



## Design Brief for K+C Chocolate Box Range

### Objective

Develop a sophisticated, recyclable chocolate box range for Kelly + Calcott Chocolates that embodies contemporary elegance and luxury. The packaging must align with the brand's identity and values, while being practical for scaling and environmentally conscious.

### Product Overview

1. **Packaging Sizes:**
  - Small: Fits 6-8 chocolates (e.g., gifting or personal indulgence).
  - Medium: Fits 12-16 chocolates (ideal for sharing or thoughtful gifts).
  - Large: Fits 20-24 chocolates (premium gifting).
2. **Material Requirements:**
  - Recyclable or compostable materials with a luxury finish (e.g., kraft paper, FSC-certified cardboard).
  - Avoid plastic; consider alternative closures (e.g., paper ribbon, magnetic fold).

### Design Goals

1. **Aesthetic:**
  - Clean, minimalistic design with subtle textures or patterns (e.g., marble effect, embossed logo).
  - Use the brand's colour palette: light moss green, white marble, and gold.
  - Contemporary typography, with luxurious accents like foil stamping or debossing.
2. **Functional Details:**
  - Modular inserts for chocolates to ensure secure fit.
  - Scalable design: maintain visual consistency across sizes while enhancing the larger box's impact.
  - Easy to open and close, with the potential for reuse as a keepsake box.

3. **Customer Experience:**
  - Unboxing should evoke indulgence: soft-touch materials, a liner with a quote or elegant tissue paper.
  - Option for a personalized note card or gift message insert.

### **Sustainability Features**

- Fully recyclable packaging materials, including any adhesives or inks.
- Encourage reusability by designing a box that doubles as a storage container.
- Minimal but impactful branding for long-term use without overprinting.

### **Content Elements**

1. **Front Panel:**
  - Logo and brand name (embossed or foiled).
  - Box size description subtly integrated.
2. **Interior:**
  - Branded liner (subtle print or embossed pattern).
  - Optional message like *"Crafted to delight."*
3. **Back Panel:**
  - Short product description.
  - Sustainability note: *"Designed with care for you and the planet."*
  - Required legal text (ingredients, allergens, weight, etc.).

### **Deliverables**

1. **Initial Concepts:** Mood boards and material swatches.
2. **Prototypes:** Physical mockups for review and testing.
3. **Final Artwork:** Print-ready files (PDF, AI) for all box sizes.
4. **Sustainability Documentation:** Verification of materials and recyclability claims.

### **Timeline**

- **Week 1-2:** Research and initial concepts.
- **Week 3-4:** Prototype development and feedback.
- **Week 5:** Finalize design, ready for production.

## Sourcing Sustainable Materials for Kelly + Calcott Chocolate Box Range

To ensure the packaging aligns with the values of sustainability, while maintaining the luxurious and contemporary design of Kelly + Calcott Chocolates, here are some sustainable materials options to consider for your packaging:

### Materials for the Boxes

1. **Recyclable Cardboard**
  - **FSC-certified Paperboard:** Paperboard sourced from responsibly managed forests. This is a great option for creating sturdy yet eco-friendly boxes. It's 100% recyclable and can be printed with eco-friendly inks.
  - **Recycled Paperboard:** Made from post-consumer waste, recycled paperboard reduces the need for virgin materials. It's slightly more textured, giving it a natural, rustic feel.
2. **Kraft Paper**
  - **Natural Kraft:** An excellent eco-friendly option that is recyclable and biodegradable. It has a rough texture, providing an organic feel. It could be used for wrapping, or as a sturdy outer box.
  - **Bleached Kraft Paper:** If a lighter, cleaner look is desired, bleached kraft is available in a white variant that still holds sustainable properties.
3. **Plant-based Biodegradable Films**
  - If you wish to incorporate a soft-touch or shiny finish for premium appeal, consider using **plant-based biodegradable films**. These materials are made from renewable resources and decompose naturally in landfills. Examples include **NatureFlex** or **PLA (Polylactic Acid)** films, both of which are recyclable and compostable.

### Inserts

1. **Recycled Cardboard Inserts**
  - For secure placement of chocolates, **recycled cardboard inserts** are a great sustainable option. These inserts can be designed to hold the chocolates snugly, without the need for plastic.
2. **Molded Paper Inserts**
  - **Molded pulp** is another biodegradable option made from recycled paper and wood fibers. It's perfect for delicate chocolates, offering cushioning without plastic.
3. **Biodegradable Foam Inserts**
  - If additional protection is needed, **biodegradable foam** made from starch or cellulose can be used to protect chocolates. These are eco-friendly alternatives to styrofoam.

### Finishes & Printing

1. **Eco-friendly Inks**
  - Use soy-based or vegetable-based inks for printing on paper and cardboard. These are less toxic and more sustainable than traditional petroleum-based inks. They also offer vibrant colors while being biodegradable.
2. **Foil Stamping**

- **Water-based foil:** Instead of using traditional foiling that involves plastic films, look for suppliers offering water-based foil options for a high-end finish. Gold or silver water-based foils provide a luxurious look while being more eco-conscious.

## Unboxing Experience

Creating an unforgettable unboxing experience that aligns with Kelly + Calcott's luxurious branding can be achieved with thoughtful use of sustainable materials:

1. **Tissue Paper**
  - Use **recycled tissue paper** to line the interior. This adds an extra layer of elegance, offering protection to the chocolates while reinforcing your eco-friendly brand image.
  - Optionally, **printed tissue paper** with a subtle, brand-related design (e.g., an embossed pattern or logo) could add a premium feel.
2. **Ribbon or Closure**
  - Consider using **paper ribbons** or **biodegradable twine** for closures instead of plastic. For added elegance, you can use **silk ribbon**, which can be sustainably sourced.
  - **Magnetic closure** on boxes could also give an upscale feel and would avoid the need for adhesives.
3. **Personalized Note Card**
  - Include a **recyclable card** (printed on uncoated, eco-friendly paper) that can carry a brand message or a personalized greeting. This enhances the customer's emotional connection to the product.

## Next Steps

1. **Sourcing Materials:**
  - Research suppliers that specialize in sustainable, luxury packaging. Companies such as **Papeterie**, **Smurfit Kappa**, and **EcoEnclose** are good starting points for sourcing eco-friendly and recyclable materials.
2. **Testing and Prototypes:**
  - Once you've selected materials, work with a packaging manufacturer to create prototypes. Consider testing their durability, print quality, and overall presentation before moving forward with full-scale production.
3. **Vendor Selection:**
  - Look for vendors who align with sustainability certifications, such as **FSC**, **Cradle to Cradle**, and **ISO 14001** for environmental standards. Ensure they are transparent about their processes.

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