



JAMES LOGAN HIGH SCHOOL

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Project Overview

The CLS Coffee Cart is seeking **student-designed product labels** to be used on drinks sold on campus. Students will design **round, full-color labels** for real products that support branding and marketing for a school-based business.

Selected designs will be printed and used on campus for the remainder of the calendar year.

Label Specifications

- **Label Size:** 2-inch round
- **Label Type:** Avery 94501
- **Color:** Full color
- **Background:** White

Products to Design For

1. Colt Brew (Standard Label)

Design one primary **Colt Brew** label that can be used across all Coffee Cart products.

Design Inspiration:

- School colors
- Cold brew coffee
- Jimmy the Colt
- Branding and marketing for a real company

(Refer to the sample provided to Mr. Foster.)

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2. Amal's Emerald Energy

Amal's Emerald Energy was created by **Class of 2025 alumna Amal Khan** and will continue to be sold during the spring Coffee Cart season.

Drink Description:

- Red Bull mixed with blue raspberry syrup
- Produces an emerald green color when served

Design Inspiration:

- Emerald green color
- Energy and freshness
- Bold, eye-catching visuals

What You Will Receive

- A **printed sheet of your submitted label design** for your portfolio or personal use
- If selected:
 - Your artwork will be used on **real products sold on campus**
 - Your design will remain in use for the rest of the calendar year

Final Notes

This project is intended to be both a **real-world design experience** and an opportunity for creative expression. Students are encouraged to be thoughtful, professional, and creative in their designs.

We look forward to reviewing your work.