Bottle design guidelines

* 5 products in total. Keratin Treatment is the main product in series.
* Kerrin logo, vertical, from bottom to top. **(Logo provided)**
* packages are black matt with soft-touch coating, text is white and specific color per product (conditioner, shampoo, etc.). Text will be printed on the packages (no sticker) by thermal printing (high quality printing on plastic).
* QR Code for Keratin treatment, leads to a clip on our website (to be supplied)
* Bottle sizes:
  + 11 oz., 330 ml, printing area: H:174xW:155 mm (Keepin’ Smooth Shampoo & Keepin’ Smooth Conditioner
  + 34 oz., 1000ml, Printing Area: H:255 x W:222 mm (pH Purifying Shampoo & Keratin Treatment)
  + 8.5 oz., 250 ml, printing area: H:41 x W:285.74 mm
* Kerrin Logo Font: Font of the logo: **Galano Grotesque DEMO Bold**
* General Text font: **Moon LIGHT**

Vibe information:

We invested a lot of money in packaging, so the packages will look and feel fabulous. We want to show luxury, high quality, but not super expensive product. We want it to be friendly, design should be high quality like the packages are. We want people will look at the bottles and say “wow, it looks amazing, probably it’s a high quality product.”

Please see the folder named “design examples” – I ordered the examples from favorite and down forward. As you can see, Brazilian Blowout and Tony&Guy are our favorite, and obviously we don’t want an exact copy. Make us special.