

Process Book

4•Four Tea Branding Design

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GDVX 749

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2021 Fall Quarter

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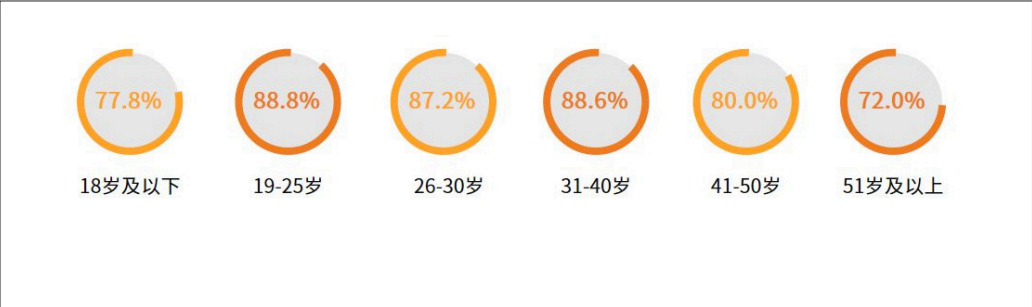
01 RESEARCH

Target

The purpose of this project is to make the young people (20-35) interested in tea again, so that customers have a new understanding of tea drinks. Give customers more choices, let people drink tea more convenient, become healthy and energetic. At the same time, let more people know Chinese tea, know the efficacy of Chinese tea.

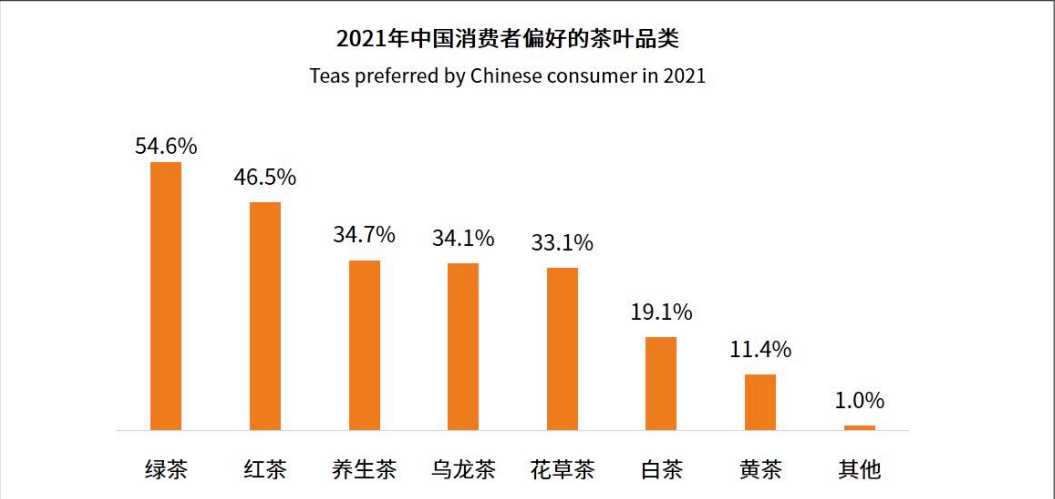
Group

In 2021, the age group with the highest acceptance of new tea forms is 19-40 years old, with an average acceptance of more than 88.0%. Young consumers generally have a high degree of acceptance of new style of tea, especially the post-80s/90s consumers. These people are mainly office workers, and their demand for tea drinks is more quick and convenient. They do not want to spend too much time in the process of making tea, so they have a higher acceptance of new forms of tea drinks.



Tea Selection

The survey found that green and black tea were the most popular, and the proportion of yellow and white tea was very low.



01 RESEARCH

Pain Point

1. Yellow tea and white tea are seldom known because of their origin.
2. The lack of faster tea drinks, usually requires waiting time to make in store.
3. Business people are stressed and endocrine disorders.
4. Lack of understanding of the effects of tea.
5. A large part of the market needs to make their own tea, their packaging is very classical, not popular with young people.

01 RESEARCH

Audience

20 – 35 years old.

People who often work overtime and are busy with their work.

01 RESEARCH

Problem in packaging

In the tea market, classical packaging design seems to be a trend, and the proportion of young people drinking tea is increasing, but the sales of traditional tea is declining, a large part of the reason is that packaging is becoming less and less popular among young people. These packages usually give people a feeling of too heavy, packaging needs vitality.



02 PLANNING

Project Goals

First of all, in order to provide a faster way to drink tea for office workers with a fast-paced lifestyle. Secondly, let people know more about yellow tea and white tea through design. At the same time, let people have a certain understanding of the efficacy of tea so as to know what tea they should drink in what state. Through the redesign, let the packaging more loved by young relatives.

Goal 1: Design an exciting tea box package.

Goal 2: Design a can tea beverage package.

Goal 3: Design content cards to introduce the benefits of tea.

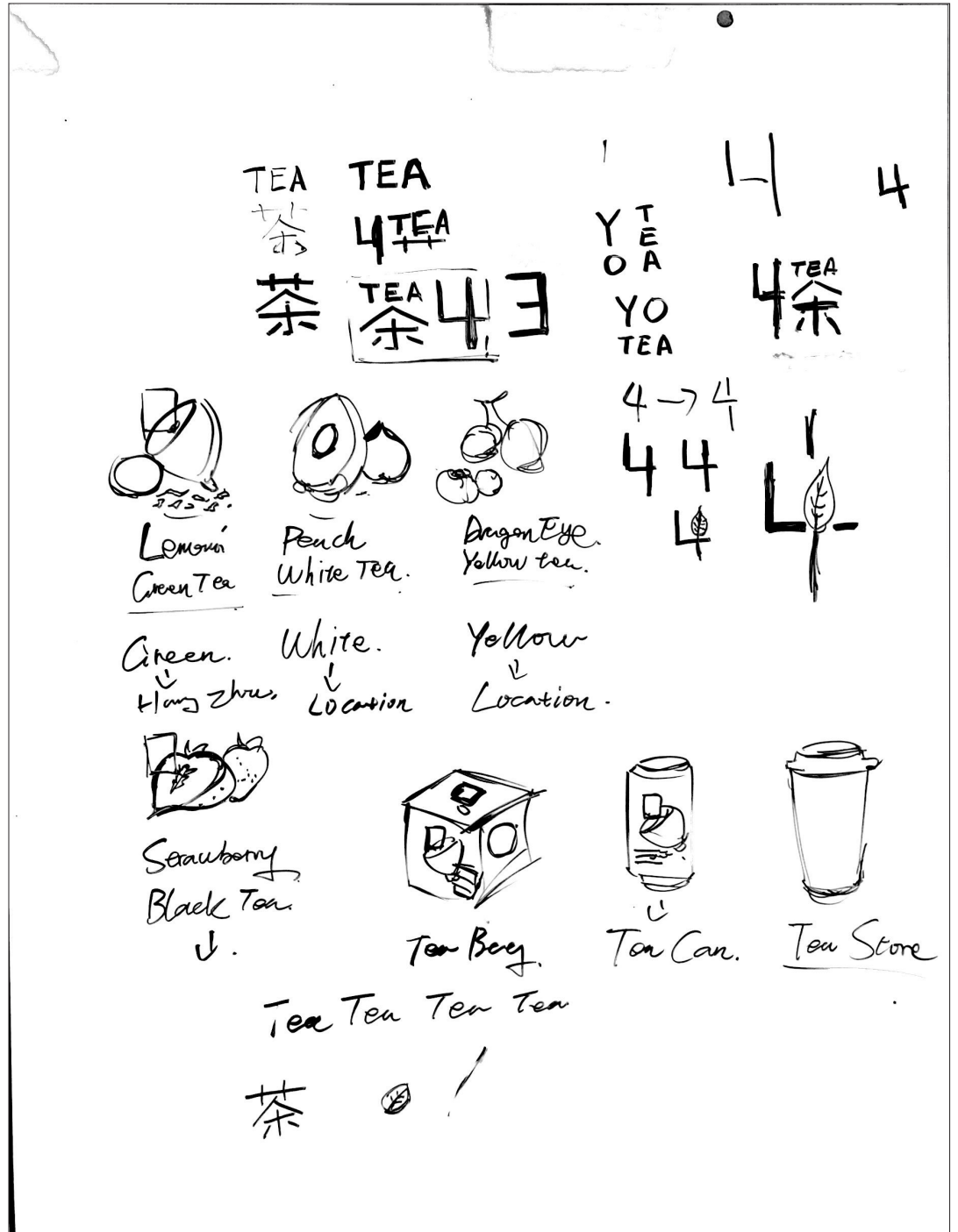
02 PLANNING

Project recommendations

Tea packaging needs to be designed in a dynamic and modern direction. Through exquisite packaging to attract young people's consumption tendency. At the same time, through the understanding and cognition of the efficacy of tea, clear their own tea type, so as to encourage consumers to buy again and again.

