

# Brief 1 – Instagram Highlight Covers

- 4 x new icons required (like the ones you designed below)
- Please provide each icon in each of the x 4 colours below
- Please provide in JPG and PNG

Icon 1- cruelty free



Icon 2- foam



Icon 3- cream



Icon 4- no chemicals



To match previous icons



NATURAL  
INGREDIENTS



NO SLS OR  
PARABENS



ESSENTIAL  
OILS



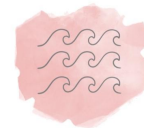
VEGAN  
FRIENDLY



SUGAR CANE  
PACKAGING



RECYCLABLE  
PACKAGING

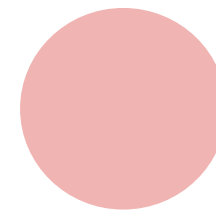


OCEAN  
FRIENDLY



MADE IN  
THE U.K.

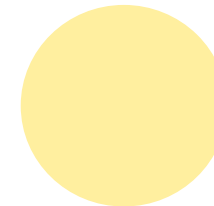
Background colours for each icon



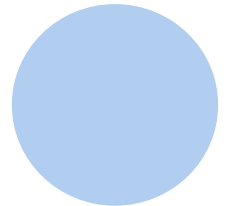
**Background colour 1**  
**Peony**  
**240,181,179**



**Background colour 2**  
**Lavender**  
**204,193,245**



**Background colour 3**  
**Lemon**  
**255,239,159**



**Background colour 4**  
**Coconut**  
**177,206,241**

# Brief 2- Ingredients Images

- 2 new ingredients images for product pages on [www.leafandjoy.com](http://www.leafandjoy.com)
- Image style to be the same as the ones you created previously
- Please provide in jpg and png.



1. Patchouli



2. Geranium

To match previous icons



Aloe Vera

Aloe Vera is a succulent, found in warm and dry climates and is a true skin hero. Inside its thick, fleshy, green leaves is nutrient rich aloe gel that contains potassium, zinc, magnesium, and vitamins A and C, giving aloe vera its skin-soothing properties.



Chamomile

The pretty, daisy-like flowers of sweet smelling Chamomile, have been used for centuries to aid rest and relaxation. Chamomile is rich in skin friendly antioxidants, and has antibacterial properties that can also benefit skin.



Orange

Besides its sweet and juicy taste, orange can be beneficial to skin due to its high level of antioxidants, that can help skin fight damaging free-radicals. Oranges are packed with citric acid, a natural skin exfoliator, that can help skin glow.



May Chang

The May Chang tree is native to Asia and bears small fruits and white and yellow, citrus scented flowers. The zingy fruit, also known as 'Mountain Pepper,' is known for its skin revitalising benefits, due to the fruit's astringent properties.



Cocoa Butter



Rosemary



Cedarwood



Grape Seed Oil