

STEVEN SMITH TEA



Properties list:

identity by system of colour
contemporary
cardboard and paper
folding carton
opening and closure systems
coffee, tea and infusions
new product
range of products
end-user packaging
adults
information about content

Sandstrom Partners designed this very elegant packaging for the new tea brand from Steven Smith, the genius behind Tazo tea. The packaging is characterized by the peculiar system of opening and closing. The only graphic elements are the pure texts that describe the properties of the tea. Different colors and identity numbers identify each kind of tea.

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

Credits:

Country: United States of America

Year: 2010

Agency: Sandstrom Partners

User: Steven Smith Teamaker

Other images:

