**Think Organic Ltd**

**Product Package Label Design Brief | April 13th**

**About us:**

We are a family owned nutrition company with big ambitions. Our goal is to develop a range of 100% natural supplements for women, inspired by nature & modern technology that helps them meet their nutritional needs while nourishing them from within. We make them ridiculously delicious, innovative & planet-friendly. All our products are junk free because we believe that that’s how nature intended it.

We are operating under the brand name - **Inspiriko.**

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| --- | --- |
| **Purpose** | To create women focused nutrition company that encourages women to embrace and nourish their bodies from within with nutrients made from real, pure and organic food. |
| **Vision** | To be the most customer-focused women’s nutrition company in UK. |
| **Mission** | We aim to provide the highest quality, natural, organic and innovative solutions in a personalized and customer-focused way. We aim to build a community were not only women’s health but their aspirations are nourished. |
| **Brand Idea** | Inspiring women to celebrate their unique self |

**About product:**

“Love Thy Gut” - the gut superfood: A perfect powdered mix of prebiotics, fibre and essential nutrients that supports the busy lifestyle of the modern day woman.

**About the brand:**

Inspiriko brand values:

1. Women Focused:
   1. Designed with women’s nutritional needs in mind
   2. Empowering women through body positive messaging – We want to push back against the recent avalanche of unhealthy food supplements being launched in the form of meal replacements, unhealthy protein shakes etc, all of which are centred around the narrative that looking a certain way is more important than feeding yourself the right thing. We believe all women have the right to choose their health goals (we have a few cross fit enthusiasts in our team!) and achieve them in a healthy and sustainable way.
   3. Building a community that can support each other in meeting their health goals and aspirations
2. Unique and innovative solutions making meeting your nutrition needs easy:
   1. Developing multi-purpose solutions (e.g. energy & gut health blend)
   2. Customer focused solutions that makes it easier to incorporate nutrition into their daily lives (assortment box, sachets, shaker bottles etc.)
   3. Getting away from one size fits all approach – personalized solutions (e.g. tailored subscription boxes)
3. Pure, real, organic food that you can trust:
   1. Highest quality ingredients
   2. Always organic
   3. Junk free
4. Business for good:
   1. Strong partnerships with women focused SEs and charities
   2. Featuring inspiring women and building women’s confidence and abilities.
   3. We are working towards being part of the “One percent for the planet” and being “Fair trade” certified.
   4. This principle also underpins the way we work with our customers. We believe in giving you the best tools and information to lead a healthy lifestyle.

**About our target customer:** *Please see Customer Avatar.*

We have developed two buyer personas: go-getter woman (High-achieving woman, ambitious, demands the best in everything, has aspirations that she wants to achieve, proactive, hardworking, and unstoppable), and vegan woman (veganism is her lifestyle. She is motivated by animal welfare, environmental sustainability, healthy lifestyle).

**About the packaging design:**

Inspiriko stands for inspiring women to be bold, be unique and be themselves. It is a brand that has its customer at the core of the business. The product will be packaged in a biodegradable brown paper based stand-up pouch (2 graphic panels) with stick-on labels.The label design should meet the following requirements;

* The design should have a flexible layout, so that it can be used across multiple different types of product packaging
* The design needs to have a premium feel and should have a minimalistic design with just one or two colors (See design ideas below)
* The packaging design should be creative and not have a corporate feel to it
* The design should create trust and curiosity to find out more, and appeal to women

**Graphic & Text elements to be included on the label:**

1. Logo: See attached
2. Product name: Love Thy Gut
3. Description of the product: “Organic, Plant-Based Prebiotics and Superfood Blend”
4. Regulatory description: Food Supplement
5. Weight: 500gm
6. Symbols: Soil Association Logo and Vegan Society logo (See attached)

**File formats to be delivered:**

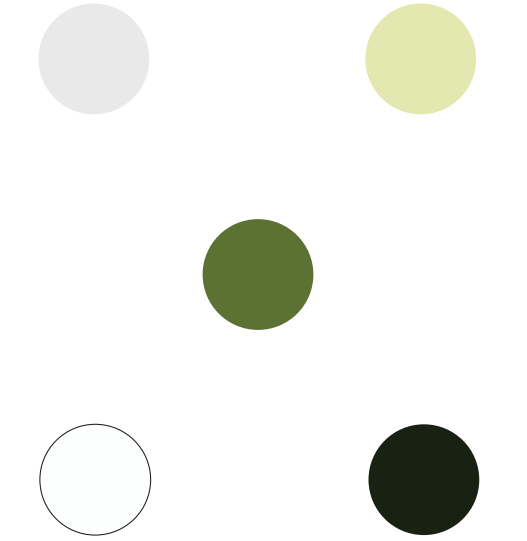
* PSD
* AI
* JPEG
* PNG

**Label size:**

* Version No1 - 15 x 20 cm

**Colours (See below):**

We would like to use green colour palette as it communicates health, trust, growth and peacefulness. In the website, social media and other advertising materials we are going to use lots of white space but would love to add accent with a bit of green colour. Please see the logo colours summarised below. The packaging design should match these colours.

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**Pinterest and Instagram example of minimalist designs**

[https://www.pinterest.com/search/pins/?rs=ac&len=2&q=minimalist%20label%20design&eq=minimalist%20label&etslf=8843&term\_meta[]=minimalist%7Cautocomplete%7Cundefined&term\_meta[]=label%7Cautocomplete%7Cundefined&term\_meta[]=design%7Cautocomplete%7Cundefined](https://www.pinterest.com/search/pins/?rs=ac&len=2&q=minimalist%20label%20design&eq=minimalist%20label&etslf=8843&term_meta%5b%5d=minimalist%7Cautocomplete%7Cundefined&term_meta%5b%5d=label%7Cautocomplete%7Cundefined&term_meta%5b%5d=design%7Cautocomplete%7Cundefined)

<https://www.instagram.com/soarorganics/>

**Other packaging style examples:**











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