**Design Brief:**

THIS PROJECT IS TO DESIGN A LOGO AND PACKAGING FOR AUTHENTIC CINNAMON.

**Brand Name:**

Authentic Cinnamon

**Logo:**

Using current logo idea, upgrade to Authentic Cinnamon branded version.

**Logo design required to be incorporated into new packaging design.**

Current logo is attached to this brief. Please use the new brand name – Authentic Cinnamon.



**Product Packaging:**

The product must be a pouch design, capable of being used for both 150g and 250g pouches. (Also replicate design for Plastic Tube if possible)

Product: 100% Organic Ceylon Cinnamon Powder

Here are the design guidelines:

Key Message 1: - Safe and Non Toxic:

* ‘Safer’ ‘Non-Toxic’ Wording
* Clear design & Big/Bold text
* Use-By Date prominent

\*Not all cinnamon is created equal. Learn more @ www.authenticcinnamon.com

Key Message 2: - Better Taste:

* Flavour Profile
* Descriptions of Taste

Description Example: ‘Naturally Sweet Authentic Cinnamon Flavour’

For the flavour profile

I have sketched something here that I would like...see below for an example of what I am looking for:

I would like it to be a comparison between

‘Authentic Ceylon Cinnamon’ and ‘Regular Cassia Cinnamon’

I would like to compare 4 elements of the flavour:

NATURAL SWEETNESS:

Authentic ‘Ceylon’ Cinnamon 9/10

Regular ‘Cassia’ Cinnamon 3/10

SPICE:

Authentic ‘Ceylon’ Cinnamon 6/10

Regular ‘Cassia’ Cinnamon 9/10

AROMA:

