**Logo Brief:**

**Aesthetic notes:**

* premium therapeutic product
* clean contemporary aesthetics
* Design with a formal aesthetic (science legitimacy with natural source)
* Strong, rationalised colour palette. (no pastels)
* Sharp graphics and higher contrast or high chroma colour palette.
* We need to evoke faith in the scientific background of the product, without it being sterile.
* Design should point to traditional expectations for products from an apothecary, but with a contemporary feel.

***Target Market:***

*95% + women, interested in natural health - with disposable income, (not a budget product), antibacterial properties good for skin and also infections on children/family, so suitable for women who live a healthy lifestyle and place value on safe, effective therapies for self and family.*

***What should the design ‘say’?***

**To convey ethos of product and its creator:**

**Product -**

* It’s organic, with a high level of efficacy, ethical sourcing and production.
* The product is enviro friendly
* Each product will be highly functional (no frills or fluff),
* product development is highly considered.

**Producer -** Ethical; considered; methodical

* He is an organic compounding chemist, driven to deliver the ultimate product, using his specialised knowledge in scientific processes and the properties of natural ingredients.
* He is highly methodical and precise. Picture a man running scientific trials in a laboratory - but working with natural substances.
* In many ways he sits outside the usual stereotypes that many people have about this type of product or brand: although it is natural, organic, it’s not a diluted alternative to the big brands with chemicals (with only small and token quantities of natural active ingredients).

**Label Brief**

We have decided to rebrand our new skincare range to separate it from our food related products. The attached PDF is the former label with the old branding. Please ignore the Free Organic branding.

Please use the guidelines detailed in the LOGO BRIEF for the colours + look and feel.

* PDF has been provided for artwork specs and elements only.
* The text is all correct.
* Logo and branding to change to MEO.

**Notes on text:**

* Each product name will be a number (think Chanel No. 5) This label is for No. 3.
  + - Note on type hierarchy: give more focus/strength to the number and less to the words.
    - Privileging the ‘3’ over the text also aligns with the concept of a ‘scientific apothecary’.
    - (Number system is fittingly efficient, for that no nonsense and contemporary approach.) Design should bring this out.

**Label specifications**: 200mm x 36mm