

Design Brief: Yoga Mat Box Design

Brand Name: yogat

Website: <https://yogat.com.au/>

About Us:

yogat is a vibrant, eco-conscious wellness brand that blends artistry with sustainability. We collaborate with Australian artists to create unique, inspiring yoga mat designs that celebrate self-expression and mindfulness. Our mats are crafted with care—plastic-free, toxin-free, and designed to support a healthier planet and lifestyle.

We're looking for a **fun, colourful, and professional box design** that reflects our values: **artistry, sustainability, and wellness**. The design should stand out, inspire joy, and highlight our eco-friendly ethos.

Project Overview

We need a **packaging design for our yoga mat boxes** that is visually striking and communicates the premium quality and eco-conscious features of our products.

Box Dimensions:

- **11 cm x 11 cm x 63 cm**

Key Features to Highlight on the Box:

1. **Eco-Friendly Materials** – Plastic-free, toxin-free.
2. **Australian Designed** – Proudly featuring Australian artists.
3. **Extra Grip** – Designed for stability and performance.
4. **Sustainability Focused** – Made with planet-friendly materials.

Design Elements Required:

- **Logo Placement** – Prominently displayed.
 - **QR Code Space** – For customers to scan and learn more about the product and our brand.
 - **Icons or Badges** – Simple graphics to emphasise key features (e.g., eco-friendly, Australian-designed, toxin-free, extra grip).
 - **Vibrant Colours** – Reflective of our fun and artistic designs.
 - **Typography** – Clean, modern, and easy to read.
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Brand Colours and style

Primary Colors:

- **#f5f0e1** – Soft Beige (Warm and Earthy Base)
- **#506580** – Slate Blue (Calm and Trustworthy Accent)
- **#d17a5d** – Terracotta (Vibrant and Artistic Highlight)

Typography:

- **Logo Font:** Yeseva One – Bold, Artistic, and Elegant.
- **Body Fonts (Suggested):** Clean and modern sans-serif fonts to complement the logo, such as Lato, Montserrat, or Open Sans.

Tone & Style:

- Warm, inspiring, and approachable.
 - Artistic with an eco-conscious vibe.
 - Professional yet fun and colorful.
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Target Audience:

- Yoga enthusiasts who value **eco-conscious living** and **artistic design**.
 - Customers who appreciate **premium quality** and are drawn to **unique, expressive patterns**.
 - Health-conscious individuals who seek sustainable, toxin-free products.
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Deliverables:

- Print-ready packaging design files (AI, PDF, EPS).
 - Mock-ups showing the design on the box.
 - Editable files for future updates.
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We're excited to see your creative ideas come to life!