**IMPORTANT**

**Double Meaning - Logo Concept**

Our company is a sock company by the name of Sock Me One. The main concept we are going for is to create a double meaning for our product. The wording makes it so it has two meanings.

The first meaning is just the clothing item which is a sock. We want that to be the main focal point. However we also want the meaning of a punch or hit to be included. The meaning to sock someone, is to hit someone.

The definitions are below to make it more clear about what concept we are looking for.

**Sock definition 1**

A garment for the foot and lower part of the leg, typically knitted from wool, cotton, or nylon. A removable inner sole placed inside a shoe or boot for added warmth or to improve the fit.

**Sock Definition 2**

A hard blow, or to hit forcefully. A punch or jab.

**Packaging Overview**

We would also like a packaging design, which the logo can be included. It doesn't have to be two separate inputs, but sending more than one design gives you an advantage. You can send in just the packaging design, logo design, or both. We encourage more than one entry, but it's your choice.

The packages we are sending the sock in are stand up pouches which are shown in the images. The sizes are width by height which is 28 cm X 36 cm or 11 in X 14.1 In.

Again, we give you full rein over the art style, colors, and design. Whatever you want to do is welcomed by our company. The only thing we ask for is the logo and packaging to have the double meaning.

Thank you for choosing to send in a design and we can't wait to see what you send! This is a guaranteed contest so someone will be picked!