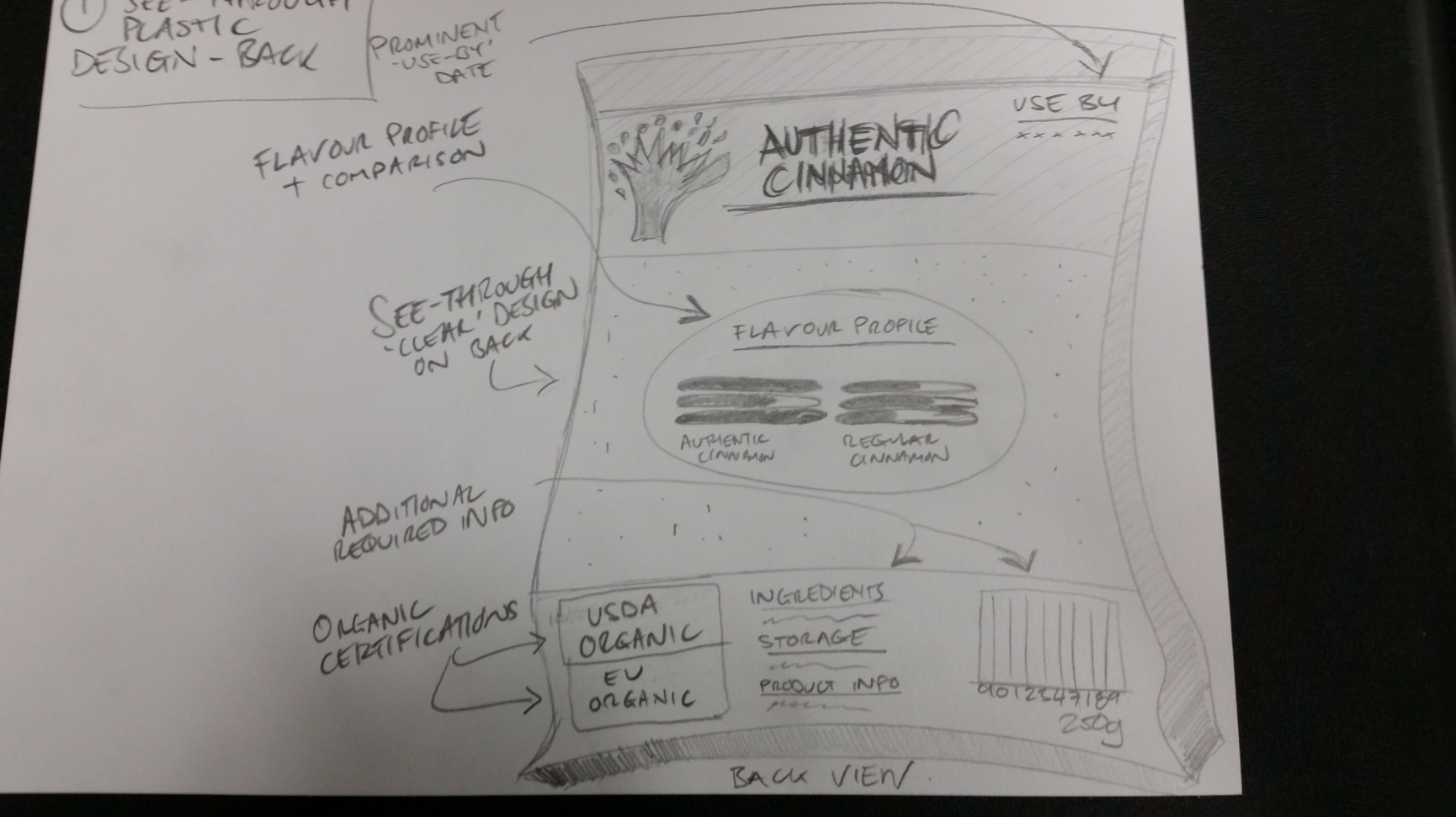
Authentic ‘Ceylon’ Cinnamon 9.5/10

Regular ‘Cassia’ Cinnamon 4/10

BITTERNESS:

Authentic ‘Ceylon’ Cinnamon 2/10

Regular ‘Cassia’ Cinnamon 8/10



Key Message 3: - Health Benefits:

* Clear design
* ‘Health benefits’ wording
* Anti-Oxidant, Anti-Viral and Anti Bacterial

Learn more about health benefits of Authentic Cinnamon @ [www.authenticcinnamon.com](http://www.authenticcinnamon.com)

(or something like this ... I need to draw attention to the range of health benefits...)

Key Message 4: - Better Smell:

* ‘Talk’ of aroma/Description of smell

“More Aromatic” – Or something like that...

Key Message 5: - Organic, Sustainable and Authentic:

* Certifications (USDA/EU Organic)
* Organic/GMO free ‘Wording’
* Country of origin (Sri Lanka)
* Big/Bold Text – “Authentic”
* Picture of cinnamon

