

THE-DE-THE



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.

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

Credits:

Country: Korea

Year: 2006

Student:Dayoung

Lee

Other images:

