



The Power of Packaging

Communicate Humanity and Cultivate Devotion

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For brands that give a shift.™

BexBrands

Creative Directors/Partners

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Core Business

Brand Identity & Package Design

Current & Past Clients

**Suja, Once Upon a Farm, Dr. Praeger's,
Chameleon, Back to the Roots, Lily's,
Coolhaus, Joyride, Juni, Solely, Huxley**

What we'll cover ...

- 1 Why humanity matters in packaging**
- 2 What shoppers notice**
- 3 Six principles of human-centered packaging**
- 4 Brands that get it right**
- 5 Putting humanity into practice**
- 6 Q & A**

Why Humanity Matters

The Human Brain Shops Emotionally

People buy based on:

- Feeling first
- Logic second

Emotional Design Theory —
people respond on three levels

- Visceral: How it looks and feels
- Behavioral: How well it works
- Reflective: What it says about them



Why Humanity Matters

Humanity Is a Strategic Advantage

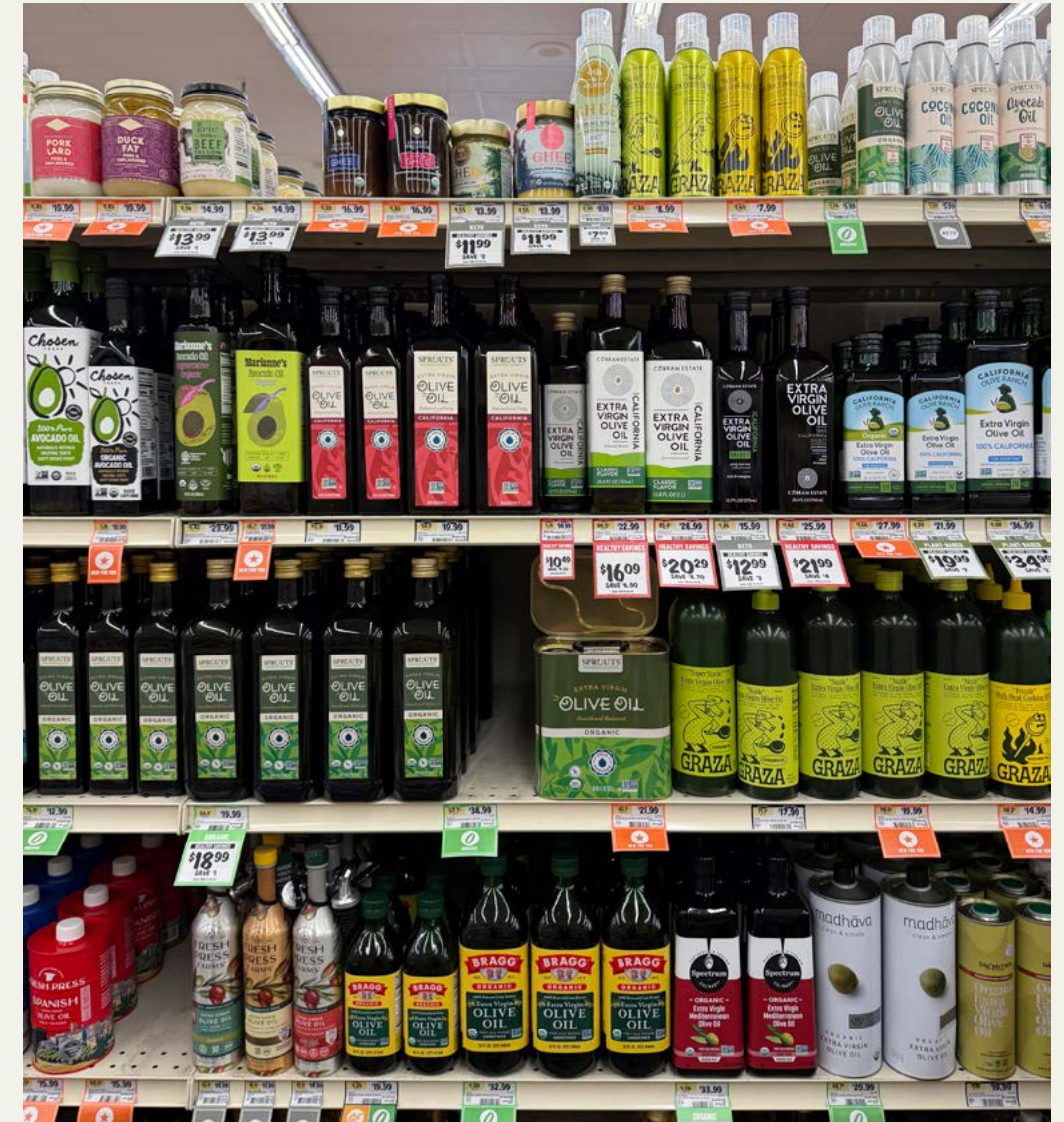
When products are functionally similar, emotional connection becomes the deciding factor.

