

**NEW  
HEALTH  
ORDER**

# CONTENTS

- Brand Name
- Project Description
- Key Words
- Sketches
- Color Palette
- Typography
- Packaging

## Brand Name

### NEW HEALTH ORDER

- like new world order

## Project Description

New Health Order is a healthy food, and beverage brand based in London UK. It serves all organic, fresh and nutritious Juice Cocktails, Ready-To-Eat Meals & Salads.

There are:

**four ready meals** that have to be represented

- Chicken
- Beef
- Salmon
- Falafel

### Six juice flavours

- Meen Greens
- Summer Sun Yellow
- Hydrating Pink
- Immunity Orange
- Garden Blossom
- The Detoxifier Red

### Two Sandwiches

- Hello Halloumi
- Caesar's Blanket

### Two Sorts of Salad

- Salad Leaves & Things
- Meloons & Berries

### Task:

to create tasty, and healthy food package that influence people life style.

### Goal:

to redefine clean eating by introducing the world to colorful, exciting, and nutritious meals, as The brand believes in producing natural products and cares about the health of its customers.

### Inspiration:

The brand visuals are inspired by its ingredients in abstract style to show that every items in the product are totally original and natural ( we made it from skcratch just for your healthy life style)

Black is our primary color and the rest of the colors from the color wheel can be used to compliment black in all cases. Use HEX formulas for on-screen and digital use. CMYK and Pantone colors are for print applications. Color Inspirations are from the ingredients of every single packaging.

### Material:

#### As for Juice:

A transparent glass bottle with changable label. All single lables have its own ingredients written.

#### As for Ready Meals:

A microwaveable colorful transparent plastic container to ease meals heating process and save customer time.

#### As for Sandwiches:

An angel cut wrap plastic box with more transparency to show some ingredients in a kraft base.

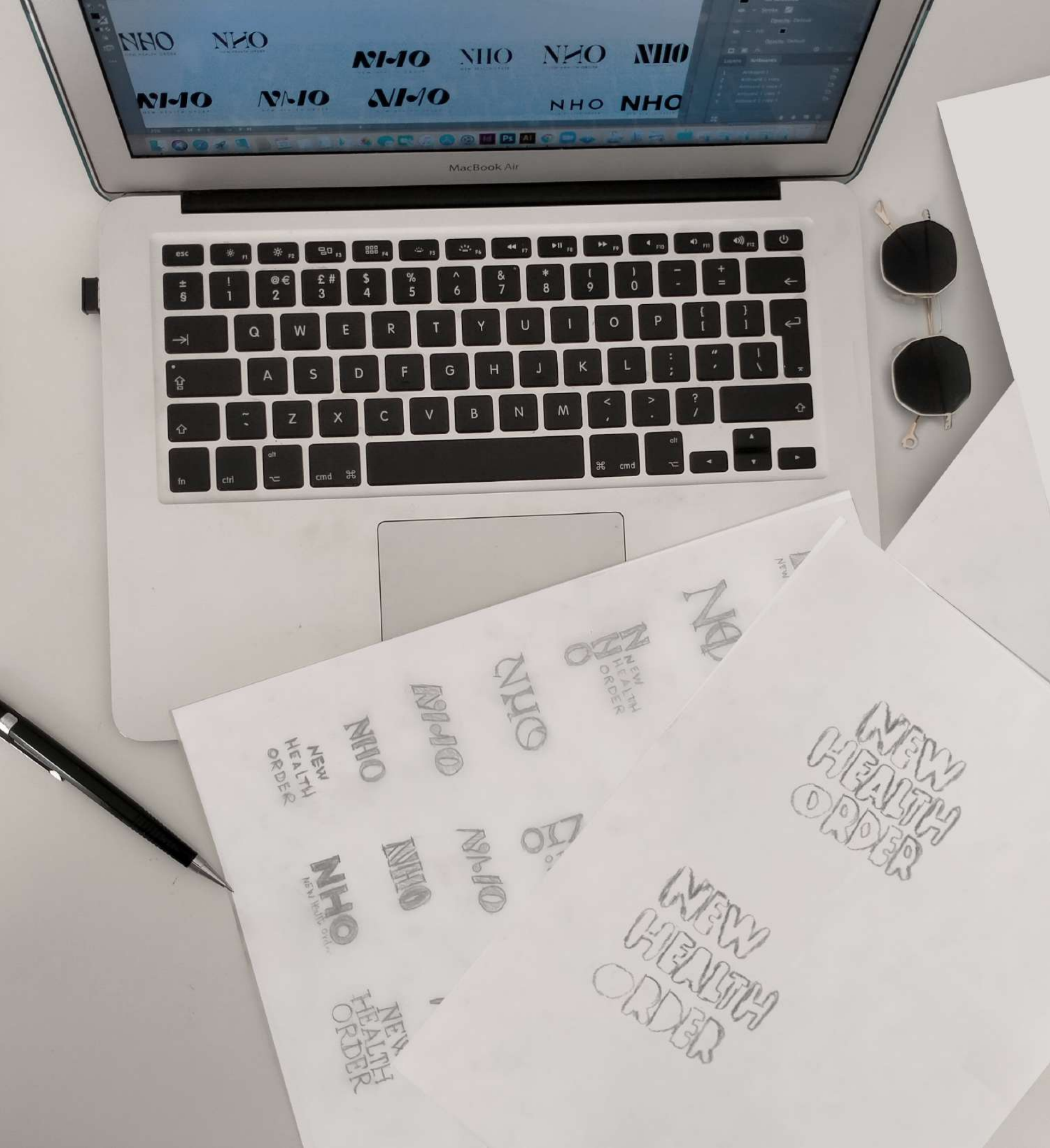
As for Salads:

small plastic transparent container.

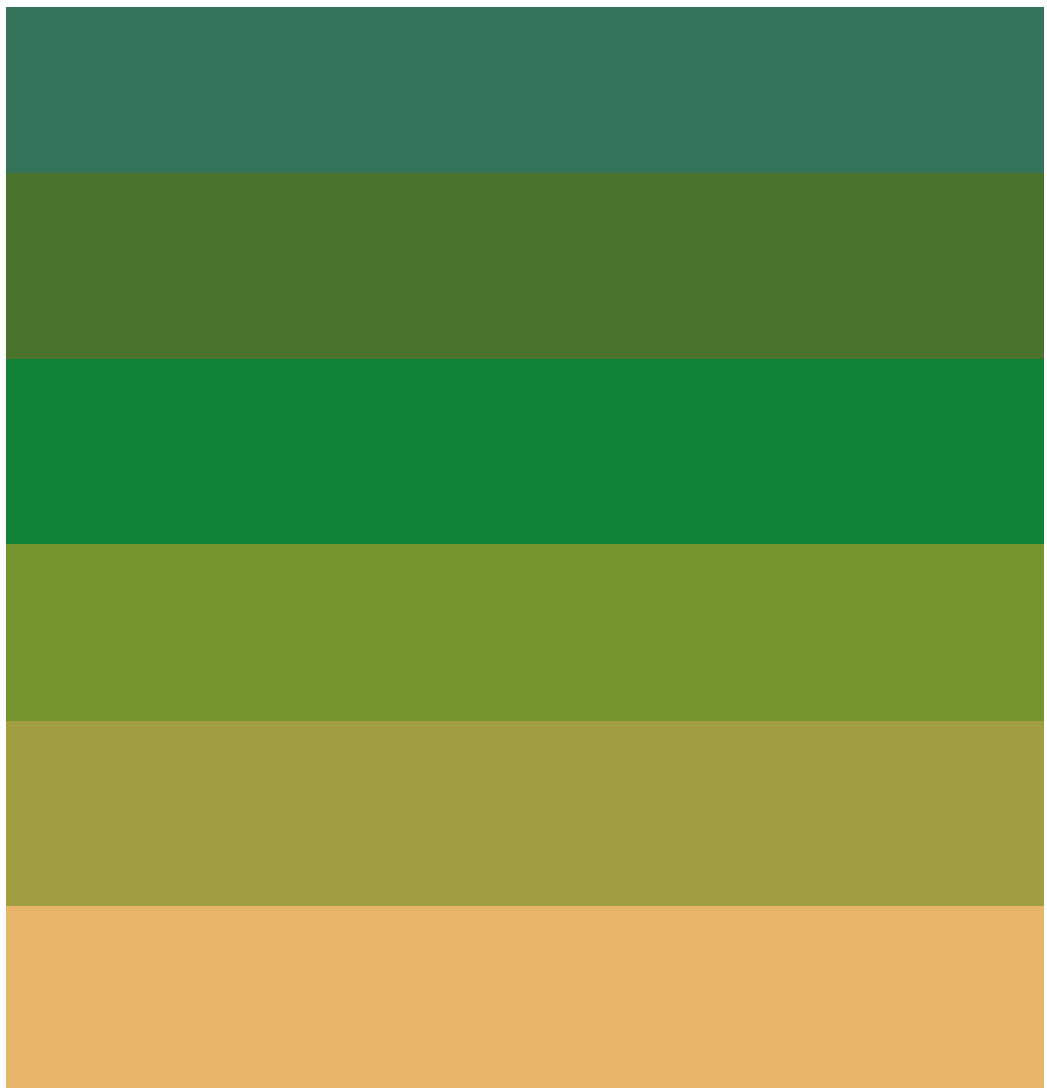
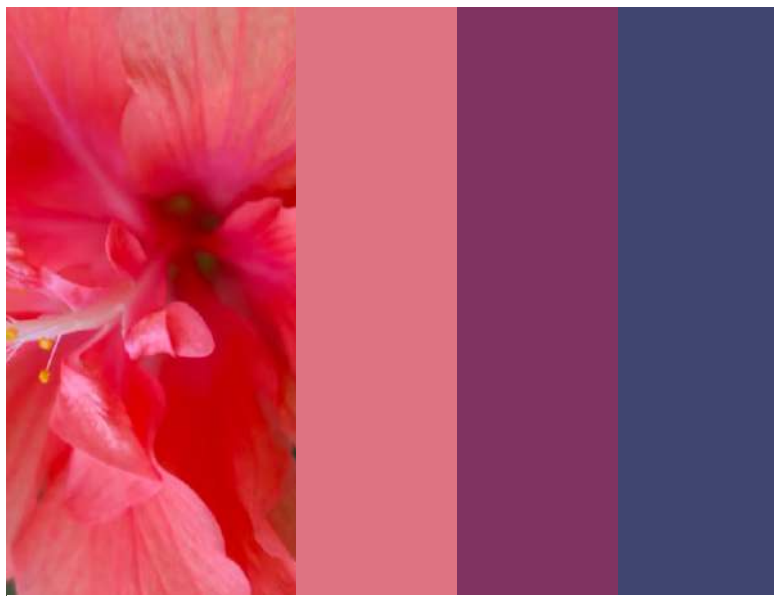
## Key Words

