



Tetra Brik® Aseptic Base Crystal, Base Leaf,  
and Slim Leaf packages.

# Top design tips to shape your future

# Leaf or crystal panels unleash thousands of new design ideas

Available with our Tetra Brik® Aseptic Base Crystal, Base Leaf, and Slim Leaf packages.

Here are  
nine tips  
to get you  
started:



01



Use the shape to create 3D effects to add a new dimension.

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02



Highlight ingredients to show what's inside.

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03



Use typography to follow the creases on the front panel to draw attention to the shape.

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04



Be playful within the shape.

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05

Use the leaf and crystal panels to highlight flavors and product benefits.

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# 06

Consider a 360o design experience



# 07

Try using contrasting colours or patterns to enhance the shape.

# 08

Build a shape within a shape on the front panel for a greater billboard effect



# 09

Don't forget the top of the package. What about adding a playful graphic detail?



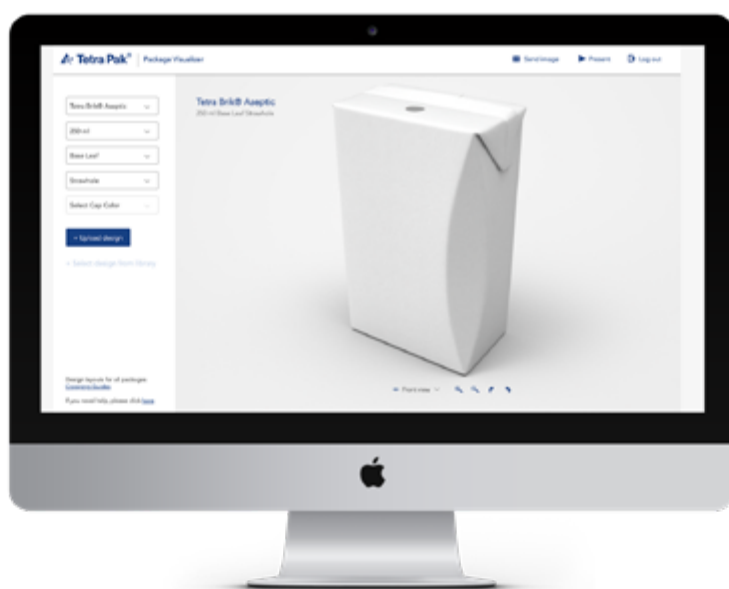
## Fit your design to a Tetra Pak®

- Each Tetra Pak® package type has a keyline.
- The keyline is a drawing showing package dimensions and design areas.
- Use the keyline to imagine the possibilities.
- Contact your local Tetra Pak® representative to learn more.

# Want to visualize your design?

Put them through the Tetra Pak® Package Visualizer and see how your design looks in 3D. The tool lets you test and present design ideas on Tetra Pak® carton packages.

[packagevisualizer.tetrapak.com](https://packagevisualizer.tetrapak.com)



## Refit your lines, reshape your future™

Without investing in a new line you can ReShape your future with our latest Tetra Brik® Aseptic portion packages, offering differentiation with a low investment and faster time to market.

Find out more at [tetrapak.com/refitreshape](https://tetrapak.com/refitreshape) or contact your local Tetra Pak® representative.