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 caracterized 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:

