

Brand & Packaging Assets

Prepare brand, label and packaging information for faster packaging feasibility review.

Use this checklist to prepare brand, label and packaging files before Zerun reviews packaging feasibility, filling method and production planning.

1. Brand Identity Files

☐ Logo file - AI / PDF / PNG / SVG if available	☐ Brand color direction or color codes
☐ Font direction or typography reference	☐ Brand style reference images
☐ Existing product line photos	☐ Brand story or visual moodboard

2. Packaging Direction

Preferred Packaging Type	Tube / pump bottle / foam pump / flip-top bottle / sachet / trial size / premium pump
Capacity Preference	30 ml / 50 ml / 100 ml / 120 ml / 150 ml / 200 ml / other
Packaging Reference	Links, photos or competitor examples
Decoration Preference	Label / silk screen / hot stamping / color coating / box / sleeve
Outer Packaging	Box / set box / carton / no outer box / to be discussed

3. Packaging Feasibility Questions

- Does the chosen package match the cleanser viscosity?
- Can the product dispense smoothly through the selected pump, tube or cap?
- Does the package need leakage protection for ecommerce or FBA?
- Is there enough label area for required product information?
- Does custom color, printing or special packaging affect MOQ?

4. Files to Send If Available

File Type	Why It Helps	Notes
Logo / brand assets	Helps review label and packaging appearance.	Vector files are preferred when available.
Label design	Helps check size, placement and layout feasibility.	Can be draft or final version.
Box design	Helps review set packaging and retail presentation.	Dieline can be discussed later.
Packaging reference photos	Helps Zerun understand the desired visual style.	Include capacity if known.
Existing packaging files	Useful for repeat line extensions or reorders.	Send source files if available.
Marketplace image requirements	Useful for Amazon or ecommerce launch planning.	Optional but helpful.

What Zerun Can Review

- Packaging structure and formula compatibility
- Tube, pump, foam pump or bottle route
- Decoration method and MOQ discussion
- Filling method and leakage considerations
- Label and outer box communication

Upload Packaging Files