

The Art of Tea

PROJECT EXAMPLES

Branding Board

HERBATA TEA

BRAND STRATEGY

TARGET MARKET:

The target market for Herbata Tea is young to middle aged men and women looking for something nicer than the normal tea brands but still within a reasonable price range.

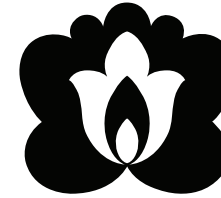
BRAND MISSION:

The mission of Herbata Tea is to bring nicer teas to those who love to drink it without breaking your bank. The sophisticated and simplistic design of each box makes the consumer feel as if they are drinking something more luxurious than the average tea.

BRAND DESIGN

LOGO DESIGN:

The Logo design mirrors a traditional flower from Polish folk patterns. It's simplicity and symmetry make it not only easy to read but visually strong and recognizable to the consumers of the brand.



COLOR PALETTE:

The color scheme of the tea boxes are two toned boxes with a deeper contrast top and lighter bottom. On the bottom of each box is a floral pattern that is the same color as the main stripe which the text sits on. Each color emulates the type of tea in the box and gives you an idea of what they tea will taste like.



CMYK: 38 83 88 58
Hexidecimal: 582314



CMYK: 28 83 87 24
Hexidecimal: 963f2d



CMYK: 72 52 78 56
Hexidecimal: 303d2b



CMYK: 71 38 82 26
Hexidecimal: 4a6a44



CMYK: 81 57 61 49
Hexidecimal: 273f3f



CMYK: 78 43 52 19
Hexidecimal: 3d8b6b



CMYK: 60 40 40 100
Hexidecimal: 000000



CMYK: 7 11 24 0
Hexidecimal: ebdcc2

TYPE SPECIMAN:

The type combination is Copperplate and Helvetica. Copperplate will be used for the names of the tea and titles on the box and Helvetica will be used for larger areas of type such as the descriptions for the tea.

COPPERPLATE:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Helvetica:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Branding Board

TROUVAILLE TEA

PRIMARY MARK



TROUVAILLE

SECONDARY MARKS



COLOR PALETTE



PANTONE 7528 C PANTONE 7527 C PANTONE 7418 C PANTONE 7472 C PANTONE BLACK 7

BIG JOHN

HEADING TEXT
ABCDEFGHIJKLMN OPQRSTU VW
XYZ 1234567890

Marion

Body Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna
ABCDEFGHIJKLMN OPQRSTU VWXYZ
abcdefghijklmno pqrstuvwxyz 1234567890

Branding Board

SocieTea

Seravek
PMN Caecilla

Futura
Century Gothic

SocieTea
Socie
Tea

7F3F98
432344
FF9933



Black
Black
Black

54B948
166734
D71920



Green
Green
Green

EFECEA
1D1714
3F3937



White
White
White

Branding Board

BRAND LOGO – Chill Pill



CALM CARAMEL



CHILL CHAI



BREEZY BLUEBERRY



PEACEFUL POMEGRANATE

PRIMARY COLOR PALLETTE



Pantone: 157 C
C:0 M:35 Y:66 K:51
#DCA767



Pantone: 7566 C
C:0 M:24 Y:29 K:81
#9F6A4D



Pantone: 729 C
C:0 M:27 Y:50 K:35
#B08961



Pantone: 161 C
C:0 M:30 Y:47 K:75
#624732



Pantone: 536 C
C:25 M:12 Y:0 K:15
#A3B4CD



Pantone: 5265 C
C:57 M:54 Y:0 K:52
#45436D



Pantone: 4675 C
C:0 M:24 Y:29 K:81
#DCBAA2



Pantone: 7627 C
C:0 M:84 Y:91 K:55
#73120A

TYPEFACE SELECTIONS

Primary Typeface - Market Deco

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ * ()

Branding Board

R E L E A F

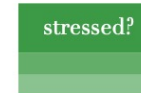
COLORS



C0 M27 Y100 K0 | R255 G191 B0
HEX #ffb600 | PMS 108 C



C53 M62 Y0 B0 | R136 G110 B199
HEX #886ec7 | PMS 2715 C



C77 M11 Y100 K1 | R62 G163 B71
HEX #36a347 | PMS 362 C



C2 M97 Y82 K0 | R232 G41 B57
HEX #e82939 | PMS 1787 C

WORDS HERE

Releaf is a tea brand that focuses on solving its customers' problems. Whether it be a sore throat, trouble falling asleep, a stressful work situation or menstrual cramps, Releaf is here to help. The packaging is simple, unlike other tea brands, making it no harder than it needs to be for consumers to find the tea for them. Product packaging features images of what key ingredients are implemented to help target the consumers' specific needs.



Each of Releaf's four main colors is to only be used in association with the emotion, feeling, or problem it represents. Variations of each color are allowed to be used in twenty-percent increments of opacity; for example, 80%, 60%, etc. True black is allowed to be used in this way (i.e. the logo as seen left features a 20% opacity black fill). The leaf logo is able to be used with only the 20% and 100% opacity variations of each base color on a white background.

TYPOGRAPHY

Didot

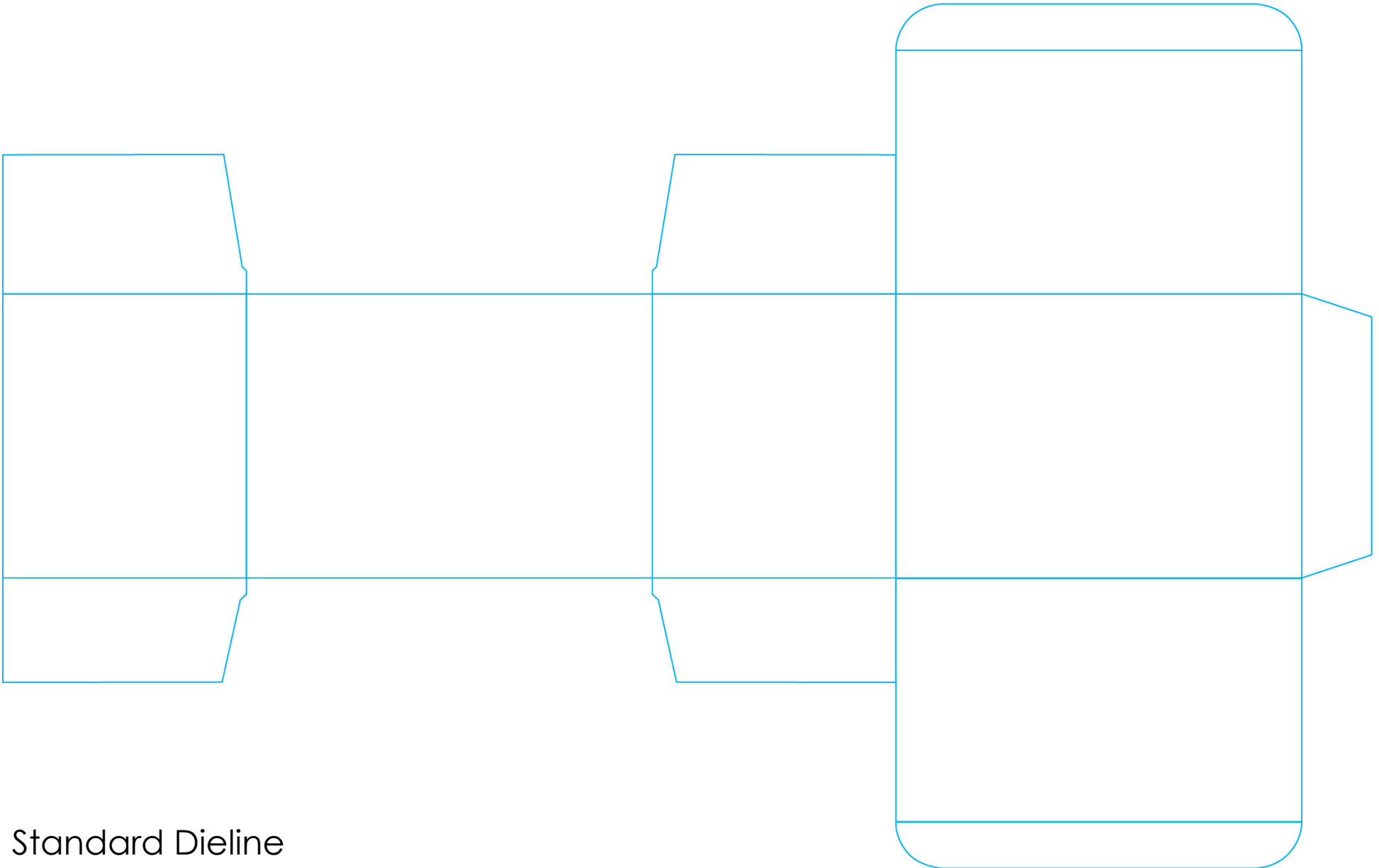
Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1 2 3 4 5 6 7 8 9 0

Avenir

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz 1 2 3 4 5 6 7 8 9 0

PHOTOGRAPHY





Standard Dieline



Black Heart Tea

DIRECTIONS

- 1 Heat up / boil water
- 2 Place one teabag in a cup / mug
- 3 Add freshly boiled water to your teabag
- 4 Wait for 5 minutes remove the bag, enjoy your tea!

DEADHEAD'S DELIGHT

Deadhead's Delight is a tea blend with a distinctive citrus flavor and aroma derived from the addition of oil extracted from the rind of the bergamot orange, a fragrant citrus fruit. This tea will truck its drinker to the groovy vibes from yesterdays and spark new found interest in the long strange trip ahead.

Ingredients
 Orange Peel, Rosehips, Hawthorn, Chamomile, Natural Peach Flavor, Blackberry Leaves, Hibiscus, Peaches, Citric Acid and Paprika

Nutrition Facts
 Serving size: 1 tea bag (1.5 g)
 Makes 9/8 oz
 Servings per Container 25

| Amount Per Serving | % Daily Value* |
|--------------------------|----------------|
| Calories 5 | |
| Calories from Fat: 0 | |
| Total Fat 0 g | 0% |
| Cholesterol 0 mg | 0% |
| Caffeine 0 ppm | |
| Sodium 0 mg | 0% |
| Total Carbohydrates: 1 g | 0% |
| Dietary Fiber < 1 g | 4% |
| Sugars 0 g | |
| Protein 0 g | |
| Vitamin A | 0% |
| Vitamin A, Beta Carotene | 0% |
| Vitamin C | 0% |
| Calcium | 4% |
| Iron | 8% |

*Percent Daily Values are based on a 2,000 calorie diet.

EXCLUSIVE QUALITY TEA



DEADHEAD'S DELIGHT



25
TEA BAGS

NET WT 37.5g





Mornings with Mo



The Art of Tea



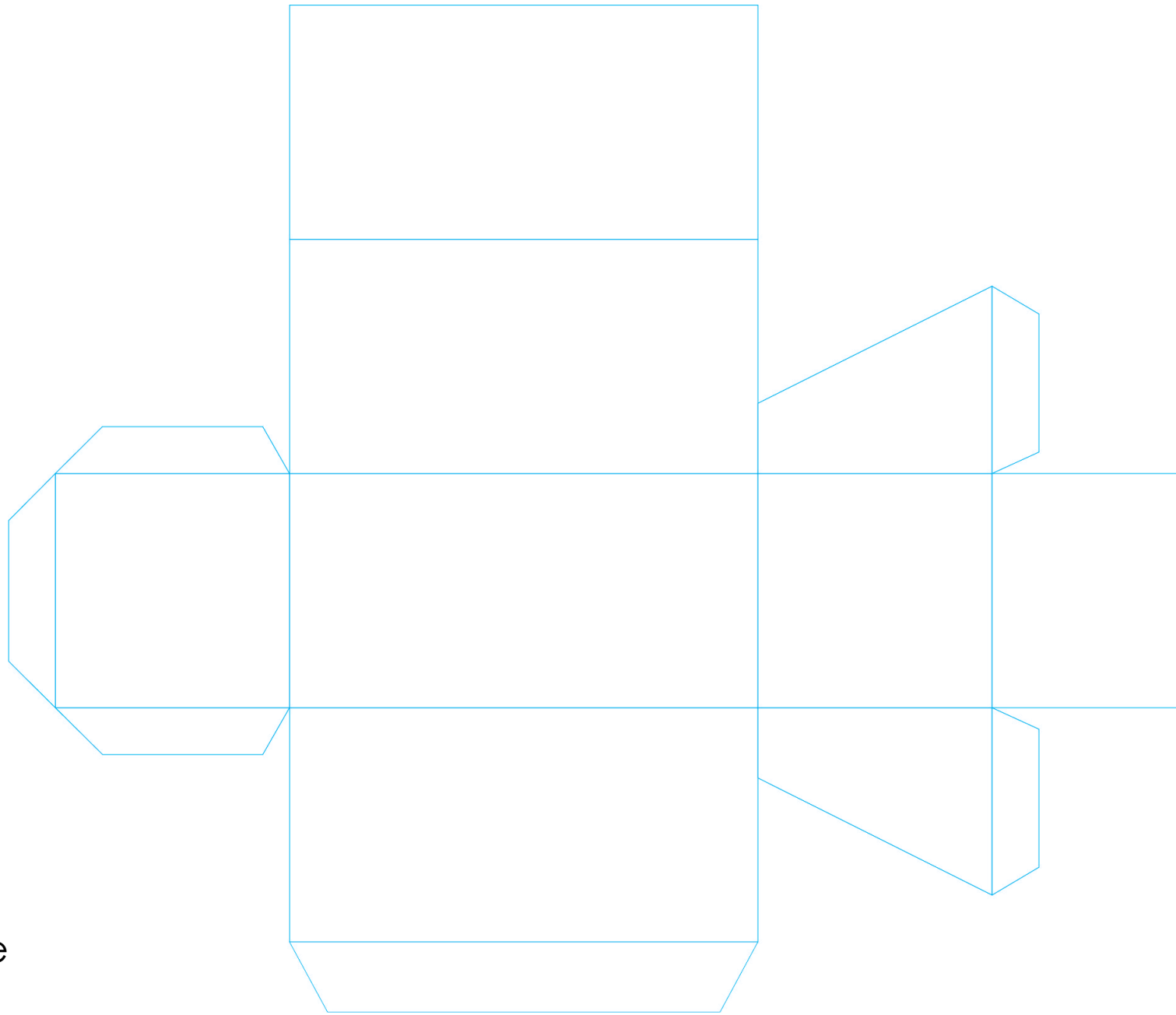
Chill Pill

Simple Goodness

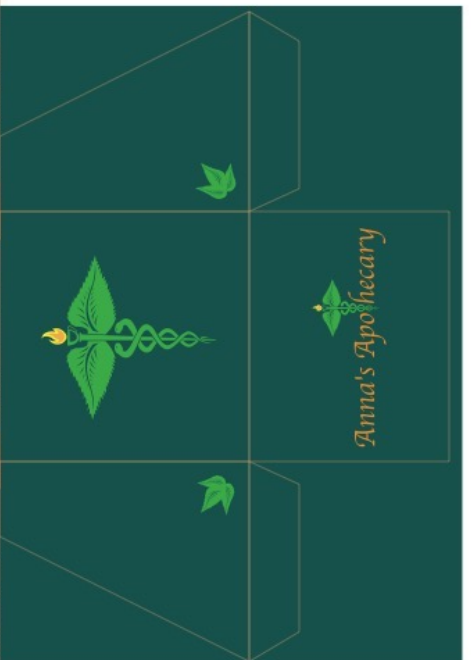




Spontanei Tea



Fliptop Box Dieline



Anna's Apothecary



Trouvaille



Peace Tea



Sweeten Up!
Always use a syrup
like honey or agave
to sweeten ice tea.

- Homemade recipe:**
1. Simmer equal parts
sugar & water until
sugar dissolves
 2. Stir 1.5 teaspoons into
8 oz of tea
 3. Taste & add more
As needed

Turning Leaf

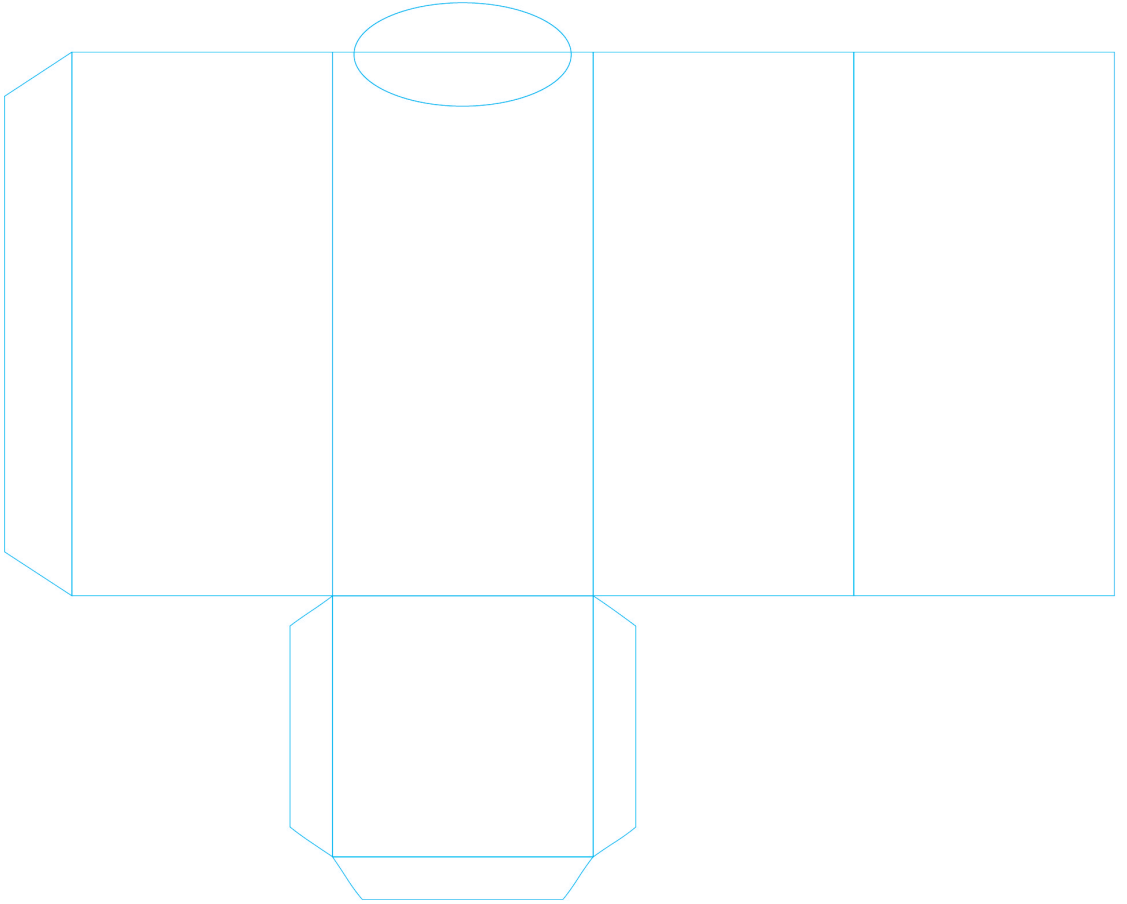
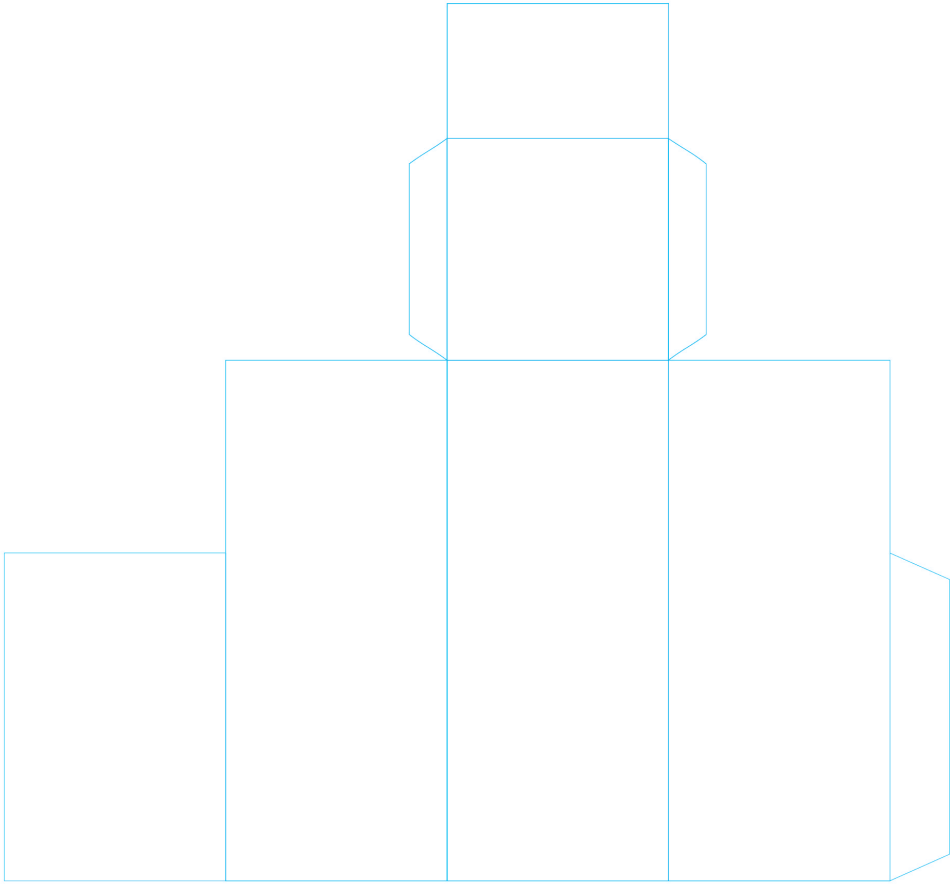
Mango White Iced Tea

20 Tea Bags

- Hot Brew:**
1. Pour 1 cup of hot (190°F)
over 2 tea bags
 2. Let steep for 5 minutes
 3. Remove tea bags
 4. Pour 1 cup of cold water
 5. Serve over ice

- Cold Brew:**
1. Pour 2 cups of cold water
over 1 tea bag
 2. Refrigerate for 8-12 hours
 3. Serve over ice

Turning Leaf



Tall 2-Piece Box Dieline

12x18 TOP
Top = 5.75"



Releaf



12 x 18 BOTTOM
Bottom = 6.75"

SORE THROAT?

RELEAF
we've got you covered.

18 TEA BAGS NET WT. 1.38 OZ (39 g)

SORE THROAT?

the perfect cup of
RELEAF

STEAMY

1. Boil 8 oz. fresh water.
2. Let cool for 1 minute.
3. Pour hot water over tea bag and let steep for 3 - 4 minutes.
4. Enjoy up to 2 cups per day.

REFRESHING

1. Follow steps 1 and 2, as in the directions above.
2. Let steep for 8-9 minutes.
3. Let hot tea cool for 12 minutes, or place in refrigerator for 5.
4. Pour over an 8 oz. glass of ice.
5. Enjoy up to 2 cups per day.

the story behind
RELEAF

RELEAF was created by Liza Trettel during her college years. Not quite an avid fan of tea, Liza would only gravitate towards the tea aisle when she felt sick, stressed and tired. The problem? How was she supposed to know what flavors would provide the relief she needed? The idea for RELEAF was born. The tea tailored to your need makes the road to relief quick and simple.

SENCHA

green tea is the base for this remedy. It contains more vitamin C than any other kind of tea. 100g of sencha has 250g of vitamin C!

LEMON

are not only packed full with vitamin C, but they also have an acidity level that works wonders on breaking up sore-throat-causing mucus.

HONEY

I mean, come on, does anything feel better than honey does on a sore throat? We sure don't think so. This tea is full of the good stuff.

LICORICE

root contains antivirals and antimicrobials that serve as a defense against the bacteria of illnesses that cause sore throats.

Nutrition Facts

Serving Size: 1 Teabag, 8 oz. Water
Serving Per Container: 16

| Amount Per Serving | % Daily Value* |
|-------------------------------|-----------------|
| Calories: 4 | Cal from Fat: 4 |
| Total Fat Less than 1g | 0% |
| Saturated Fat 0g | 0% |
| Trans Fat 0g | 0% |
| Cholesterol 0mg | 0% |
| Sodium 0mg | 0% |
| Total Carb 0g | 0% |
| Dietary Fiber 0g | 0% |
| Sugars 0g | |
| Protein 0g | |

Vitamin A 4% • Vitamin C 4%
Calcium 10% • Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: DRIED SENCHA GREEN TEA LEAVES, NATURAL HONEY EXTRACT, DRIED LEMON ZEST, LEMON EXTRACT, GROUND LICORICE ROOT SHAVINGS, CITRIC ACID, ERYTHRITOL





SLEEPY?
RELEAF
we've got you covered.

16 TEA BAGS NET WT 1.39 OZ (39 g)

SLEEPY?



RELEAF
we've got you covered.

BLOATED?
RELEAF
we've got you covered.

16 TEA BAGS NET WT 1.39 OZ (39 g)

BLOATED?



RELEAF
we've got you covered.

SORE THROAT?
RELEAF
we've got you covered.

16 TEA BAGS NET WT 1.39 OZ (39 g)

SORE THROAT?



RELEAF
we've got you covered.



Rogue Tea



Anti Gravi Tea



Atmosphere

peppermint
finch tea company

peppermint
finch tea company



Nutrition Facts

Serving Size: 2 cups
Serving Per Container: 30
Amount Per Serving
Calories: 4 Cal from Fat: 4
% Daily Value*
Total Fat Less than 1g 0%
Saturated Fat 0g 0%
Trans Fat 0g 0%
Cholesterol 0mg 0%
Sodium 0mg 0%
Total Carb 0g 0%
Dietary Fiber 0g 0%
Sugars 0g
Protein 0g
Vitamin A 4% Vitamin C 4%
Calcium 10% Iron 4%
*Percent Daily Values are based on a 2,000 calorie diet.

Peppermint



www.finchteaco.com

Cozy up or venture out with a variety of English teas to accompany all your ornithological expeditions, whether that be from the couch, or in the field. Finch Tea Company offers a range of teas from lemon to earl gray, domestically grown through ethical labor in San Miguel, California.



Finch Tea Co.

