

1. What is the design assignment?

You will be designing a full-color label for a coffee product.

2. What are the design specifications?

The technical/print specifications for the final design are:

- ☐ 4" wide x 6" tall portrait layout
- ☐ 1600 x 2400 pixels
- ☐ CYMK color model for printing
- ☐ No bleed, edge-to-edge printing
- ☐ Designs must be delivered in Adobe Photoshop or Illustrator file formats.
- ☐ All incorporated fonts, images, photos must be available for use without licensing.
- ☐ Designer must agree to and complete the **Copyright Transfer Agreement.pdf** document if your design is selected as a winning design and you are compensated for your design.
- ☐ An adobe illustrator template file has been provided.

Please design a single label for any one of the following:

Name	Coffee Blend
You may create a new name, consistent with the brand for a ➔	Breakfast Blend
You may create a new name, consistent with the brand for a ➔	French Roast
You may create a new name, consistent with the brand for a ➔	Six Bean Blend

Note: Please incorporate the name of the coffee and the coffee blend into your label design. For example, if you created the name “**Missouri Morning**” for the **Breakfast Blend**; you should incorporate both Missouri Morning and Breakfast Blend into your label design. It is recommended that the name (Missouri Morning) take prominence over the blend (Breakfast Blend)

3. What is the brand?

The **Missouri State University** – although you may select any appropriate style for your design.

4. What are the brand's colors?

Please see the organizations website for colors, logos and style of the brand at:

<https://brand.missouristate.edu/Toolkit/default.htm>

5. Who is the target market?

Coffee drinkers who are supporters, friends, members, and alumni of the organization.

6. What is the brand's feel?

Your design should suggest the following when drinkers view the label on the package: high quality, a luxury drink, a sense of community with the organization.

7. What styles of design should I consider for my design?

1. Please consider both traditional and modern interpretations of the MSU brand.
2. You may highlight the university as an institution or some specific element of the university such as it sports teams, students, areas of study, etc. This link (<https://brand.missouristate.edu/Toolkit/introducing-missouri-state-assets.htm#what-should-people-know>) may provide some ideas for you.

8. **Do I need to place my label on a package mockup? No, please do not** place your label on a mockup of any package. Also, **do not mockup** nutritional content, label data, etc.