

Tiny Isle Label Specs for 12oz Jar

Labels for 2 products, should be similar, differentiated by color. These labels will possibly be used for more flavors and will serve as a template for additional labels. There should be some visual continuity with current labels. Included in the proposal are examples of our current labels, also source files for logo, nutrition facts panel, UPC, color palette.

Dimensions

Label dimensions: 2 ¼" x 9 3/16"

Label Material

Durable paper, preferably recycled

Content Requirements, All Labels

Tiny Isle Brand Logo (art is provided):

- "tiny isle" text
- palm tree/island illustration
- "TM" mark

General Product Descriptor: "Macadamia Nut Butter"

Ingredient list (for each product)

Nutrition Panel (for each product)

UPC barcode

Weight Declaration: "Net Wt. 12 oz. (340g)"

Allergen statement: "contains tree nuts, made in a facility that does not process peanuts"

Instructions: "Stir and Enjoy the Aloha!"

Web address: "tinyislekawaii.com"

Manufacturer: "Hand Made in Small Batches By Tiny Isle, Kauai, Hawaii"

Badges:

- Vegan
- Gluten-free
- No added sugar
- Recyclable packaging

Content Label 1:

Product name: "Toasted Macadamia Nut Butter"

Product Description: "Made with toasted Big Island macadamia nuts, small-batch ground with a little sea salt from the deep, pure water off the Kona coast of Hawaii Island."

Ingredients: "100% Hawaiian Ingredients: Hawaiian Macadamia Nuts, Kona Sea Salt"
UPC: 86000501301

Content Label 2

Product Name: "Honey Vanilla Macadamia Nut Butter"

Product Description: "Made with toasted Big Isle macadamia nuts, tropical flower honey from Kauai, locally grown Vanillery of Kauai vanilla, and Kona Sea Salt."

Ingredients: "100% Hawaiian Ingredients: Macadamia Nuts, Honey, Vanilla Extract, Sea Salt"
UPC: 86000501311