

## **Requirement**

We are a food manufacturer in Texas, USA.

We need a creative design for a small package box that will hold 50 of our recipe cards.

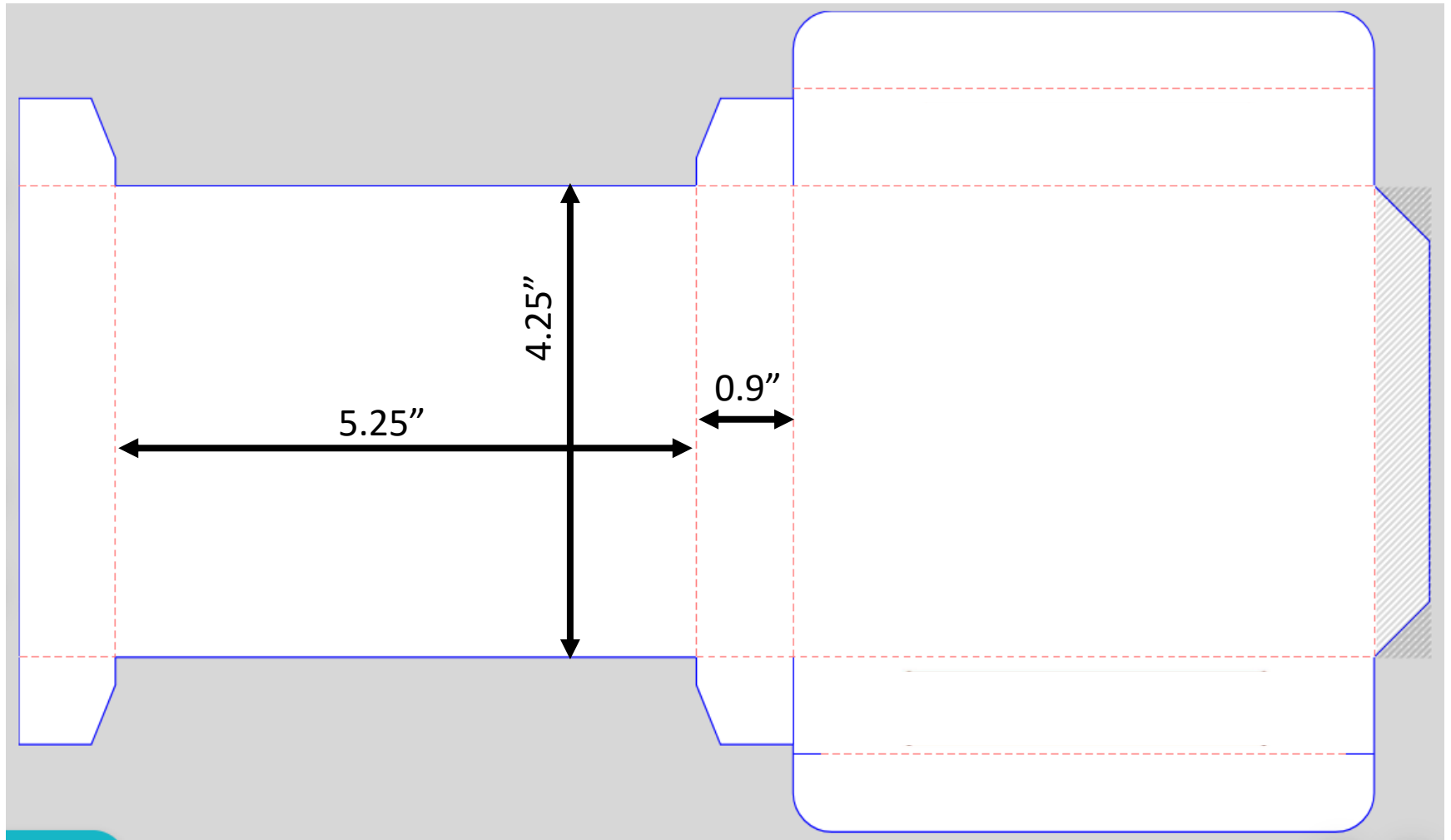
The package will be made from cardstock.

The end-product will be sold at retail stores across the USA.

Please see the following 12 pages for details of our requirement.

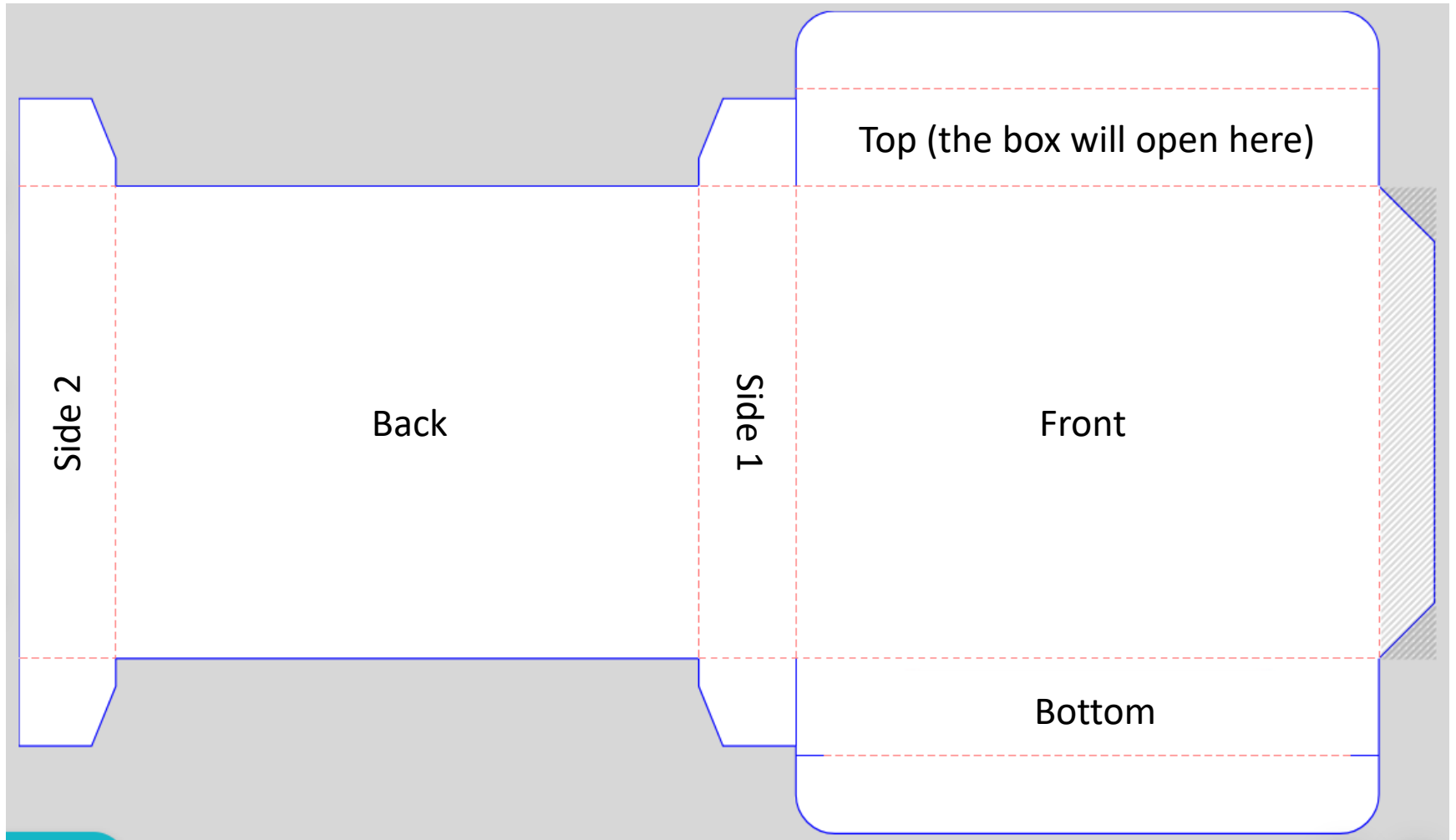
## Construction

When package box is constructed and glued together, the measurements will be 5.25" x 0.9" x 4.25".  
The box material will be made from 24 pt. cardstock.



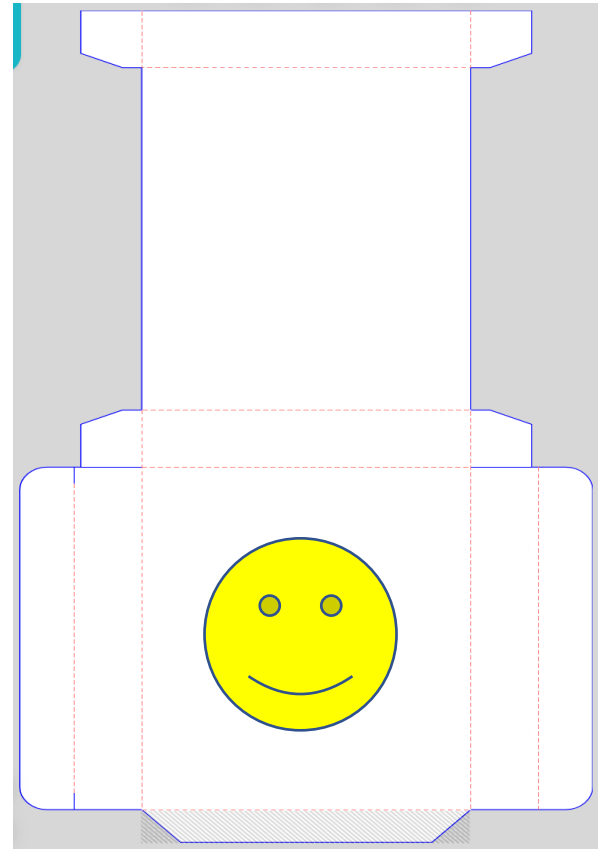
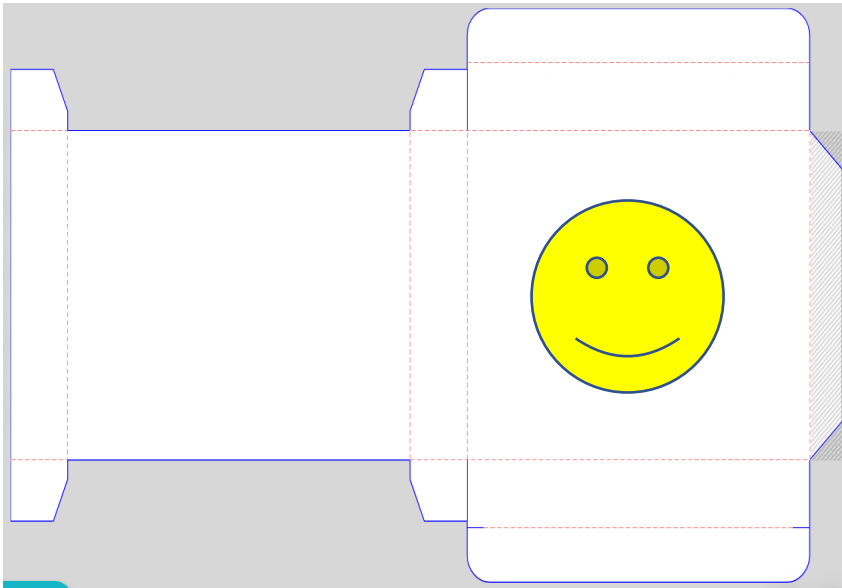
## Facings

The box facings are shown here.



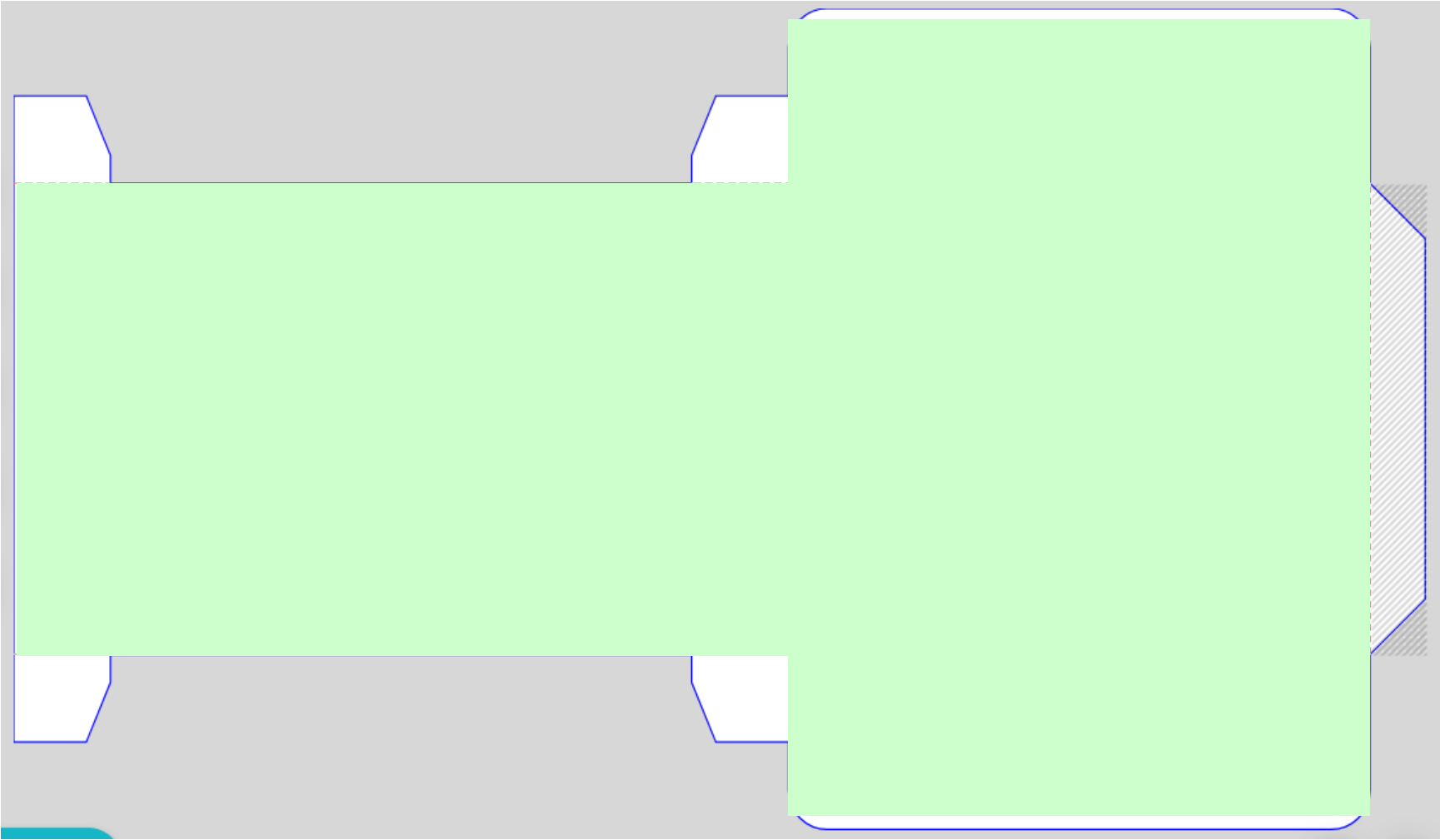
## Orientation

The orientation of the box itself can be either vertical or horizontal.



