

Yvessel

Rethinking the idea  
of packaging

# Why?

“Packaging is a design flaw,” Bogatireva says. “I think we just have to reimagine things in that area. We can make a difference, of course, but I think on a large scale, the only solution would be to reinvent packaging in general.”

There is a problem with the amount of trash we create. In the United States, approximately 4.9 pounds of waste is produced per person per day. That means that after one full week, a household of 4 would accumulate about 137 pounds of waste.

Recycling is an option, but many families recycle improperly, resulting in much of it ending up in landfills (only 9% of plastic ends up being recycled). Along with that, many cities around the US do not even have a recycling system in place.

# How?

I am designing a campaign to force customers to rethink the idea of packaging itself, with the goal of reducing packaging waste. I will be using the idea of bulk bins at grocery stores, acknowledging the issues which are currently present.

(1) Oftentimes, the containers offered are plastic or glass, viewed as items for one time use.

(2) The process seems intimidating—people may be interested but don't know how to begin or what to do, putting people off from even trying.

(3) The customers need to be engaged with this concept outside of the store because they have got to remember to bring their containers.

# The Idea

## Branding and identity concept

The name Yvessel stands for Your Vessel. A vessel is a hollow utensil for holding liquids or other contents. Choosing to call it a vessel helps to reinvent the idea of packaging itself.

## Ceramic containers

The containers need to be something that people want to keep, to reuse time and time again. It is important to choose materials that are not viewed as something to be used once before being disposed of.

## Posters

The posters will look friendly and approachable, with the aim to get people curious to learn more about the idea.

## App

The app is aimed to help customers plan what containers to bring and help with engagement so that they remember to bring the containers when they visit.

# Colors and Type



#4d8e5e



#0e4066



#ea7a44



#faa21d



#f0e8d5

The colors are warm and friendly, each representing natural elements from the earth.

They stand for vegetation, water, earth (red clay), sun and clouds.

**YVESSEL**

**Bubblegum Pop Vanilla**

**HEADER**

**NEW HOLLYWOOD V1**

Body

Helvetica Neue Light

Body

Helvetica Neue Thin

## The Look

Natural  
Fun  
Friendly  
Inviting  
Personable  
Handmade  
Approachable  
Curious  
Tangible

### Key Messages

BYOV (Bring your own vessel)  
Don't trash packaging! Trash the idea of packaging.  
Build it, glaze it, make it your own, and keep it for life!

YVESSEL!

