



Hello,

Thank you for working with us!

We have attached to the file uploads:

- Logo files
- UPC Code
- Design Brief

Just a quick note about the 'challenge' we're finding in our design concept: Our product is for a modern/electronic tool (cross line laser level) but we have a vision of blending the 'modern' technology with a creative and interesting packaging style (that looks like a block of wood of wood old tool chest). The packaging design can't be too traditional or it feels completely misplaced with the product, yet it can't be too modern or it'll feel completely misplaced with our 'tradition meets technology' brand feel.

We want an upmarket, very minimalist design (with the majority of the information on the back of the box - displayed small, very cleanly, and surrounded/anchored by a box shape to 'ground' the text.

We look forward to seeing what you come up with!

Thank you,

The Amston Tool Co. Team