

Project: **Rupen's Info Card**

Information Card Design for Rupen's (Rupen Rao)

ROUND 1 Delivered: 9/14/22

Designs and Deck Created by Alex Voutsinas

References and Brief

5x7 or 6x4 card explaining what Rupen's is and where you can find us.

Horizontal

Use the font from the spice chart

Double sided with all the information on one side and then the clean logo with the website and more information to find us at

Use gold long logo (not the circle, not the green)

with a gold frame

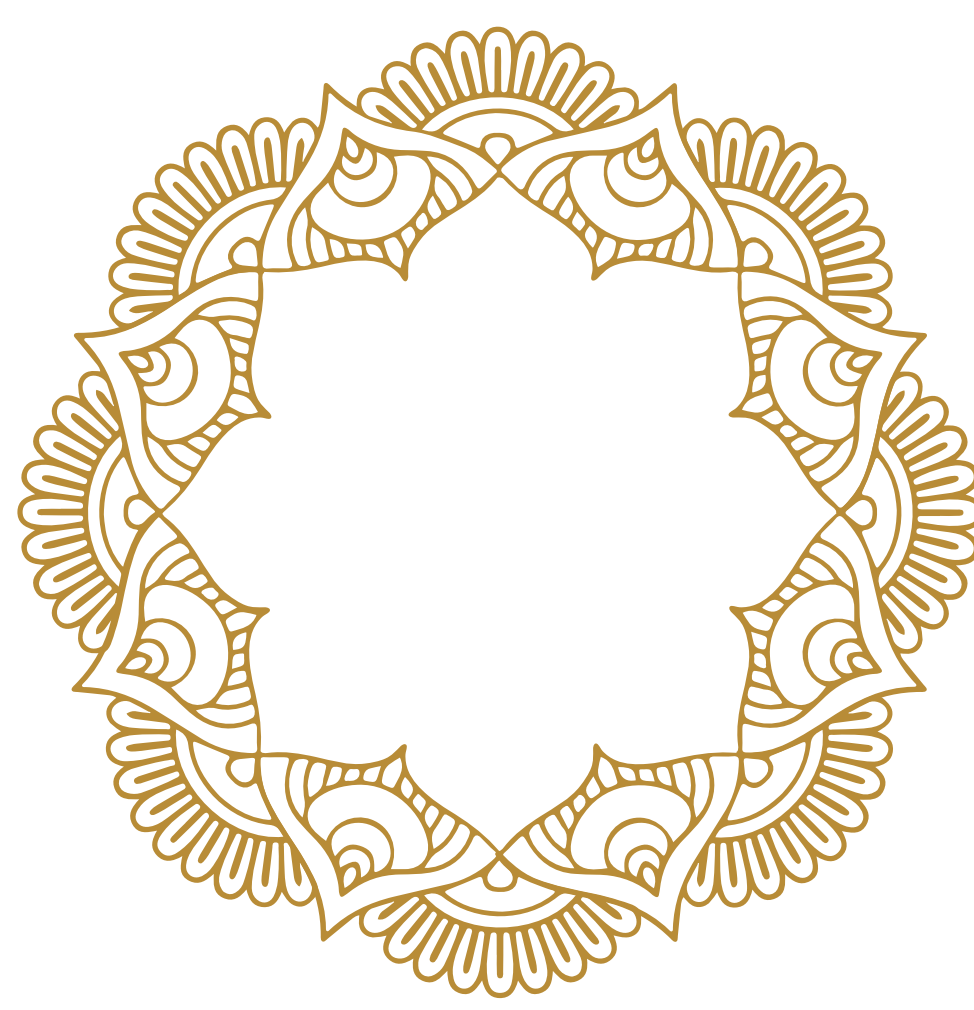
Non logo side: will have the image with all the sauces on half the side and the copy/written text that Rupen will provide

Need to provide Alex with high resolution image of the picture with all the sauces

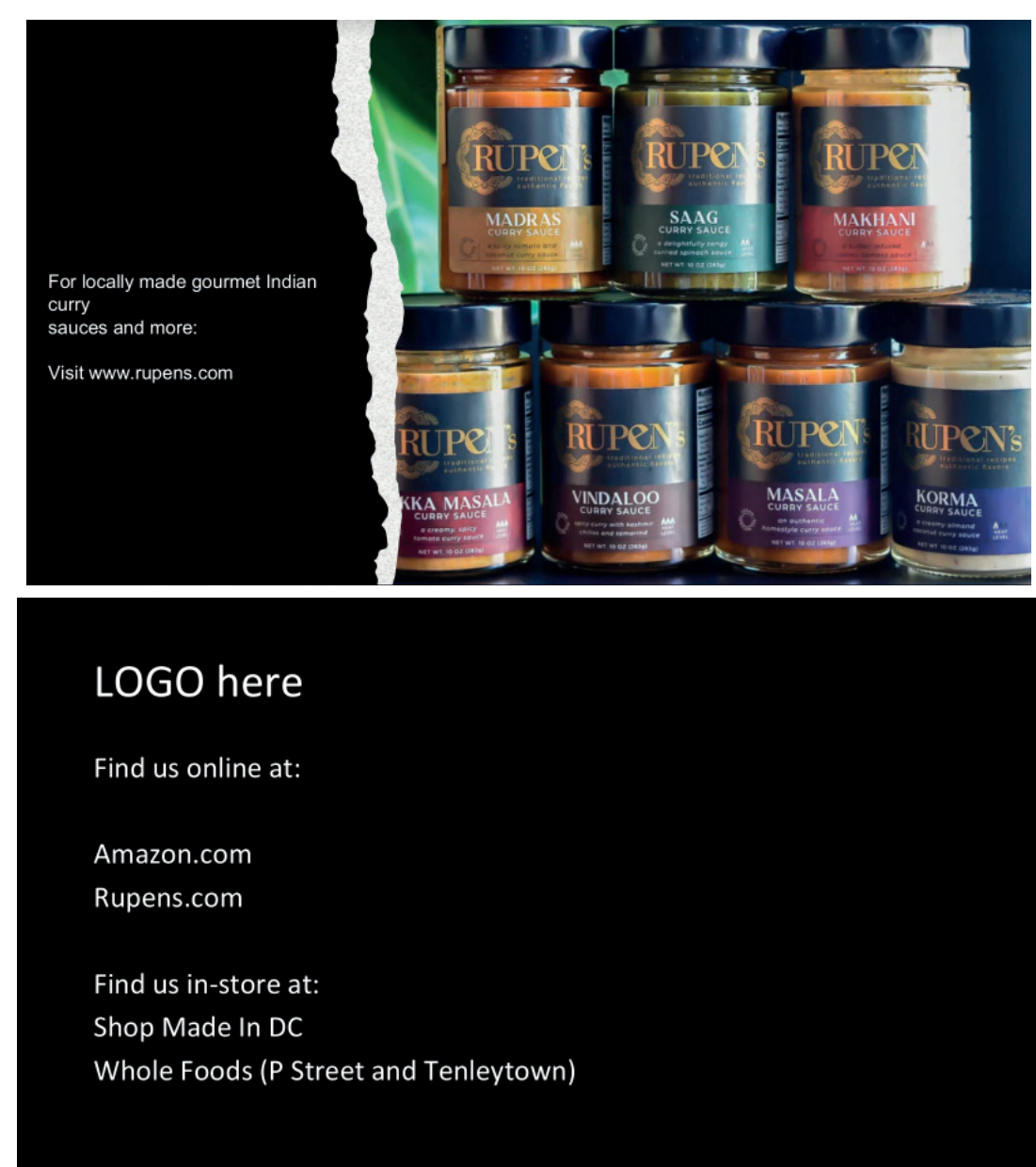
Rupen really likes the corner filigree design

Looking for the weekend to have the copy text and maybe a sketch from Rupen to get exactly what he wants.

NOTE: The designs were created for a 6 in by 4 in card. The final design can be scaled up to 7 in by 5 in however, some spacing will change



Referred to as "accent design" in descriptions.



Front Card Options Round 1

This front design follows your sketch with the torn paper edge and added accent design.

The main color for the text used here and for the rest of the designs is the gold pulled from the Rupen's logo.

The other options show the torn paper similar to the gold from the logo and the font color in white to match the torn paper.



Front Card Options Round 1

This design has a simple line approach to the edge of the picture with an option for the accent design on the top and bottom corners.

The accent design in both corners was not explored on other front card options because it became too busy in my opinion but I can provide that option in the next round.

For locally made
gourmet Indian curry
sauces and more visit
www.rupens.com



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Front Card Options Round 1

The final front card design uses the accent design for the edge of the image. The 2 options were pulled from the accent designed used in previous work and the image is cut out to match the edges.

The position of the text has been adjusted accordingly to fit these designs.



Back Card Options Round 1

For the back of the card designs, the first design follows the original sketch with the added accent design. The accent design was not added to the bottom corner due to overcrowding the text.

The other two options show the text aligned to the center of the card and 2 versions of the accent design's placement.



Roundup 1/2

For locally made gourmet Indian curry sauces and more visit www.rupens.com



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Roundup 2/2



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Roundup of Back Designs with white text



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**Let me know what
you think!**