



# BRAND PRESENTATION

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YUETEA is a lactose-free bubble milk tea brand, mainly targeting young people aged 20-30.

The original intention of creating this brand is that I like drinking pearl milk tea very much, and I also have a slight lactose intolerance. Every time I drink milk tea, I will have some symptoms of slight discomfort. I think there are many people like me, so in order to solve this discomfort, I created this brand, I hope that people who are lactose intolerant like me can enjoy milk tea without burden.

# INTRODUCTION

*SAFE*

*HEALTHY*

*FRESH*

**KEY WORDS**



YUETEA's logo



Poster



Packaging of bubble tea cup



Paper bag



Coaster



Sticker



Signboard



T-shirt

# CONTENT



## MY LOGO

This logo combines pattern and text. A cup with a straw is formed by the brand name "YUETEA", indicating that this is a beverage brand. Below the logo is the definition of the brand type, and on the right is the Chinese name of the brand. This is a bilingual design of the logo.





# a1c572

R: 161  
G: 197  
B: 114  
C: 45  
M: 11  
Y: 66  
K: 0

# 5c5f56

R: 92  
G: 95  
B: 86  
C: 11  
M: 2  
Y: 17  
K: 75

# Akzidenz-Grotesk BQ Extra

**YUETEA**

**YUE  
TEA**



## TYPE

The font of the logo comes from Akzidenz-Grotesk BQ Extra, and I made some minor changes on its basis. I adjusted the edges of each letter and changed the arc of the right angles to give it a leafy look that matches the "TEA" in the branding. Another is to change the curvature of the entire brand name to make it more suitable for the shape of the cup.

In addition, I also changed the arc of the straw. Compared with the straight straw, the slightly curved straw is more vivid. In order to better fit the arc of the letter, the place where the bottom of the straw meets the letter has also been slightly changed.

# MY POSTERS

I designed two posters from the same series. I show the different scenery of the tea garden at sunrise and sunset respectively. I express the change of time through different things and different light. There are also elements of tea, lactose-free milk and bubble tea in the picture, allowing consumers to intuitively understand what type of brand YUETEA is and what kind of products it offers. The text on the poster also repeatedly emphasizes the type of brand, and there is a brief introduction to the brand in the lower right corner of the poster.







# PACKAGING

My brand packaging chooses the common transparent bubble tea cup, which allows consumers to clearly see the boba inside the cup. The outside of the cup is a sticker of the brand, and the light green is used as the background, which shows the safety and health of the brand. The middle of the sticker is brand logo.



# a1c572

R : 161	C : 45
G : 197	M : 11
B : 114	Y : 66
	K : 0

# 5c5f56

R : 92	C : 11
G : 95	M : 2
B : 86	Y : 17
	K : 75

# e3ecd3

R : 227	C : 14
G : 236	M : 2
B : 211	Y : 22
	K : 0

These three colors will be used  
in other designs later.







## PAPER BAG

This is a paper bag for drinks. The light green background is still used, with the brand logo in the middle.





## COASTER & STICKER

In order to maintain the consistency of the whole brand, the above design style is adopted in the design of coasters and stickers.







50mm







Final presentation - YUETEA

Yueying Li







Final presentation - YUETEA



Yueying Li

### EXHIBITION

Some physical displays, including stickers and coasters.



## **REFLECTION**

This is the final presentation of my final major project, which presents all the finished products of my brand YUETEA.

Thanks to the teachers, classmates and friends who gave me advice on this project. Their advice not only drives the development of the entire brand, but also allows me to constantly reflect on myself and re-examine my own work throughout the design process, so as to better improve my own work. The final major project was a big challenge for me, especially with the limited time, but I also gained a lot of valuable experience along the way.





**THANK YOU**