

# Creative Brief

**Client:** ShipTheBox

**Project Name:** Branding Identity, Web Design & Packaging Design

**Project Deadline:** March 2026

## **Purpose:**

ShipTheBox is a small parcel forwarding/proxy shipping business. They are looking to create a new branding identity, website and packaging design in order to stand out amongst their competitors. Their primary concerns are with ethical and environmental issues within the parcel forwarding sector - they want to provide a service that will keep its promise and provide innovation and transparency.

## **Objectives:**

- To create a cohesive brand identity for a package forwarding service that conveys the brand's message and moral code.
- To create products that differentiate this service from the others in the market.

## **Target Audience:**

Individuals aged 20-40 who have disposable income to spend on niche hobbies and shopping habits that rely on international shipping. Their needs include a trustworthy service that will provide sufficient information and a good quality service. Their pain points include a lack of trust in some of the other businesses as they have shady ethical standards and exploited the users.

## **Deliverables:**

- Branding identity - including logo, typography, colour palette, style and brand voice copy.
- A functional website with relevant information.
- Customized packages that hold users' purchased items securely.
- Unique features and potential fun campaigns in order to encourage new users and keep the current ones.

## **Aims:**

Allow more people to get involved in their collecting hobby with a lower price point.

Create a brand that will allow more opportunities within its sector.

## **Tone:**

Honest, fun, graceful, modular, organized, neat.

## **Competitors:**

Paysable, Shipito, Buyee

## **Potential Impact:**

- The parcel forwarding business might become successful and might expand to multiple regions or partner with e-commerce businesses.
- Inspire others through the use of environmentally conscious and creative packaging.