**Design Brief for Goji-C**

**Brand: JUNEDO**

**Product name: Goji-C**

**Explanation of product name:** Goji for Goji berry, C for Vitamin C

Product summary: This is a vitamin C powder drink that is full of antioxidants such as Amla, Goji berry, Chrysanthemum, Quercetin and Lutein. The product is sugar free and naturally sweetened with Monkfruit extract. Each serving provides 1000mg of Vitamin C. Each box contains 30 sachets.

Box dimension: Length 110mm, Width 65mm, Height 84mm

Sachet dimension: Width 63mm, Height 80mm

Colour scheme: White, Yellow, Orange, Red

Design goals: Portray healthy, delicious image

Front of box to include the following:

1. Junedo logo
2. Goji-C
3. Daily Antioxidant Supplement
4. 1,000mg Vitamin C
5. with Amla, Goji, Chrysanthemum, Quercetin and Lutein
6. Sugar-free. Naturally sweetened with Luo Han Guo
7. Contains 3.4g x 30 sachets
8. Design elements of Vitamin C, Goji berries, Chrysanthemum flowers and Amla. Design elements can be vector or stock image.

R Side of box to highlight:

1. 1,000mg Vitamin C
2. with Amla, Goji, Chrysanthemum, Quercetin and Lutein
3. For Health & Beauty

Back of box to include:

1. Each serving of Goji-C contains 1,000mg of buffered Vitamin C in a delicious antioxidant formula with Goji Berry, Amla, Chrysanthemum, Quercetin and Lutein.

Goji-C provides antioxidant protection from free radicals, supports eye, immune and skin health.

1. Directions: Dissolve one sachet in a glass of water and drink immediately. Best consumed once or twice daily after food.
2. Supplement Facts (leave black space)
3. Barcode, manufacturer (leave black space)