

Corporate and Brand Identity Design Competition

Product 1

- Design brief
 - Name: **Eve Essentials**
 - Products: **Sanitary Napkins** and **menstrual cups**
 - Required Submissions (these designs are required to be eligible to participate):
 - Logo Design
 - Product Packaging Mockup and size for **sanitary pads**
 - Sticky cover on the backside of the pad.

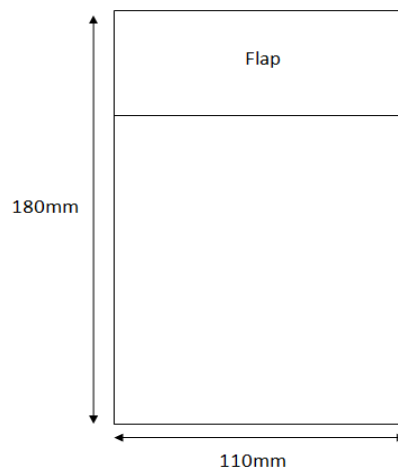
Ref. Picture:



Size: 250mm-55mm

- Disposable paper pouch for individual pad

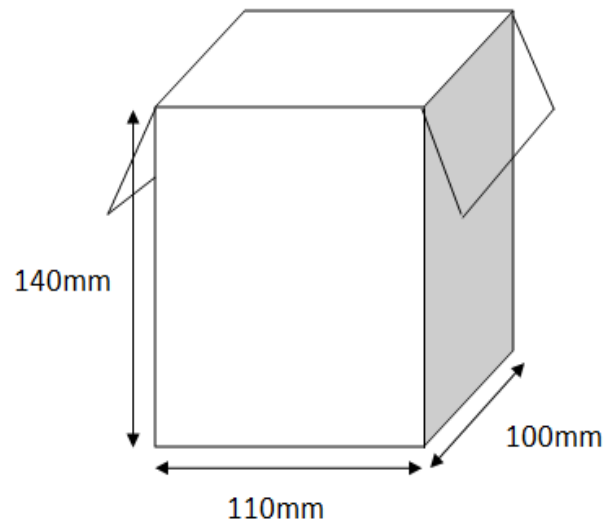
Ref. Picture:



Size: 180mm (with flap)-110mm

- The outer box containing (8 pads)

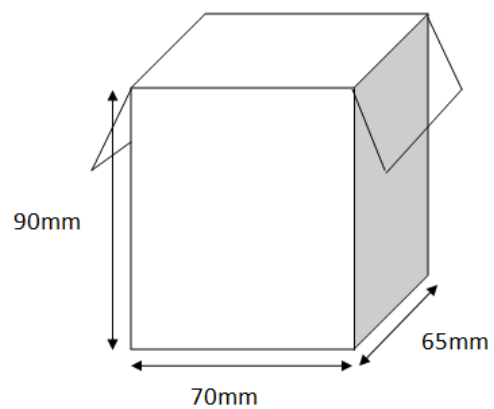
Ref. Picture:



Size: 140mm-110mm-100mm

- Product Packaging Mockup and size for [menstrual cups](#)
 - The outer box for a single menstrual cup:

Ref. picture:



Size: 90mm-70m-65mm

- Ad Campaign (3 Varieties): Design the graphics and text for a catchy ad campaign which can be pitched to young adults and teens in the urban areas.
- **Additional Submissions (these designs are not mandatory to submit, but could contribute to your evaluation):**
 - Business Card
 - Letterhead Design
 - Envelope Design
 - Carry Bag Design
 - Social Media Banners
- **Client's Design Specifications:**
 - Designs should be simple and flexible (especially for the logo)
 - Designs should aim at achieving any of the following attributes:
 - Elegance
 - Stylish and trendy
 - Comfort
 - Freedom
 - Femininity
 - Luxury
- **Colour Palette:** No restrictions
- **Customer Demographics:**
 - Teens, young adult women, women upto 40 years of age