**artlings Box: Graphic Design guide**

* Logo Design
  + Easy for children to read but still interesting and fun
  + Original
  + Uses:
    - On Equipment Box
    - On Smocks
      * Single Colour Print.
      * Smocks are primary red and blue
    - On labels identifying different contents in the box
    - On Letterheads, website, Mailchimp, e-signature, business cards, Letterhead, Media Kit.
* Colours: Happy colours. Fresh and relatively primary (not much black or pink).
* Illustrations:
  + Design and images must be original
  + Artistic flair is absolutely essential. Perhaps base on an artistic technique ie printmaking. This is an Art product and all images should reflect art
  + Images that children associate with Art should be included in the design ie paint brushes, splashed paint, paint tubes, paint rollers, paint palettes, rulers, water pots, scissors, french berets, easels, patterns.
  + Images that children are familiar with, e.g. shapes, stars, balls, circles, planet, flowers, clouds and cute, big-eyed animals/people/creatures but **use sparingly**. This product is not for babies but primary aged children.
* Printing:
  + Boxes will be printed digitally enabling full colour print.
  + Boxes are already cut to size. Die-line supplied in uploaded files.
* Box Content:

**Top of Box**

* Please note: Use landscape and face the opening. No portrait images.
* Logo
* www.[artlings.com.au](http://artlings.com.au/)
* Tag Line: ‘Home is where the art is.’
* A space where the child can write their name. ie ‘This box belongs to xxxxxx’
* Warning: “Choking Hazard- Small Parts. Not Suitable for children under 3 years.”

**Front and/or Sides of Box**

* 0410 611 915
* SA Brand Logo- to be used in conjunction with the following words: “Designed in South Australia”. You can use any brand that fits with the branding use guidelines supplied except for the ‘Adelaide’ brand.
* Connect with Artlings Box on Facebook, Instagram, Pinterest (can use icons)

**Top Front of Box**

* + Suitable for Ages 5+.
  + **All 5 of these 5 content boxes must be on the box**.

Starter Kit

Explore the equipment essential for creating a productive Visual Arts environment and understand how we organise materials and lessons.

Lesson 1:

Mixed Media: St. Basil’s Cathedral

Create a beautiful line drawing art piece based on Russian Architecture and get messy with liquid watercolours!

Lesson 2:

Art History: Mondrian

Learn about Old Master Artist Mondrian and apply basic colour theory with bright acrylics.

Lesson 3:

Art Techniques: Dragonfly Collage’

Design Iridescent dragonflies zagging through their unique habitat of painted paper bullrushes.

Bonus Lesson:

Printmaking: Painted Paper

Get up to your neck in colourful paint and wonderful printmaking tools in this painted paper lesson.

**Back and Base**

Please keep the back and base of the box free for attach shipping

labels.