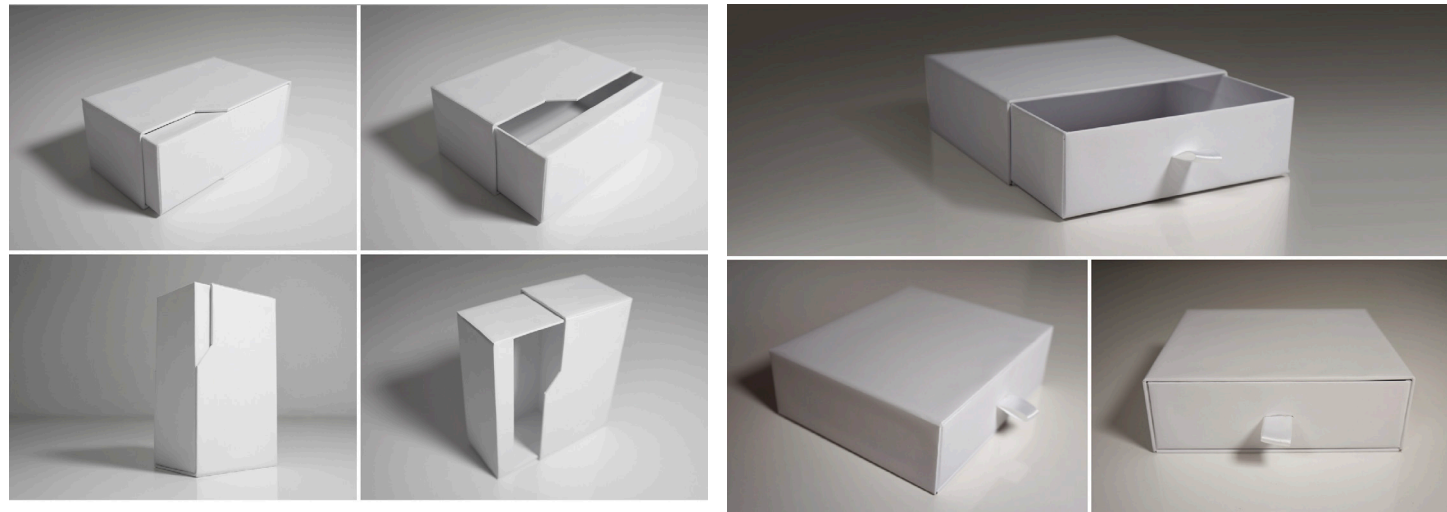
⑲ FLAME
T H R W R

FLAME
THRWR



FLAME
THRWR

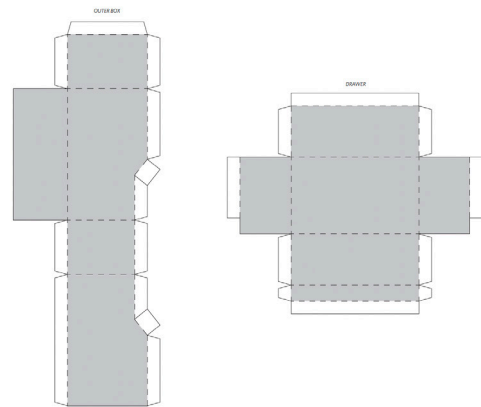




Packaging & Design 2 | Page 21 | designpackage.com

RIBBON-LESS DRAWER BOX

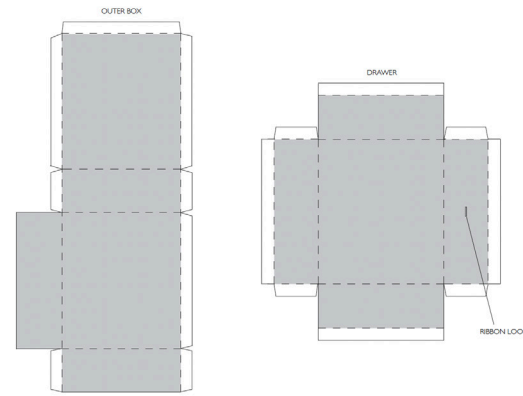
Sometimes a ribbon pull just won't do. This packaging design features a cutaway tab on the sleeve, eliminating the need for a ribbon and providing a slightly more masculine feel. Its streamlined profile is a perfect solution for minimalist packaging design.



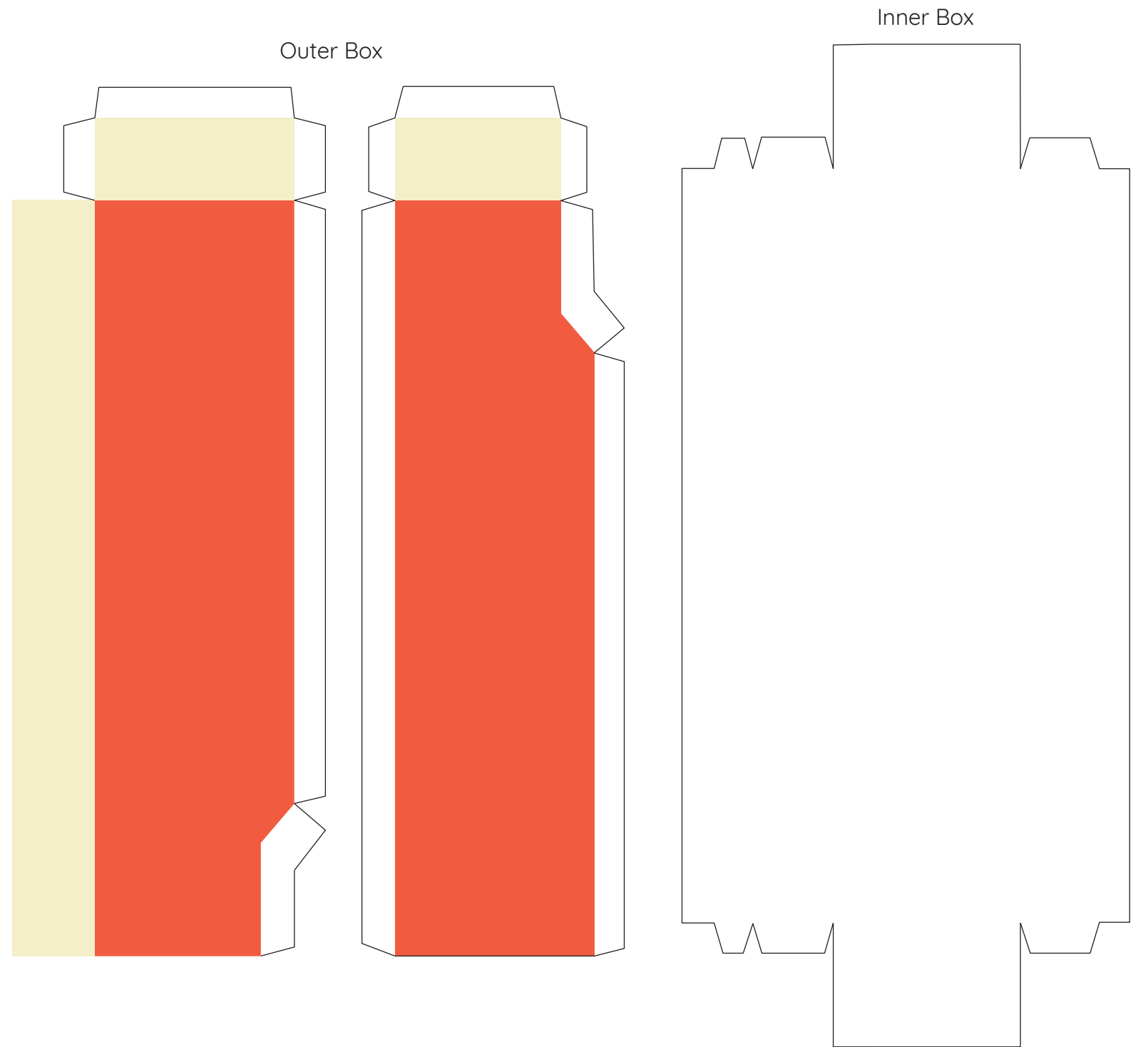
Packaging & Design 2 | Page 20 | designpackage.com

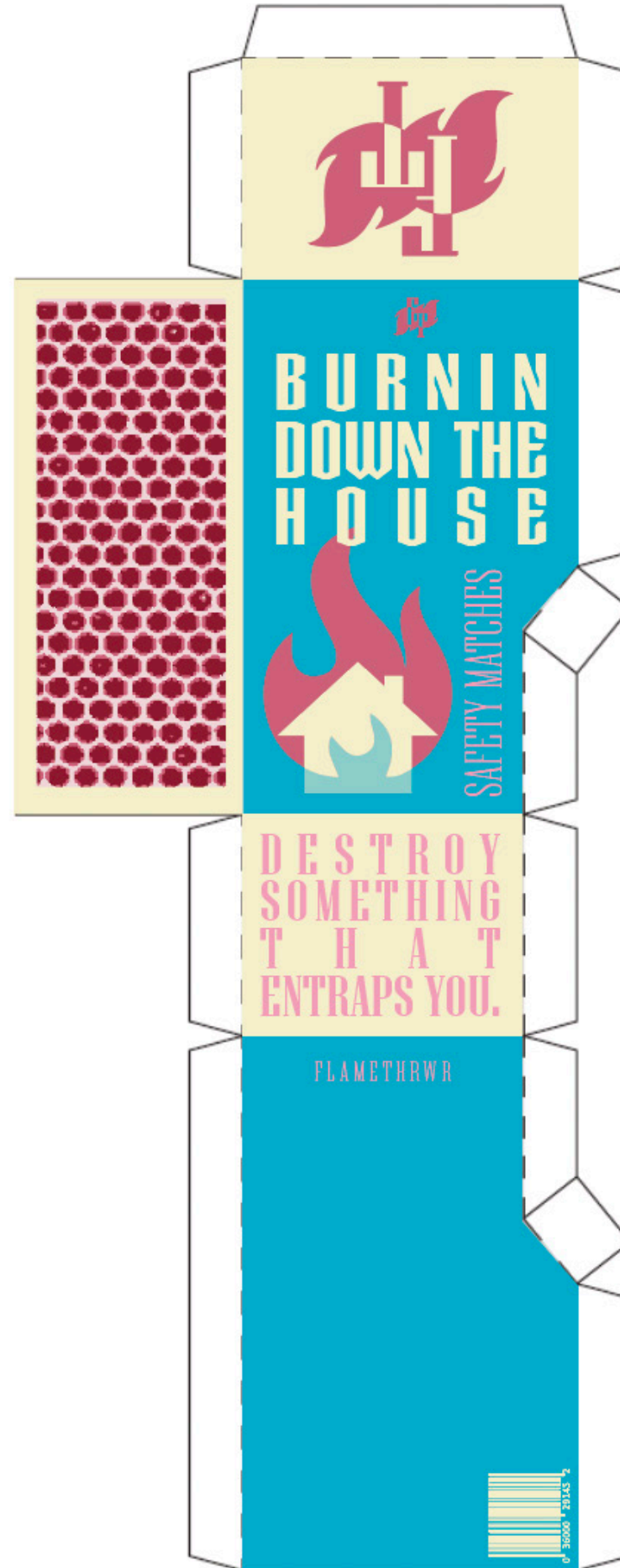
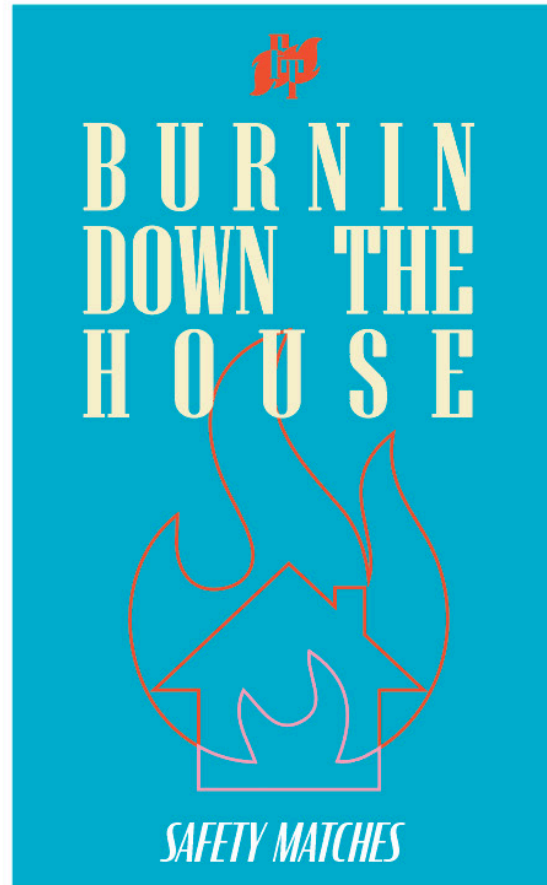
