

Design Contest Brief for DesignCrowd

Title: Eco-Friendly Wheat Straw Drinking Straw Packaging Design Contest

Description: We are seeking talented designers to create a standout packaging design for our eco-friendly wheat straw drinking straws. Our product is an environmentally conscious alternative to plastic and paper straws. We want a design that not only reflects our brand values of sustainability and health but also stands out on store shelves.

Important Note: The final design should be in Turkish. All English translations provided below are for your understanding of the content and layout.

Brand Information:

- **Product:** Drinking straws made from natural wheat straw.
- **Slogan:** "Topraktan Masaya, Masadan Toprağa!" (From the Earth to the Table, Back to the Earth!)
- **Website:** nafatarim.com & dogalpipet.com

Design Requirements:

1. Front Label:

- Include the product description prominently (e.g., "Doğal Buğday Sapından Pipet").
- Slogan: "Topraktan Masaya, Masadan Toprağa!" (From the Earth to the Table, Back to the Earth!)
- • Front Label:
- Include the product description prominently (e.g., "Doğal Buğday Sapından Pipet").
- Slogan: "Topraktan Masaya, Masadan Toprağa!"
- Additional details:
 - "Doğada çözünür."
 - "Sıvı içerisinde erimez, yumuşamaz."
 - "Kimyasal içermez."
 - "Gıda ile temasa uygundur."

- Illustration or graphic element that represents wheat straws or a natural, sustainable theme.
- Dimensions: 90 mm height, 60 mm width.

2. Back Label:

- Include necessary product information such as:
 - Importer: NAFA Tarımsal Üretim ve Pazarlama San. Tic. Ltd. Şti.
 - Address: Atatürk Mah. Ertuğrul Gazi Sok. Metropol C1 Blok No: 2B / 244 Ataşehir / İstanbul
 - Country of Origin: Çin
 - Batch/Lot No., Production Date (leave blank spaces for these details to be filled in later).
- Website and contact information:
 - www.nafatarim.com & www.dogalpipet.com
 - info@nafatarim.com & info@dogalpipet.com
- Dimensions: 60 mm height, 60 mm width.

3. Design Style:

- Modern, clean, and appealing with a focus on sustainability.
- Use earthy colors like green, beige, or brown to highlight the natural aspect of the product.
- Avoid clutter; the design should be simple yet effective in communicating the eco-friendly nature of the product.

4. Logo and Branding:

- We are open to creative suggestions for the branding elements that align with the eco-friendly and health-conscious values of the product.

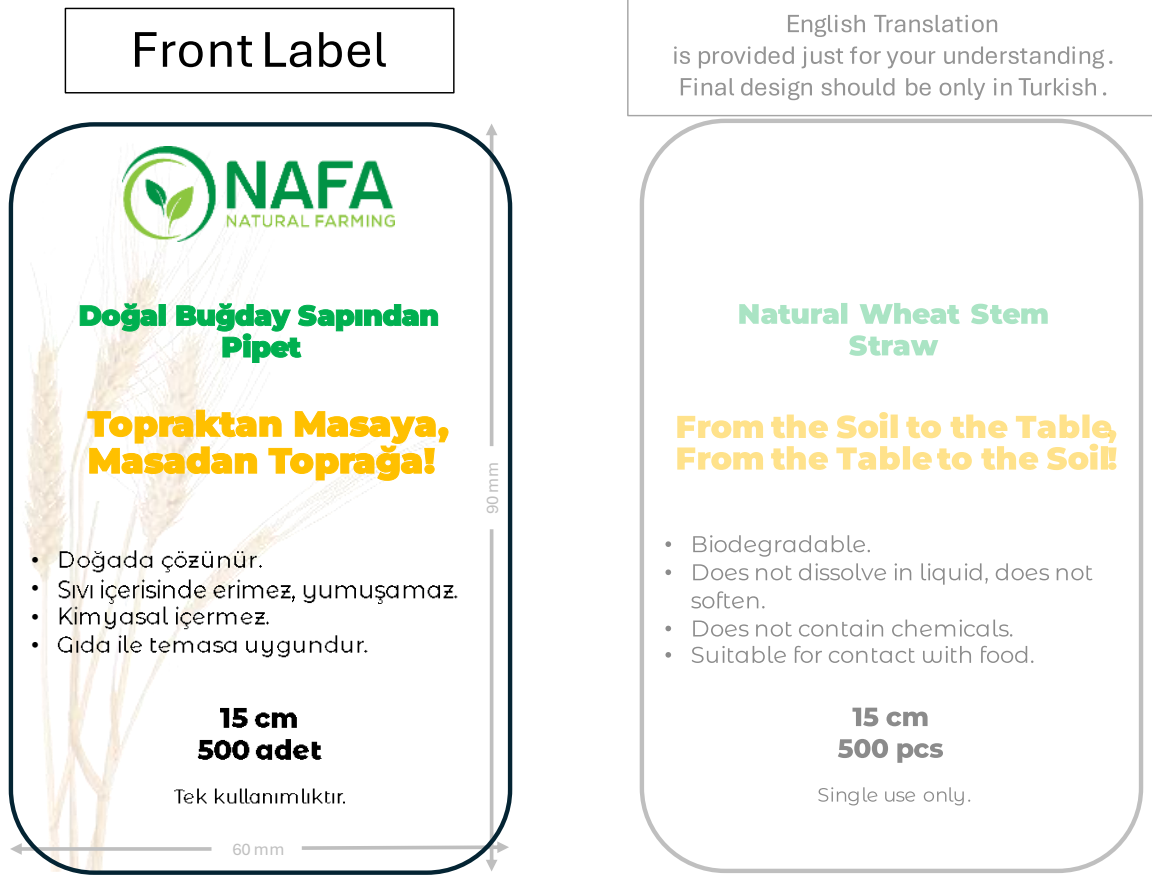
5. Additional Notes:

- Ensure that the design is scalable and can be adapted for different packaging sizes if needed.
- The design should be print-ready with clear guidelines for production.

- Incorporate any visual elements or themes that convey a natural, organic, and environmentally friendly product.

Inspiration: Attached is a sample design and layout we have created to provide a general idea of the elements and information required. We encourage creativity and fresh ideas that will help our product stand out in the market.

We look forward to seeing your innovative designs that will help us make a positive impact on the environment and delight our customers!



Back Label

English Translation
is provided just for your understanding.
Final design should be only in Turkish.

60 mm

İthalatçı : NAFA Tarımsal Üretim ve Pazarlama San. Tic. Ltd. Şti.

Adres : Atatürk Mah. Ertuğrul Gazi Sok. Metropol C1 Blok
No: 2B / 244 Ataşehir / İstanbul

Menşei : Çin

Parti/Lot No :

Üretim Tarihi :/..../....

www.dogalpipet.com info@dogalpipet.com 0850 205 01 02
www.nafatarim.com info@nafatarim.com 0216 266 75 25

8 697447 970366

60 mm

Importer : NAFA Tarımsal Üretim ve Pazarlama San. Tic. Ltd. Şti.

Address : Atatürk Mah. Ertuğrul Gazi Sok. Metropol C1 Blok
No: 2B / 244 Ataşehir / İstanbul

Country of Origin : China

Batch No :

Production Date :/..../....

www.dogalpipet.com info@dogalpipet.com 0850 205 01 02
www.nafatarim.com info@nafatarim.com 0216 266 75 25