



Packaging Artwork is the process of combining
design elements,
final technical data,
marketing and regulatory
information into one final graphic!

PACKAGING DESIGN BRIEF

Please complete this Packaging Brief Planner and return to us via email.

To assist our design team in creating your packaging design, we need to find out about your business. This planning form will help us understand your needs, customers, competitors and market.

COMPANY DETAILS

Business Name

Contact Person

Phone

Email

Website

Social Media ie Facebook/ Instagram

Project Specifics

Product Name <i>ie Body Sugar Wash</i>	Size <i>ie 200ml</i>	Packaging <i>ie tube/bottle</i>	Packaging Colour <i>ie PMS 544c Tube, Amber bottle</i>	Printing <i>1 Colour, 2 Colour Special Finish - UV varnish</i>	Price Point. <i>Just a rough idea</i>	Box
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Are you labelling this product?	YES	NO	Do you have die line?	YES	NO
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Is your product going to be TGA listed?	YES	NO
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Is your logo in an .eps or .ai format	YES	NO	UNSURE
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Additional Logos or Industry logos you want to use need to be supplied as an .eps file. <i>ie Australian Made, PETA, Certified Organic,</i>	YES	NO
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COLOUR GUIDE - STYLE GUIDE

Do have any colours in mind for your Packaging (if so,why?) If there's any colours you don't like, please also tell us. *When looking at colours, screen printing, and base packaging, use PMS COLOURS ([Pantone Matching System](#))*

How do the consumers purchase your product?

ie start out online and then hopefully get into retail stores.

INSPIRE US!

Please list three examples of designs we can use as inspiration. (your mood board) If you have an pinterest account you can share this with us.



Project Specifics

This section provides a background of your business and corporate packaging needs.

The more information you provide, the easier it is for us to create a custom package that will work for you and your customers.

YOUR BUSINESS

General description of your business (what you do).

How long have you been in business?

Your image. Use adjectives to describe your desired business image.

Eg. Highly corporate, professional, friendly, high tech, serious, established, fun, family, business, elite, expensive, inexpensive, exclusive, trendy, big, small etc.

Your target customers.

Who do you want to reach? Please segment these groups if there is more than one. Eg. Blue Chip Companies, Small Business Managers. Tell us about their age, sex, income, occupation, education, lifestyle and purchasing habits.

Design Ideas

Is there a particular style of design you would like? (Please select at least one.)

LUXE

Luxurious, elegant, lavish, opulent and refined.
Packaging that demands a premium

BOLD

Bright, colourful and eye catching.
Packaging that stands out and makes a statement

CHARMING

Playful, fun, clever and cheerful.
Packaging that makes you smile.

CASUAL

Practical and straight forward.
Packaging that you see in everyday life.

NOSTALGIC

Vintage, classic, retro, antique, old fashioned and reminiscent.
Packaging that reminds you of another time.

CRISP

Clean, contemporary, geometric, simple, sleek, stylish, tidy.
Packaging that really lives up to the adage "less is more".



Competitors

Your Competitors product. Please list at least 3 Competitors.
Web addresses (if known).

Why do think a particular company or companies are your competition?

What makes your company different and better than your competitors?
What are your points of difference?

What makes you unique?

Deliverables

PRESENTATION:

Our work will be presented Face2Face at our office - with printed copies supplied to the client.
Should a client not be able to make it we do a Skype presentation.



Please note we do not start artwork until everything is supplied. ***This includes logos (please ensure you supply logos only in eps formats), and a 50 % deposit.*** You will have ***2 rounds of authors corrections*** before charging will occur. We are not proof readers or copy writers, every effort will be ensured that we have used the supplied copy. If we have made an error in copying we will amend that. Colour displays differently from computer to computer - if you are using PMS colours please refer back to the PMS book.