- Clear
- Flat Design
- Bold
- Colorful
- Fresh
- Mobile
- Nutritious
- Mural

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# MADE TOMMY

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890@\$%^&\*+

TYPOGRAPHY |



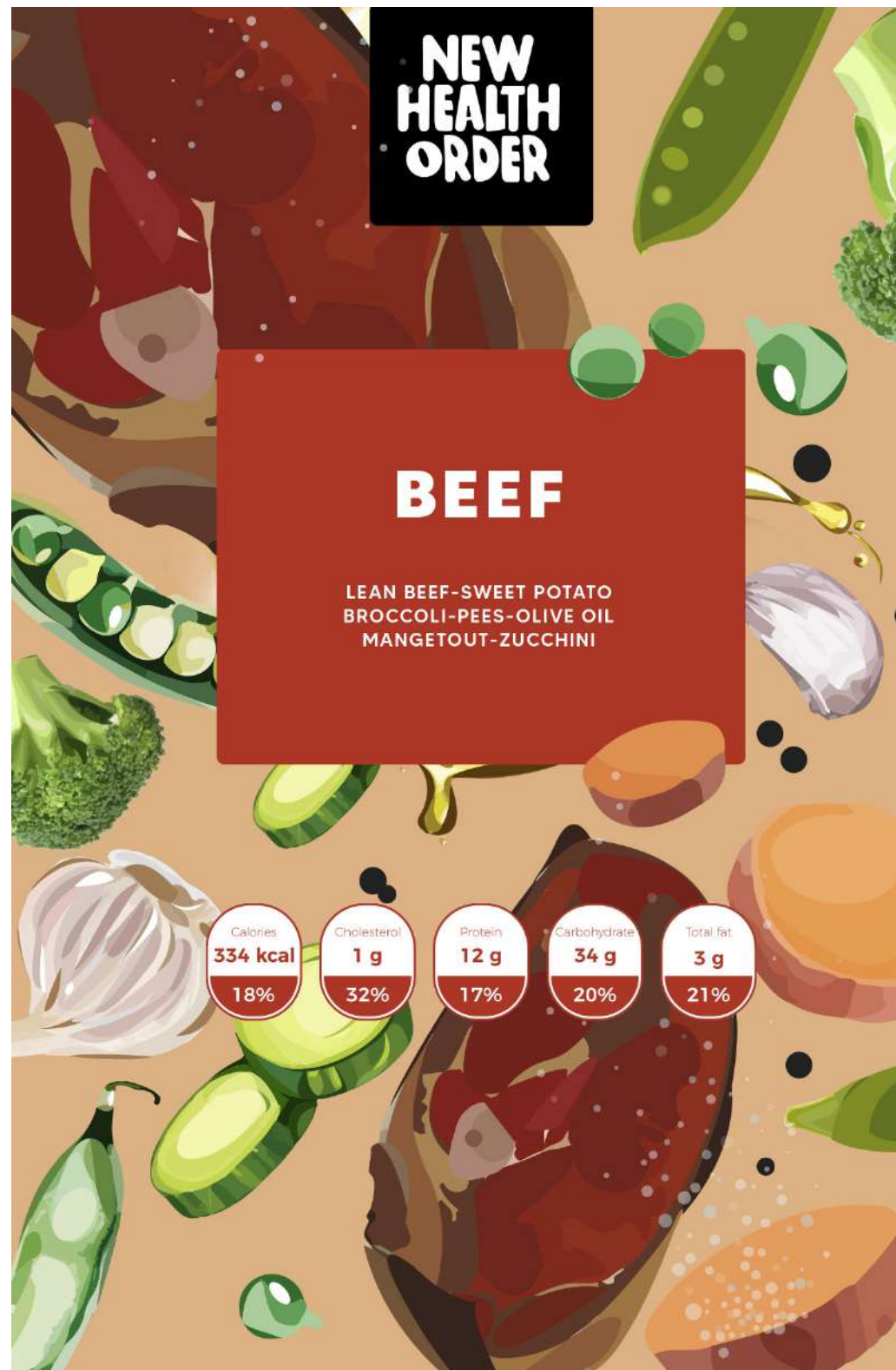
**Ready Meals**  
**Juices**  
**Sandwiches**  
**Salads**

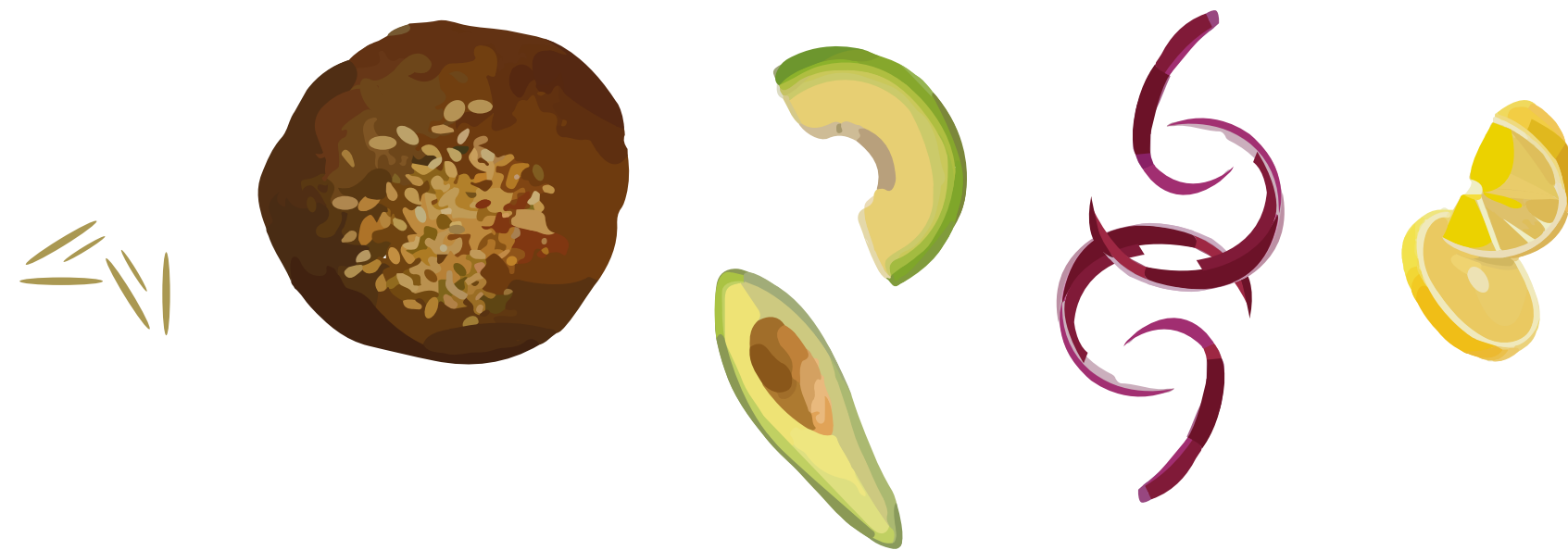
PACKAGING |

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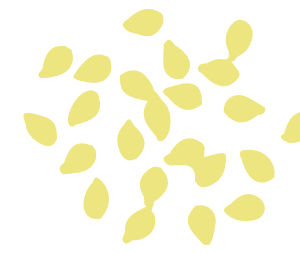


















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## BEEF

LEAN BEEF-SWEET POTATO  
BROCCOLI-PEES-OLIVE OIL  
MANGETOUT-ZUCCHINI

Calories	Cholesterol	Protein	Carbohydrate	Total fat
334 kcal	1 g	12 g	34 g	3 g
18%	32%	17%	20%	21%

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## FALAFEL

CRISPY OVEN BAKED FALAFEL  
HIBISCUS BETROOTS TAHINI  
PICKLED LEMON-AVOCADOES  
PICKLED RED ONION-BROWN RICE

Calories	Cholesterol	Protein	Carbohydrate	Total fat
334 kcal	1 g	12 g	34 g	3 g
18%	32%	17%	20%	21%

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## SALMON

SOY GLASS NOODLES-BROCCOLI  
MUSHROOM-PICKLED GINGER  
SALMON HONEY TERIYAKI  
SPRINKLED WITH SESAUME SEEDS

Calories	Cholesterol	Protein	Carbohydrate	Total fat
334 kcal	1 g	12 g	34 g	3 g
18%	32%	17%	20%	21%

**NEW HEALTH ORDER**

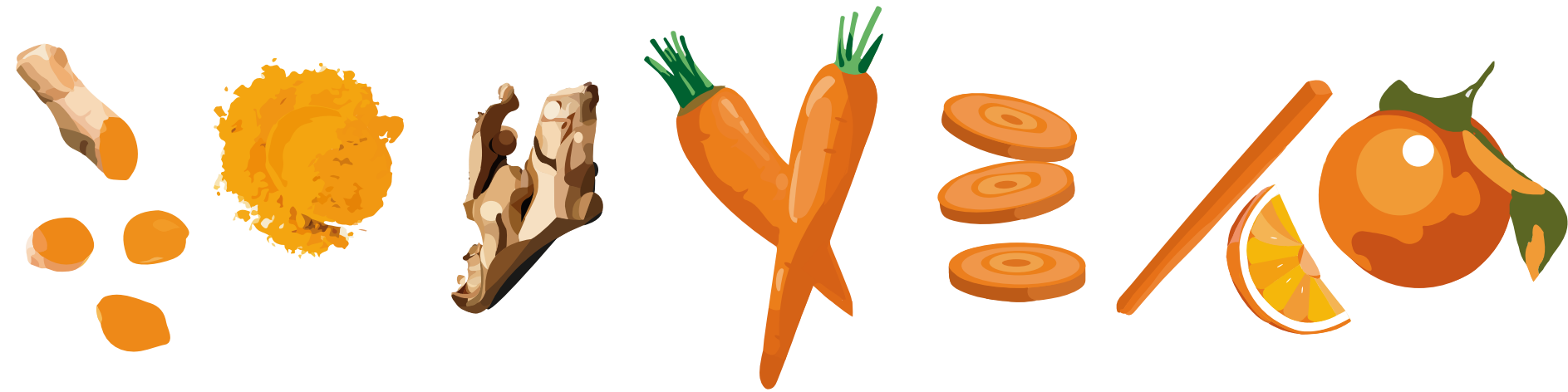
## CHICKEN

GRILLED CHICKEN-GREEN TEA  
QUINOI-PARSLEY-BRAZIL NUTS  
POMEGRANATES-TOMATOES

Calories	Cholesterol	Protein	Carbohydrate	Total fat
334 kcal	1 g	12 g	34 g	3 g
18%	32%	17%	20%	21%













Juices



Hydrating Pink







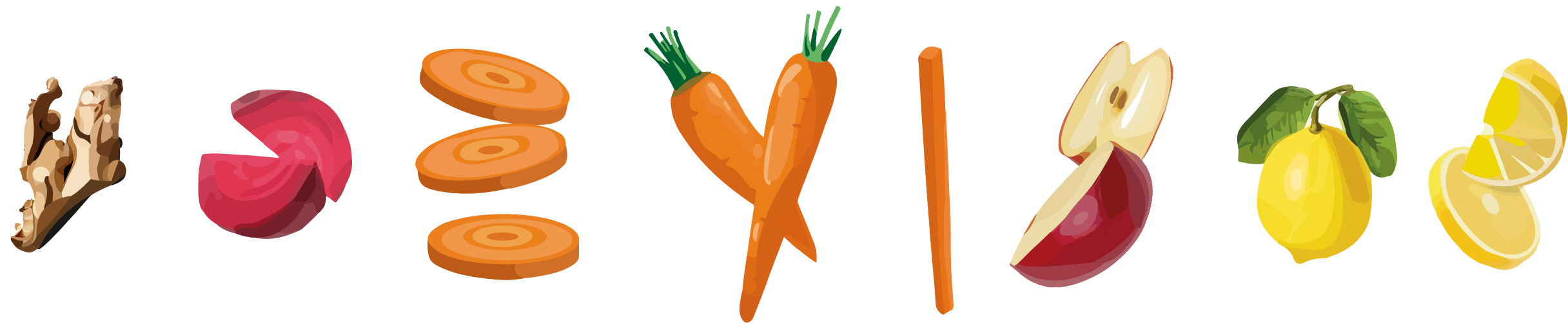


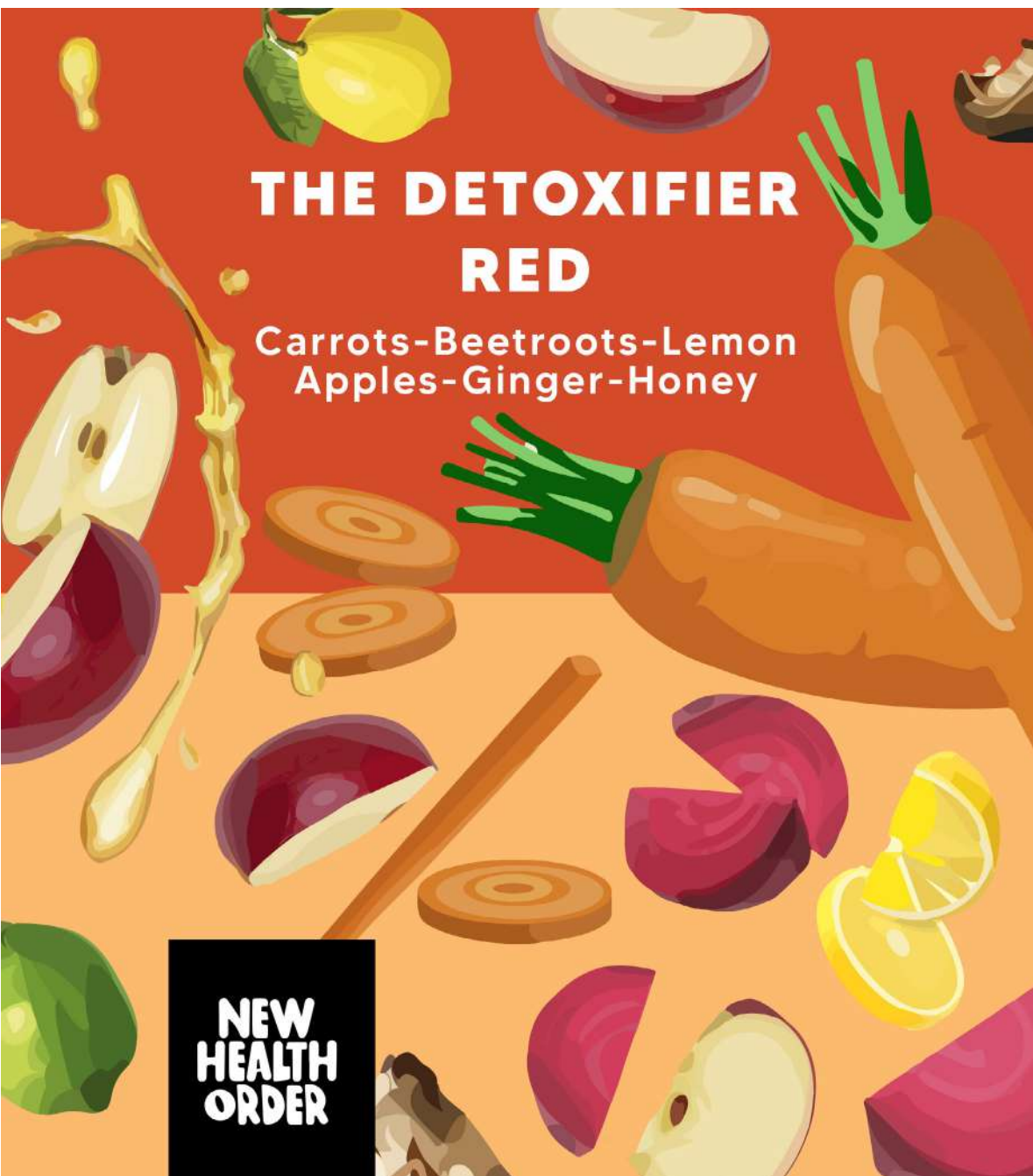


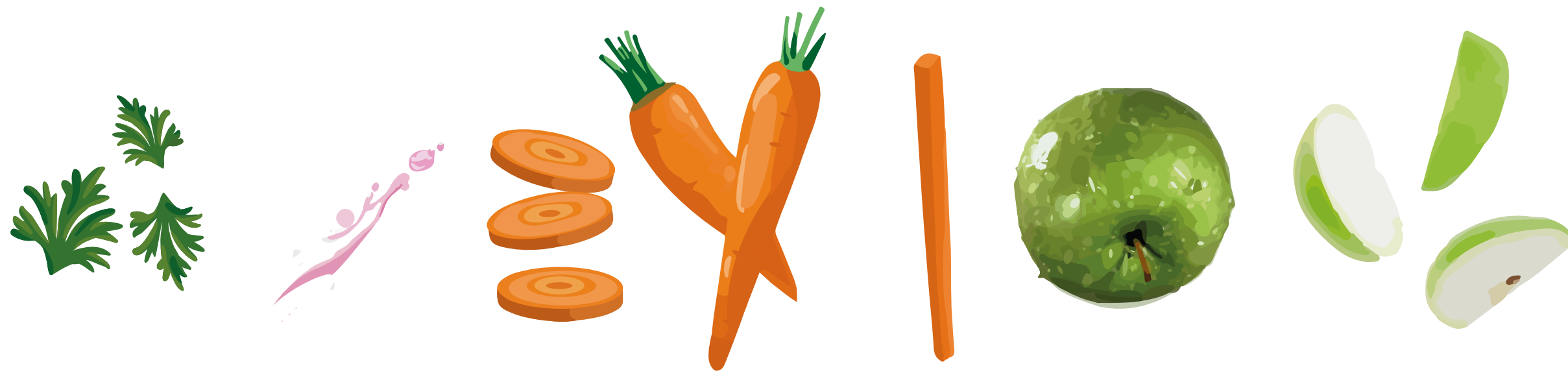
Juices



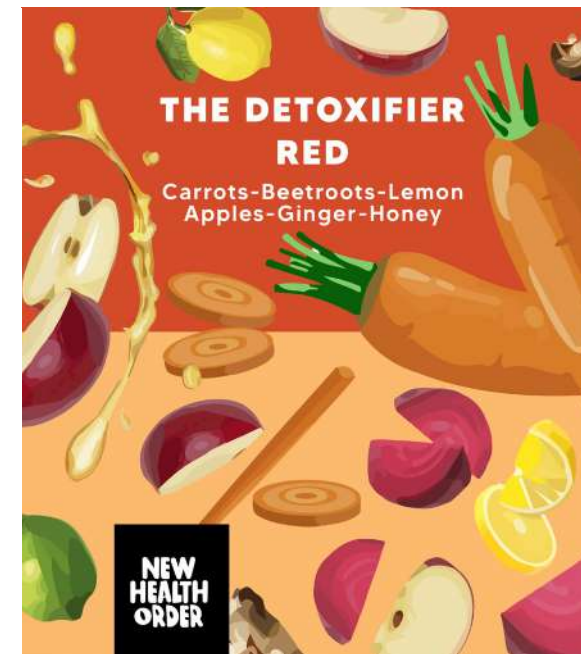
Mean Greens

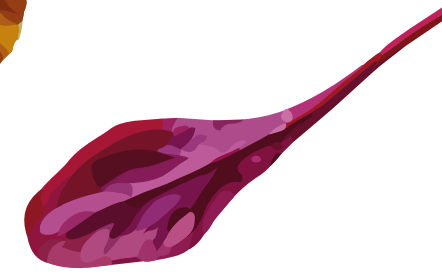
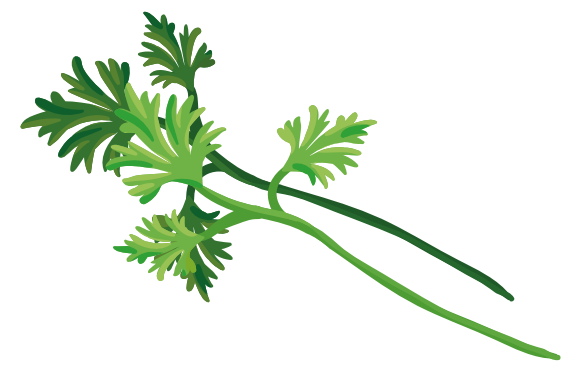






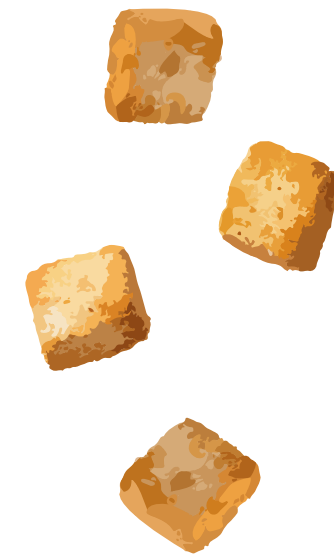
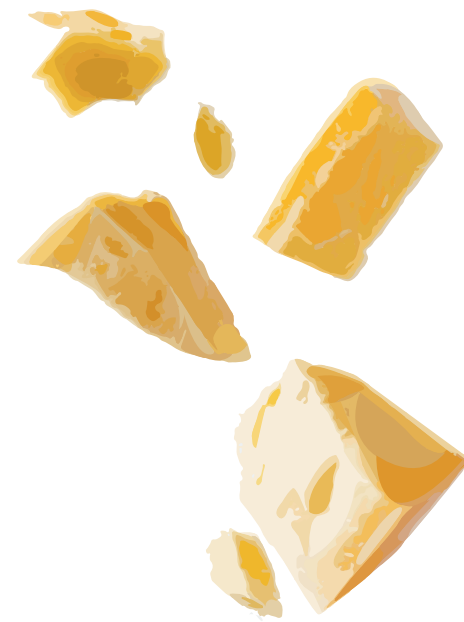






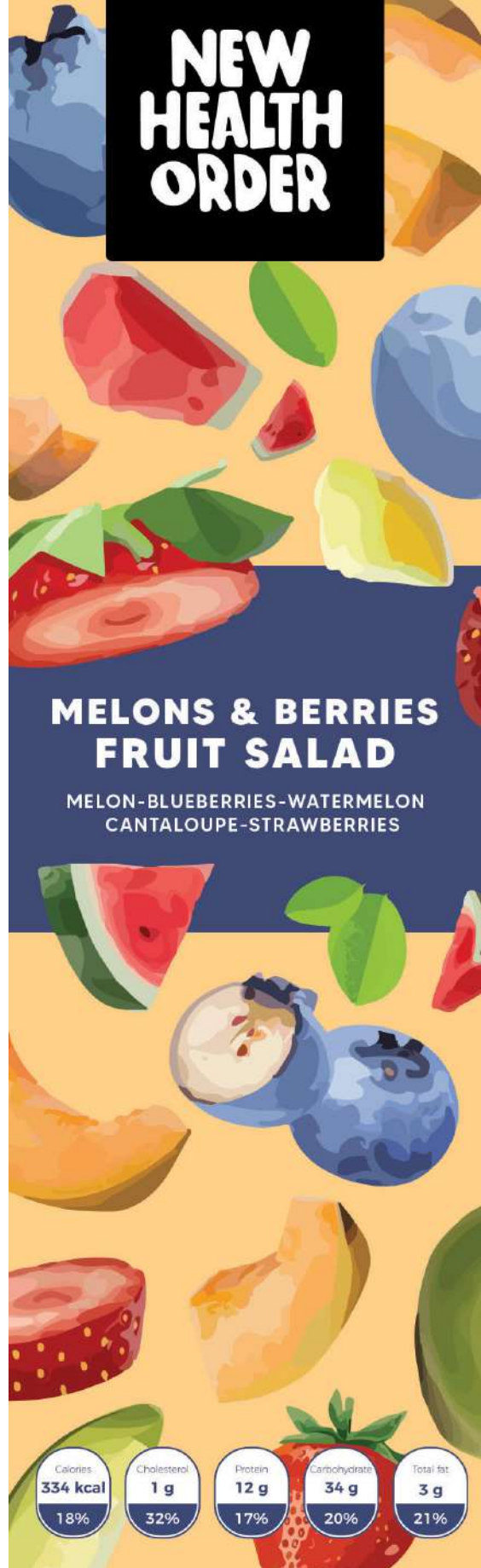


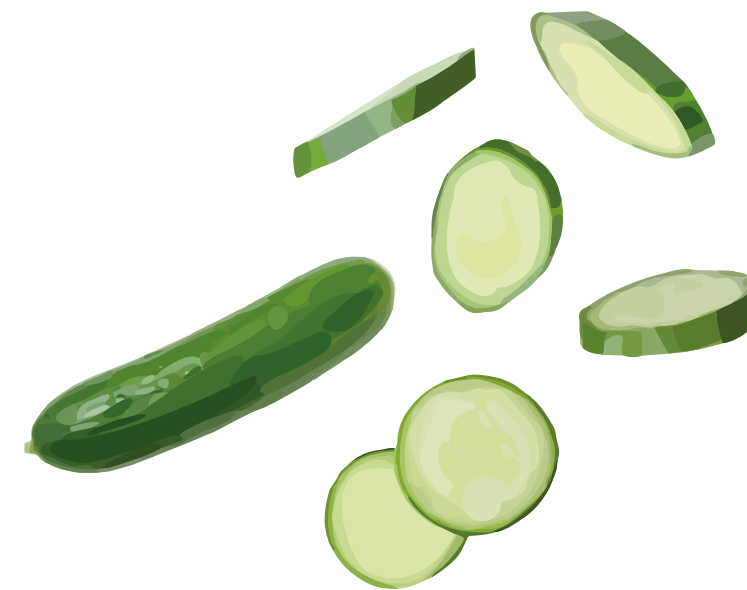
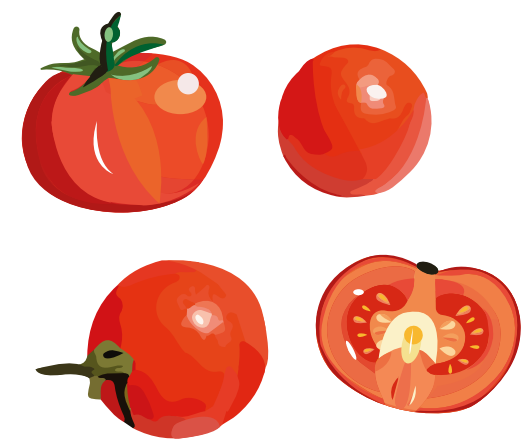














**Thank You**