

Triple Leaf Tea

Design Narrative

Client and Audience

The client is Triple Leaf Tea Inc., a tea bag brand in the USA. The product is healing tea bags. The target is 25-50 years old Americans who are health conscious and enjoy herbal remedies and organic natural drinks.

Design Research

Triple Leaf Tea combines Chinese herbal formulas with the input of modern day herbalists. The result is the creation of healing teas to meet our modern day needs, and everyone will enjoy these beneficial healthful teas.

To design a new identity, I researched Confucius philosophy in Chinese culture because the concept of the company is associated with beliefs of Confucianism, the Chinese philosophy of harmony, balance, and peace.

Design Goals / Objectives

My first goal is to design a single Triple Leaf Tea Incorporated identity and apply it in all communications. The visual identity system provides a powerful, unified look that will strengthen the image of the brand, and shows the concept of the company.

My second goal is to show that the Triple Leaf teas meet our modern day needs: it's easy and fast to make, it's beneficial for every one, and appealing to young generation.

Design Layout and Development

I kept the logo, Avenir typeface and a light yellow background in the whole identity. I used the shape of leaf tea inspired by the company's name, Triple Leaf Tea, to show the teas are natural. I used Avenir because it's simple, clean and readable. The Avenir typeface, solid colors, simplified and stylized shapes, and negative spaces give a modern look to the brand and help to attract youth. The mentioned features in a centered layout help to create balance, peace and harmony. Brown and green are the primary colors because color of tealeaves and herbs are tones of green and color of herbal drinks are tones of brown and yellow. Natural white is secondary color to create a natural and friendly look. The other colors used are earthy colors to show the organic and natural products. Variety in color creates a modern look and attracts young generation. I used the curves of leaves on top of the logo, spreading through the page on package, posters, and website. The package is a triangular prism. The base is triangular, inspired by the word "triple", and leaf shape. The 3 sides of the prism are rectangular because it will be displayed in the shelf easily. The colors of packages are different, based on the tea benefits and the herbs the tea is made by. The tea bag cover could be used as a coaster. The tags hold the teabag on the mug. I used a green paper in the package to create an organic look. I created a functional package that is attractive when displayed on the shelf, or people can put it on the table and don't need to move them to a holder box or jar.

The poster series follow the packages, emphasizing on the tea benefits. The single poster shows "Everyday Tea, for Everyone." Various shapes and colors of mug would present different people who have different tastes and needs, and triple leaf tea produce various teas for different needs and tastes. The website follows the identity, visually and conceptually.

Print Production

Business Card: 3.5 X 2
Letterhead: 8.5 X 11
Envelope: #10 9.5 X 4.125
Package has die-cuts.

Outcome

First, I re-design the triple Leaf Tea logo and stationery system and identity to suit my goal. Then I created the package that is attractive and functional. Then, I created the website and posters that shows the new identity.