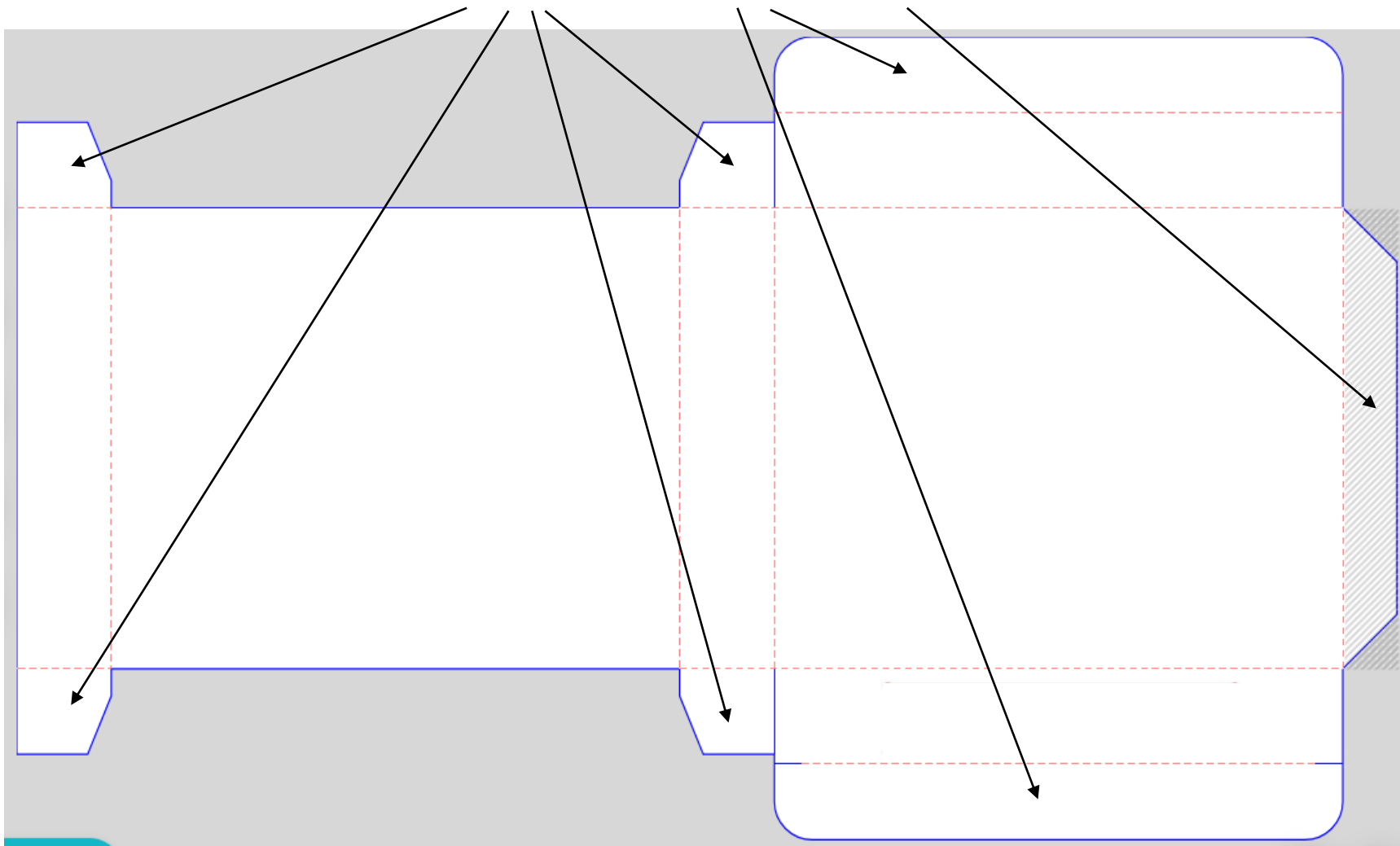
**Boundaries**

The artwork design is limited to the GREEN areas below.



## Hidden Folds

These areas will be hidden in the folds once the box is constructed. There is no need to design in these areas, unless you prefer a bleed of color.



## Box Construction

Once the box is constructed, it will have this configuration.



**Design Elements** (Note that these logos are each trademarked)

- Logos - Include one or more of these logos in the design.
- Design colors - The copper and blue colors are our company colors. It is not a requirement to adhere to these colors in the project design.
- Font - please use these font styles in the design. Other fonts may be used but need to closely resemble these fonts.



LONE  
STAR  
BEE<sup>★</sup>CO.

LONE STAR BEE<sup>★</sup>CO.





## Design Elements To Avoid

Please do **not** include additional graphics of bees, honeybees, honey, or an abundance of the color of yellow.



## Completed Project Contents

Once the box is completed, it will hold 50 recipe cards. Here are a few of the recipe cards.



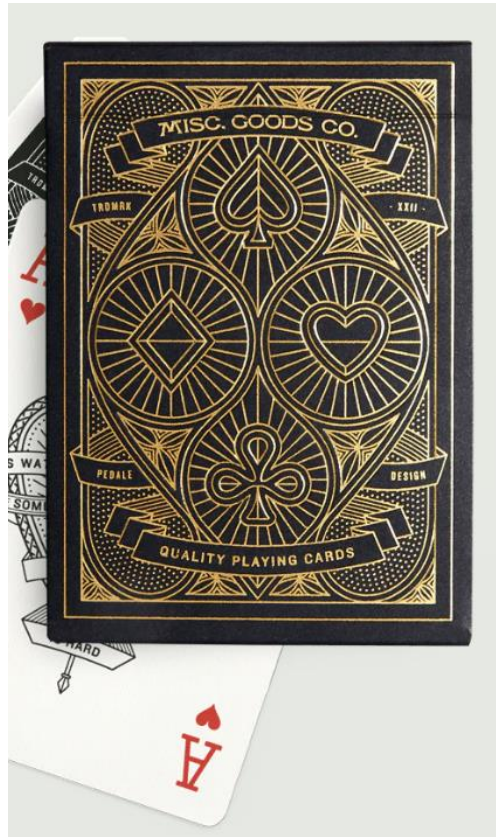


## Other Branding Designs of Note

We would like to see an eye-catching **ARTISTIC** design.

The design does not necessarily need to include images of food to convey the message that recipes are included inside the box. However, if images of food are not included, text / copy will be needed to give details of the contents.

Here are a few brands that we admire and we are sharing them with you for inspiration on the project:



These images are of boxes for playing cards. We like the simplicity and clean elements of these designs.

## Other Branding Designs of Note

We like the creativity of the artwork of these canned beverages. While the art is very detailed, the colors are minimal (per each can).





## Other Branding Designs of Note

We like the vintage feel of the artwork of this brand, as well as the layout of the text / copy.

