the Book of Life

2015 Paperboard Packaging Alliance Student Design Challenge: Toy Packaging
Graphic Designers: Ellie Peters, Carly Rumpf, Ashley Slaby
Packaging Designers: Jackie Moshier, Stephen Reed
About the Movie

Producer Guillermo del Toro teams with director Jorge R. Gutierrez for this visually dazzling animated adventure following a young man named Manolo on his journey through three enchanting realms, where he faces his greatest fears while learning to follow his heart and embrace his future.

The Book of Life features the voices of Channing Tatum, Zoe Saldana, Diego Luna, Christina Applegate, and Ice Cube.

The Book of Life teaches children about the traditional Mexican holiday, Dia de Muertos or Day of the Dead. Many characters in the movie are decorated skeletons or sugar skulls. The movie can be appreciated by parents and children of all ages.

Synopsis courtesy of Fandango.com
Our Package

We are designing a sugar skull package that is also the toy and can be decorated with markers, stencils and accessories that are included within the package.

The package acts as the toy and there is little waste.

It will stand out on the shelf due to its unique display and shelf value.

The package will be able to be expanded to many of the characters in The Book of Life.
Final Structure
Skull Carton
Final Dieline
Skull Carton
Final Dieline
Hang Tag
Branding
Expanded Branding - Vector Graphics

Skull Graphics

La Muerta

Manolo
Branding
Expanded Branding - Vector Graphics

Instructional Icons

These icons are shown on the hang tag part of the package and clearly show what is included with the toy.

- Informational Booklet
- Markers
- Stencils
- Mustache
- Tissue Paper Flowers
Final Package
La Muerta
In-Store Display

The Book of Life
Social Media

Instagram Hashtags

Use the hashtag #BOLSugarSkull to share the unique designs.