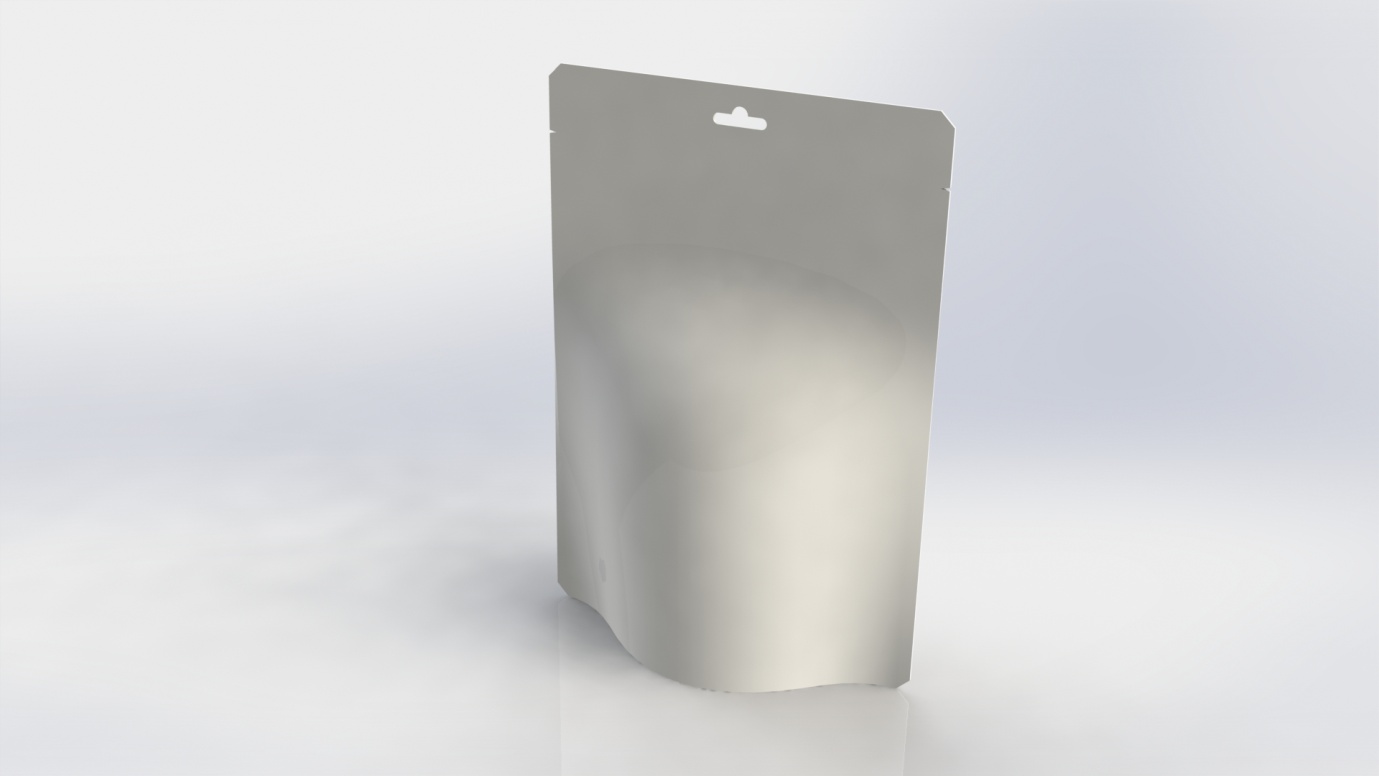


Include the above certifications

Pictures of Cinnamon – I have attached this file below if you wish to use it.



**CAD**

Please see the 3D CAD designs here for both 150/250g Pouch and 28g Tube Designs: 

*150/250g Angled.*



*150/250g Front.*



*28g Plastic See Through Tube - Front.*



*28g Plastic See Through Tube - Angled.*

**Inclusions:**

Bar Code

Ingredients – 100% Pure Ceylon Cinnamon (*Cinnamomum verum)*

Product of Sri Lanka

Imported and Distributed by Authentic Cinnamon Pty Ltd.

Include the little social media images

https://static.wixstatic.com/media/01c3aff52f2a4dffa526d7a9843d46ea.png/v1/fill/w_18,h_18,al_c,usm_0.66_1.00_0.01/01c3aff52f2a4dffa526d7a9843d46ea.png



@authenticcinnamon

[www.authenticcinnamon.com](http://www.authenticcinnamon.com)

**Preferences:**

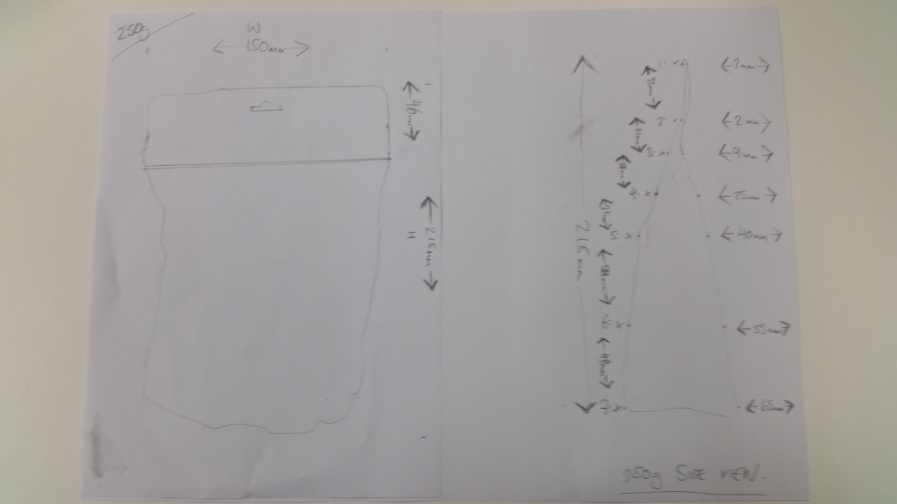
Use of warm colours. Keep the same colour for the logo. Clean design, with See-Through element (like pictured below) Resealable design

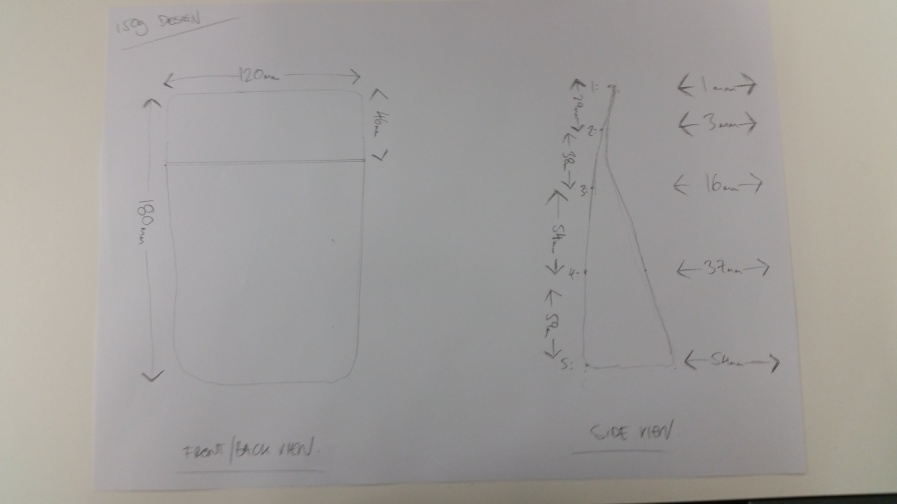
**Sizes**

Here are some sketches showing the sizes in mm.

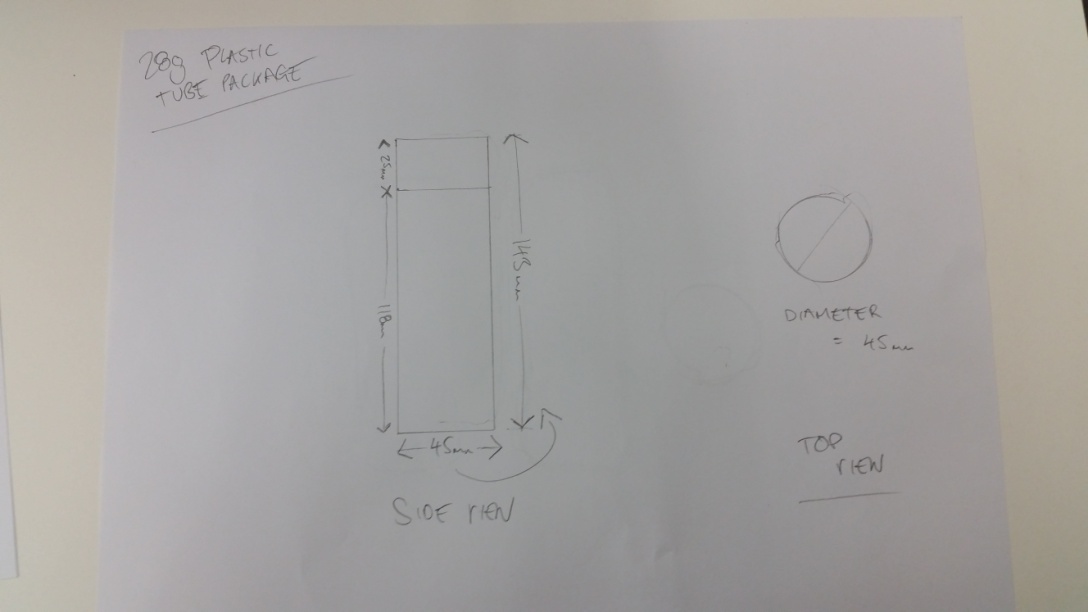
250g – 150mm x 215mm



150g 120mm x 180mm



28g Tube 45mm x 145mm



**FINAL DESIGN:**

Design for Pouch front and back which can be used for 150/250g packaging.

If possible, replicate or show visual of design over Plastic Tube model. (If it can be included in this project)