



## **#ASKYOURPET PR PACKAGING**

guidelines

*may 6<sup>th</sup> 2024*

# PACKAGING STRUCTURE

Packaging made for 2 products of similar size.  
Size will be adapted according to the product chosen  
following this formula :

**depth =  $1,4 * x$  which  $x$  being the length and height of the face.**

$x$  depends on the product :  
 **$x = \text{height of the product} + 3\text{cm}$**

*all the mesure are in cm.*

*The packaging cant be smaller than the card which is :  $14,8 * 11,7\text{cm}$ .*



# MATERIALS

The packaging is made of recycled paper laminated on recycled cardboard printed with the patterns and designs on the annexe file and with the following pantones.

If it isn't possible to print both pantones, **the Garnier Green pantone should be privileged.**

The inside is entirely beige.

The added ears and tails should also be printed on either the same material or at least 320gsm paper.

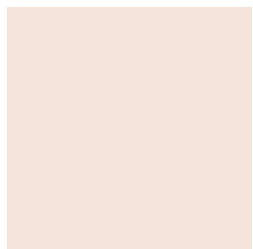
## COLORS



**PANTONE**  
7732 C

**CMYN**  
C88 M26 Y92 K13

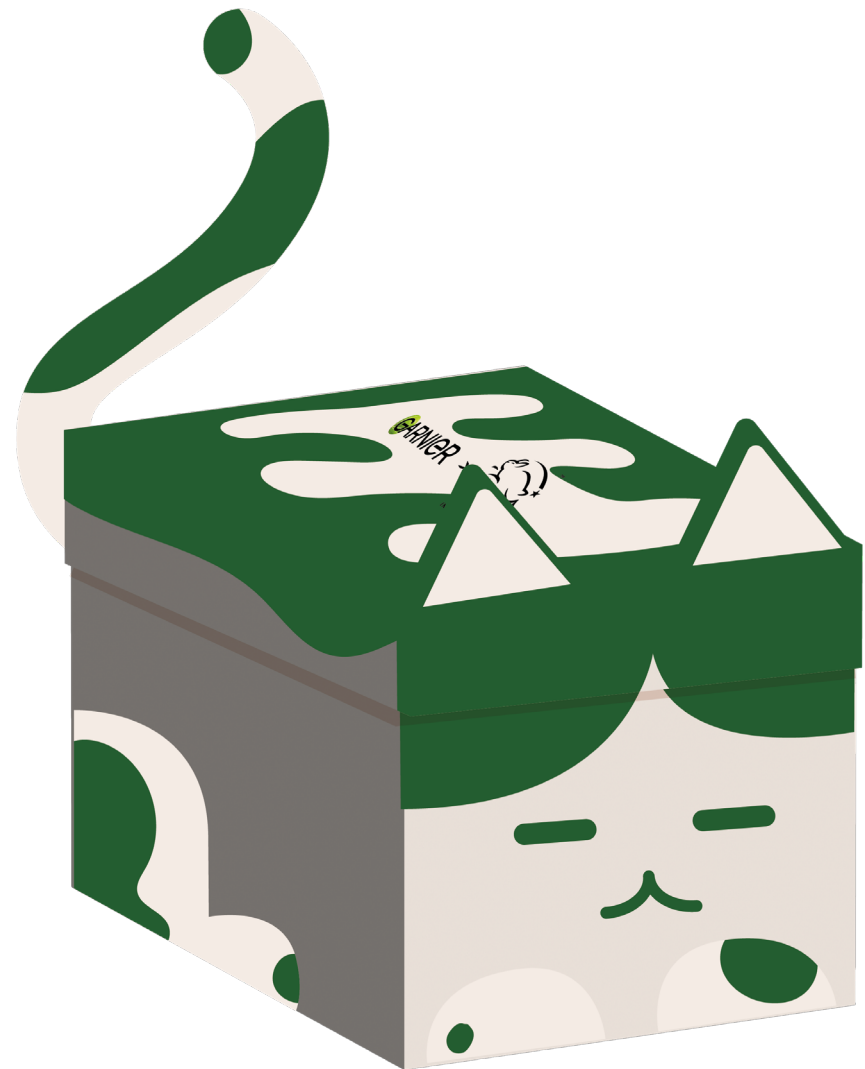
**HEXA**  
#007B3F



**PANTONE**  
9226 U

**CMYN**  
C0 M6 Y8 K5

**HEXA**  
#F5EBE4



# FINISHING

The full exterior should be coated with a 'soft touch' varnish to make it more resilient and protect it.



## PACKAGING FILLING

To protect the products, the box should be filled with shredded paper fillers.



# THANK YOU CARD

The format of the card is 14,8\*11,7cm.

It should be printed on a **320gsm white recycled paper with a soft touch varnish.**

The green is the Garnier green it can be printed in Pantone but the logotype will need to be printed in CMYK.

*please refer to slide 3 for colors.*

 **GARNIER** x



**ASK YOUR PET  
(THEY KNOW BEST)**

**GARNIER IS PROUD TO BE THE LARGEST BEAUTY  
BRAND WORLDWIDE TO BE APPROVED  
BY CRUELTY FREE INTERNATIONAL.**

**#ASKYOURPET**

**Well done, you chose Garnier because it is approved, for the 3rd year in a row, by Cruelty Free International under the Leaping Bunny Programme!**

This means that you can enjoy our products with complete confidence as they meet CFI's strict criteria to promote animal welfare worldwide.

Indeed, Garnier renews its Cruelty Free International approval every year by forensically auditing 2,800 ingredients and 500+ suppliers, a thorough process that guarantees the brand's approval.

Therefore, we would like to thank you and your pet for making the good choices for your beauty routine.

And because sustainability is our duty, please note this box is 100% recyclable and reusable.

# HOW TO USED THE OPENFILES

Since each artworks depends on the printer's files, we linked AI & PDF files to help you compose the packaging with the correct artworks to create each packaging.

**Please ensure to adapt the artworks so it follows the mock up's aesthetic especially the elements overlapping on multiple sides**



# FAKE PRODUCT DESIGN

For the fake product design, the design should be printed in black and white on a sticker and put on the blank bottle.

**BEAUTY  
PRODUCT**