- More trustworthy
- More relatable
- More aligned with their identity



What Consumers Notice

- 1 Color and shape
- 2 Brand/vibe
- 3 Product benefit
- 4 Price



Six Principles Of Human-Centered Packaging

What makes packaging feel human?

- 1 Honesty
- 2 Warmth
- 3 Personality
- 4 Care
- 5 Imperfection
- 6 Purpose



Six Principles Of Human-Centered Packaging

Principle 1

Honest Transparency

- Uses plain language
- Avoids exaggerated claims
- Makes ingredients and benefits easy to understand



Six Principles Of Human-Centered Packaging

Principle 2

Visual Warmth

- Soft colors
- Natural textures
- Hand-drawn illustrations
- Rounded typography
- Real photography



Six Principles Of Human-Centered Packaging

Principle 3

Write like a person

→ Can you picture the person writing?

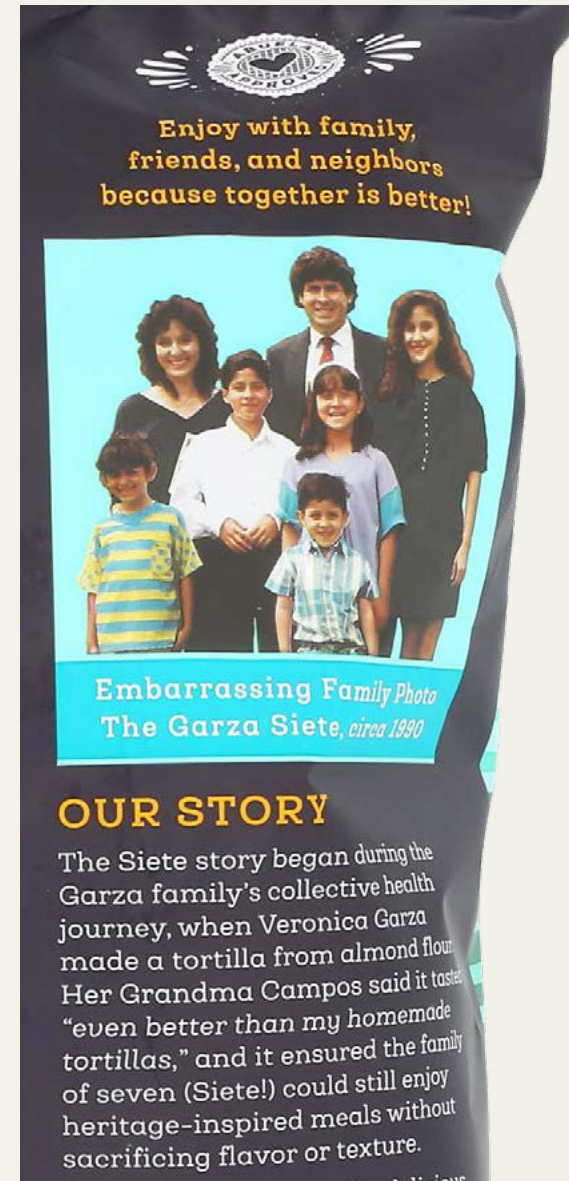


Six Principles Of Human-Centered Packaging

Principle 4

Storytelling

- Founder motivation
- Family recipes
- Farmer partnerships
- Mission and values



Six Principles Of Human-Centered Packaging

Principle 5

Show Thoughtfulness

- Easy-open features
- Resealable closures
- Accessible typography
- Sustainable materials



