

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 billboard" for the company. Off-Site's descriptive name is used as an overlapping, layered graphic to create a metaphor for customers moving their documents "off-site" and when stacked forms a continuous pattern. On the lid, the logo's circle of dimensional boxes symbolizes information storage and retrieval and on the bottom, the logo's six-sided shape outlines the box 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

Other images: