## **CEREMONIES TEAS**



## Properties list:

gift packaging
end-user packaging
new product
identity by textures and patterns
identity by abstract shapes
coffee, tea and infusions
additional structural elements
folding carton
fabrics
cardboard and paper
translucent
opaque
range of products
identity by system of colour

From <u>Danny Goldberg</u> design studio in Tel Aviv: "Ceremonie: Developing a new brand in the international tea market. Defining it's language, concept, logo and packaging that position Ceremony as a leader in the boutique tea niche. The visual language combines traditional Japanese tea ceremony, prestige, and Western elegance."

Reference: http://www.dgoldbergdesign.com/main.html

Credits:

Agency: Danny Goldberg Design Studio

Designer: Danny Goldberg

## Other images:





