

## Graphic / Packaging Brief:

Brand:	Sugar Smart (the Low Sugar Brand)
Products:	Handheld or Single Serve Snacks and Treats
Problem being solved:	Low availability / poor quality of products which are low in sugar.
Core Target Audience:	Adults seeking to reduce/avoid sugar due to health concerns (prediabetic/diabetic/sugar avoiders)
Secondary Audiences:	Healthcare professionals looking for strategies to reduce sugar consumption Mothers seeking to reduce family sugar consumption
Core Design Objectives:	<p>“HEALTHY AND PREMIUM” “FRESH” Tasty / Appetising (product illustration) Premium, Natural and Low in Sugar (colour cues) Expert / Effective / Recommended (endorsements and back of pack)</p>
Consider:	<ul style="list-style-type: none"><li>+ Emphasizing smart &gt; sugar (sugar is the opposite of what we are trying to sell).</li><li>+ Design needs to adapt to a variety of single serve snack foods, such as bars, chocolate tablets, biscuits and bitesize snacks.</li><li>+ Legible, high standout design that can work alongside SRP and POS.</li><li>+ Logo, colours and fonts should work for the web.</li><li>+ Colours should work well for CMYK digital print as well as litho.</li><li>+ “New” on pack flash.</li><li>+ <a href="https://www.gov.uk/guidance/food-labelling-giving-food-information-to-consumers">https://www.gov.uk/guidance/food-labelling-giving-food-information-to-consumers</a></li><li>+ <a href="https://www.food.gov.uk/sites/default/files/multimedia/pdfs/clearfoodlabelling.pdf">https://www.food.gov.uk/sites/default/files/multimedia/pdfs/clearfoodlabelling.pdf</a></li></ul>
Colours:	<p>Cyan/Blue often used to denote No added Sugar. Cyan = R 0 G 255 B 255 Blue/Green often used to denote medical benefit. Blue= R 0 G 129 B 129 / Green= R 132 G 173 B 0 Sugar Smart Yellow – R 254 G 244 B 0 links to NHS Brand. * RGB Values for Cyan and Blue and Green are for Guidance only.</p>
Text & Fonts:	<p>No more than 6 words on front face. Largest - SUGAR SMART Medium - COCOA CRUNCH Medium &amp; integrated into design - LOW SUGAR Fonts <u>Decorative</u> – e.g. MICROBREW, PHOPSPHATE, CAMPUS, INTRO RUST, BURFORD RUSTIC</p>
Outputs required:	<p>2 design directions, (1) Blue Green and (2) Yellow with Blue Green</p> <ol style="list-style-type: none"><li>1. Logo.</li><li>2. On pack design example - Chocolate Bar, Tablet, 2 pack biscuits.</li><li>3. SRP / Counter Top POS example showing product on display.</li></ol>