



Project Brief: Paper Bag Packaging for K+C Chocolate Box Sales

Overview

Kelly + Calcott (K+C) Chocolate Cafe requires elegant, functional, and eco-friendly paper bag packaging to accompany its chocolate box sales. These bags should reflect the premium, contemporary brand identity of K+C while providing customers with a luxurious unboxing experience. The design should align with the brand's mission of offering moments of happiness and indulgence.

Purpose

1. Enhance the customer experience through premium and visually appealing packaging.
2. Strengthen brand visibility and recall through consistent design elements.
3. Include website details to drive traffic and promote online engagement.
4. Ensure functionality and durability for carrying chocolate boxes safely.
5. Promote eco-conscious values by using sustainable materials.

Target Audience

Primarily females aged 25–60, who value luxury, indulgence, and eco-conscious choices, as well as gift-givers looking for premium presentation.

Design Requirements

1. **Branding Elements:**
 - Incorporate the K+C logo prominently.
 - Use the brand's colour palette: **light moss green, white marble, and gold accents.**
 - Include a tagline or subtle messaging, e.g., *"Moments of Happiness, Wrapped for You."*
 - Include the website URL prominently: **www.kelly-calcott.co.nz**.
 - Optional: Add a QR code linking to the website.

2. **Material:**
 - 100% recyclable and compostable kraft or coated paper.
 - High-quality handles (e.g., twisted paper or soft cotton rope).
3. **Size Variants:**
 - Small, medium, and large sizes to accommodate varying box dimensions.
 - Sizes should be designed to snugly fit the chocolate boxes without excess space.
4. **Functional Features:**
 - Reinforced base and sides for durability.
 - Easy-to-carry handles for convenience.
5. **Aesthetic Appeal:**
 - Sophisticated design that matches the luxury positioning of K+C.
 - Minimalist yet impactful; avoid clutter or over-complication.
 - Matte or satin finish to enhance the premium feel.
6. **Additional Features:**
 - Option for a gold foil or embossed logo for added elegance.
 - Scalable - so design can be used for multiple size.
 - Subtle texture or pattern inspired by chocolate or indulgence (e.g., marble veining or cocoa pod imagery).
7. **Website and Contact Details:**
 - Website: **www.kelly-calcott.co.nz**, displayed near the bottom of the bag in a subtle yet visible font.
 - Optional QR code linking directly to the website for added convenience.

Sustainability Goals

1. Use FSC-certified or similar sustainably sourced paper.
2. Include messaging about the recyclability of the packaging (e.g., "This bag is made to be loved, then recycled").
3. Avoid plastic or non-biodegradable elements.

Production Considerations

1. Competitive pricing for high-quality production.
2. Local sourcing where possible to align with K+C's sustainable ethos.
3. Bulk order options for scalability.