**DESIGN BRIEF**

**PRODUCT**

Artisan Granola

**BRAND NAME**

That’s It.

**DESIGN OBJECTIVES**  
1. Design must portray a home-made, artisan granola, made with care and noble ingredients.

2. We are looking for a clean design, even minimalist, where key information (our noble ingredients) take center-stage.  
3. We are looking for a typographic logo.

4. We are launching two granola flavors. We would need you to set a design for one of those, and then apply it to the other one. We suggest you differentiate them by the use of secondary color(s). Nevertheless, we are open to suggestions.

**ABOUT THE PACKAGING**

1. Number of colors to be used: Ideally 2. (No more than 3).
2. Main color: Black or Dark Brown.
3. We will use a clear brown, kraft paper Doypack (find pack references and packaging dielines below).

**DESIGN INFORMATION**

We are providing the info to be included in the front and back panels.

Information is provided in Spanish (for a Spanish speaking market).

A. Front panel

* Brand: That’s It
* Product Description: Granola Artesanal
* Ingredients:
* Flavor 1: Arándanos, Almendras, Coco Rayado, Miel de Abeja, Panela
* Flavor 2: Pasas, Almendras, Coco Rayado, Miel de Abeja, Panela
* Net weight: Peso Neto 300g.

1. Back panel

Some of the information is not yet available. We need you to make the layout to include it later on.

* Brand (Logo)
* Nutrition Facts
* Ingredients
* Bar code
* Company name
* Name of distributor
* Space available for writing a small phrase (about 80 words that speaks about our values, quality, and process).

**OBSERVATIONS**  
1.You can design over the doypack zipper, but we suggest to avoid placing the logo just on top of it.



