

TQUEST - TEA ON REQUEST



Properties list:

- coffee, tea and infusions
- additional structural elements
- buckets
- metals
- cardboard and paper
- contemporary
- identity by shape
- identity by colour
- identity by abstract shapes
- concept
- range of products
- end-user packaging
- adults
- information about content
- carrying system

Janiel Prado Ternura created for a school project a tea brand called TQUEST, 'tea on request' for short. It is a brand which produce fresh tea and made for customers upon request in stores. The tea is purchased in a sort of noodle box package that shows on the back, the properties and flavours of tea that it contains. Different kinds of tea are identified by a different background color of the logo in the front side of the packaging.

Reference: <http://www.behance.net/janielprado>

Credits:

Country: Australia

Year: 2008

Student: Janiel Prado Ternura

Other images:

