

## Sweetmeadow Farms: Chocolate Milk

Sweetmeadow Farms is a (fictitious) national dairy brand that sells milk, cream, and butter in most grocery stores across America. They are currently working on a full rebranding of their packaging, and have decided to expand their products slightly by adding a chocolate milk option in select sizes (single-serve bottles and half-gallon cartons).

Because Sweetmeadow Farms is an established and trusted brand, they want to keep their traditional farming roots evident in their updated packaging. Their chocolate milk cartons should be aesthetically appealing to children, but give confidence to parents that this lightly sweetened low-fat option is still a healthy way to get even the pickiest eaters drinking more calcium-rich milk.

### **Milk Carton Text (front panel only):**

Sweetmeadow Farms  
America's Classic Dairy Farm  
Since 1904  
2% Chocolate Milk  
Good Source of Vitamin A & D  
High in Calcium and Protein  
Pasteurized  
A Healthy Treat For the Whole Family  
50% Less Sugar  
From Cows Not Treated With Growth Hormones  
Half Gallon (1.89 L)

### **Project specifications:**

Final trimmed size: 8.25" x 5.5"

### **Colors:**

You may choose to make your design one color or you may choose to create a multicolored front panel. Images and/or illustrations are permissible.

### **Design requirements:**

Create a typographic design that combines 2 typeface families, flourishes & vector elements (lines, dots, patterns, etc.).

Make sure you create a hierarchy of information. Don't let the ornamentation overpower the type. Solve the type & ornamentation hierarchy first before you add imagery and/or color.