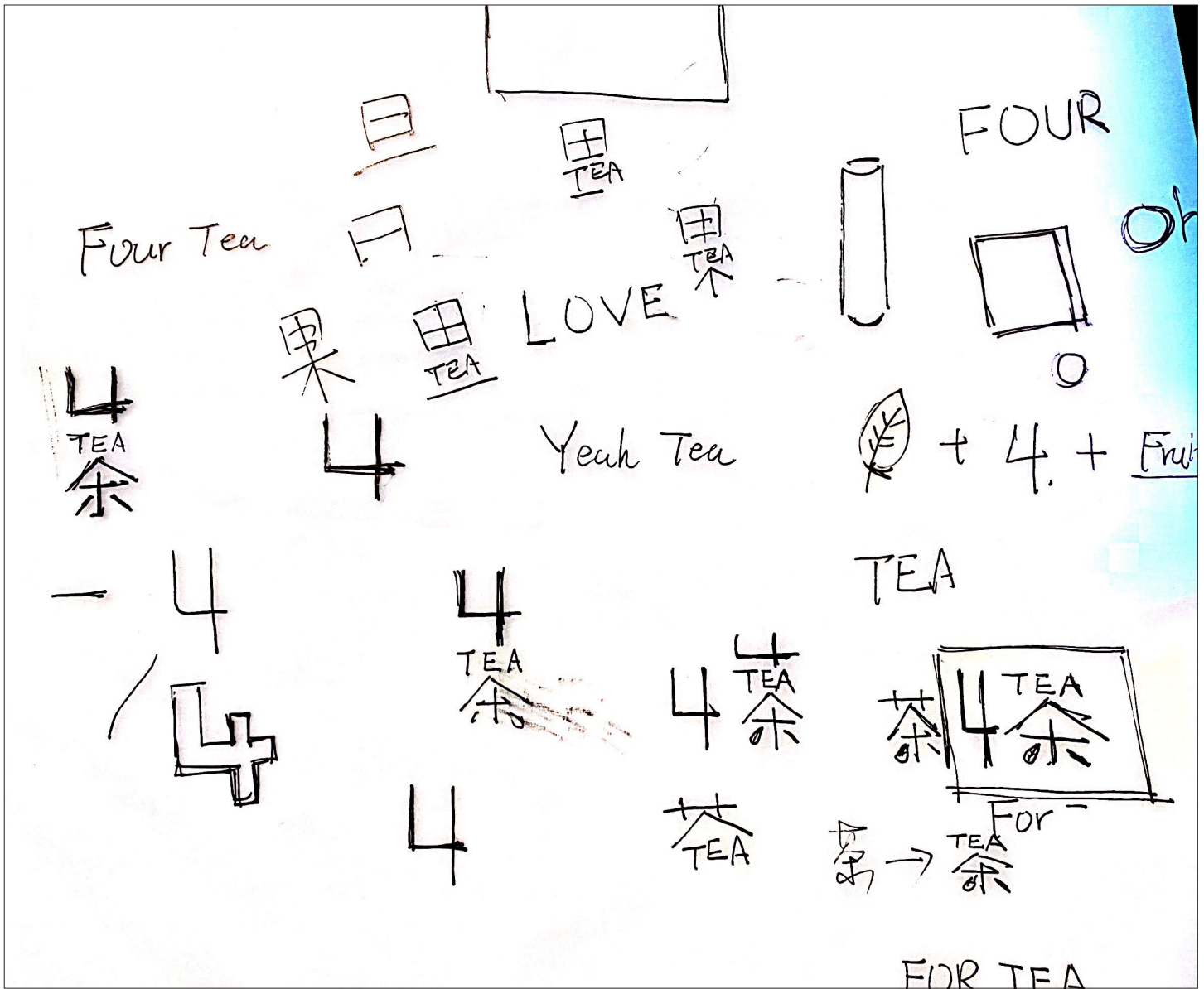
03 CREATIONS

SKetches



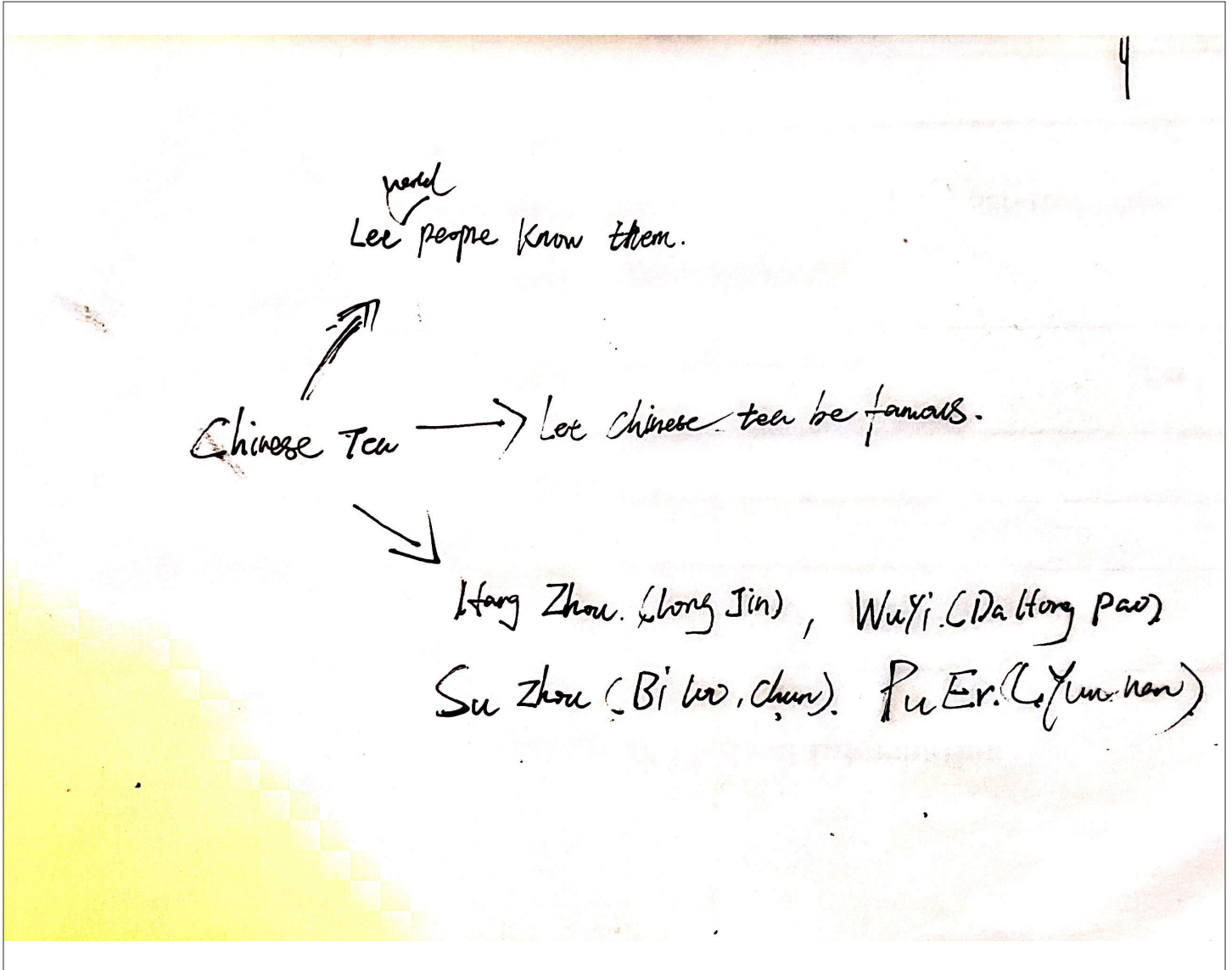
03 CREATIONS

SKetches



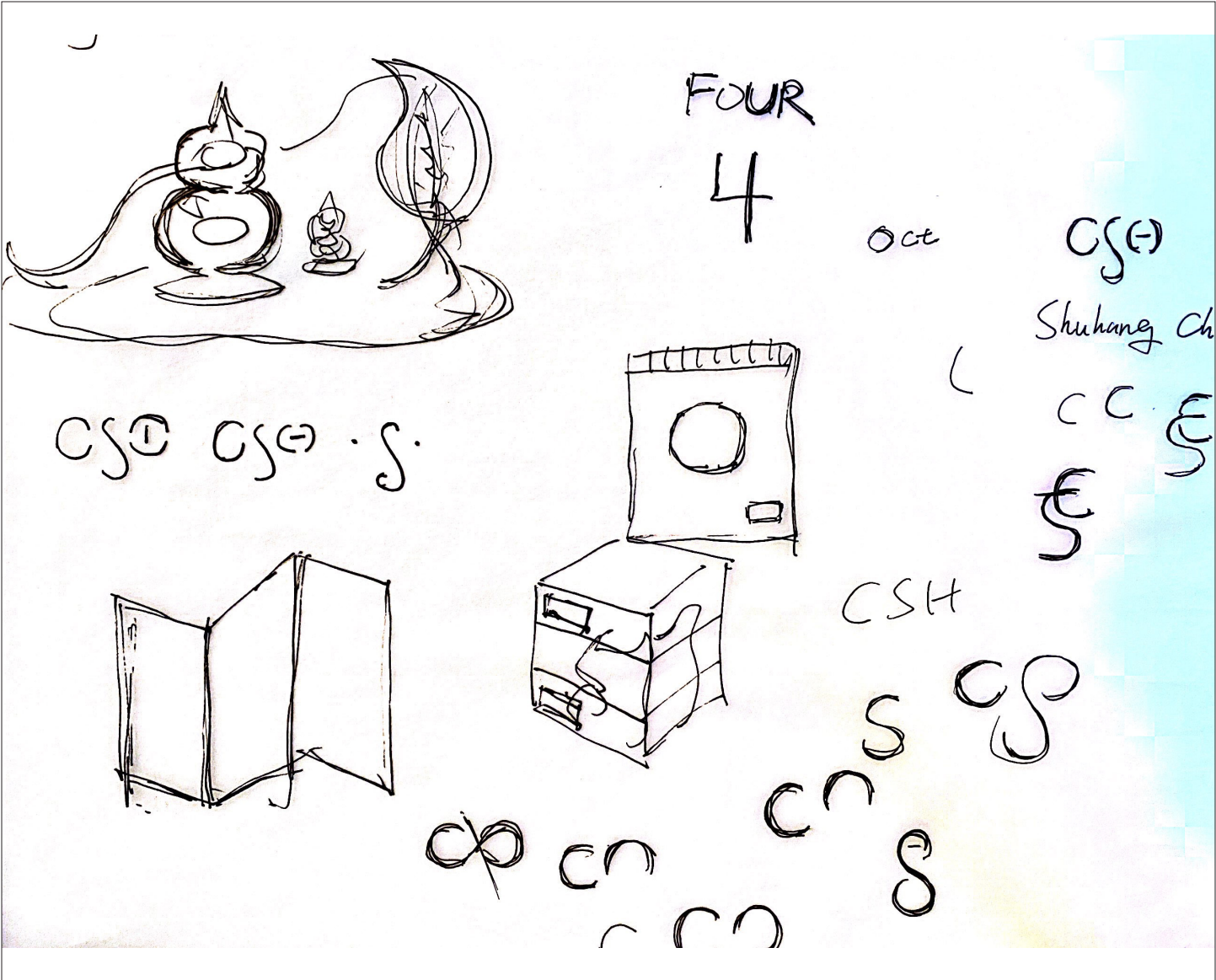
03 CREATIONS

Sketches



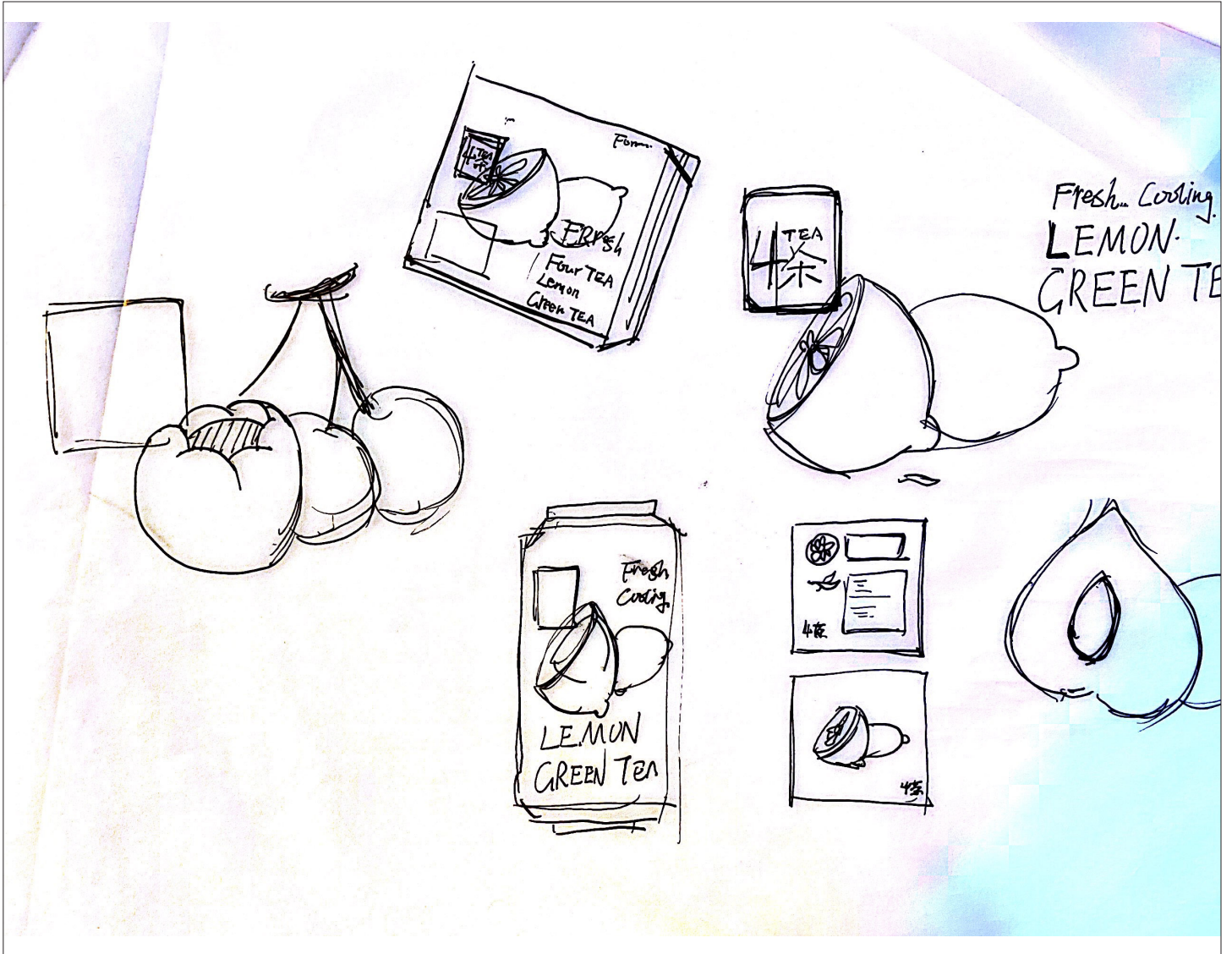
03 CREATIONS

SKetches



03 CREATIONS

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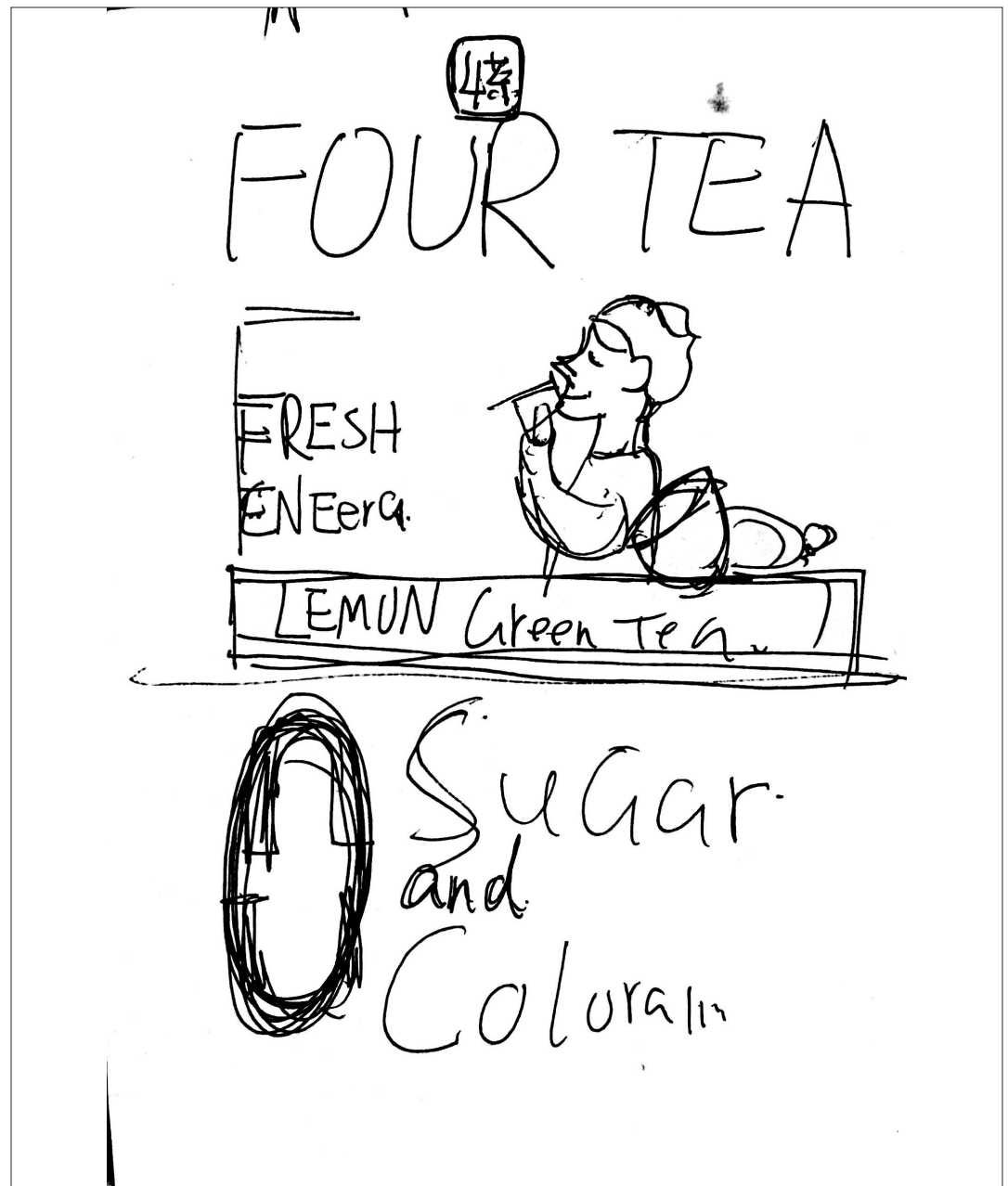
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Sketches



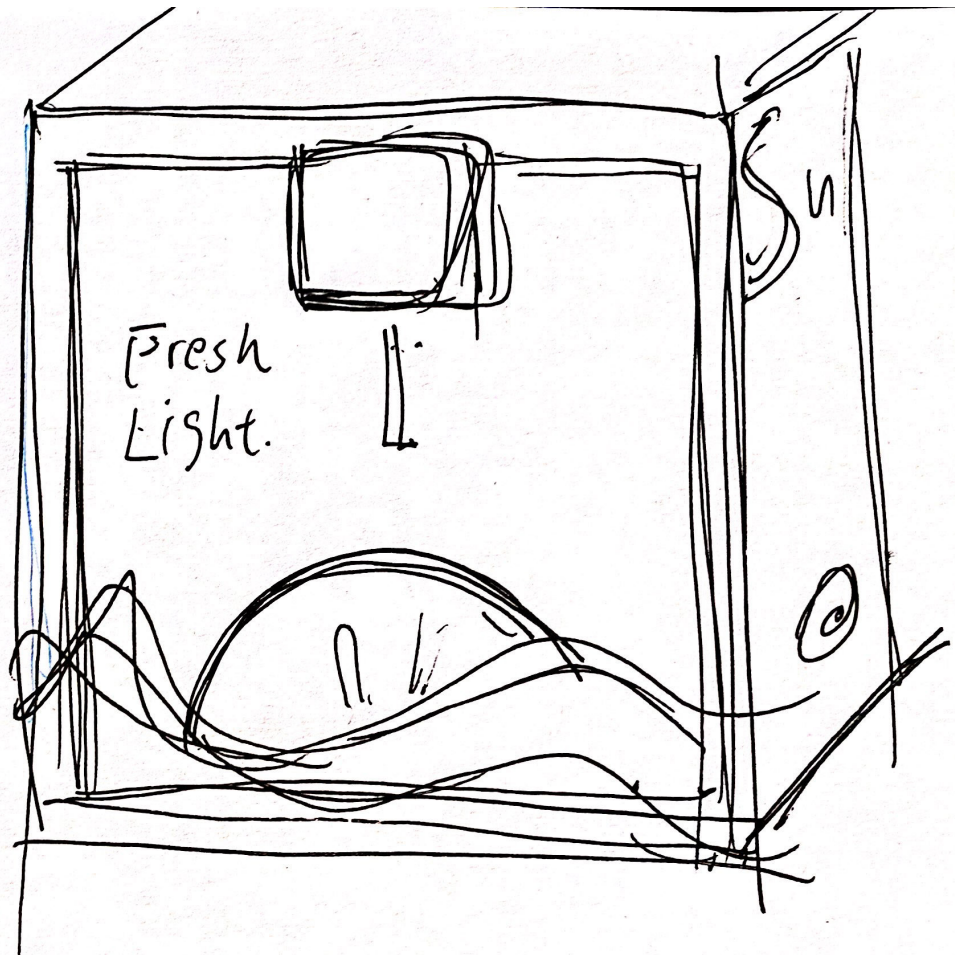
03 CREATIONS

Sketches



03 CREATIONS

SKetches



03 CREATIONS

SKetches



The sour and sweet taste of lemons can make you more energetic. The lightness of green tea keeps you to feel **fresh and cool**.



Originated in **Hangzhou, China**



The green hills are still there, accustomed to watching the autumn moon and the spring breeze. A pot of wine happy to meet ancient and modern many things, rolling the east of the Yangtze River, waves washed out heroes. A few degrees of sunset. White hair fishing qiao Jiang Nagisa, all

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03 CREATIONS

Sketches



03 CREATIONS

SKetches



03 CREATIONS

SKetches



03 CREATIONS

SKetches



03 CREATIONS

Note

1. Need to make more advanced and delicate packaging.
2. Pay attention to typography and consider using special or exaggerated typography.
3. Rethink my goals.
4. I need to differentiate between beverage and tea design.

03 CREATIONS

Types Study and Color

BEBAS NEUE
ABCDEFGF
abcdefg

Acumin Variable Concept Medium
ABCDEFGF
abcdefg

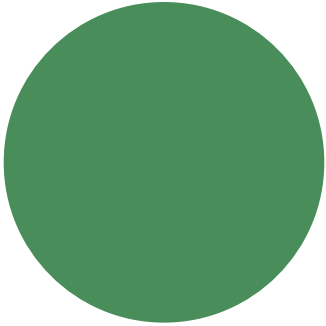
Acumin Variable Concept Regular
ABCDEFGF
abcdefg

Myriad Pro Bold
ABCDEFGF
abcdefg

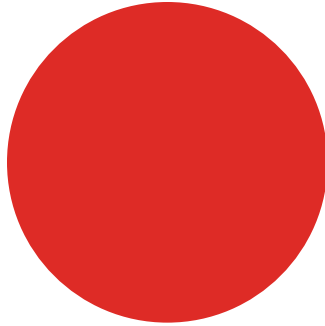
03 CREATIONS

Types Study and Color

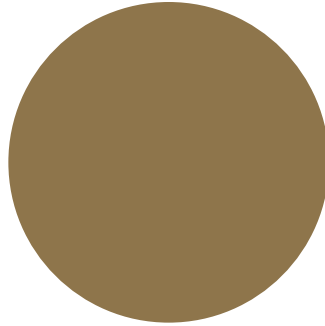
Primary



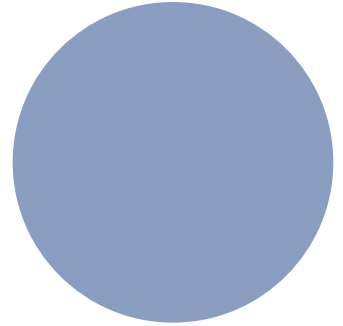
#4a9259



#ec2100

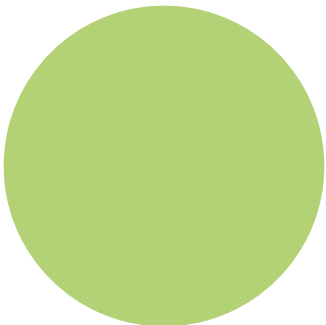


#91764a

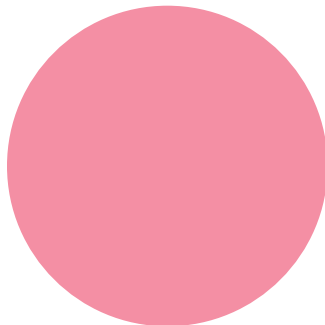


#8ba2c6

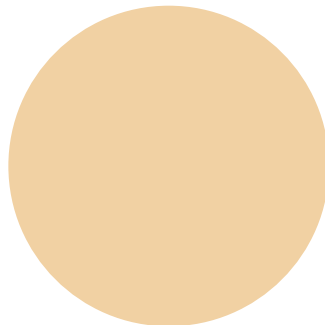
Secondary



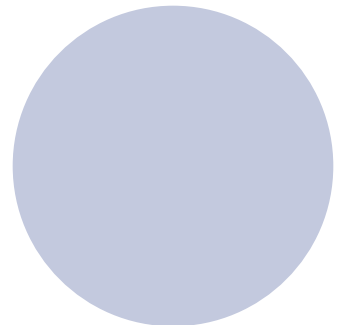
#b6d777



#ff92a9



#f4d4a6



#c6cbe0

04 DESIGN

Logo Concept

茶茶

4^{TEA}茶 4^{TEA}茶

4^{TEA}茶 4^{TEA}茶 4^{TEA}茶

Four Tea FOUR TEA FOUR TEA

04 DESIGN

Logo – Color

Redefined the main color of the logo.



04 DESIGN

Logo – *B&W*



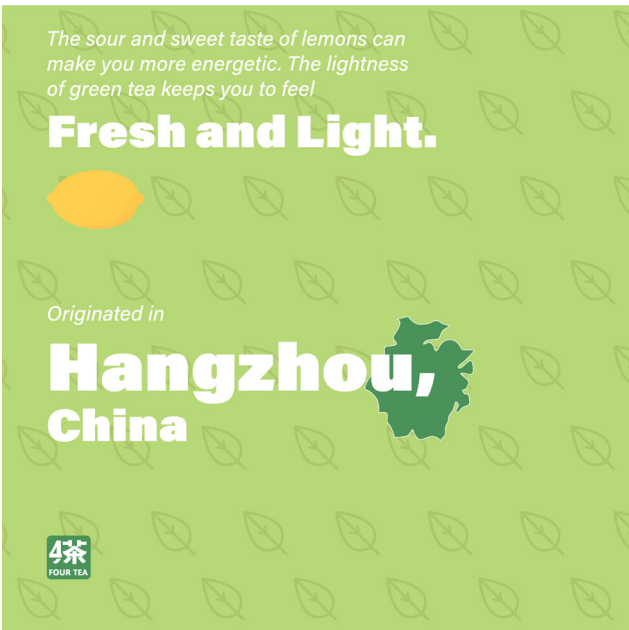
04 DESIGN

Bold use of new typography.
Add the landmarks of the region from which the tea comes into the design elements.



