

Project Name: 10-Minute Canine & Feline Rapid Test Kit Packaging Design

Design Style Direction: Simple+Professional tech feel + warm and friendly

1. Design Objective

We need to design packaging for a rapid test kit used for detecting pet diseases. The core objective is to maintain the professional and reliable image of a medical product while incorporating warm and caring emotional elements to alleviate pet owners' anxiety and bridge the gap with consumers. It should appear both scientifically accurate and user- and pet-friendly.

2. Design Style and Tone (Style & Tone)

Core References: minimalist, tech-inspired aesthetic with soft colour tones.

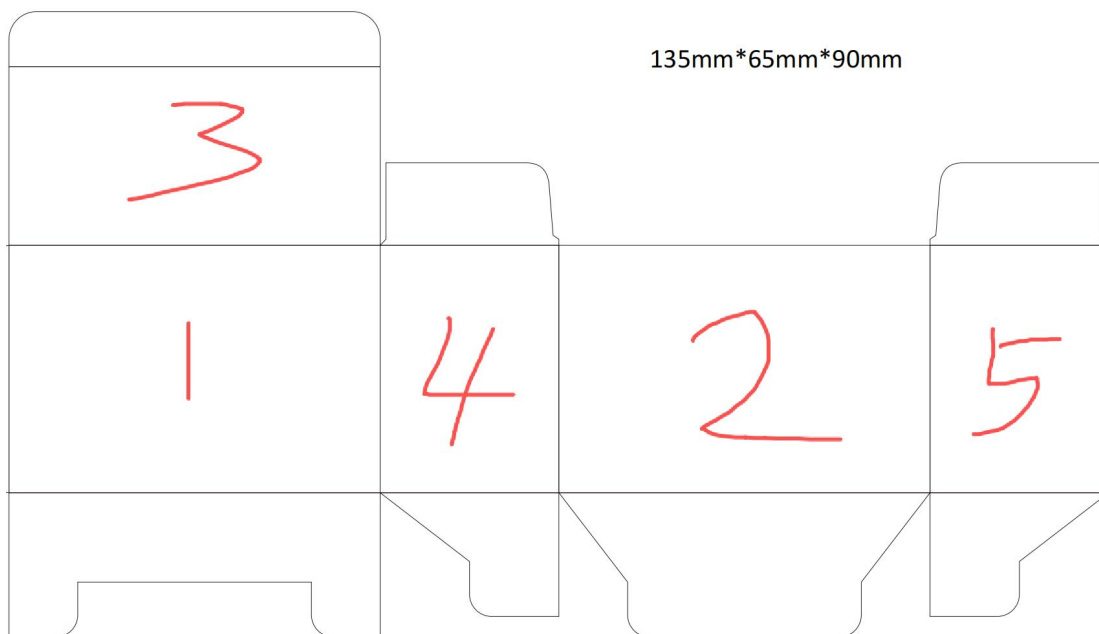
Professionalism (Professional): Clear typography and distinct information hierarchy to reflect the product's scientific rigor and accuracy.

Technological: Reflected through clean graphics and a minimalist layout.

Friendly: Utilise soft, warm colour combinations to convey care for pets and well-wishes for their health.

International: The design should align with mainstream aesthetics and avoid cultural ambiguities.

Layout (135*65*90mm)



Version A:

ChekVue™

(Sticker)

5 Tests/Kit

(Cat and dog icons)

VahnLing

Page 2:

ChekVue™

10-Minute Canine & Feline Rapid Test Kit

For Dogs and Cats

(Cat and dog icons)

VahnLing

Page 3:

ChekVue™ (Add background colour to the page)

Page 4:

A Clear View into Pet Health | Made by VahnLing

VahnLing Biotech Limited

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(For accurate results, please read the instructions carefully before use)

Page 5:

"ChekVue is made by VahnLing, our name combines 'Vahn' for innovation with "Ling" from philosophy, representing both intelligent efficacy in our science and reverence for the spirit of life ('Wan Wu You Ling') in all creatures.