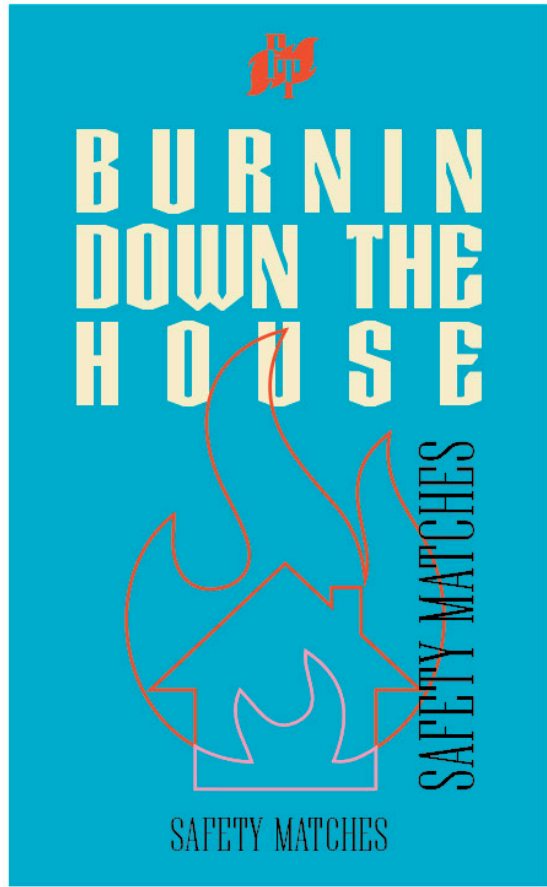
DRAWER BOX

