**Design Project Detail for**

**Certified Tanaholics**

**Skin Nourishing Sunless Tanner**

We need a label for a new sunless tanner. The label dye will be 2.5 inches in height by 6 inches in width. It will be laser printed by Uprinting.com The label will be printed on gloss laminated white polypropylene self-adhesive material. It will be applied to an 8oz. gloss black Boston Round bottle. I have attached a bottle image in the files.

I have attached a Word file with the proposed label copy. You will need to create a graphic image for the front panel of the label and lay out the copy appropriately. The primary image of the label will also be the logo image that will carry over to other future products from Certified Tanaholics. The image will be sold on the web so it should present well in online media. This is the first product for Certified Tanaholics so no current imagery exists.

The target audience for this product is females between the ages of 17 and 35. The product positioning is Certified Tanaholics Nourishing Sunless Tanner is for youthful women who desire a natural looking tan without exposing their skin to the harmful, age accelerating rays of the sun, all while gaining the added benefit of a skin nourishing color enhanced moisturizer that is not sticky or orange like other products in the market.

Some characteristics of the brand we want to convey include (do not need to include all):

* Thin Fonts
* Muted Colors
* One or Two Color (Open to Artistic Creativity)
* Tastefully Sexy
* South Pacific Tropical
* Botanical
* Clean

The anticipated layout is a strong brand image and name in the center panel, instructions and product information on the left panel, and ingredient list and contact information on the right. However, we are open to the artist’s ideas on layout.

**Acceptable File Formats:**

JPG, JPEG, PNG, TIF, TIFF, EPS, Illustrator, Publisher, DOCX, DOC

**Maximum File Size**

200 MB

**Other Requirements**

CMYK color space and have a minimum resolution of 300dpi. A 0.125" bleed from each side of artwork is required