

Label size: 200 mm x 60 mm

Theme: We need a new logo and label designs for our honey jars. Previous label was very amateurish and we need a new more professional look. We are also changing name to *Beesou* which means kiss in French. The label should be simple, fluid, with simplistic flowers, bees in the décor reflecting the minimal process we use in producing honey.

I would like to use my profile (curly/afro hair) (that people can recognise) that connects with bees. The colour scheme should be warm sun, yellow or orange without too many colours or heavy background.

The label should include the following. Content is suggest to changes.

- Ingredient list: 100% pure Australian Honey
- nutrition information (content in picture)
- “made in Australia” logo (portrait or landscape)
- net weight (1kg or 500g)
- “Batch code” with space
- “Best before” with space
- Product name: “Premium Raw Honey”
- Brand: Beesou
- Contact us: e-mail address and phone number
- Beesou (meaning kiss in French) is raw, natural honey made with love by our happy bees. They are foraging on a rich mixed suburban flora in Knoxfield. Unlike commercial honey which is often pasteurised, our raw honey is not heated which helps preserve the flavour and natural benefits of locally produced honey.
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- Storage Instructions: Store in a cool and dry place.
Crystallisation is a normal process that happens overtime. This does not alter the quality of the honey however, the process can be reversed by placing the container in hot water (but not more than 45°C) and let it stand until completely liquefied.

Inspiration Images



| Nutrition Information | | |
|-----------------------|------------------------------------|----------------------------------|
| Servings per package: | 50.00 | |
| Serving size: | 20.00 g | |
| | Average Quantity per Serving | Average Quantity per 100 g |
| Energy | 280 kJ | 1400 kJ |
| Protein | 0.0 g | 0.2 g |
| Fat, total | 0.0 g | 0.0 g |
| - saturated | 0.0 g | 0.0 g |
| Carbohydrate | 16.4 g | 82.1 g |
| - sugars | 16.4 g | 82.1 g |
| Sodium | 3 mg | 14 mg |

