**Kraft Soap Box Package Requirements:**

Please use our brand colors (you may also use complementary accent colors). Our primary headline font is Futura PT, but please feel free to use a complementary font on all copy.

KRAFT BOX SIZE: Please note that we would like the orientation of the design to be as shown in this picture. The dimensions of the package are: 2.81” x 3.19” x 1.06”.

A picture containing brick, building material

Description automatically generated

**Navy**

* PMS: 289C
* HEX: 0C2A43
* RGB: 12 42 67
* CMYK: 98 79 47 49

**Orange**

* PMS: 2034C
* HEX: ED4545
* RGB: 237, 69, 69
* CMYK: 1 88 75 0

Also, the location i.e. back of package, etc. are recommendations. If items don’t fit, please feel free to include on other parts of the package.

Finally, we also need this packaging design to work on a brown, amber bottle, so the colors should work both on KRAFT soap box packaging (we will be printing on the box directly) and for stickers on the amber brown bottles. Note: we won’t be using the same exact design for the glass bottles as they are different packages, but the color scheme should work for both.

Further, we would like a little (but not all) of the Kraft box color to show, as that projects natural; however, we are totally open to your recommendations. We like clean and premium!

A picture containing brick, building material

Description automatically generated

KRAFT SOAP Box – Designing for per this request

Amber bottle – we will have other products in an Amber brown glass bottle, so the design colors for the soap packaging must also work for this color. Of course, the design itself will be different, but similar.

1. **Front of Package**

* **Logo (see attached)**
* **Product Name:**
  + Cinnamon Bark (note that we will have 7 different fragrances so the name of the product needs to be able to be differentiated on a shelf amongst different fragrances)
  + Sweet & Spicy
  + Medium Grit
* **Text to include:** 
  + Men’s Natural Soap
* **Size:**
  + 5 Oz. Bar
    - Size must be: (1/16" (PDP less than 5 sq. in.) • 1/8" (PDP 5-25 sq. in.) • 3/16" (PDP 25-100 sq. in.)
    - Location must be within the bottom 30% of the PDP of the outer container, generally parallel in line to the base on which the package rests

1. **Back of Package**

* **Copy**
  + **Real Ingredients for Real Guys.**

Bring the outdoors in using real, natural ingredients on your skin. Traditional bar soap contains harsh chemical ingredients that can be harmful to you and the environment. Lather up with Guy Lively’s handcrafted, all-natural soap and feel the difference.

* **Text and include icons – pick icons that match**
  + Made in the USA (i.e. US flag icon)
  + No harsh chemicals
  + Sustainably sourced
  + Handcrafted
* **Ingredients**

Ingredients: Vegetable Oil Blend (Olive Oil, Organic Sustainable Palm Oil, Coconut Oil, Shea Butter, Sunflower Oil), Water, Sodium Hydroxide, Beeswax, Cinnamon Essential Oil, Honey, Ground Cinnamon.

1. **Bottom of Package:**

* Distributed by:J&H Collective Minneapolis, MN 55419
* Space for barcode: 1 1/8th inch width x 3/8th inch height (bottom of package)
* Recycle icon (see attached)

1. Side(s) of package

* **Directions:**
  + Directions: Lather, rinse and repeat.
* **Text**
  + Check out all our products at guylively.com