

**Tks for checking this briefing  
out! If you have any questions  
pls let me know!**

## Briefing for “Packaging Design Project Galeria do Brigadeiro”

- Briefing for packaging design (art only, the layout is attached)
- This packaging is for Brigadeiros (Brazilian Sweets) and this design is for the box containing 6 brigadeiros and it will replace the “bag style” boxes shown in the next slide
- IMPORTANT: I currently let my customer choose among the 5 different patterns and colours shown in the next slide, but from now on, I will have only the design I choose from the ones Design Crowd Designers send me, so they should:
  - Be connected to the shop and logo look and feel (**vintage and delicate**)
  - **Not contain any human characters (not even retro ones, despite the brands I like containing them). It should not contain any Brigadeiro pictures either.**
  - Not be waaaay too feminine... As this store also receives lots of visits from boys and men as well.... They may contain pink, as it is the store main colour, but not be the only one in the package. (currently people may choose the green or blue boxes, but from now on, there will be only one design that needs to fit all customers so...)
  - This packaging is the store “gift wrapping” and **should look like a gift on its own**, more than just a package
  - It may contain the store’s exclusive patterns (attached files – the ones in the scarves of the next slide)
  - It has to contain the logo in a visible place, as the tag will not be mandatory anymore
  - It has to contain the following text on one of the sides (in small font – 7, perhaps). **“Produto para consumo imediato. Pode conter glúten, lactose, castanhas e similares.”**
  - It has to contain the **telephone number, e-mail, address, homepage and facebook page details (in a delicate way, small font and with icons (preferably vintage style ones)).** Details are as follows:

Av. São Miguel, 4031  
Ponte Rasa – São Paulo  
Tel: (11) 3449-4856  
[oi@galeriadobrigadeiro.com.br](mailto:oi@galeriadobrigadeiro.com.br)  
[www.galeriadobrigadeiro.com.br](http://www.galeriadobrigadeiro.com.br)  
[Facebook.com/galeriadobrigadeiroarteemdoce](http://Facebook.com/galeriadobrigadeiroarteemdoce)

- **This will be printed CYMK**

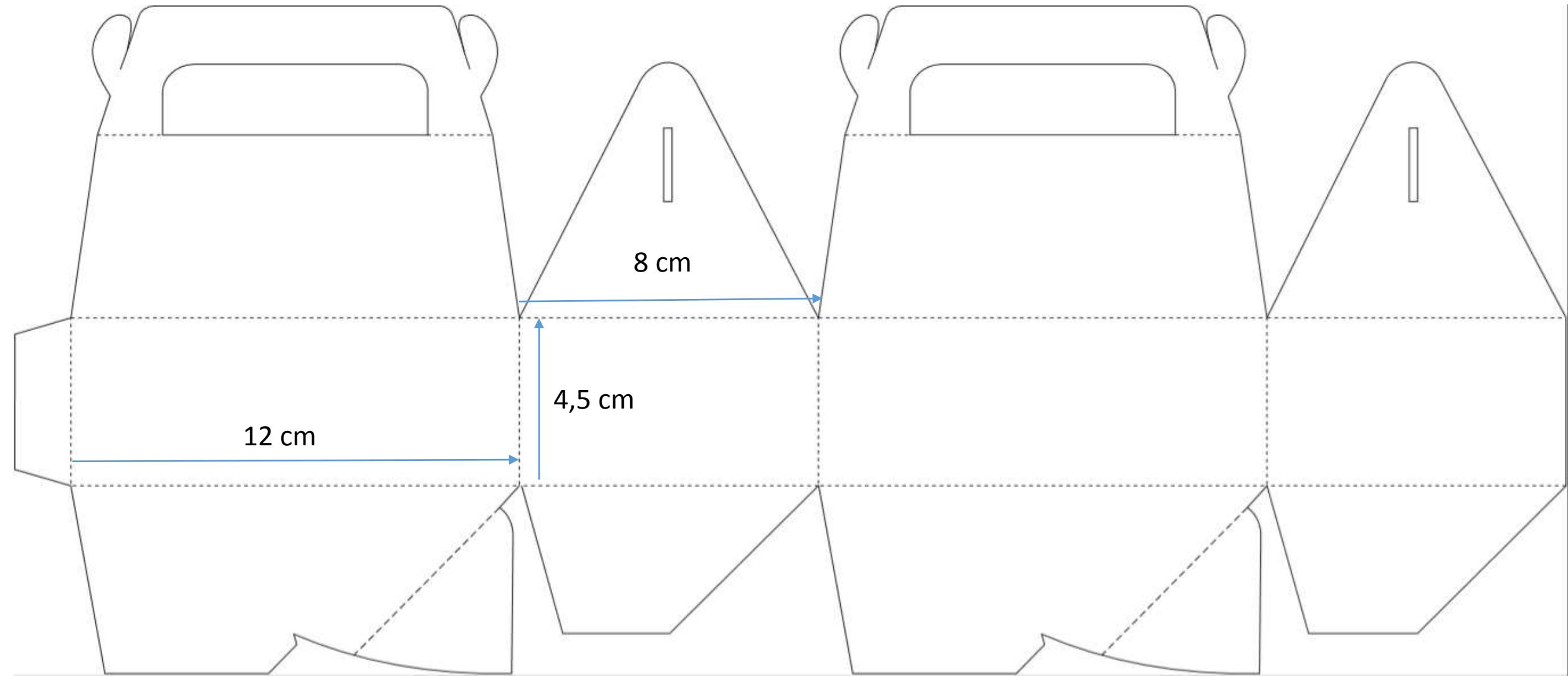
## Currently used packaging



This is the store's currently "most asked for" design, as "it fits boys and girls" when it is a gift ☺



Packaging Layout (PDF available for download)



## Store Look and Feel



## The Product



Brigadeiro is a traditional Brazilian sweet. It was usually served as a treat in children's birthday parties but is now has become the Brazilian version of mini cupcakes. It has now quite a few specialized shops with lots of different flavours despite the traditional one being only milk chocolate. It is made of condensed milk and a full range of different ingredients.

