



**Properties list:**

end-user packaging  
range of products  
labels and sleeves  
box  
sachet  
cardboard and paper  
opaque  
rough  
contemporary  
coffee, tea and infusions  
identity by typography  
update  
identity by system of colour

"We had to try to create something relatively age and gender neutral. Some of the teas contain real flowers, but we made a conscious decision not to look too feminine". Tina Colwell, design director of Davies Hall With the tea divided into four "Tea gardens" (fruit and herb, aromatic, classic, and rare) and coffee segmented by strength, a rich yet restrained color palette helps to differentiate each range - yellows and browns for classic teas, fragrance-inspired colors for aromatics. A textured, uncoated stock adds to the authentic feel of the packaging. Heritage touches like the plaque-shaped labels balance the sophisticated, clean lines to create something that feels contemporary, yet pleasingly familiar.

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**Reference:** [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

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**Credits:**

**Country:** UK

**Agency:** Davies Hall Design

**Designer:** Tina Colwell

Other images: