



E-commerce for start-ups

Logo. Slogan. Packaging Design and Regulations

Secondary Vocational School of Economics
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Sliven BULGARIA

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of the European Union



HUMAN
RESOURCE
DEVELOPMENT
CENTRE



We are students from The Secondary Vocational School of Economics “Prof. Dr. Dimitar Tabakov”- Sliven, Bulgaria.

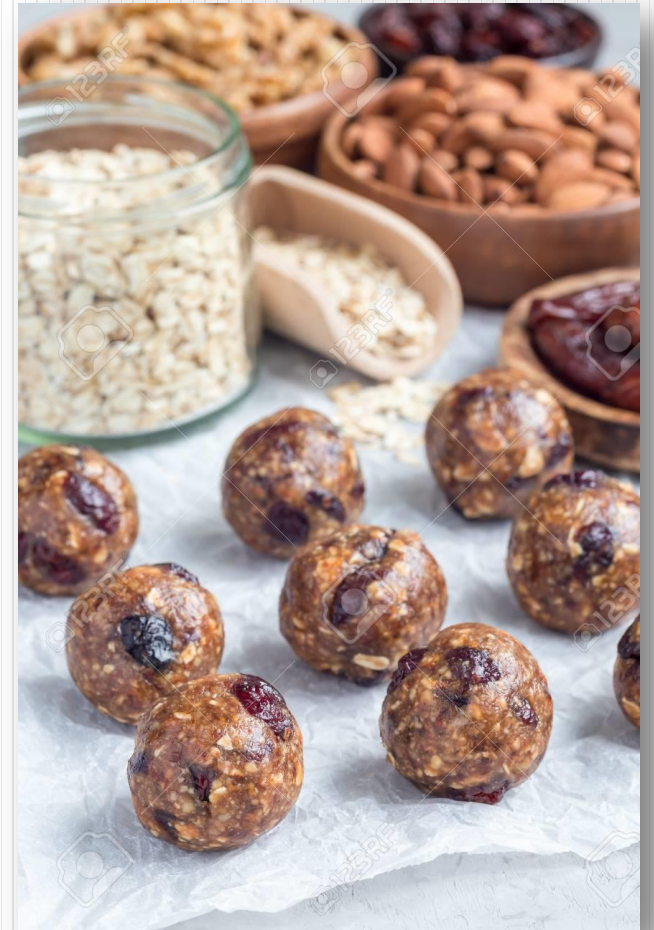
Our company

ENERGY FOR LIFE

focuses on high quality and innovative functional products. Following the global trends, the brand offers new, healthy and practical solutions to meet the needs of a dynamic person.

What is Healthy Bites?

- **Healthy Bites** is a combination of dried fruits and nuts;
- **Healthy Bites** are 100% natural, raw, gluten-free, dairy-free, vegan, non-GMO, and no added or refined sugars.



What is Healthy Bites?

- Trend in healthy eating;
- Delicious, nutritious and convenient snack option;
- Perfect quick snack in between meals;
- A quick energy boost before and after workouts.



Variety of Healthy Bites

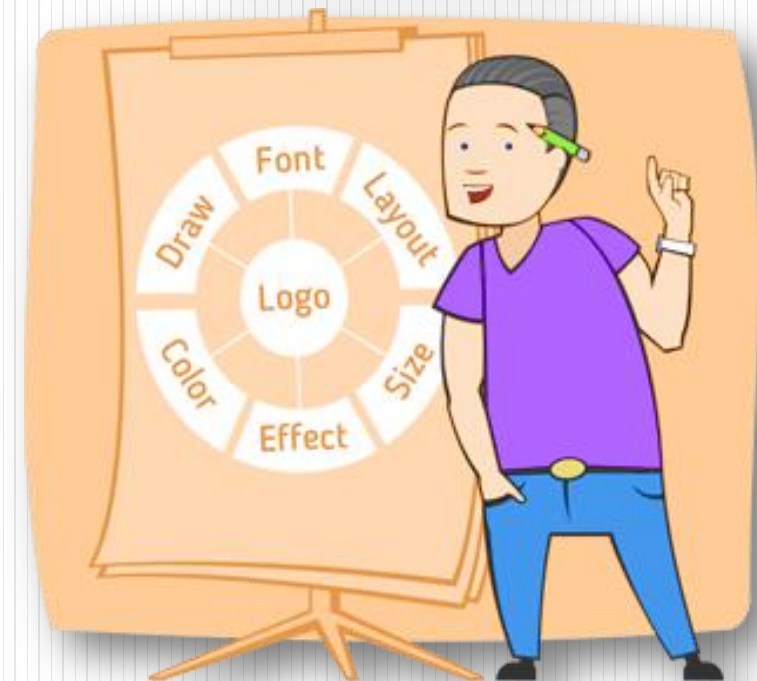
To satisfy the different tastes
we offer our customers 3 types of **Healthy Bites**:

HEALTH ENERGY POWER



Principles of effective logo design

- A memorable logo design is essential for running successful business these days;
- A great logo tells a story about a brand – your name, your mission and your principles.



Principles of effective logo design

Simple logos are the ones people can recognize as soon as they see them. The simplest logos are the ones people remember the most.



Principles of effective logo design

The logo should be impactful. You have to capture your customer's attention and leave a positive impression.



Principles of effective logo design

The logo should be relevant to your practice. It has to have meaning that relates to the work you are doing.



Principles of effective logo design

Use bright and bold colors to grab people's attention. But these colors should speak about your brand personality as well. Remember that every color evokes an emotion, which becomes its message for the customers.



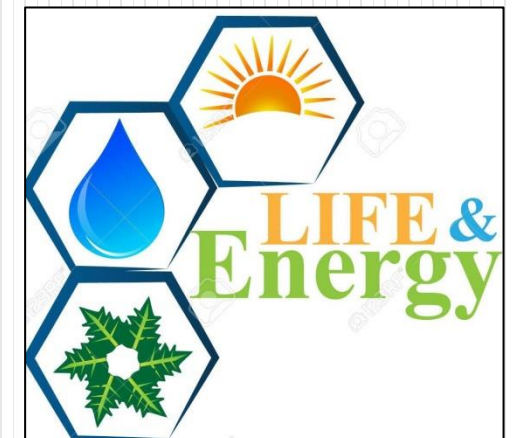
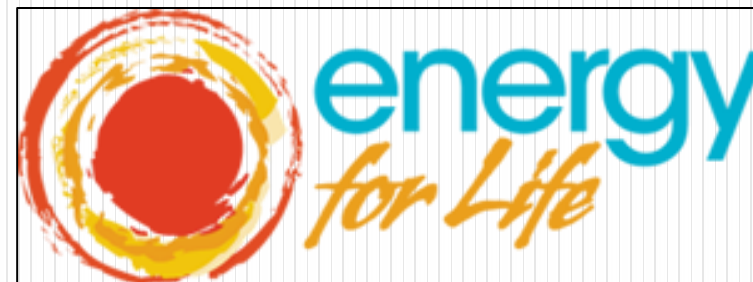
The logo design process

Everything we have mentioned so far is a bit theoretical, but now it's time to see the exact steps we went through before we could come up with a final version of our logo.



The logo design process

- Researching types of logos, fonts and colours;
- Exploring different ideas and brainstorming;
- Creating several draft versions;
- Evaluating and selecting the design.



Our logo



- It has our company's name as a main feature. Such a logo is known as a **logotype**. This means that our logo will become our brand's advertisement as well. Small business with a small marketing budget benefit from logotypes.
- The **handwriting font** transports a clear message: this brand is individualistic and stands for handmade quality.

Our logo



Colors are important in determining a brand's message. We have green, red and purple that symbolize 3 types of bites:

Health Bites – Green means health and nature;

Energy Bites - Red stands for energy and excitement;

Power Bites – Purple means power and wisdom.

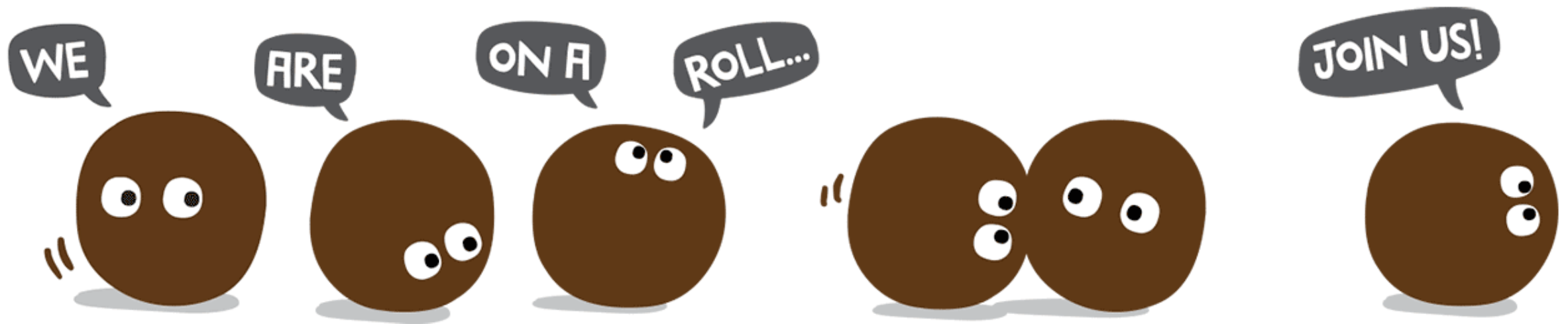
Our logo



- ***Symbols*** are fun and memorable. The small leaves inside the letter **e** signify organic and natural.
- ***Abstract logo marks*** are geometric forms that condense your business into a symbol that is truly unique to you. The 3 circles mean the 3 types of bites and give modern and abstract vision, while having lots of personality at the same time.

Our slogans

HEALTHY NEVER TASTED SO GOOD!



WE ARE ON A ROLL...JOIN US!

It means we are successful in what we are doing!

Packaging and labelling

- Regulation N^o1169/2011 of the European parliament and of the council of 25 October 2011 establishes the general principles, requirements and responsibilities governing food information, and in particular food labelling.
- The legislation applies to businesses at all stages of the food chain and to all foods intended for final consumption.



Packaging and labelling

The mandatory information includes the food's name, list of ingredients, net quantity, use by date, instructions for use if necessary, operator's name and address, the country of origin, and a nutrition declaration.



16 SERVINGS
460kJ 110kcal
6%
0.7g LOW 2%
0.1g LOW 1%
5.1g HIGH 8%
0.2g MED 4%Typical values per 100g: Energy 1530kJ/360kcal

112 7g 1.5g 0.3g 0.6g
6% 8% 2% 1% 10%
% of an adult's guideline daily amount

Gluten Free
GF™
Gluten-Free

HEALTHY CHOICE
110 CALORIES per serving
HIGH SUGARS

TRAFFIC LIGHT LABELLING
LOW FAT 77g per serving
LOW SATURATES 2.0g per serving
MED SUGAR 42.3g per serving
HIGH SALT 3.0g per serving

100% NATURAL
GLUTEN FREE
USDA ORGANIC
LOW CARB
REAL FRUIT
WHOLE GRAINS
MSG
Cholesterol Free Fat Free
fresh

Nutrition Facts

110 Cal 2000 Calories per day
LOW SATURATED FAT
HIGH SUGARS
LOW SODIUM

Food Labelling Jungle

Energy Bites packaging design



On-the-go

Shape to grab with one hand

Front-end-Placement

Primary branding on top 1/3 of pack

Guilt Free

Smaller size for portion control

Ribbon

The product is hand made

Transparent window

Show quality, natural ingredients.

Paper look and feel

Natural, small batch perception

Energy Bites packaging design

Name of the product

ENERGY BITES

Handmade
WITH LOVE

Handmade

Brand logo



100% NATURAL
NO ADDED SUGAR



BLUEBERRY + CHIA

Ingredients

Natural and healthy



Energy Bites packaging design

Language requirements – mandatory food information appears in a language easily understood by the consumers of the Member States where a food is marketed.

List of ingredients and allergens

Storage conditions

EN: ENERGY BITES *Ingredients:* 25% figs, 25% raisins, 12.5% oat, 10.42% chia, 10.42% honey, 8.33% blueberry, 8.33% **walnuts**, lemon juice for taste. Store in a cool, dry place and protect against direct sunlight. For **allergens** see ingredients in **bold**. Also may contain **nuts, peanuts, sesame**, occasionally pieces of fruit pits and nut shell.

BG: Съставки: 25% смокини, 25% стафида, 12.5% **овесени ядки**, 10.42% чиа, 10.42% мед, 8.33% боровинки, 8.33% **орехи**, лимонов сок за вкус. Съхранявай на сухо, хладно място, далеч от пряка слънчева светлина. За **алергени**, моля вижте съставките с **удебелен шрифт**. Може да съдържа **ядки, фъстъци, сусам**, следи от костилки и черупки. **Made in BG**. Formulated and manufactured by ENERGY FOR LIFE, Sliven, Bulgaria. Phone: +35944667081, e-mail: energy_for_life@abv.bg



Best before end of/Годен за употреба до: **11.10.2021**

Country of origin

Name and address of the business operator

The “use by” date

Energy Bites packaging design

21 PAP - mixed paper
Recycling logo

Do not litter sign

Net quantity in grams

Vegan free

Net weight/Нетно количество: 48g e /3 x 16g

Nutrition Facts Хранителна стойност		Per 100g	Per ball 16g
Energy/Енергия kj/kcal		1544/363	247/58
Fats/saturated Мазнини/наситени		13.0g/7.0g	2.1 g/1.1g
Carbohydrates/sugars Въглехидрати/захари		54.0g/39.0g	8.6g/6.3g
Fibers/Фибри		5.0g	0.9g
Protein/Протеин		11.0g	1.7g
Salt/Сол		0.0g	0.0g

Nutrition declaration
based on the manufacturer's
analysis of the food:

Energy value in 100 grams
and per portion basis.

The amounts of fats,
saturates, carbohydrate,
sugars, protein and salt.



Barcode

ENERGY FOR LIFE packages





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