



HONEY JAR DESIGN





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PRODUCT LABELS



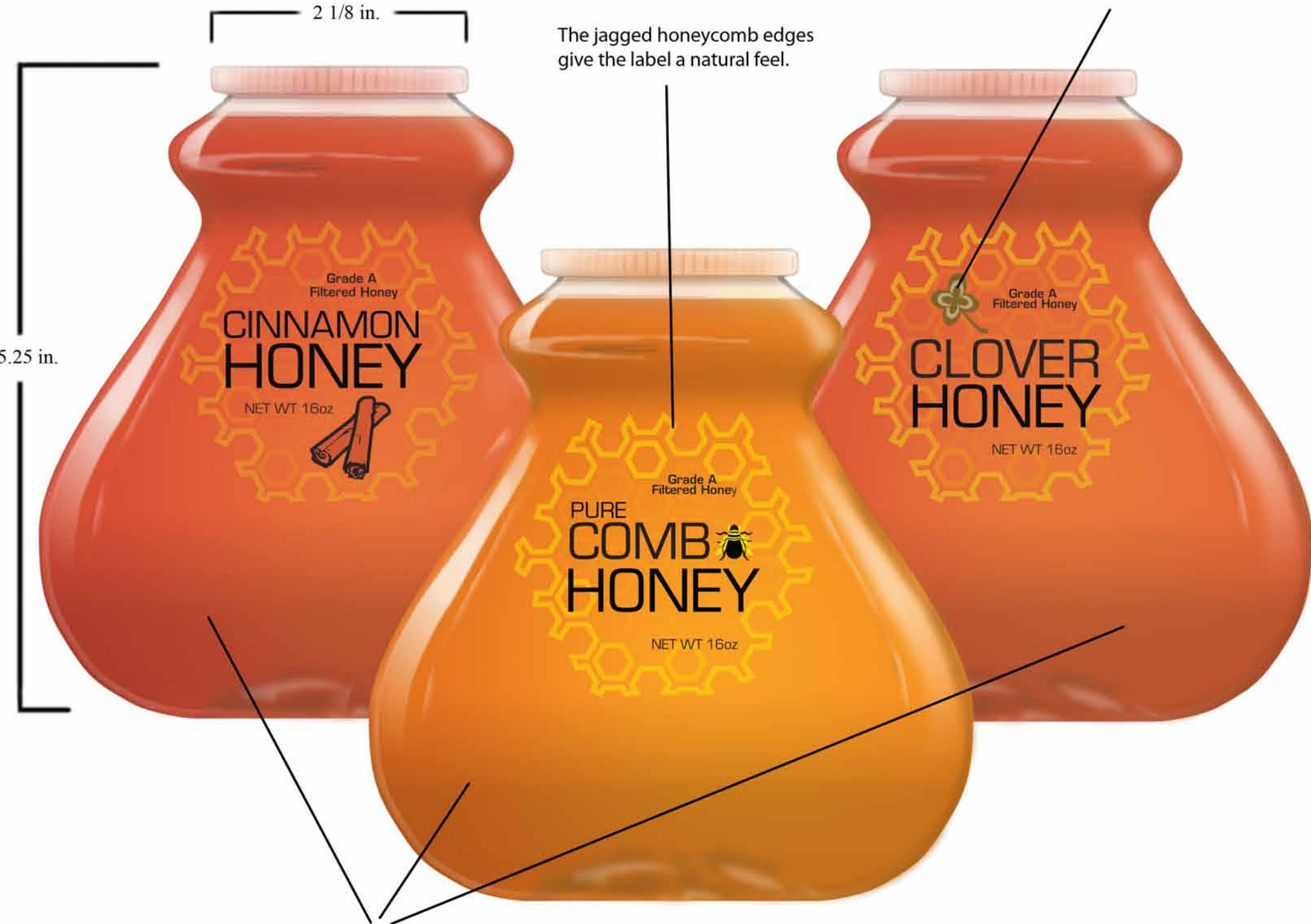


HONEY JAR DESIGN JUSTIFICATIONS

Small portable size for easy handling.

A four leaf clover instead of a three leaf clover prevents negative superstitious beliefs.

The jagged honeycomb edges give the label a natural feel.



The Cinnamon Honey jar is darker than the other two because the cinnamon would darken the honey. Clover honey is also naturally darker than regular honey.

PANTONE COLORS



Pantone 1525 U



Pantone 575 C



Pantone 577 C



Pantone 575 C



Pantone Hexachrome Yellow C



HONEY JAR DESIGN RESEARCH

DEMOGRAPHICS

According to the National Honey Board, "Currently 82% of U.S. households use honey and have the product in their home. The average consumer of honey is Caucasian females, 48-years-of-age with some college education and a household income of \$59,600. Findings from focus groups include that the vast majority of mothers use honey in tea as a sweetener or as a remedy for cold/sore throats and generally pay \$3.00-\$5.00 for a small jar."

This design is targeted to the same target audience as stated above. The bottle is also small, so that mothers can buy the honey for the small price of \$3.00-\$5.00.

IMAGE RESEARCH