Six Principles Of Human-Centered Packaging

Principle 6

Purpose and Values

- Sustainability
- Ethical sourcing
- Community impact
- Fair labor



Brands That Get It Right

Momofuku

Human ≠ Perfect

- Handwritten fonts
- Illustrations
- Slight asymmetry
- Real, unscripted imagery

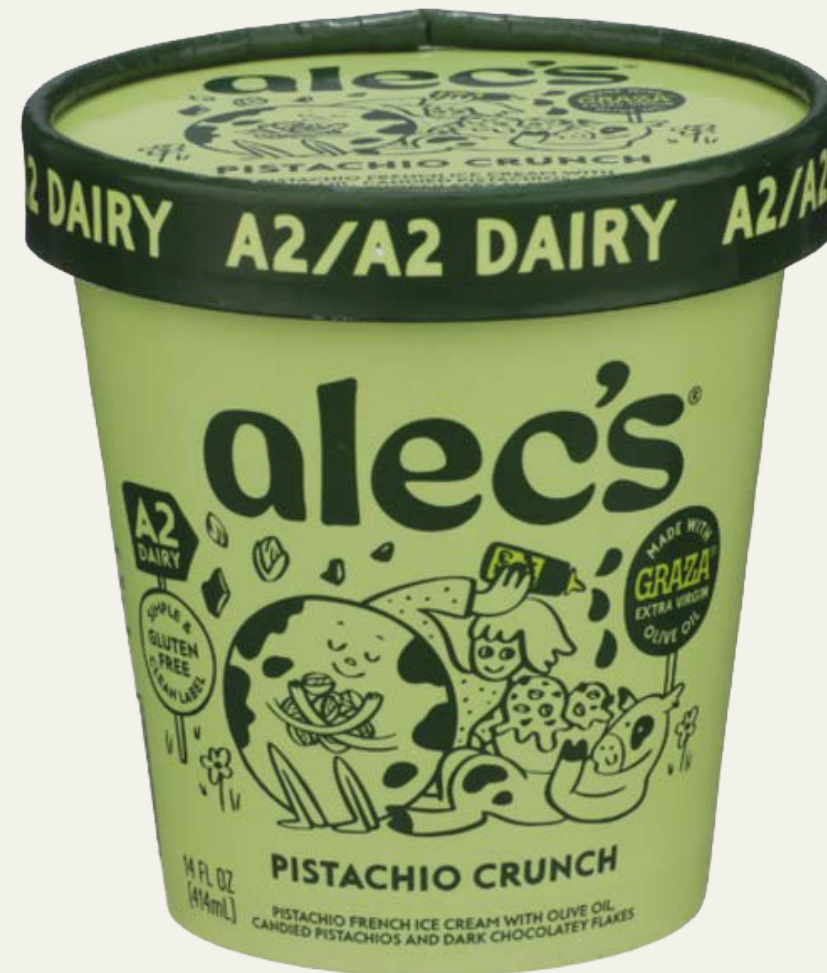


Brands That Get It Right

Alec's | Yiayia and Friends

Packaging as a Conversation

- Who made this?
- Why does it exist?
- Why should I trust it?
- How will it help me?



Brands That Get It Right

Fishwife

Why it feels human

- Conversational copy
- Unfiltered doodles
- Strong personality
- Honest tone



Brands That Get It Right

RX Bar

Why it feels human

- Ingredients front and center
- Radical simplicity



Brands That Get It Right

Chameleon

Before

- Cold
- Transactional



After

- Warm
- Energetic
- Eclectic



Putting Humanity into Practice

Common Mistakes

- 1 Over-claiming**
- 2 Too much information**
- 3 Generic stock imagery**
- 4 Corporate language**

Putting Humanity into Practice

Questions to answer

- 1** Is it instantly understandable?
- 2** Does it feel emotionally warm?
- 3** Does it sound like a person?
- 4** Does it communicate care?
- 5** Does it reflect meaningful values?

**Packaging communicates humanity when
it makes consumers feel that real people
created something thoughtfully, honestly,
and with genuine care.**

Thank you!

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