

Subject: Design Brief for Voscel Battery Label

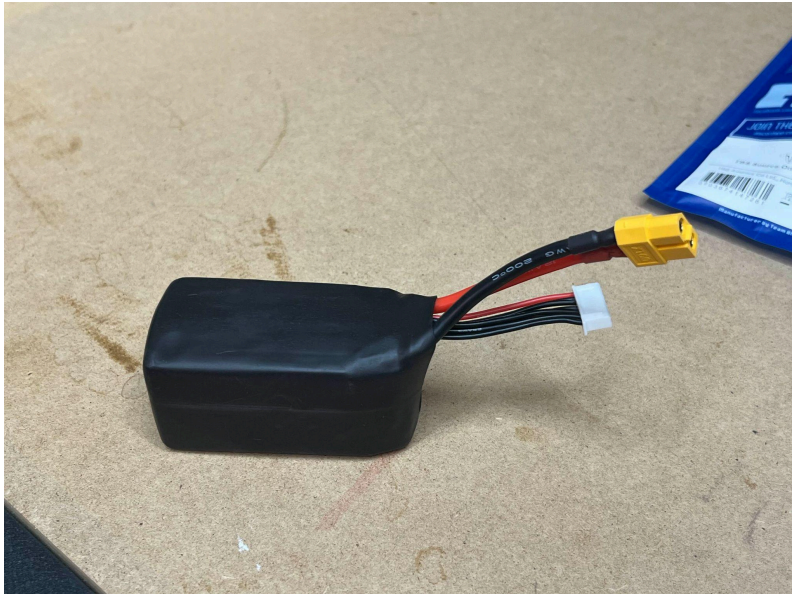
Dear Graphic Designer,

We need your creativity for a new lithium battery label design. We aim to make our product visually appealing and distinct from competitors. Your design skills are crucial for this task, and we're excited to work with you.

Please create a label for label printing.

THE PRODUCT

Our product is lithium batteries, here are some key photos of our bare product, no labels.



COMPETIOR LABELS





OUR DESIGN

Label 1: Product label

Size: 65x35mm

Features

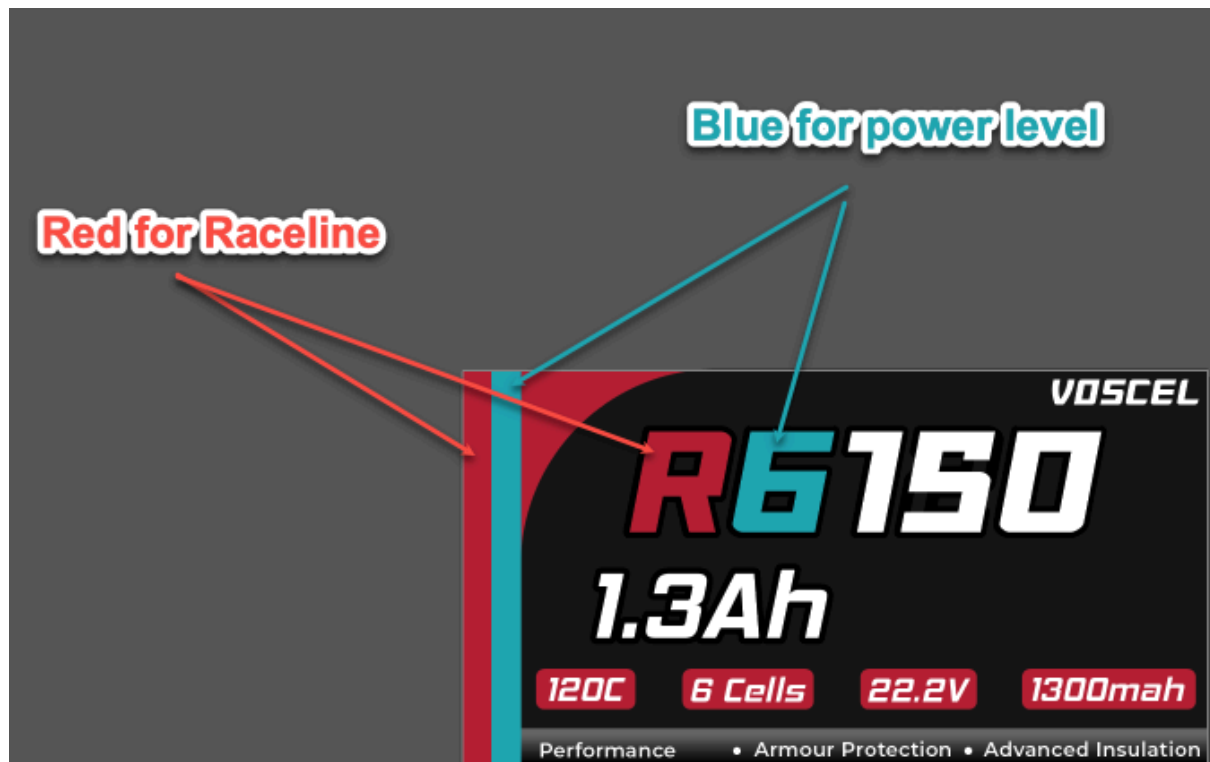
- Clear and visual text at 100%.
- The design should be modern, clear, convey speed suitable for both professional and consumer markets.
- 2-way colour band/identify profile!



***Our main label feature is the colour tag profile, designed to easily identify battery category and power level with a 2-way colour band. Inspired by a tool company that uses a consistent colour profile to identify Phillips head sizing across their range.



Here is a mock-up.



Label details.

Brand logo: Voscel (attached)

Text 1: R6150

Text 2: 1.3Ah

Text 3: 120C

Text 4: 6 CELLS

Text 5: 22.2V

Text 6: 1300WH

Text 7: Performance / Armour Protection / Advanced Insulation

What not to do!! All basic, no alignment, love, or creativity. Seems like stock imagery slapped onto a canvas.