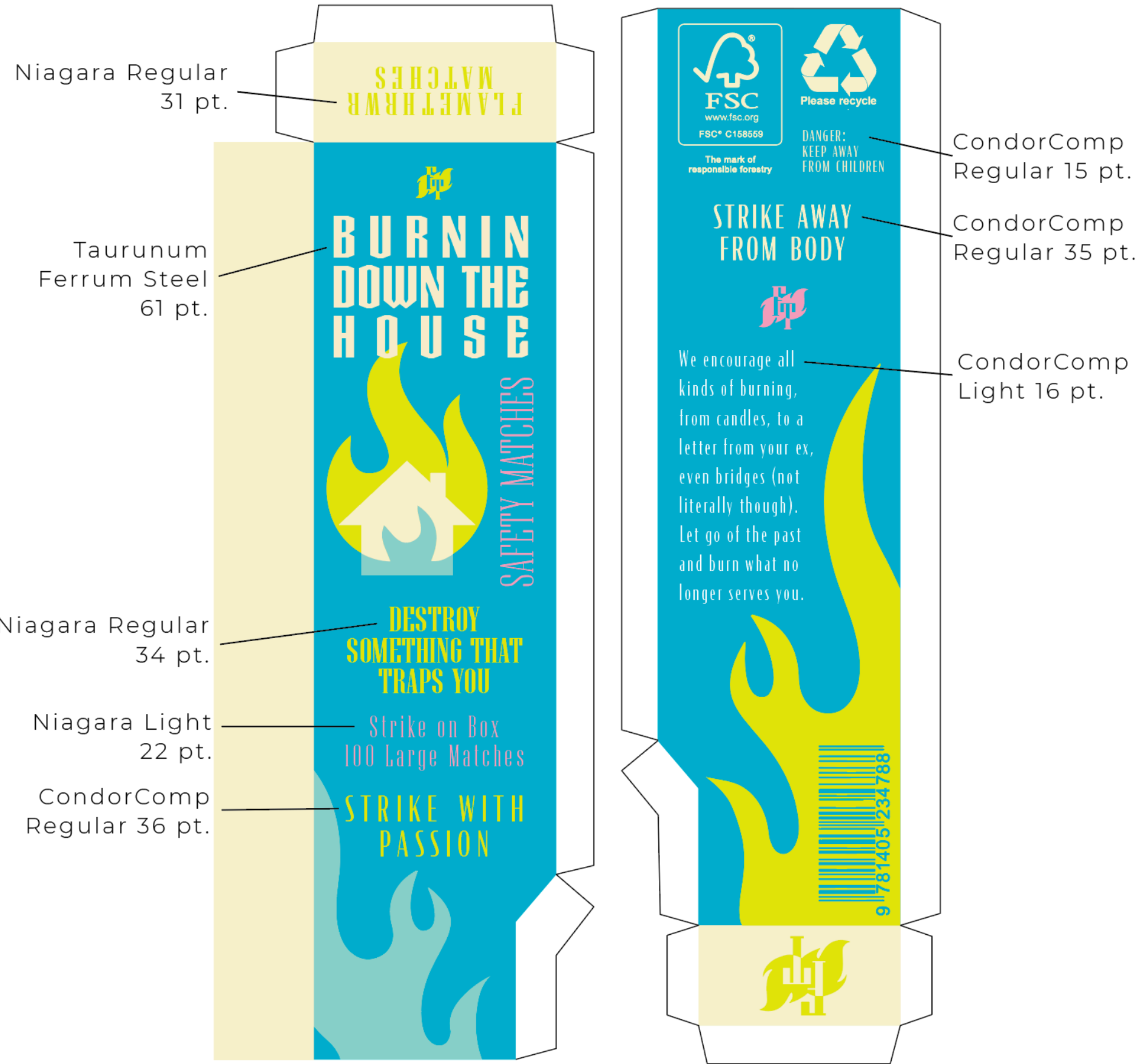
The Drawer Box is made up of two components: a sleeve and a drawer. Being held together through friction, the drawer should pull forward in one smooth motion to reveal the product inside.



Page 30
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BURNIN DOWN THE HOUSE

NIAGARA REGULAR



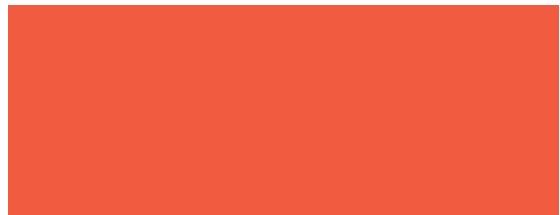
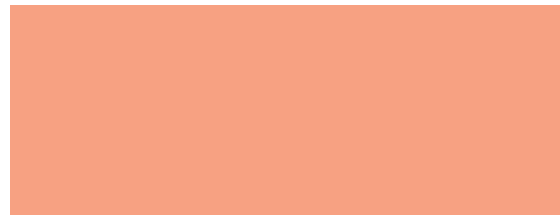
BURNIN DOWN THE HOUSE

FOT-キア口 STD B



BURNIN DOWN THE HOUSE

ERIC MACHAT HEADLINE



BURNIN DOWN THE HOUSE

MODULA OT



BURNIN DOWN THE HOUSE

NUTCRACKER



