

OCTOBER 8, 2025

GDES - ASSIGNMENT #1

NORTHERN STANDARD - FINAL DESIGN



GDES 3004 (303)

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Project 1 - Brand Strategy To Packaging



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GDES 3004 - 303

FINAL DESIGN DELIVERABLE #1

FINAL DESIGN DOCUMENT

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THE FINAL PRODUCT



ESSENCE

Northern Standard's packaging presents professional-grade reliability in a way that feels confident, not intimidating. It is built to give contractors instant certainty and to give capable DIYers clear, respectful guidance.

VISUALS

The name "Northern Standard" signals the brand's northern heritage and a standard for quality. The name feels established without feeling dated.

The icon represents both an evergreen tree (northern, sustainable, reliable), but also an arrow (up for success, superior quality, and literal north). The green palette is soft and approachable; it reflects the northern idea and separates itself from the competition's neon reds, blues, and yellows.

The Packaging further embodies these visuals. The topographic detailing on the background further aligns with the northern elements of the brand, while representing curiosity and exploration. It adds subtle visual interest without overpowering the copy.

SHELF PRESENCE

The shelf presence of this packaging design comes from the contrast to its competitors. While the soft corners and cool greens may not jump off the shelves, they stand out against the oversaturated & bold packaging and products of their competitors (bright yellow Stanley, red Milwaukee, etc.)

AUDIENCE

The most complex part of the brand is balancing its DIYer and professional audience. DIYers in hardware often feel isolated and lost, while industry professionals don't want to have their hands held.

This packaging is careful to display information clearly, but without overdoing it. The language used is encouraging to learning without implying that the customer is in need of learning. Further information is hidden behind a QR code for those who need it.

BRAND REPRESENTATION

Quality & Reliability

The body of the card is lightly contoured to the handle of the hammer. It feels tailored and quality, but is subtle enough not to ruin the simplicity of the brand and package.

Materials are solid and purposeful, not flashy, supporting a trustworthy impression.

Durability & Dependability

The open presentation communicates durability by not overprotecting the tool. The product itself shows its own toughness.

Inclusive, approachable, and customer-centric.

The copy on the packaging is carefully curated to be inviting, approachable, and supportive, without lecturing the customer. The tone implies that with Northern standard, you are not just buying tools, but also expertise.

The aesthetics are rounded and simple, colours are relaxed. Gradients pull the viewer's eye in, text is clear but not oversimplified. Especially in contrast to its competitors, the brand visuals are intended to stand out as comforting and approachable.

Innovative

Aesthetics are clean and simple, showing modern innovation. The one-piece net wraps around the hammer unobstructed. Simple

The QR code on the package leads to a site with tutorials, reviews and important information.