01 / Direction and mood board

Explore distinct packaging personalities while organizing the carton face, product communication and supporting graphic language.





Playful / collectible / legible

Interview packaging design exercise and later portfolio development by Ori Yehuda Vega. Not launched client packaging.

#F7A8CB #FA287E #4B1C39 #FFF2E3

02 / Applications and decisions

Archived work and current visual analysis. Captions distinguish source artwork from later presentation studies.



Front-panel artwork



Back-panel artwork



Artwork on supplied dieline

GRAPHIC LANGUAGE

Cat motifs, ribbon movement and a pink/plum palette establish MEW as a playful direction.

INFORMATION HIERARCHY

The front separates brand, product name and product image; secondary faces carry supporting information.

TECHNICAL DEVELOPMENT

The supplied dieline is the geometric reference. Perspective renders communicate appearance and cannot replace a measured production file.

03 / Technical reference

Current portfolio reconstruction. Reference guidance and open production requirements, not a released manufacturing specification.



COLOR REFERENCE / #F7A8CB / #FA287E / #4B1C39 / #FFF2E3. Screen samples only; approve physical output with the supplier.

DIELINE

Retain the supplier geometry at original scale, with separate cut/fold/artwork layers. Reconfirm all dimensions with the supplier.

ARTWORK AND FINISHES

Confirm substrate, ink system, finish, bleed, safe area and barcode/legal text before any production release.

PRODUCT ACCURACY

Reconcile feature wording and product images with approved company information. Rendered views are visual studies.

STATUS

Interview design exercise and portfolio reconstruction only. No tooling, manufactured sample, testing or commercial launch is claimed.

04 / Handoff and provenance

A reviewable record of the design system, source evidence and next production decisions.



Preflight: verify content and rights; confirm dimensions and substrate; inspect typography and image resolution; prepare the requested output profile; obtain a final proof and approval.

INCLUDED

Mood board, palette reference, source applications, design decisions and technical checklist.

SOURCE OF TRUTH

Original editable artwork, archived website captures and supplier templates remain authoritative. This reference does not replace those masters.

CREDITS AND ASSISTANCE

Interview exercise for Casa de Palma. Company-supplied product/dieline references are identified separately. Rendered packaging and appearance studies are AI-assisted visualizations; no manufactured result is claimed.