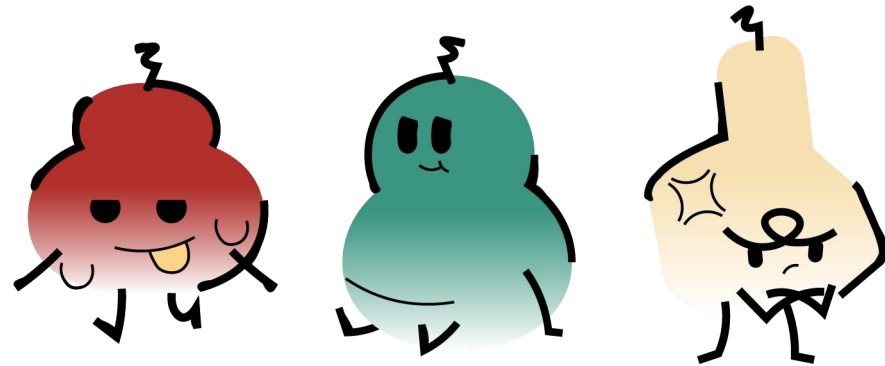




BRAND DESIGN

INTANGIBLE CULTURAL HERITAGE PROMOTION “GONG HEY” HERBAL TEA



To increase young people's interest in traditional tea drinks
and to rejuvenate traditional industry brands.

INTRODUCTION: WHAT IS HERBAL TEA?



There is a very special drink in my hometown called herbal tea

An infusion of herbs from China' s Guangdong , it is believed to contain medicinal properties. In fact, the drink rarely contains any elements of the tea plant and is more like a bitter-tasting medicinal soup.

TIME LINK OF HERBAL TEA



2. In the eighth year of the Qing Dynasty (1828), Wang Zebang opened his first herbal tea shop on Jingyuan Street in Thirteen Row, Guangzhou.



4. In May 2005, it was recognised by the Guangdong Provincial Cultural Heritage Work Leading Group as the Guangdong Provincial Food Cultural Heritage; on 10 May 2006, it was included in the first provincial intangible cultural heritage representative list of Guangdong Province, belonging to folk knowledge.



1. Western Jin Guangxi first year (306 years), Eastern Jin Taoist medicine Ge Hong south to Lingnan, due to miasma prevalent at that time, he was able to attentively study a variety of Lingnan temperature medicine, herbal tea formula as a carrier, created with the role of the herbal tea formula to match the role of the guidance of people to drink herbal tea terminology, laid the theoretical foundation for the herbal tea

3. "During the Cultural Revolution, the culture of herbal tea was severely damaged, not only did the herbal tea shops close down, but also very few artefacts related to the production of herbal tea, such as utensils, ruins, relics, historical materials, photographs and other artefacts were left, but the culture is still enduring in Hong Kong and Macao.



BACKGROUND OF HERBAL TEA



We are very careful about the body's inner balance and believe that food and drink can impact health. Food and herbs are traditionally categorised by whether they heat or cool a person's metabolism. In China at the end of the 19th century, medical resources were very expensive and most people, when they felt unwell would choose to drink different herbal teas depending on their symptoms to solve their problems.

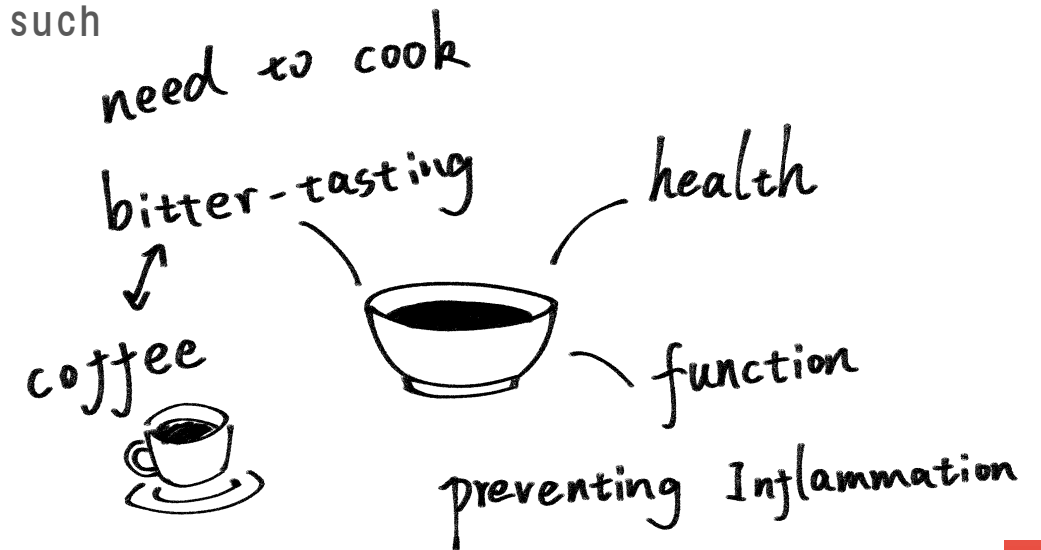
FUNCTIONS OF HERBAL TEA

Heaty food:



The hot and cold nature of food

Originating from the traditional Chinese medicine theory, everything in nature consists of the energy of yin and yang. The body's yin and yang can change for various reasons, such as weather, mood, and food.



How do I MARKET IT?

1. I think the most important thing about herbal tea is that it is **healthy**. The second is a long **history**. I hope to make more young people know about this.

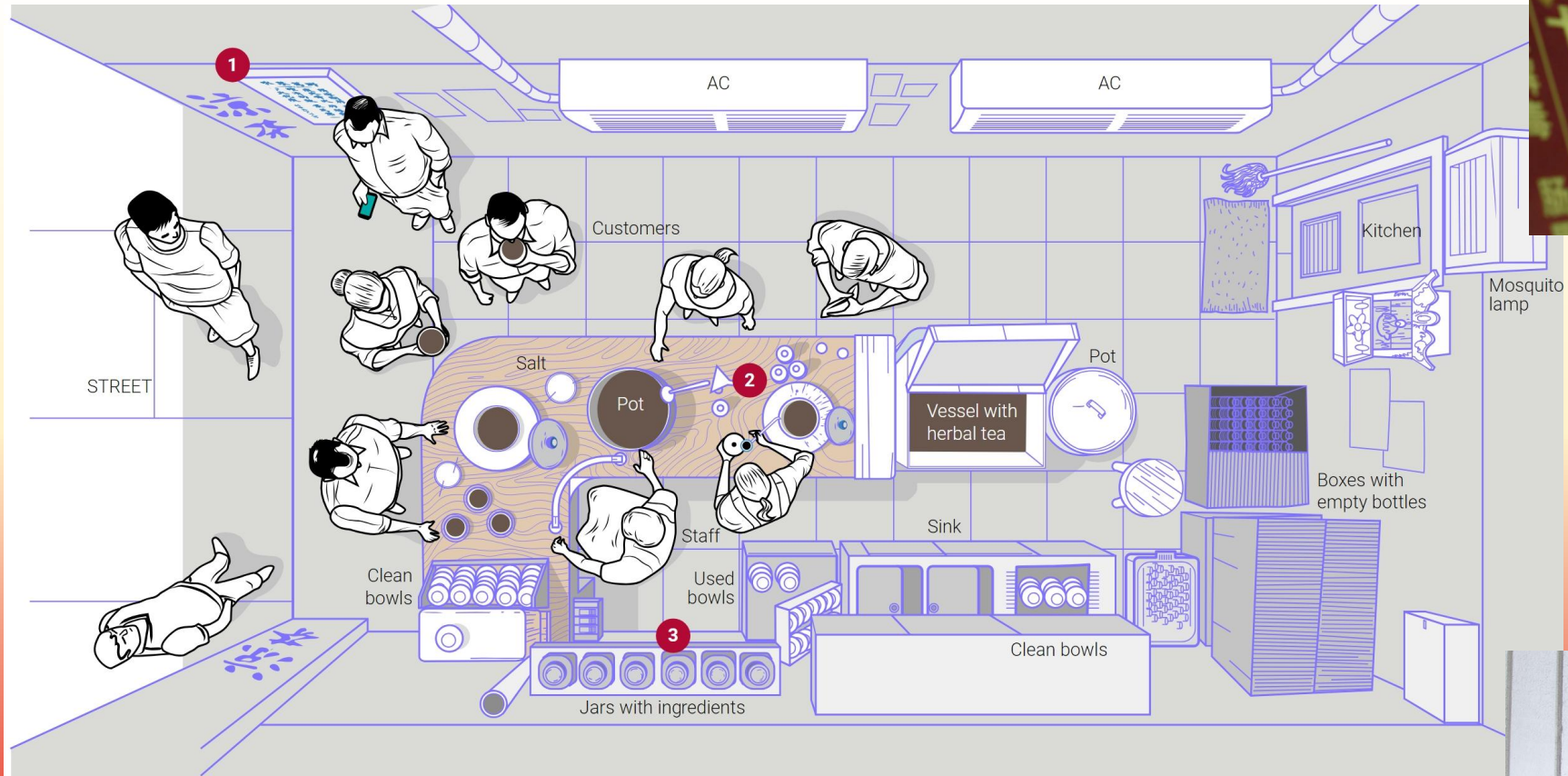
Although there is no such thing as "fire" in the West, some symptoms of "fire" are common to many people, such as mouth ulcers, constipation, dryness and thirst. This is especially true for those who like to eat fried food.

2. The taste of herbal tea is somewhat bitter. I think it is very similar to coffee. I think we can launch **coffee herbal tea** to raise people's interest. (Due to the special nature of herbal tea: it contains herbal ingredients. Most of them are not suitable for mixing with coffee. So this method was rejected.)

3. In terms of style, I would like to use a more modern Chinese style, which can attract more young people.

4. Design the image of herbal tea. An image more in line with the aesthetics of young people..

ELEMENTS IN A HERBAL TEA SHOP



1.



2.



3.



1. A sign on the wall will tell customer what herbal tea to drink for what symptoms

For example, inflammation, diarrhoea, constipation.

2. Serving herbal tea to customer in porcelain bowls

3. The shop will be decorated with herbs and use gourd-shaped containers to store herbal teas

LOGO/NAME

良方LIANG FANG

That's how you would describe a doctor's order in Chinese medicine, as a metaphor for a good solution to a problem.

养生YANGSHENG

regimen

It is an activity that strengthens the body and prevents disease through various ways.

I have reservations about this one, I hope the name isn't just a phonetic translation of the Chinese word

China “Coffee”

gweilo herbal tea, gweilo is a nickname for a foreigner in Cantonese. That's what they used to call beer.

This one isn't great because it's not coffee which can be confusing.

*GONG HEY Herbal Tea

Gong means "say" in Chinese. "hey" is good. It also means health and happiness.

This is the name I finally chose, it combines our local dialect to make the name more special

- 
- I want to bring traditional culture back into the lives of young people through china-chic.
 - Promoting herbal tea culture: the need for traditional Chinese elements
 - Appealing to young people: an innovative interpretation with a modern perspective that allows the brand to retain Chinese elements while remaining on-trend at the same time.
 - Young people are increasingly concerned about their health: there is a growing interest in health and in products that offer health benefits.

LOGO DESIGN

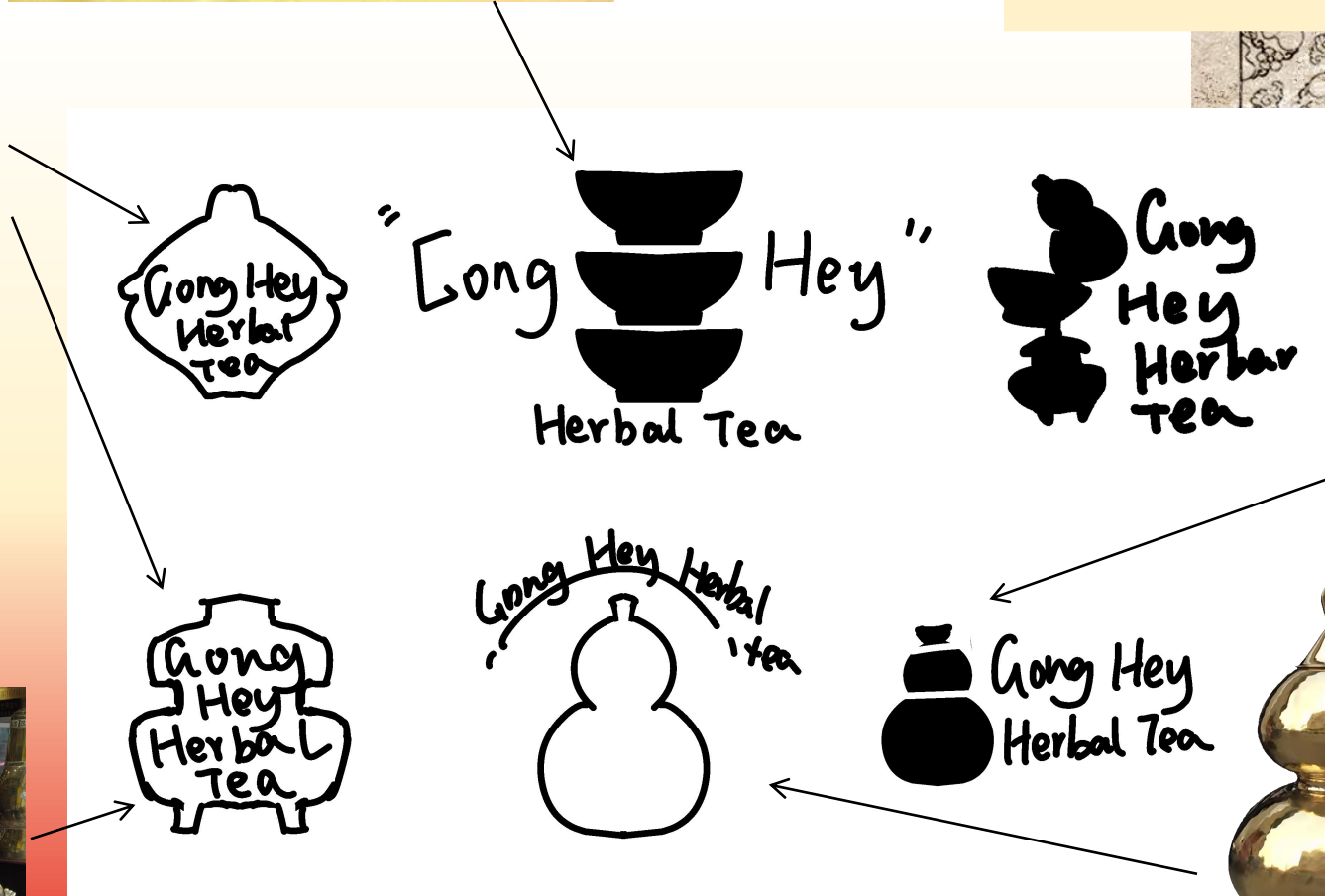
“GONG HEY” HERBAL TEA

- SKETCH
 - OUTCOME
- This section firstly describes the elements I extracted at the herbal tea shop when I started creating the logo, secondly shows my sketches and thirdly shows the logo I designed.
 - Finally deciding on the official logo.

- SKETCH



I tried to add some elements of the herbal tea shop in the logo such as the bowl for drinking herbal tea, the pot for serving herbal tea, and the gourd for decorating the shop.



The gourd pattern as one of the oldest Chinese symbols of good luck and wards off evil spirits. It signifies good fortune. It is often found in herbal tea shops as a decoration for porcelain and as a container for storing herbs.







HERBAL TEA 凉茶



HERBAL TEA 凉茶



HERBAL TEA 凉茶



HERBAL TEA 凉茶



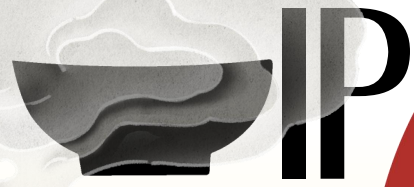
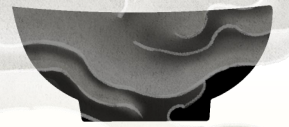


IMAGE DESIGN DESIGN



“GONG HEY” HERBAL TEA

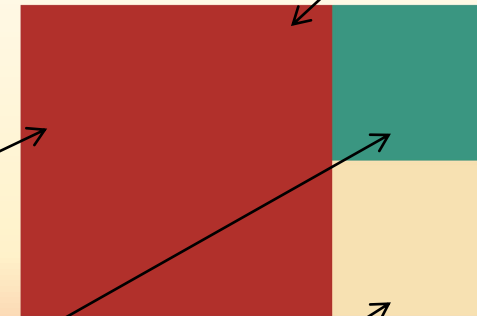
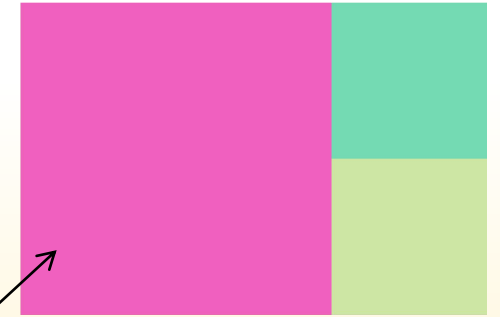
- SKETCH
 - OUTCOME
-
- This section firstly describes the elements I extracted at the herbal tea shop when I started creating the logo, secondly shows my sketches and thirdly shows the logo I designed.
 - Finally deciding on the official logo.

COLOUR SELECTION

My second idea was to create a character for the brand that was more in keeping with youth preferences. For the styling I chose the gourd, the most common decorative element in herbal tea shops.

For the colours I chose red which is the main colour of traditional herbal tea shops. With herbal yellow and green.

Also try to turn up the saturation to make the colours look more modern and youth friendly. (I didn't go with this saturated and brighter scheme, it didn't separate the characters very well.)



B1302B red
3A9681 green
F4DDAF yellow

#B1302B

#3A9681

#F4DDAF

FONT

A A ●

ENGEBRECHTRE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890! @# ¥ %.....&* ()?+ -=, .<>:;{} \

ENGEBRECHTRE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890! @# ¥ %.....&* ()?+ -=, .<>:;{} \

PLAYFAIR DISPLAY SC

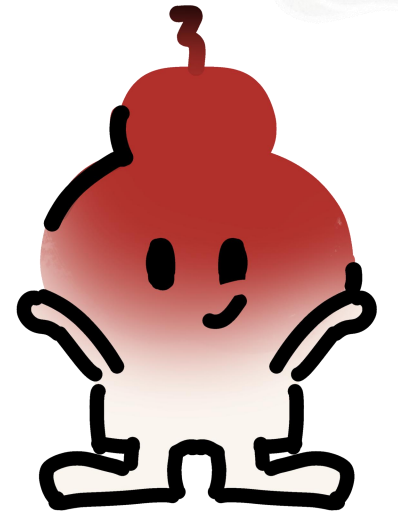
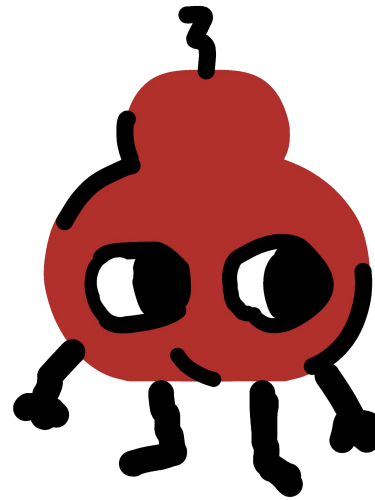
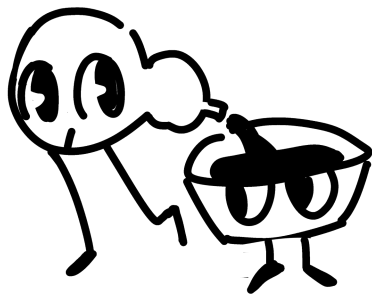
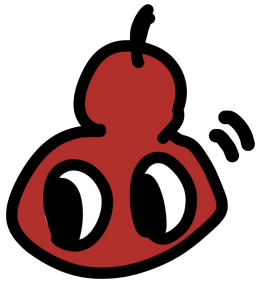
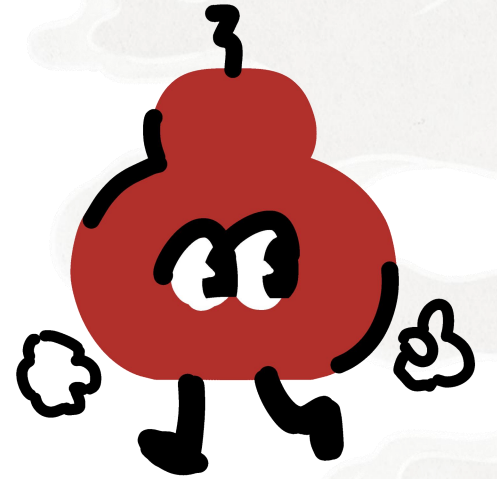
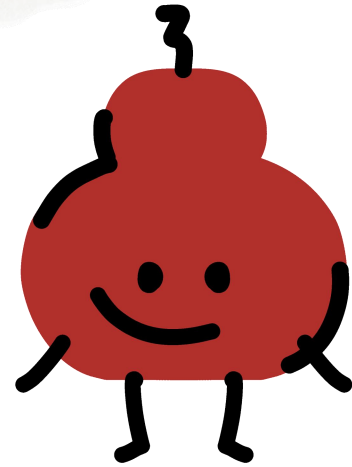
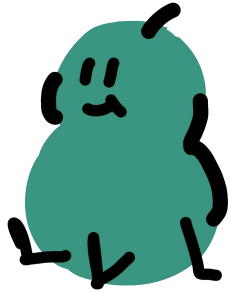
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890! @# ¥ %.....&* ()?+ -=, .<>:;{} \

Recover

CHARACTER SKETCHES



CHARACTER

Most foreigners do not understand the meaning of "fire" in Chinese medicine. Therefore, I design characters to show the symptoms at the onset of illness.

When people look at the characters' faces and see an unhealthy state similar to their own, they know that they have the same problems as these characters, and they can solve their problems by drinking a cup of herbal tea.



CHARACTER

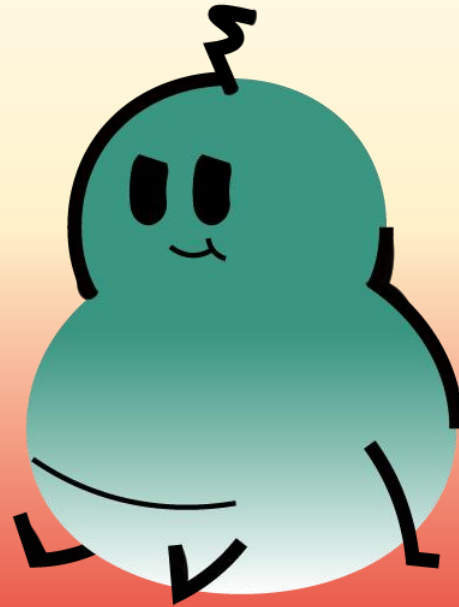
I divided the main functions of herbal tea into 3 parts. It can solve the following 3 kinds of problems

- Colds and headaches
- Diarrhoea
- Inflammation

These symptoms manifest in people as the following 3 types of gourds.



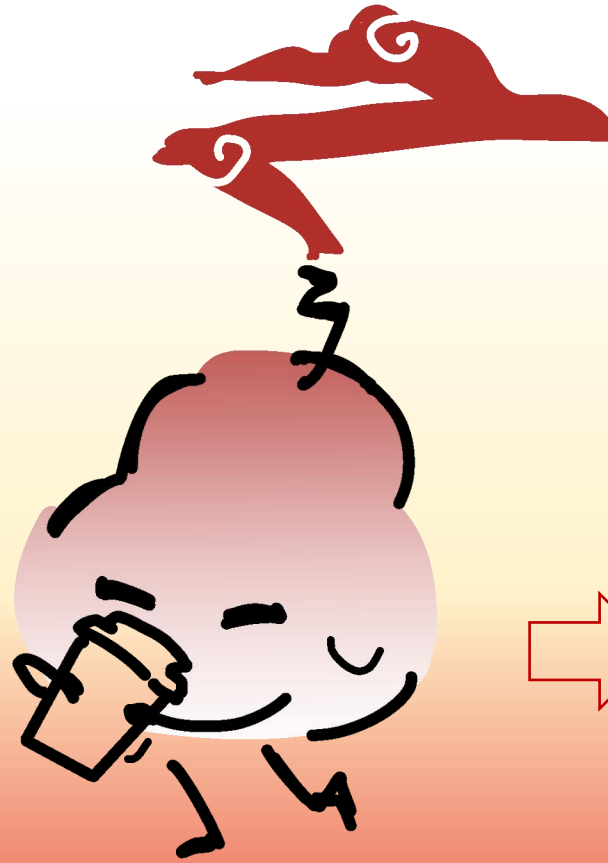
Usually this person will show fever, red face, yellowish tongue, cough and sweat.



Such people are usually constipated. It shows bloating and gastrointestinal discomfort.



Such people usually get angry easily and have sore throats and gums.



Dynamic Poster: I would like to include in the poster that when the character drinks the herbal tea the bad symptoms in the body turn into a cloud to be expelled from the body. Make the character look cleaner and healthier

MOTION POSTER

“GONGHEY”



Healthier Choices
A tradition of excellence
should be conveyed

HERBAL
TEA

去
火

講喜
涼茶

Specialised in dealing with fever,
red face, yellowish tongue, cough, sweating

茶

“GONGHEY”



Healthier Choices
A tradition of excellence
should be conveyed

HERBAL
TEA

便
秘

講喜
涼茶

Specialising in constipation, IBS,
feeling pain, flatulence and bloating.

茶

“GONGHEY”



Healthier Choices
A tradition of excellence
should be conveyed

HERBAL
TEA

下
火

講喜
涼茶

Specialising in the treatment of dry
and sore throats, dry coughs and dryness.

