

# THE-DE-THE

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## Properties list:

- range of products
- concept
- coffee, tea and infusions
- cardboard and paper
- folding carton
- unusual structural association
- identity by shape
- identity by modular structure
- identity by system of colour

The concept of this herbal tea packaging design is to attract young and beauty-oriented target audience's attention.

It has 9 different colors based on different natural flavors, and is designed for purchasing individually or/ and all together.

The logo has been inspired by Korean pronunciation of 'The' de 'The' in French, which means Tea of Tea in English.

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Reference: <http://www.behance.net/gallery/Th-de-Th/532199>

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## Credits:

**Country:** Korea

**Year:** 2006

**Student:** Dayoung

Lee

Other images:

