

Sip



ABOUT THE BRAND

This section of the presentation focuses on what my brand is, talking about what is my brand, the objectives, what my brand represents and a description of the flavours.

WHAT IS SIP?

Sip is a exciting new loose leaf tea brand with the aim of getting the appeal and taste of loose leaf tea.

Sip was established as the modern, alternative style of brand with the aim of filling in the current lack of loose leaf tea brands appealing to the modern world. People will be able to have a cup of loose leaf tea, but have a moment to experience the bliss of unique flavours and twists of each tea

OBJECTIVES

- To create an exciting, unique modern loose leaf tea brand
- To ensure that the loose leaf tea appeals to the modern buyer.
- To ensure that the branding and packaging is modern, but also environmentally conscious which focuses on natural flavours, regenerative growing and climate positive
- To ensure that the flavours of the tea represent different experiences and moments
- To ensure that the brand appeals to a younger target audience

WHAT MY BRAND REPRESENTS

Refreshing

Our tea is refreshing as it is tasty. Our tea is agreeably stimulating because of the fresh natural ingredients

Calming

The tea represents an overall calming experience. The tea aims to allow people to immerse themselves in the moment and enjoy the unique flavours of the loose leaf tea

Natural

All of the loose leaf tea's ingredients derive from all natural source, there are no artificial ingredients, all natural

DESCRIPTION

What grows around comes around. Our herbal teas taste better because they are better. We grow our herbs in a regenerative way that creates better soil, better plants, and better flavour - so we don't have to add anything extra, just the natural loose leaf tea.

Natural Flavours

We grow in a way that
enriches soil, and flavour
no chemicals, flavourings or
sweetness required

Regenerative growing

Our herbs are grown in dense,
diversely - sown 'food forests'
that gave back more than they
take

Climate positive

Our forested farms create
systems of deep roots that
capture carbon from the
atmosphere as they grow



BRANDING

This section of the presentation focuses on the branding for my loose leaf tea brand. I'll be showing what typeface I've used for my brand which consists in my logo design, and I'll be exploring my chosen colour palette.

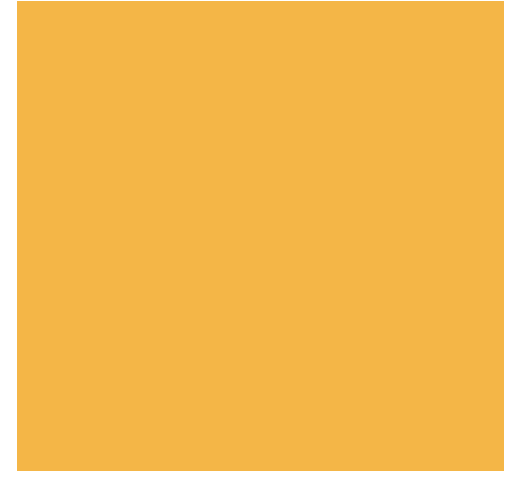
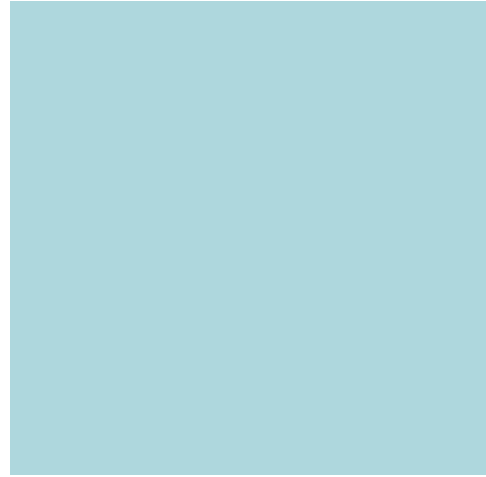
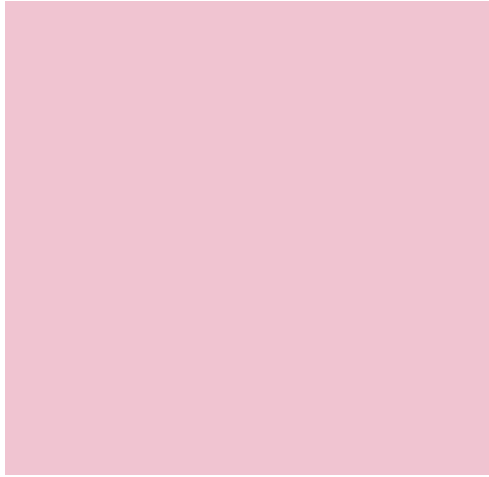
LOGO // TYPEFACE

The word "Sip" is displayed in a large, bold, black, sans-serif typeface. The letters are thick and modern, with a clean, minimalist design. The 'S' is a simple, rounded shape, the 'i' has a small dot, and the 'p' has a long, straight descender.

The name I have chosen for this brand is 'Sip'. The brand name describes the action of the person drinking their tea. This brand name is simple and uncomplex, but maintains it's relevance to how we would describe drinking tea. The meaning behind 'Sip' in the brand name aims to give the consumer a simple instruction which is to 'Sip the tea'.

Thus, aiming to get the consumer to try the unique flavours of this loose leaf tea. The typeface used for this logo is Futura with a medium weight in white contrasted with bright colour palette in the background. The logo on it's own is black itself. This is a font that is not only eye-catching and easy to read from a distance, but also maintains a modern look for the brand.

COLOUR PALETTE



For my brand, I've decided to use a bright and modern colour palette which creates an eye - catching feel to the brand. The bright colours which I've chosen really reflect what my brand represents as a whole. Adding on from this the individual colours describes the individual flavours within the pack.



PACKAGING

This section of the presentation focuses on the packaging for my loose leaf tea brand. I'll be showing what different packs I've created showing the outer and inner packaging, the flavours for each pack, the illustration on the pack.

WHAT HAVE I DESIGNED?

- Three different loose leaf tea packs
- Each pack will consist of three different flavours

Through all of my primary research for this project of building my loose leaf tea brand, there has been no other brand which has designed the concept which consists of three different loose leaf tea packs. Each of the packs will contain three different flavours of loose leaf tea.

The reason why I've designed this type of packaging for my brand is because there are no other brands which have designed these sorts of packs and they aren't appealing to a younger target audience. The three individual flavours are too attract consumers to be more adventurous within the unique flavours.

All Day

Pack

FLAVOURS

Earl Grey Tea

Green Tea

Rooibos Tea

The All day pack for my loose leaf tea brand consists of Earl Grey Tea, Green tea and Rooibos tea. The reason why I've decided to use these three flavours in a pack is because it's got a very unique flavours between all three of them. My survey which was created helped me visually see more into which types of tea the consumers liked which in the end

these three ended up being the top three which people like to drink on a daily basis. Each of the flavours are unique and aren't like your every day cup of black tea.

ILLUSTRATION PATTERN



For the All day pack, I've decided to create my own illustration design pattern for the packaging design. The illustration pattern consists of block colour and line drawings of a rooibos plant, green tea leaves and earl grey leaves. I've decided to create this pattern is because it consists of the different flavours and plants within the All day pack.

There are elements of a blocked pink colour to add a contrast between the pack colour and the illustration pattern to add relevance.

FRONT OUTER PACKAGING



Here is the front outer packaging design for the All Day tea box. At the front of the box, you have three main features, the typeface/flavours, the block colour and the illustration. The concept behind this is to suggest there are three teas

within the All Day pack. On the right side of the box, there are the ingredients for the individual flavours for the inner pouches.

BACK OUTER PACKAGING



Here is the back outer packaging design for the All Day tea box. At the back of the box has the weight, barcode, a description of the tea stated in “What grows around, comes around”, and the three main features of a description of

what’s important about my loose leaf tea brand. The circle of the design holds the illustration pattern which is designed on the front of the box.

INNER PACKAGING



Here is the first inner packaging design for the All Day tea box which shows the first flavour which is Earl Grey tea. The inner packaging contains the patterns from the outer packaging and the ingredients of what's within the loose

leaf tea. Alongside this, it shows a description of how to make the loose leaf tea.

INNER PACKAGING



Here is the second inner packaging design for the All Day tea box which shows the second flavour which is Green tea. The inner packaging contains the patterns from the outer packaging and the ingredients of what's within the loose

leaf tea. Alongside this, it shows a description of how to make the loose leaf tea.

INNER PACKAGING



Here is the third inner packaging design for the All Day tea box which shows the third flavour which is Rooibos tea. The inner packaging contains the patterns from the outer packaging and the ingredients of what's within the loose

leaf tea. Alongside this, it shows a description of how to make the loose leaf tea.

Calming Pack

FLAVOURS

Lavender Tea

Passion
Flower Tea

Rosehip Tea

The calming pack for my loose leaf tea brand consists of Lavender tea, Passion Flower Tea and Rosehip Tea. The reason why I've decided to use these three flavours in a pack is because it's got a very unique flavours between all three of them. What helped me pick these flavours for the pack was through visual research, it showed that lavender is the most calming and passionflower is meant for relaxing.

Rosehip is for relaxing which is why these types of flavours are perfect for a calming pack of loose leaf tea.

ILLUSTRATION PATTERN



For the Calming pack, I've decided to create my own illustration design pattern for the packaging design. The illustration pattern consists of block colour and line drawings of a lavender flowers, Passion Flower plant and Rosehip berries. I've decided to create this pattern is because it consists of the different flavours and plants within the Calming pack.

There are elements of a blocked blue colour to add a contrast between the pack colour and the illustration pattern to add relevance.

FRONT OUTER PACKAGING



Here is the front outer packaging design for the Calming tea box. At the front of the box, you have three main features, the typeface/flavours, the block colour and the illustration. The concept behind this is to suggest there are three teas

within the Calming pack. On the right side of the box, there are the ingredients for the individual flavours for the inner pouches.

BACK OUTER PACKAGING



Here is the back outer packaging design for the Calming tea box. At the back of the box has the weight, barcode, a description of the tea stated in “What grows around, comes around”, and the three main features of a description of

what’s important about my loose leaf tea brand. The circle of the design holds the illustration pattern which is designed on the front of the box.

INNER PACKAGING



Here is the first inner packaging design for the Calming tea box which shows the first flavour which is Lavender tea. The inner packaging contains the patterns from the outer packaging and the ingredients of what's within the loose

leaf tea. Alongside this, it shows a description of how to make the loose leaf tea.

INNER PACKAGING



Here is the second inner packaging design for the Calming box which shows the second flavour which is Passion Flower tea. The inner packaging contains the patterns from the outer packaging and the ingredients of what's within the loose

leaf tea. Alongside this, it shows a description of how to make the loose leaf tea.

INNER PACKAGING



Here is the third inner packaging design for the Calming box which shows the third flavour which is Rosehip tea. The inner packaging contains the patterns from the outer packaging and the ingredients of what's within the loose

leaf tea. Alongside this, it shows a description of how to make the loose leaf tea.

Healthy

Pack

FLAVOURS

Hibiscus Tea

Camomile
Tea

Peppermint
Tea

The healthy pack for my loose leaf tea brand consists of Hibiscus Tea, Camomile Tea and Peppermint Tea. The reason why I've decided to use these three flavours in a pack is because it's got a very unique flavours between all three of them. What helped me pick these flavours for the pack was through visual research, it showed that these flavours are the most health beneficial out of all the flavours of tea.

These flavours are unique and are different to the regular healthy beneficial tea flavours like green tea.

ILLUSTRATION PATTERN



For the Healthy pack, I've decided to create my own illustration design pattern for the packaging design. The illustration pattern consists of block colour and line drawings of a Hibiscus flower, Camomile plant and a Peppermint leaf. I've decided to create this pattern is because it consists of the different flavours and plants within the Healthy pack.

There are elements of a blocked blue colour to add a contrast between the pack colour and the illustration pattern to add relevance.

FRONT OUTER PACKAGING



Here is the front outer packaging design for the Healthy tea box. At the front of the box, you have three main features, the typeface/flavours, the block colour and the illustration. The concept behind this is to suggest there are three teas

within the Healthy pack. On the right side of the box, there are the ingredients for the individual flavours for the inner pouches.

BACK OUTER PACKAGING



Here is the back outer packaging design for the Healthy tea box. At the back of the box has the weight, barcode, a description of the tea stated in "What grows around, comes around", and the three main features of a description of

what's important about my loose leaf tea brand. The circle of the design holds the illustration pattern which is designed on the front of the box.

INNER PACKAGING



Here is the first inner packaging design for the Calming tea box which shows the first flavour which is Camomile tea. The inner packaging contains the patterns from the outer packaging and the ingredients of what's within the loose

leaf tea. Alongside this, it shows a description of how to make the loose leaf tea.

INNER PACKAGING



Here is the first inner packaging design for the Calming tea box which shows the first flavour which is Hibiscus tea. The inner packaging contains the patterns from the outer packaging and the ingredients of what's within the loose

leaf tea. Alongside this, it shows a description of how to make the loose leaf tea.

INNER PACKAGING



Here is the first inner packaging design for the Calming tea box which shows the first flavour which is Peppermint tea. The inner packaging contains the patterns from the outer packaging and the ingredients of what's within the loose

leaf tea. Alongside this, it shows a description of how to make the loose leaf tea.



Sip

ALL DAY

Earl Grey Tea
Green Tea
Rooibos Tea

Sip

CALMING

Lavender Tea
Passion Flower Tea
Rosehip Tea

Sip

HEALTHY

Hibiscus Tea
Camomile Tea
Peppermint Tea



WHAT GROWS AROUND
COMES AROUND.

Our herbal teas taste better because they are better. We grow our herbs in a regenerative way that creates better soil, better plants, and better flavour - so we don't have to add anything extra, just the natural loose leaf tea.



0123452



WHAT GROWS AROUND
COMES AROUND.

Our herbal teas taste better because they are better. We grow our herbs in a regenerative way that creates better soil, better plants, and better flavour - so we don't have to add anything extra, just the natural loose leaf tea.



0123452

60g



WHAT GROWS AROUND
COMES AROUND.

Our herbal teas taste better because they are better. We grow our herbs in a regenerative way that creates better soil, better plants, and better flavour - so we don't have to add anything extra, just the natural loose leaf tea.



0123452

60g

Other
Assets

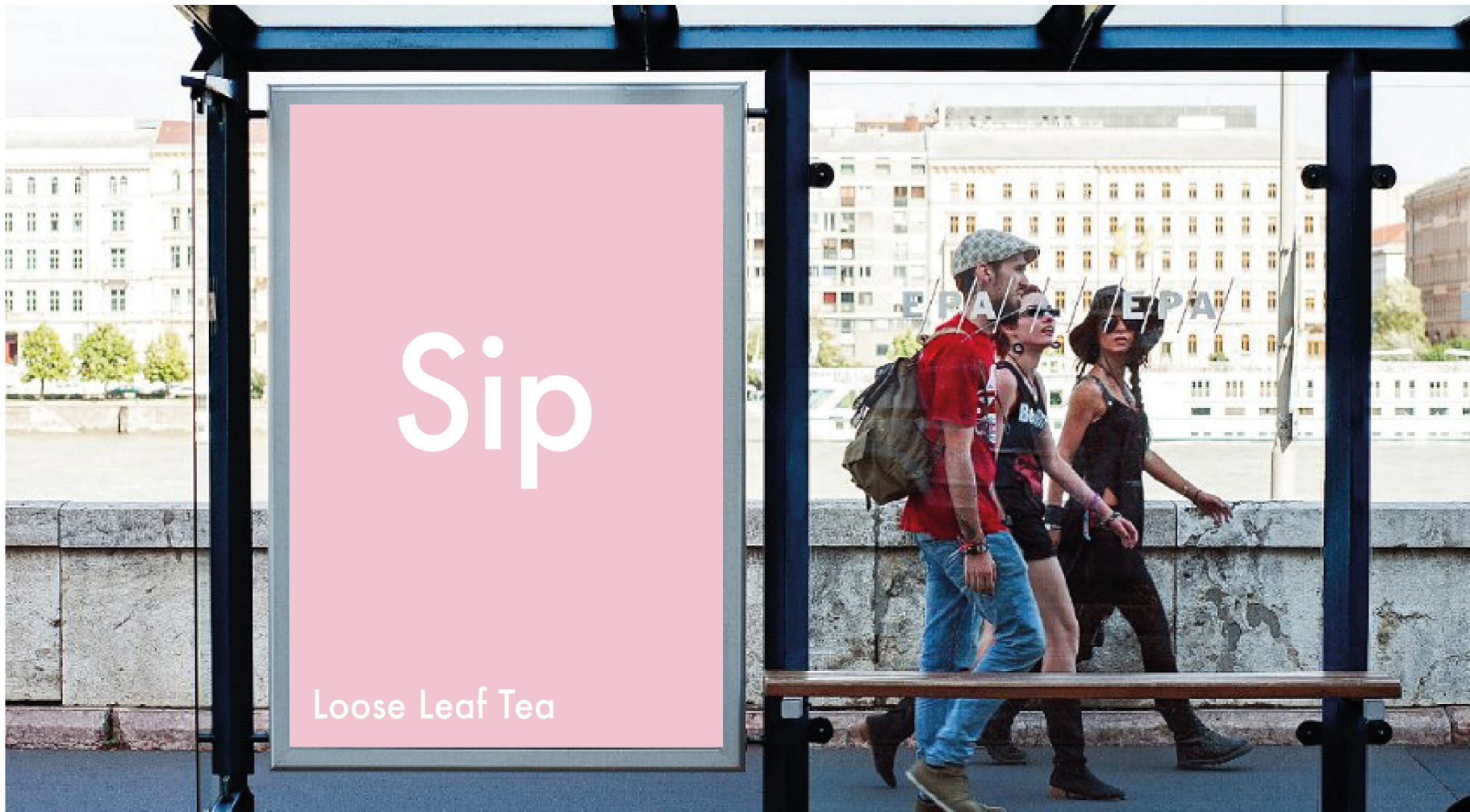
SOCIAL MEDIA



Here is an example of Sip's social media account with Instagram. The reason why that I'd like to use Instagram is because it's where you can get more communication with your chosen target audience more than any other place.

I've added all of my designs alongside the quotes and packaging designs.

BILLBOARDS



Here is an example of Sip advertisement on a billboard within central London on a bus stop sign. The bright pink colour makes the brand as a whole stand out from the crowd.

BILLBOARDS



Here is an example of Sip advertisement on a billboard within central London on a bus stop sign. The bright pink colour makes the brand as a whole stand out from the crowd.

BILLBOARDS



Here is an example of Sip advertisement on a billboard within central London on a bus stop sign. The bright pink colour makes the brand as a whole stand out from the crowd.

The image shows three posters mounted on a white brick wall. Each poster has a solid color background (pink, teal, and orange) and features the word 'Sip' in large white letters. Below 'Sip' is the text 'Loose Leaf Tea' in a smaller white font. At the bottom of the frame, the top of a blue sofa is visible.

Sip

Loose Leaf Tea

Sip

Loose Leaf Tea

Sip

Loose Leaf Tea



CLIMATE POSITIVE

REGENERATIVE
GROWING

NATURAL
FLAVOURS

Sip

Loose Leaf Tea

WHAT GROWS
AROUND
COMES
AROUND



