



Peanut Butter For Dogs

Label Design Brief

PROJECT OVERVIEW

Our company

Botaneo develops **natural & innovative products** aimed at **enhancing animal (cat & dog) well-being**.

The company focuses on producing high-end, ethically sourced products that **naturally soothe pets, improving their quality of life**.

The product being developed

We are currently developing a **CBD-enriched Peanut Butter product** for **dogs**, and we are looking for some label designs that **follow our brand image & brand identity**.

PRODUCT DETAILS

The product will be using a cylindrical PET plastic jar (250 ml) with plastic screw lid black

Label size: 220 x 58 mm



SPECIFIC INSTRUCTIONS (1/3)

Text elements to include (front of label):

- **Product title:** “Douceur Réconfortante”
- **CBD content:** “CBD 150 MG”
- **Unique selling propositions:**
 - “Anti-Stress”
 - “100% naturel”
 - “A lécher”
 - “Beurre de cacahuète”

Important note:

People need to understand (visually) this is a product for DOGS.

SPECIFIC INSTRUCTIONS (2/3)

Product description text:

Doux comme une caresse

Enrichi en extrait de chanvre naturellement apaisant, le beurre de cacahuète BOTANUTS™ est une délicieuse friandise d'occupation à lécher.

Utilisation : Laissez votre chien lécher cette gourmandise pour traverser en douceur les événements stressants du quotidien (absence, toilettage, trajet en voiture, etc.)

Astuce : Pour une utilisation optimale, étalez le beurre de cacahuète sur le tapis de léchage BOTALICK™.

Ingrédients : Beurre de cacahuète, extrait de chanvre (0% THC).

Poids Net : 250g

SPECIFIC INSTRUCTIONS (3/3)

Dosage table:

Petit : 1 cuillère à café

Moyen : 2 cuillères à café

Grand : 3 cuillères à café

Dog visual (optional)

If you would like to include a dog image in your design, please use the attached dog image (image2.jpeg)

Important note:

Strictly follow fonts & colors of Botaneo brand kit

BOTANEO

BRAND KIT & IDENTITY

Typo

Headline

Nexa- Bold

Body

Gilroy - regular

Preview

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed sit amet aliquet nisl, ac placerat tellus. In consequat nisi ut porta placerat. Curabitur nec tempus dolor.

Buttons

Karla bold

Karla bold

Colors

Primary palette



Black
HEX: #353535



Green
HEX: #36997E



Yellow
HEX: #FCBC78

Secondary palette



Light green
HEX: #C1DCC8



Pink
HEX: #EDB7BF



Grey
HEX: #F5F3F2

BOTANEO CURRENT PRODUCTS



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