Packaging Design

CMYK

Key Crafters

Design Elements

KeyCrafters draws inspiration from the captivating culture of the Aztecs, embracing their profound connection with nature and reverence for ancient treasures.

Through a fusion of bold symbols and vibrant hues, our designs embody the spirit of exploration and innovation that defined this remarkable era.

The rich greens of nature and the lustrous golds of creativity paint an overall picture of adventure and ingenuity that resonates through time.

KeyCrafters

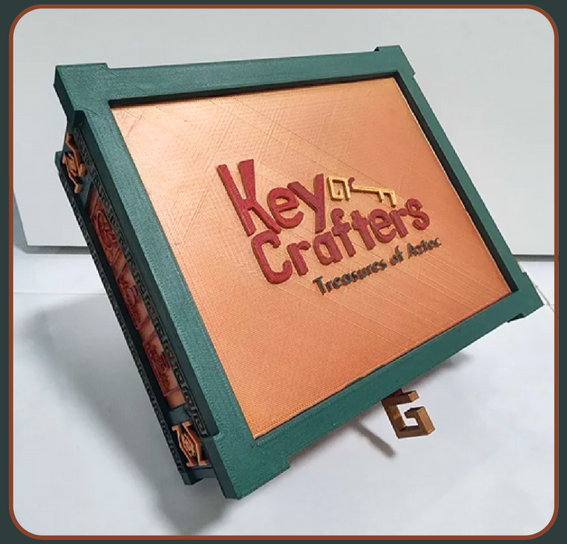
Dimensions: 191mm x 166mm x 65mm
(19.1cm x 16.6cm x 6.5cm)

Jingleberry

Aa

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Design Perspectives - External



The top cover of the game box uses a **complementary red hue to highlight the main title** in contrast with its copper-gold background.

The size of the title expands to cover the **prominent view** of the game box.

The front of the game box has a **minimalistic design** to match the cover, highlighting attention towards its locking mechanism.

Its patterns continue along the four sides, illustrating the cultural **symbolism of movement**, shadowing the core mechanics of the card game.

The sides of the game box display the game information for **age suitability, number of players, and average duration of the gameplay.**

Similar to the cover, it uses a consistent hue of red to **highlight the information**.

The back of the box displays the team logo, inspired by the printing **color model CMYK**.

The symbol representing the team is Ollin, depicting **balance**, following the Aztec pantheon, and **reflecting the team's dynamics**.

Design Perspectives - Internal

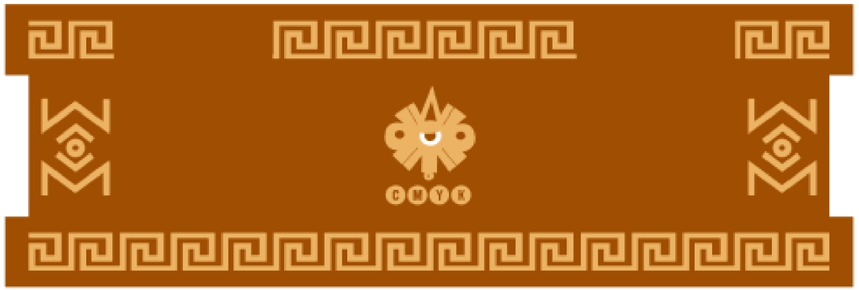
The internal design of the box is measured to fit the rulebook's thickness and area to allow a seamless fit **to avoid obstructing the locking mechanism** at the bottom of the box.

Under the covers of the rulebook reveal the **44 coins** tight-fitted at the top, and **60 & 61 cards** on both slots each respectively, in the middle of the box, having sufficient finger space to take the components out.

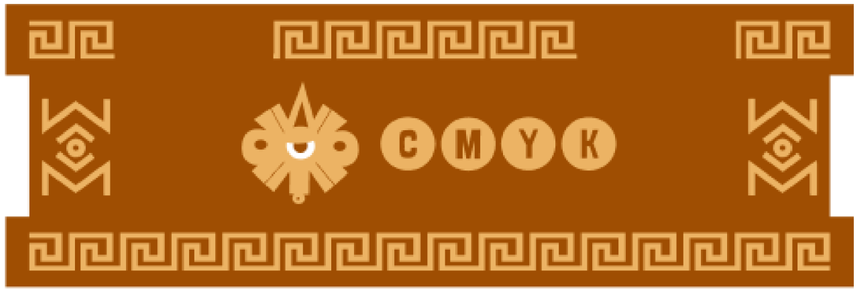
Beneath the cards uncovers the active player tokens, having an additional one as a style choice for **symmetrical aesthetic**, and as a spare component for the players. Having them at the bottom utilizes space in the box.

2D Prototype Layout - Elements Design

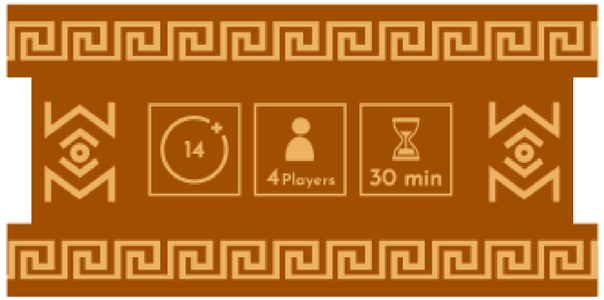
Back Elements 1



Back Elements 2 [CHOSEN]



Side Elements 1 [CHOSEN]



Side Elements 2

2D Prototype Layout - Elements Design

Cover Elements 1

Cover Elements 2 [CHOSEN]

2D Prototype Layout - Colour Testing

Back of Box Color 1-1

Back Color 1-1

Back of Box Color 1-2

Back Color 1-2

Back of Box Color 1-3

Back Color 1-3

Back of Box Color 2-1

Back Color 2-1

Back of Box Color 2-2

Back Color 2-2 [CHOSEN]

Back of Box Color 2-3

Back Color 2-3

Back of Box Color 3-1

Back Color 3-1

Back of Box Color 3-2

Back Color 3-2

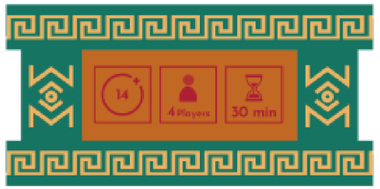
Back of Box Color 3-3

Back Color 3-3

2D Prototype Layout - Colour Testing

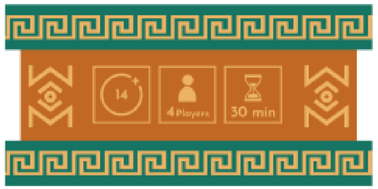
Box Color 1-1

Side Color 1-1 [CHOSEN]



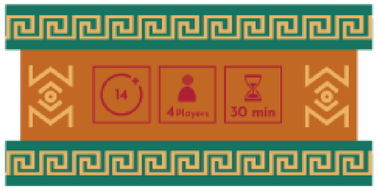
Side of Box Color 1-2

Side Color 1-2



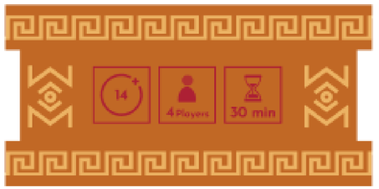
Side of Box Color 1-3

Side Color 1-3



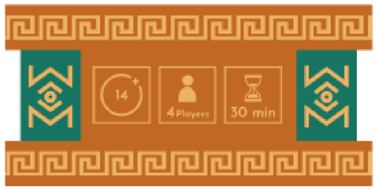
Box Color 2-1

Side Color 2-1



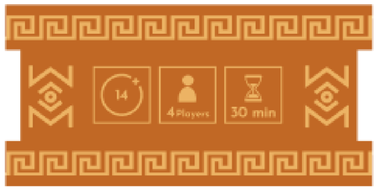
Side of Box Color 2-2

Side Color 2-2



Side of Box Color 2-3

Side Color 2-3



Box Color 3-1

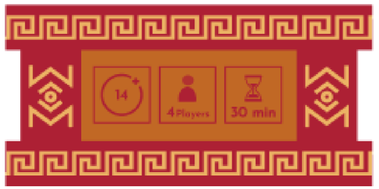
Side Color 3-1

Side of Box Color 3-2

Side Color 3-2

Side of Box Color 3-3

Side Color 3-3



2D Prototype Layout - Colour Testing

Icons

Key Crafters

Treasures of Aztec

C M Y K

14+

4 Players

30 min

Additional Items

C M Y K

C M Y K

14+
4 Players
30 min

14+
4 Players
30 min

14+
4 Players
30 min