04 DESIGN

The tea packaging has reconsidered typography to make the page more interesting. It also simplifies the content of the introduction. Added fonts.



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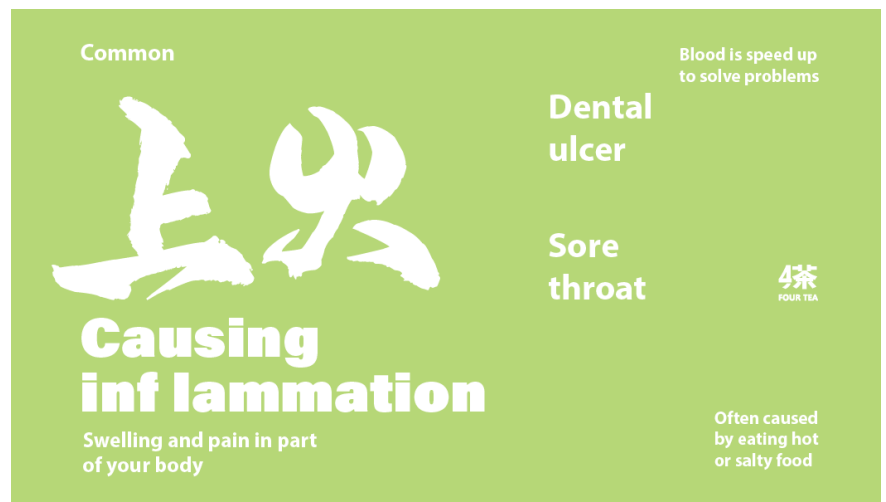
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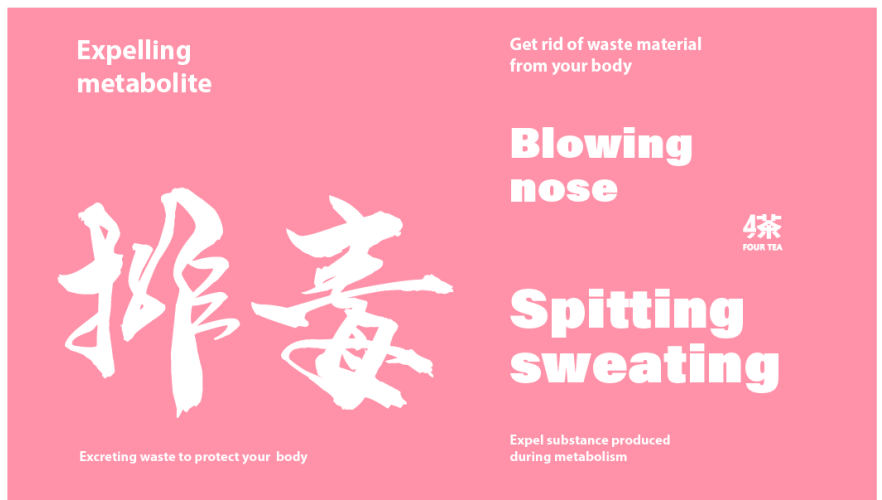
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There are different cards in the different flavors of tea that tell you what the tea does.



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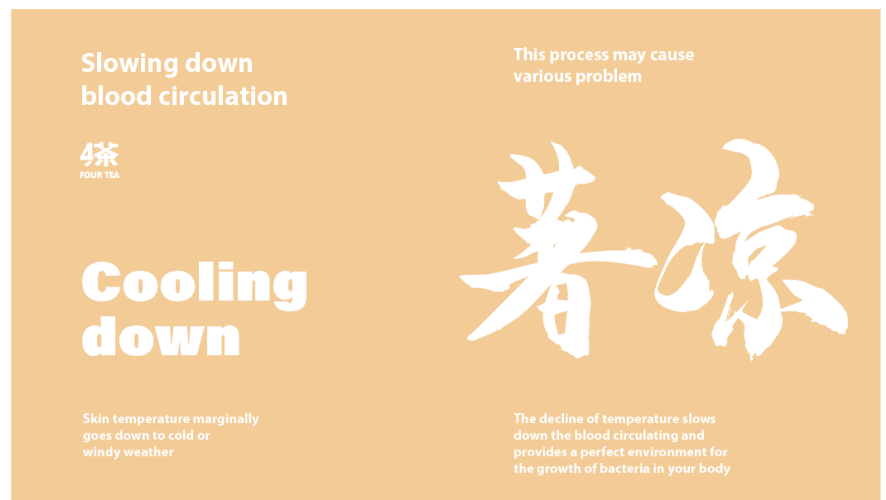
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05 FINAL DESIGN



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05 FINAL DESIGN



05 FINAL DESIGN



05 FINAL DESIGN



05 FINAL DESIGN



05 FINAL DESIGN





05 FINAL DESIGN



End

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