



I need a label created for a functional beverage. A functional beverage is a drink that provides a function as well as being a beverage. This drink aims to help ease stress and allow women to relax at the end of their day. It has been designed specifically with women in mind (men can also drink it though).

The brand values are:

Natural - we use nature to nurture our best selves, Nourishing - in the ingredients we use and messages we share, Nimble - in the way we respond to our customers and operate on a daily basis

I am looking for a modern, clean looking label. The label will be going on to a clear 330ml flint ROPP bottle, with a silver ROPP cap and contains a light pink liquid. I have attached a mock up for you to see the colour of the liquid and the style of the bottle.

I have included further information in the design brief as to assist you with the process of designing the label. Happy to answer any questions. I am based in Melbourne Australia.

Required on the front of the label:

Brand Logo - attached

Drink function - the function of this drink is **RELAX**. There will be two others in the product line, REVIVE and RECOVER. Please include RELAX somewhere on the front.

Drink flavour

Native Strawberry Gum

Drink measurement

330mL

Product description

Sparkling water with adaptogens to help you adapt to life stressors

Key call outs - 100% natural, Sugar free

Also to be included on the label:

About Adapt Drinks - please include the text below:

Adapt Drinks is a female-founded, female-focused, and female inspired beverage company created by me - Nicole Avery! Adapt Drinks intimately understands the stressors on modern women and the impact this has on their well being. My mission is to make amazing drinks from adaptogenic herbs to help women adapt to stress, feel better, perform better, and live life with calm energy.

Nicole Avery (can my name please look like it is handwritten)

Website -

Learn more at adaptdrinks.com.au

Social media -

@adaptdrinks

Additional text - This could be written vertically if needed.

Using nature to nurture your body & your mind

Nutrition information panel - the attached file is white background with black text. I would like the background to be that of the (label not white) and the text can be the colour needed to make it easiest to read. Black and white can be used on the label in addition to the colour palette provided to assist with easy reading of the nutrition panel and other key information.

Ingredient list - Carbonated water, Monk Fruit Juice (from Concentrate), Strawberry Gum Extract, L-Theanine, Schisandra Berry Extract, Panax Ginseng Extract, Rosemary Extract, Red Radish Juice Extract, Purple Carrot Juice Extract

Barcode - supplied in attached file.

Map of Victoria - I would like the outline of the state of Victoria to be sketched out and to mark the city of Ballarat only on the map and have VICTORIA in capital letters written on the map. I have attached a map that you can use for the outline and to show where Ballarat is located on the map. I would like the map to be a small image on the bottle, but big enough so you can understand the word Ballarat.

Bottled in Ballarat - I would like those words to be included underneath the map of Victoria.

Recycling information - The numeric (10) in the statement must be a minimum of 3 mm and the wording a minimum of 1.5 mm (ie the smallest letter in the statement must not be less than 1.5 mm).

10c refund at collection depots/points in participating State/Territory of purchase

Address - please include the address below in this format:

Adapt Drinks, Suite 683

585 Little Collins Street
Melbourne Vic 3000

Serving suggestion - please write the following somewhere on the label:
Best served chilled. Enjoy one bottle in the afternoon.

Additional information:

Font used on the website for the drink:
Headings - Montserrat Black
Body text - Montserrat Regular

Colour palette - attached also

INFORMATION
Name: Pale Cerulean Hex: #9AC1E7 RGB: (154, 193, 231) CMYK: 0.333, 0.164, 0, 0.094
Name: Piggy Pink Hex: #FFE2EA RGB: (255, 226, 234) CMYK: 0, 0.113, 0.082, 0
Name: Metallic Pink Hex: #EAB1C2 RGB: (234, 177, 194) CMYK: 0, 0.243, 0.170, 0.082
Name: Blue Yonder Hex: #5C6DA5 RGB: (92, 109, 165) CMYK: 0.442, 0.339, 0, 0.352
Name: Wild Blue Yonder Hex: #A3ADD9 RGB: (163, 173, 217) CMYK: 0.248, 0.202, 0, 0.149

Dieline - attached

I have included a potential background you might like to use but I am super happy for you to create something of your own.

Please feel free to add icons, lines, etc to make the design the best it can be and give it some personality.

Thanks so much! I look forward to seeing your designs.

Nic