



WE SPECIALIZE IN PACKAGING AND BRANDING.

SHELF Studio is a Packaging and Branding studio that believes in client collaboration and consumer understanding. Whether you're a start-up or established business, we deliver a uniquely ownable story that can be easily translated across all brand touchpoints. Shelf helps you stand out from the pack™, by combining data-driven strategic insights and consumer-centric design principles. Best of all, we craft brands that people love. Because without that special feeling of surprise and delight, a product is just a product.



Focusing on consumer-centric strategy, design, and execution.

1. WE DISCOVER

Kick-off with Deep Dive Interview	Review All Existing Assets	Research Competitors	Research Best Practices in Industry	Create Targeted Moodboards Based on Insights
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2. WE STRATEGIZE

Define Your Target Audience	Define What's Ownable	Define Brand Messaging and Voice	Wireframe the Hierarchy of Benefits On-Pack	Test Strategy with Consumers, Retailers, and Buyers
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3. WE CONCEPT THROUGH EXECUTION

Naming	Story	Identity	Packaging	Interactive	Collateral	Advertising	Expo & Environment
Company	Tagline	Logo	Containers	Website	Stationery	Print	Expo Booth
Brand	Brand Story	Color Palette	Labels	E-Newsletter	Brochures	Online	Tables
Sub-Brand	Product Story	Typography	Pouches & Bags	Social Media	One-Sheets	Social	Banners
Product	Benefits	Iconography	Outer Boxes	Gifs	Postcards		Displays
Flavor	Philosophy	Illustration	Tear-Trays	Video	Coupons		Signage
Scent	Bios	Style Guide	Shipper Stands	Animation	Sales Decks		Prop Styling
			Sample Packs				Interior Styling

4. WE PARTNER WITH LIKE-MINDED EXPERTS

Photography	Video	Interactive	Expo
Storyboarding	Storyboarding	Development	Renderings
Casting	Casting	E-Commerce	Build
Styling	Styling	Mobile	Shipping
Location	Location		Setup
Direction	Direction		
Shooting	Shooting		
Retouching	Post-Production		

What our clients are saying.



Working with SHELF Studio is like working with a co-founder - someone who believes in the brand's success as much as I do. SHELF guided our brand's voice and design from the initial launch of our playfully quirky Veggie Noodle Co. packaging to becoming a more household name with Cece's Veggie Co. Throughout each evolution, our iconic white packaging with punny copy caught the attention of veggie lovers on shelf, and more importantly, it kept us on shelf, due to retailer and buyer enthusiasm for a stand-out pack. Being a veggie nerd, SHELF captured the essence of me, and the essence of Cece's, *Simple but Twisted®*, from our family to yours.

CECE'S VEGGIE CO. Founder, Mason Arnold



We came to SHELF Studio thinking we were hiring a branding company...what we actually got was a true brand partner who would care for the brand as if it was their own. From innovative, hand carved designs that are truly pieces of art, to strategic brand consultation the team of SHELF has become an indispensable part of the thought leadership behind every aspect of UNITE Food. Just as important as beautiful work, the team was extremely accommodating, and collaborative, and to our extreme delight every aspect was on time and on budget. If you're looking for true partners of your brand who can push the design farther than you can imagine, and deliver everything on time, then SHELF is your team.

UNITE FOOD Founder, Clara Paye

