

## PACKAGING BRIEF TEMPLATE

### PARTICULARS OF CLIENT

COMPANY/ BRAND NAME

DATE

CONTACT PERSON

CONTACT NUMBER

EMAIL ADDRESS

JOB TITLE

DEADLINE

### JOB DESCRIPTION

Include desired outcomes, brand positioning, marketing strategy & competitor research

### ATTACHMENTS

Possible attachments to be emailed together with the brief

- Dieline/ Works-map from printer or manufacturer - this must be 100% accurate to avoid artwork redo costs
- \*Word/ PDF/ Google Document brief with all mandatory/ legislative copy in an open and accessible file
- Logo vector file - no JPG's or solid image files
- Barcode EPS/ PDF file
- Nutritional Table document
- Photography - CMYK, high resolution JPG/ TIFF files at 300 DPI (web resolution is not suitable for print)
- Illustrations - Vector files

NUMBER OF ATTACHMENTS

ATTACHMENT FILE NAMES

### DOES YOUR BRAND REQUIRE LOGO DESIGN/ LOGO EVOLUTION?

If YES, please provide a detailed logo brief, complete with your desired outcomes, exact logo; tagline; established date copy.

### PRINT SPECS

Number of plates, colours - CMYK or SPOT, finishes, substrate, digital, litho, flexo printing etc.

NUMBER OF LINE ITEMS/ SKU'S

Each SKU requires a separate brief

Multiple packaging items require separate briefs

LINE ITEMS/ SKU'S TITLES

DIELINE NAME

DIELINE DIMENSIONS

STORM WIGGETT, M.A. - OWNER & CREATIVE DIRECTOR

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www.ginger-storm.com





**\*COPY & MANDATORY PRODUCT INFORMATION**

Word/ PDF/ Google Document brief with all mandatory/ lesilative copy in an open and accesable file can be emailed together with the brief  
Please specify where you want specific copy placed, i.e. front, back, sides etc.

PRODUCT NAME

FLAVOUR/ VARIANT

DESCRIPTOR

NET WEIGHT

BARCODE NUMBER

DIRECTIONS FOR USE

INGREDIENTS STATEMENT

NUTRITIONAL TABLE

ALLERGENS

WARNINGS

STORAGE INSTRUCTIONS

COUNTRY OF ORIGIN - PRODUCT OF/ PRODUCED IN

MANUFACTURER/ PACKER/ IMPORTER NAME AND COMPLETE ADDRESS WITH CONTACT DETAILS

BEST BEFORE BLOCK CLIENT SPECIFIC SIZE REQUIREMENT

Distinctive batch, lot or code number; month and year of manufacture and packaging; month and year by which the product is best consumed

**ICONS/ LOGOS**

List any & all required icons/ logos

**IMAGES/ ILLUSTRATIONS**

Do you require photography/ stockphotography/ illustrations?

**PACKAGING SPECIFIC INFORMATION, REGULATIONS & REQUIREMENTS**

- Food Regulation - Specifically pertaining to ingredients, nutritional tables, allergens, additives, colourants & warnings. All descriptive words must be cautiously chosen to ensure that no implied claims are inadvertently made and that descriptions are allowable in law as certain words and phrases are banned from product labels, such as "rich in", "excellent source of", and "enriched with". If food products have been genetically modified (GM) this must be indicated. Facts SA provide the analytical testing, nutritional, ingredients, allergens, warnings and regulations for food labelling. <https://www.factssa.com>
- Alcohol Regulations - Alcohol requires specific warning labels with regulated typography sizing, weight and positioning. SA Regulations for wine and spirits are found on the SAWIS site for appraisal and study by both the client and designer. Front and back labels need to be submitted to the institution for approval before print. <https://www.sawis.co.za/winelaw/southafrica.php>
- Cosmetic Regulations  
S.A. Standard Product and Packaging Labelling Regulations apply to cosmetics unless they fall into pharmaceutical categories, in which case Pharmaceutical Regulations apply and must be treated as such. Nutritional Tables & Allergen statements do not apply to this category.
- Pharmaceutical Regulations  
Pharmaceutical Regulations are extremely complex and country dependant. Complex ingredients tables, categories, multiple languages and warnings are necessary and require a third party Pharmaceutical manufacturer or registered pharmacist to formulate regulatory product information for packaging.