**Orchid Texture Paste Label Design Guideline**

1. Company logo must be used on circular and rectangular designs.
2. Company name must be used on rectangular design only.
3. Silver polyester label material will be used.
4. Colour theme shall be in colours such as “Black”, “Dark Grey” and “Silver”.
5. A black orchid artwork must be featured in the design.
6. The following copywriting must be included in the design,
   1. “Orchid Texture Paste” on both circular and rectangular designs.
   2. Circular Design,
      1. Singapore’s Homebrew
      2. 100mL
      3. Strong Hold| Charcoal Infused
   3. Rectangular Design,
      1. Ingredients: WATER (AQUA), EUPHORBIA CERIFERA (CANDELILLA) WAX, KAOLIN, PEG-40 HYDROGENATED CASTOR OIL, PRUNUS ARMENIACA (APRICOT) KERNEL OIL, CETEARYL ALCOHOL, CETEARYL GLUCOSIDE, RICINUS COMMUNIS (CASTOR) OIL, BENTONITE, FRAGRANCE, PHENOXYETHANOL, CAPRYLYL GLYCOL, SORBIC ACID, ACTIVATED CHARCOAL.
      2. Required to include a “12m” logo. \*Refer to example design.
      3. “For best result, work a dime-sized amount between your palms and apply on blow-dried hair. Comb or shape your hair to desired style. Restyle anytime. Use more if needed.”
      4. High Texture| Matte Finish| Easy Wash-out| Easy Application| Featherweight
      5. Made in Singapore
      6. Gerson & Co. Pte. Ltd.

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**Examples**

1. Below is a design currently used by us. You are to provide a design that will complement the following current design too.



Diameter for circle sticker: 63mm

Rectangle Sticker: 217mmx23mm

1. You are able to draw inspirations from the below designs.



