



Dear Designers,

please see at the left the enveloped 'PENGUIN BOOKS' vignette. Thank you for changing this for a LILLEFOGEL-styled one. I put some examples at the top part of this page. Thank you for adjusting the style/s for LILLEFOGEL. Would it help you to use a ribbon to capture 'Gott. Nyttigt. Ekologiskt' or do you feel it is just too many words? Try with just 'ORGANIC'.

The line "utan mjölk - utan ägg - sojafri - laktosfri" gets maybe more visibility if it moves into the middle panel? Just a suggestion- try it. Refer to i.e lottagloria # 28. I do not like the bending, though. If you do so, pls move the KRAV logo to the spot where the penguin is now.

I really like the bold, almost fluorescent colours suggested by Marie Louise i.e. design # 37 or the colorful bid sticker on this page. Please stay within a bold color scheme also with regards to the vignette.

Honeybadger, i.e # 41 is using the initial LILLEFOGEL label pattern as a background, which I appreciate for the upgrade of the label.