

# BEWLEY'S TEA LINE

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## Properties list:

- end-user packaging
- update
- range of products
- coffee, tea and infusions
- identity by system of colour
- cardboard and paper
- photo to describe
- folding carton

From London based Jones Knowles Ritchie: "As a famous yet traditional Irish brand they wanted to reinvigorate themselves so we updated their identity and created a contemporary graphic language for them and their packaging. With Bewley's enjoying such a rich heritage, we were able to re-engage the brand through design by expressing all the things that make it special. On a corporate level, this involved creating a word mark which developed and embellished the brands Edwardian routes. To this we added the flexible "swirls" of pattern, which reference the original cafes famous stained glass windows (designed by Harry Clarke, and now considered "priceless"). This gave us the tools for an identity which could develop in many directions across different product ranges, of which specialty tea, which uses the pattern as a window into the product, is just one."

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Reference: <http://www.jkr.co.uk>

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## Credits:

**Country:** United Kingdom

**Agency:** JKR Jones Knowles Ritchie

Other images:

