

Design for the wrapper of DANS RAW BAR –energy bar.

Looking for just the **FRONT PART** of the wrapper right now.

What is the product about:

The product is pure, raw, 100% organic, few natural ingredients, no additives.

What should customer see this first:

- 1 Name: DANS Logo and taste (as big as possible)
- 2 Quality: 100% organic, no added sugar, raw, compostable

Why does customer want to buy DANS RAW BAR?

It is an honest and healthy product, very pure and natural.

You get what you see. No weird strange or unrecognizable ingredients, no lies, no additives.

DESIGN:

The design should represent 'straight forward', 'pure', 'honest' and 'timeless'.

How does the Logo jump to you...has depth (3D)? Is not flat on the on the background.

Content for design:

1. Logo DANS
2. text '100% ORGANIC'
3. text 'RAW' -inside the line from the 'S'-letter of the logo (underneath N/S letter)
4. text 'NO ADDED SUGAR'
5. text 'COMPOSTABLE' + logo compostable (the leaf)
6. text 'CHOCO COOL MINT' (taste)
7. The blueprint/measurements of the wrapper

Design has just three colors: BLACK, WHITE, RED.

One color background.

Text 'RAW' in very bold square lettertype (small fitting in the line from 'S'- but still readable?)

Attachments fotos:

1. Foto of bar existing brands to show what works what does not?
2. Foto of Toblerone and Mars as good example of possibilities shadow or lining letters with only three color design. But ofcourse no copy from them!
3. Foto of Proteine bar to show similar size of wrapper.

Extra comments:

On the back of the wrapper will come the barcode, ingredients, nutrition value etc but this will come later.

For now only front (middle part) of the wrapper. Definitely UNIQUE original letters!

The wrapper seams are part of the design.

Letter type should be in balance with logo style letters. Same letter type or different?

Looking for ORIGINAL AND FUN...dans stands for energy..energy is movement!