

## Halima's: Shakshuka Mixed Nuts

Halima's is a (fictional) regional brand based out of Minneapolis, and they've recently signed a deal to sell their products through Trader Joe's. Founded by Aaron Khalil and named for his mother, they make a small line of fusion snack foods, blending Middle Eastern and North African flavors with some American snack classics. Think shawarma jerky, cinnamon brown sugar fekkas, or sesame haloumi queso dip. Shakshuka Mixed Nuts is their newest product; evoking the traditional stew with a blend of almonds, peanuts, and pistachios seasoned with tomato powder, cumin, paprika, onion powder, garlic powder, and cayenne.

As Halima's products are soon to be sold on a much broader scale, they have decided to touch up their brand and existing packaging. All flavors of mixed nuts will be sold in resealable zip-top pouches, though for the purposes of this assignment you need only design the front panel of the pouch. The focus of the new packaging should be on the idea of cultural and flavor fusion, and appeal to curious omnivores who are looking for innovative, responsibly-sourced food experiences.

### **Text to be included on the pouch front:**

Halima's Mixed Nuts

Shakshuka

Savory Tomato and North African Spices

A Globally Inspired Snack Sensation Everyone Can Enjoy

High in Protein

No Trans Fats

No Artificial Colors or Flavors

Vegan & Gluten Free

Sharing Size

Net Wt 20oz (1 lb 4 oz) / 566g

### **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.