

TODAY WAS FUN



Properties list:

- collector packaging
- packaging as a new medium
- end-user packaging
- range of products
- extra-use of packaging
- new product
- coffee, tea and infusions
- additional structural elements
- sachet
- cardboard and paper
- contemporary
- identity by typography
- identity by system of colour
- identity by colour

For centuries people have known that wisdom and advice, love and support, news and gossip, all go better with a cup of tea.

Tea and philosophy go together so naturally it was obvious we should combine the two. Today was Fun has lovingly created five hand blended, herbal teas and carefully wrapped them in a little of our philosophy.

Happiness, Friendship, Inspiration, Sleepy, Expectancy, Love Love, Teastack, Tea & Cookies and Green Green Tea are all yours to share.

Reference: <http://www.todaywasfun.com><http://www.todaywasfun.com>

Other images:

