



5 Packaging Cues

That Increase
Perceived Value

Use this checklist to evaluate whether your packaging is working as hard as your product. Each cue below is backed by behavioral science and proven to influence how your brand is perceived.

Color Choice

- Does your palette align with the emotion you want your customer to feel? (E.g., earth tones = natural and grounded; bold hues = energetic and modern)

Tactile Quality

- Are your materials (or finishes) signaling premium quality?
- Can customers **feel** the difference — even when shopping online?

Typography Cues

- Are your fonts consistent with your positioning (e.g., modern, elegant, heritage)?
- Are you using hierarchy to guide the eye?

Narrative Layer

- Does your packaging tell a story or share your values?
- Is there a discovery moment (e.g., inside flap messaging, founder note)?

Category Cues (Without Cliché)

- Are you nodding to industry norms without blending in?
- Do customers immediately know what kind of product this is — and why it's worth it?

Let's build something that works — and lasts.
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