Package Graphics Design Project Brief

Package graphics design needed for family of three products.

Brand is super-premium, and product is of highest quality. Design needs to position the brand and product accordingly.

The design for each of the three product needs to be unique. However, the three products need to fit together and clearly be part of the same product family.

The package is a plastic standup pouch with zip closure at top.

The pouch measures 7” wide x 9” tall x 3” deep. (dieline is attached)

The pouch has a matte finish.

The product inside the pouch is a powdered sports drink mix with the brand name RiteFuel. (logo file attached)

The three product variations are:

* Sport Formula
* Endurance Formula
* Ultra Formula

The following are the requirements for the **FRONT** of each pouch:

**POUCH #1:**

RiteFuel Logo

Hydration by Duration

HYDRATION

Drink Mix

Lemon-Lime *with other natural flavors*

Advanced Hydration System

Sport Formula

Recommended for workouts lasting 1 hour

Makes 27, 12 fl oz Servings

NET WT. 15.5 OZ (440G)

**POUCH #2:**

RiteFuel Logo

Hydration by Duration

HYDRATION

Drink Mix

Lemon-Lime *with other natural flavors*

Advanced Hydration System

Endurance Formula

Recommended for workouts lasting 2 hours

Makes 27, 12 fl oz Servings

NET WT. 15.5 OZ (440G)

**POUCH #3:**

RiteFuel Logo

Hydration by Duration

HYDRATION

Drink Mix

Lemon-Lime *with other natural flavors*

Advanced Hydration System

Ultra Formula

Recommended for workouts lasting 3 hours or more

Makes 27, 12 fl oz Servings

NET WT. 15.5 OZ (440G)

The logo colors are Pantone 302 and Pantone 306.

We would like to see a variety of base color schemes including pouches that are white, black, lime green, dark gray, Pantone 302 and Pantone 306.

Color scheme should highlight a lime green color representing the Lemon-Lime flavor. However, the color scheme should be chosen carefully so that future flavors such as Orange, Fruit Punch and Lemonade can be added and will work with the same foundational design.

The key difference between the three products is the 1-hour/2-hour/3+-hour workout recommendation. Each of the three product formulas (Sport/Endurance/Ultra) are key components of the “Advanced Hydration System.” That message needs to be clearly articulated on the front of the pouches. A graphic element that explains this is requested.

**BACK OF POUCHES**

The back of each pouch should contain a 2” x 5” white vertical rectangle for the **Nutrition Facts** panel.

The back of each pouch should include mixing instructions. Mixing instructions should include a small grid to explain the following:

**To Make RiteFuel Mix Cold Water**

12 FL OZ 1 Scoop 12 FL OZ

24 FL OZ 2 Scoops 24 FL OZ

1 Gallon 27 Scoops 1 Gallon

The mixing instructions should also include a graphic element showing a stylized water bottle and scoop.

Directions: Pour RiteFuel drink mix powder into a bottle. Add water. Shake until powder completely dissolves.

The back of the package should also contain the symbols for the following designations: Gluten Free, Dairy Free, Kosher, Vegan.

Distributed by RiteFuel Endurance Works, LLC, Rockport, MA 01966

[www.RiteFuel.com](http://www.RiteFuel.com)

**Back of Pouch #1:**

**RiteFuel SPORT Formula**:

* Zero calories
* Key Electrolytes
* Vitamin C
* Sweetened with All-Natural Stevia

**RiteFuel Sport Formula** is ideal for workouts lasting up to **1-hour**. Efforts such as a 5K or 10K run, basketball or tennis. With zero calories, RiteFuel Sport is also a great choice for everyday hydration.

**Back of Pouch #2:**

**RiteFuel ENDURANCE Formula**:

* 90 calories per Serving
* Carbohydrates for Sustained Energy
* Complete Electrolytes
* Vitamin C

**RiteFuel ENDURANCE Formula** is ideal for workouts lasting up to **2-hours**. Efforts such as a half marathon, cycling, triathlon, soccer, lacrosse, and football. With carbohydrates, electrolytes, and vitamin C, RiteFuel ENDURANCE Formula is a great choice for athletes striving to be their best.

**Back of Pouch #3:**

**RiteFuel ULTRA Formula** has:

* 250 calories per Serving
* Carbohydrates for sustained energy
* Complete Electrolytes
* Vitamin C
* Caffeine

**RiteFuel ULTRA Formula** is designed for long-lasting workouts of **3-hours or more**. This formula is designed to support marathons and ultra-marathons, Ironman triathlons, cycling and mountain biking, and hiking. With increased levels of carbohydrates and electrolytes, along with Vitamin C and caffeine, RiteFuel ENDURANCE Formula is a great choice for extreme athletes pushing their limits.

**DELIVEARABLES:**

The completed design should show a rendering of the three pouches together as a family along with renderings of the three individual pouches separately. Four images are needed for the completed project.