



## This is what we would like you to include in your pitch:

- **Tell us the story of your brand:**

*Who are you? What is your company name? Why are you unique?*

*Who is your chocolate for? Why will you stand out from the crowd?*

*What makes you different?*

- **Show us ideas for your logo & branding:**

*Sketch your logo and style for your name and brand; this can be hand-drawn or digital. Consider colour and the visual elements*

- **Create ideas for 3 chocolate bars:**

*What are your flavours? What are the ingredients? What is the size or shape of your chocolate bar?*

- **Visualise the packaging for your 3 different chocolate bars**

*Create ideas for the theme and look of your packaging. Create 3 styles of packaging which reflect your chosen flavour combinations.*

*Consider colour, design elements, graphics, illustrations, and text. This can be hand-drawn or digital.*

