

## Packshot design brief

This serves to give a brief for the creation of some digitally created images to showcase the FROOM packs.

Note - with the images supplied - please try and take the ridges out of the plastic.

3 x products - 6 different packshot options required ( 2 of each)

- Burgers
- Balls
- Mince

Design Descriptives:

- Modern
- Contemporary

## Froom Pantone colours:

Primary background colour: #36002e

Froom pink : #ea1679

Froom green (leaves) #b0bf1a

White:

Mince accent colour: ffb559

Ball accent colour : #ea1679

Burger accent colour: #00bf63

Examples of what competitors are doing - I really like the use of the hands the packs.





Artwork provided:

- FROM eps logo
- Packshots