# Project Title: Vitarise Collagen Powder Tub Packaging Design

## The Layout We Like (this is not a rigid rule, just to give you an idea):

Vitarise logo at the top

At bottom there’s a section like this



Remember, this is not a final style, but for the top half of the front focal view this feels a bit nice (the logo, fonts, styles … everything can change).

## Company Overview:

We are a new collagen brand in Turkey with 10+ years of experience in supplement industry. We saw an opportunity in collagen market and we’re diving into it ourselves.

For now, we will be only producing collagen and maybe some secondary products, but right now it’s only 1 product so our packaging has to be real good (because it’s only 1 product and it will be our brand face)

Our collagen blend includes Type 1, Type 2 (100mg per 10g scoop – most brands have 10mg per 10g scoop), and Type 3 collagens, natural Vitamin C from acerola (most brands use synthetic C vitamins), Silisium for enhanced absorption, and probiotics for overall health & gut health.

Our product will be one of the highest quality collagen in the market as we’re not cutting costs by using low-quality stuff, so we want our packaging to reflect that. Premium, trustworthy and high-quality.

## Market Context:

Current collagen market in Turkey is filled with low-quality options. We want to stand-out in this market with a distinct design, premium packaging experience (will expand on this), high-quality & working product and excellent customer satisfaction.

Our packaging needs to reflect this superior quality and the transparent, trustworthy nature of our brand.

In short: We are making a really good product and we want our product to reflect our TRUSTWORTHY & PREMIUM feeling.

1 thing to keep in mind aswell, there is a brand called “Kiperin” in Turkish market right now that is DOMINATING collagen market. Their packaging is not the best, but it’s distinct. You’d recognize it from 10 meters away. We want to evoke same feeling. They have golden caps/lids, we will have platinum gray ones etc.  
  
We want our product to be different from them, but still catches attention and clings to people’s minds.

## Target Audience:

Pretty much everyone aged 25+ is using collagen in Turkey right now. There is no specific audience.

**The key main benefits we want to include:**

* Our product is very high-quality collagen with supplementary ingredients in it
* Use of collagen promotes skin health, hair health, overall mood, helps with fat loss (by keeping people full & not hungry), type 2 helps with ankle and joint health.
* It can be used by anyone, everywhere.
* People can put it in their coffee, yogurt, water etc.
* It’s flavourless.

# Design Specifications:

## Tub Size and Material:

Capacity for 620g of collagen powder. Die cut dimensions: 382mmx118mm (The pdf is provided on another attachment)

Premium materials, the main material used as the tub will velvet cellophane, complemented by a platinum gray cap.

## Color Palette and Design Theme:

THIS IS VERY IMPORTANT.

We currently aren’t sure what color theme we want to use, but we know that we somehow want to use the color platinum gray, which will boost our distinct feeling.

Also, we want a circular line at the top of the design, which will subtly restrict the design to the bottom (and it looks nice. Check the brand Kiperin from the other document to better understand it. It’s just a straight platinum line at the top of the design)

Other than that, we probably need a main color, which I suggest deep blue.

BUT, you have creative freedom here, don’t feel obliged to use these 2 colors.

**THE FEELING WE WANT IS THIS:**

Our product is high-quality, trustworthy, not one of those classic boring corporate packages, it can be differentiated just by looking at it from far away.

For example we will have QR codes on the packaging, we will sending people to academic studies to benefits of each ingredient we are using & why we are using them etc.

Our platinum packaging and the overall feeling will be very distinct aswell.

We really like platinum stroke on main texts (see brand examples for reference)

## Brand Identity:

Our logo is not finished, but we want to use the icon “+” as a theme throughout the design.

We will also probably need an icon style which is up to the designer.

Remember: The feeling we want is the middle between corporate & fresh, cheap trick products. It should be vibrant enough to catch attention, but not much so that it feels salesy/flashy.

As for fonts, we want to use same style fonts in our logo aswell. Not very rigid/geometric, not very “hand-writingy” (if that’s a word).

Other than that the designer knows best.

## Graphic Elements:

Integration of the '+' sign in icons and graphics. The icon styles will be decided by the designers.

Clear icons for key ingredients. E.g., Si+, C+ (silisium plus, Vitamin C plus etc.)

## Text and Typography:

Emphasis on 'Hydrolyzed Collagen', 'High Absorption' 'High-Quality material' etc.

Balanced font style. Not very corporate, not very hand-writingy

## Packaging Experience:

So this is not something we expect designers to do by any means, but just to give the designer more context on the feeling we want to capture:

Our tubs will reflect our premium style, and we will put the tubs in a gifting style box, and it will have a personal thank you card + it will have metal scoop rather than usual plastic cheap scoops.

We want to encapture that premium feeling every product we produce.

## Regulatory Aspects:

You don’t have to comply with them right now as they will be in Turkish, but have a place for these so we can fill them in later on with appropriate regulatory text.

Also have some calories table etc., not stating the obvious here.

# The Feeling We Want the Product to Give (VERY IMPORTANT):

What I’ve personally seen from every successful collagen product is whenever I glance at it, it conveys me a message. Some are playful, some replaces your food, some are clinically studied, some made for sportsmen etc.

We want to evoke a similar feeling. We aren’t %100 sure how and what we want to achieve (hence why we need professional help). I’ve tried to explain the product as much as I can, work your magic please 😅 Don’t be afraid to be creative. But in short, it should be trustworthy & premium without being noisy.

The only thing we DON’T want is feeling VERY BUSY on the design. Avoid busy & noisy designs please.

We aim for our product to be instantly recognizable, even from a distance, much like our main competitor has achieved. The design should be distinct and memorable, creating an association of premium quality and trustworthiness in the minds of consumers. When someone sees a Vitarise tub, it should immediately convey a sense of superior quality, healthfulness, and reliability, becoming a household name synonymous with high-quality collagen.

# Personal Comments for the Designer Guidance:

DON’T BE AFRAID TO BE CREATIVE.

The only important thing is we tried to explain the feelings we want to give, but if you can disregard my specifications but still capture that feeling, THAT’S PERFECT.

Focus on creating a design that not only speaks to the product's quality but also makes it a recognizable and sought-after brand in the collagen market.

Ensure the design is clean, direct, and differentiates Vitarise as a premium, trustworthy product.

Aim for the packaging to be distinctive at a glance, making it instantly recognizable and memorable.

This is very important.

We want to become a house-hold name so it should be VERY distinct.

**ALSO, PLEASE TRY TO ADD A CIRCULAR LINE AT THE TOP OF THE DESIGN. IT CAN BE PLATINUM GRAY. WE LOVE IT SO MUCH BECAUSE IT FEELS VERY PREMIUM AND NEATLY DESIGNED.**