OFF-SITE



Properties list:

end-user packaging
single product
new product
box
cardboard and paper
contemporary
opaque
typographical texture
identity by typography
information about packaging
instruction through pictograms
office and stationery

Via Communication Arts: "Document storage boxes provided an opportunity for San Francisco-based Gee + Chung Design to transform a utilitarian object into a ?moving bi llboard? for the company. Off-Site?s descriptive name is used as an overlapping, layered grap hic to create a metaphor for customers moving their documents ?off-site? and when stacked form s a continuous pattern. On the lid, the logo?s circle of dimensional boxes symbolizes in formation storage and retrieval and on the bottom, the logo?s six-sided shape outlines the bo x assembly in six simple steps."

Reference: http://www.off-siterecords.com/ , http://www.commarts.com/exhibit/off-site-records-management.html , http://www.geechungdesign.com/

Credits:

Agency: Gee + Chung Design

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