

# LiFE Packaging – Design Brief

## Objective

To develop the design for the packaging of LiFE products in line with brand identity and values.

## Brand

### Introduction

Healthy nutrition is no longer an option, it is a must. The world is full of food products that are filled with additives, sugar, salt, chemicals, etc. to enhance flavour with little interest in their nutritional value.

Increasingly, however, individuals are looking for genuine food that not only tastes good but also provides their systems with the nutrition it craves and needs to function optimally.

We proudly present LiFE: a 40 gram powder meal supplement packed full of organic, natural ingredients designed to give the human body basic nutrition in terms of minerals, vitamins and fibers.

Mix and shake the 40 gram powder with your preferred liquid – for example water, milk, oat milk, etc – and enjoy a great tasting experience without compromising on quality.

In less than 1 minute you will have your LiFE ready to go!

### Vision

We market the best meal supplements to support human beings' development throughout their lives in a healthy, honest and responsible way.

### Mission

We develop, produce and market great tasting organic and natural meal supplements designed to support physical and mental performance.

### Philosophy

We believe that human beings are power plants who deserve nutritious food that tastes great. With the right fuel, human beings have the opportunity to become the best version of themselves.

### Value Proposition

LiFE consists of carefully selected minerals, vitamins and fibers.

Organic, vegan, lactose-free, gluten-free, with no added sugars, no coloring, no preservatives and no nuts.

LiFE is a meal supplement to be consumed in-between breakfast, lunch and dinner.

LiFE comes in 40g sachets, the contents of which are shaken (not stirred) with a preferred liquid such as water, oat milk, almond milk, etc.

The shake and drink process takes a minute to prepare and is ideal for those who are time-poor.

Eco-friendly packaging.

### Product names and flavours

#### **Cheeky Choccy Wowza - Chocolate & Coconut**

Developed as something that everyone would like. Cheeky Choccy Wowza is very balanced in terms of fat, carbohydrates and protein. Very good pre or post-workout drink it is very much geared towards exercise.

#### **I'm Coconuts About You - Coconut & Vanilla**

More delicate flavour profile but with a hint of sourness. Easy to drink and nice in flavour.

#### **My Name is Red, Just Red - Raspberry**

Having run out of cacao powder, we mixed coconut and added some vanilla and boom shakalaka! Just like the older brother chocolate and coconut, this one is also very good in terms of exercise in general.

## **Packaging**

### Foil

The foil is eco-friendly and 100% recyclable.

Dimensions:

150 mm high x 110 mm wide x 10mm thick

Colours:

Up to 4 colours can be used. The colour of each foil should reflect the flavour inside it (see products above).

Elements:

Front

# LiFE Logo

# Product name

# Product flavour

# Net weight: 40g

Back

# Preparation: shake the contents with 200ml of your preferred liquid (water, milk, oat milk, rice milk, almond milk, etc.) – *This can either be written in text or illustrated with 3 images (pour sachet into liquid, shake liquid, drink)*

# The following icons: recycling symbol, vegan trademark, the organic logo, gluten-free, dairy-free, no added sugar

# Nutritional values (see document in folder)

# Ingredients (see document in folder)

# If possible: Produced in Denmark

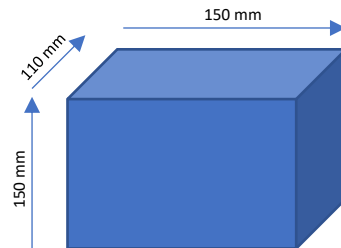
### Box

*Please refer to reference image "Pure" for what the box looks like (keep in mind that reference image does not have the correct box dimensions and is for reference only).*

The box is 100% recyclable cardboard. The top lid can be folded back to transform the box into an on-shelf display box. Each box will contain 15 sachets of 40g each.

Dimensions:

150 mm high x 110 mm wide x 150 mm long



Colours:

Up to 4 colours can be used. Only one colour scheme to be developed, irrespective of what flavours will be contained inside. You can use one of the following Primary (first line) or Secondary (second line) colours below.



PANTONE  
13-0940 TCX



PANTONE  
19-1020 TCX



PANTONE  
17-6153 TCX



PANTONE  
15-4712 TCX



PANTONE  
11-0510 TPG  
Afterglow



PANTONE  
17-1143 TCX



PANTONE  
15-5706 TCX



PANTONE  
14-4318 TCX

Elements:

- # The LiFE Logo
- # Net weight: 600g (15 x 40g)
- # On one side: "Positive side effects of LiFE are entirely intentional" – *This sentence is a tongue-in-cheek statement and meant to be fun, not serious!*
- # The following icons: recycling symbol, vegan trademark, the organic logo, gluten-free, dairy-free, no added sugar
- # Produced in Denmark
- # Website: [www.lifecosystem.com](http://www.lifecosystem.com)
- # Company details (can be put in one line. Should not be prominent):

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