## The Logo

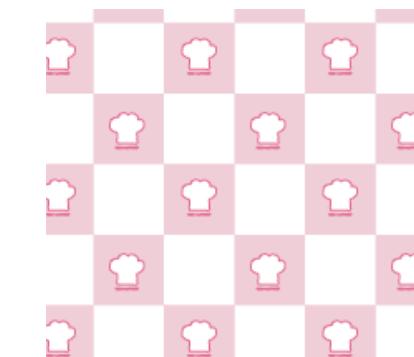
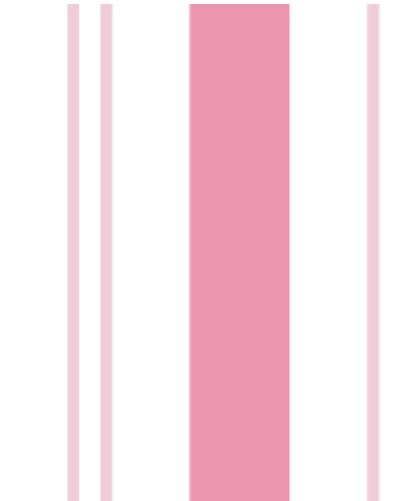
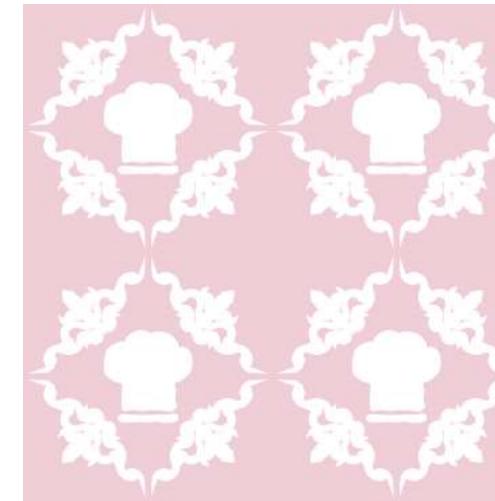
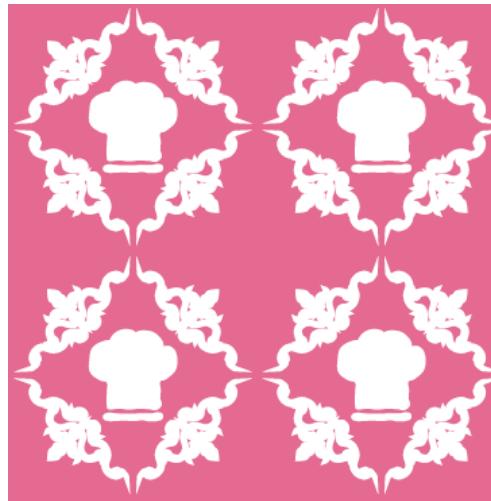
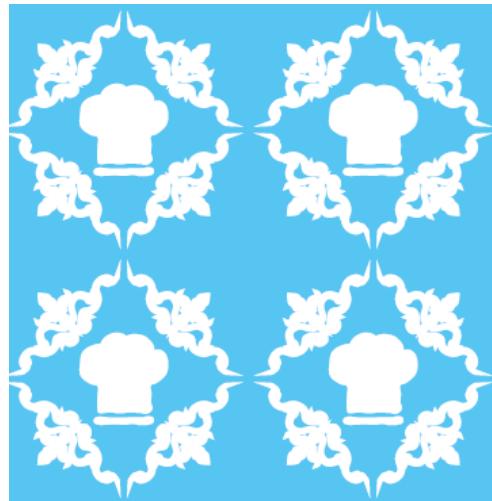


All Icons on the logo (cooking hat, stars, stripes, etc. are welcome in the design! And so is the background. (pdf file available for download).

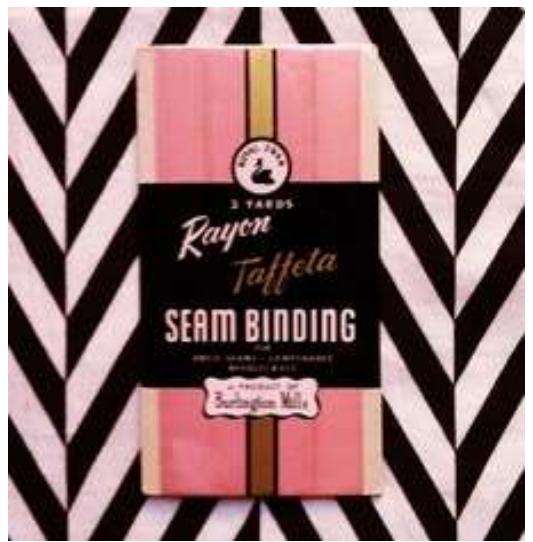
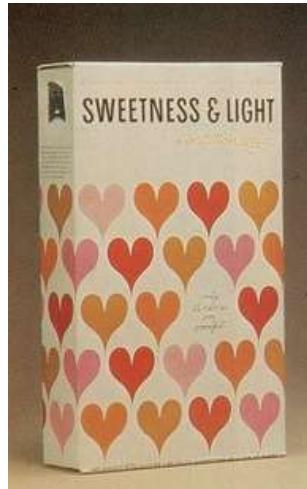


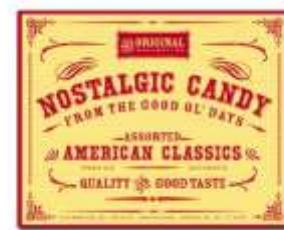
"Keep calm and carry on" parody for reference.

The Patterns (available in PDF) (its ok not to use them as well – similar patterns to the currently used packagings are fine)



## A few vintage/retro designs I like









**Thank You!!!!**