**TRADESOUK GROUP LIMITED**

4 TINTAGEL ROAD

ORPINGTON BR5 4LQ

UNITED KINGDOM

Landline: (44) 1689 600 118

Mobile: (44) 7713 097 673

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The cosas

# Brand

## NAME

### ‘**The Cosas**’ (translates in English to “The Things”. ‘Cosas’ is a Spanish word for “things”.)

## MESSAGING

### ‘The Cosas’ is a Private Label brand specializing in Home Essentials (Décor) category.

### It aims to include products that adds to the positive energy and harmony of a home. Products that are non-intrusive, gels with the surroundings and give the home a light and airy feeling. Use of natural or pastel colours are encouraged for any product that we aim to add to our portfolio unless they are not applicable to the kind of product that we wish to include.

## LOGO DESIGN

### **Word**: The Cosas (Optional inclusion: Home Essentials)

### Features that can describe our ideal logo could be; (or a combination of these)

#### Minimalistic

#### Classy and luxury

#### Creative

#### Easy to remember or identify

#### Single or Double colour options are ideal. Two or more colour options can be considered if the designer recommends.

## INTENDED USE

## The logo is to be used for variety of purposes such as (but not limited to);

## Website

## Product Packaging

## Product inserts (leaflet, tags etc.)

## Newsletter

## Business Cards

## Business Stationary

## Infographic

## OTHER REQUIREMENTS

## In addition to the logo design, we have other requirements immediately after this. These are;

### Package Label design

### Package Tag

### Thank You card

### Business Card design

### Website Design

# PRODUCT DESIGN OPTIONS

Script to outline Crisil requirements to the candidate.

## **OPTIONS**:

|  |  |  |
| --- | --- | --- |
| **A close up of an object  Description automatically generated** | **A picture containing looking, sitting, elephant, table  Description automatically generated**Diameter: 46cmThickness: 2.5cm | **A picture containing table, piece, rug  Description automatically generated** |
| **A picture containing old, large, hat, table  Description automatically generated** | Diameter: 9.5 inch/24.1cmThickness: ?cm | **A picture containing container, bicycle, piece, sitting  Description automatically generated**Diameter: 16 inchesThickness: ?cm |
| **A picture containing table, plate, food, person  Description automatically generated** |  |  |

## **PREFERRED DESIGN**

## **TBC** (Depends on supplier quotes)

# PRODUCT SPECIFICATIONS

## **Material**

### Pure Rattan (no Seagrass or any other mixed material)

## **Key Dimensions**

### Diameter: 14-16 inches

### Thickness: 1-1.5cm

## **Acceptable Variations**

### Preferred colour is pure Rattan. However, colour variations can be considered.