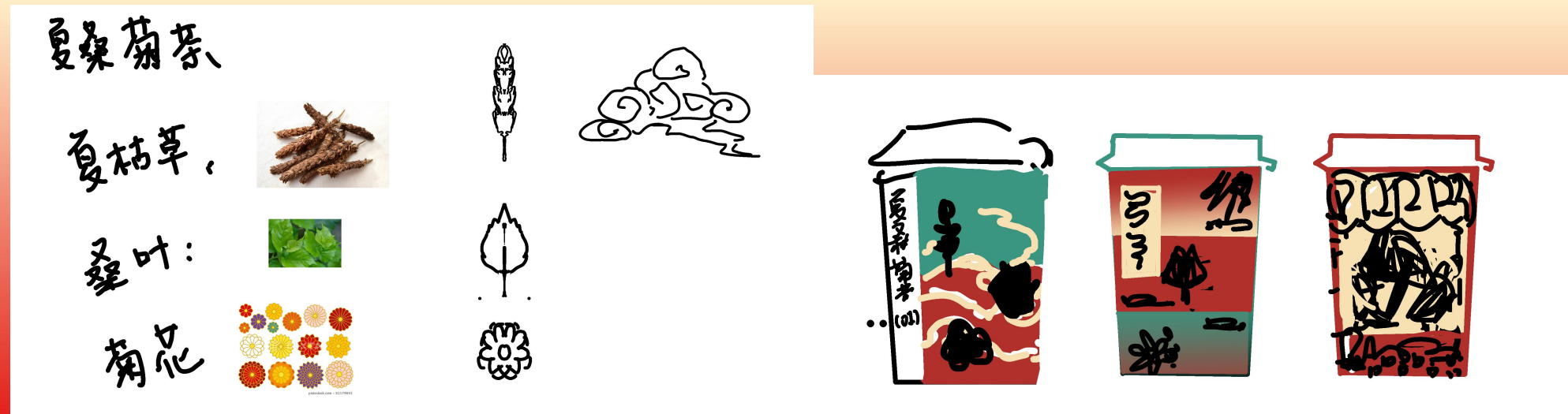
茶

PACKAGING DESIGN SKETCHES

My focus is to make people aware of the health benefits of herbal teas. I use function to differentiate between three types of herbal tea. The symptoms that each herbal tea addresses in turn are colds, headaches and diarrhoea and inflammation.

In order for people to feel comfortable drinking them I used the ingredients in the herbal teas as part of the design. The herbs were made into small icons and they were used on the packaging.

For the secondary graphic I chose to use clouds because they give a very light feeling and look healthy.



PACKAGING DESIGN SKETCHES

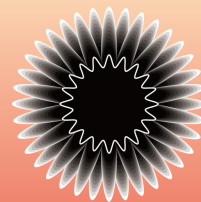
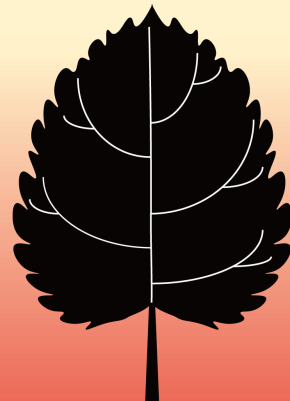
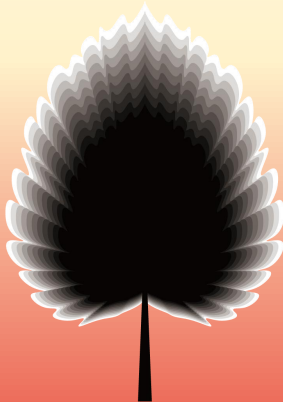
I searched the web for what herbs look like and extracted their features to represent the herbs in a more simplified graphic. It makes the style look more modern. For the way the colours are applied I chose a black gradient effect that looks like ink fading. This way the style is modern without losing the Chinese style.



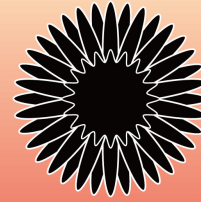
Prunella vulgaris



mulberry leaf



chrysanthemum



I used this hand-drawn style of lines to unite with the logo. Drawing the ingredients for the various herbal teas.

One of the treatments for cold and headaches is **Prunella Mulberry Chrysanthemum Herbal Tea**. These are the ingredients in herbal tea.

• Colds and headaches



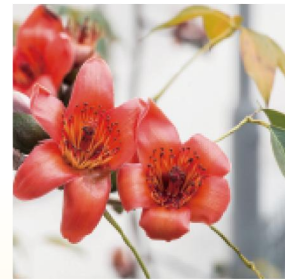
Prunella vulgaris



Mulberry Leaf



Chrysanthemum



Bombax ceiba



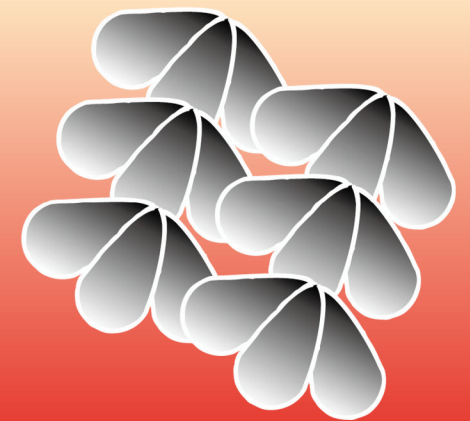
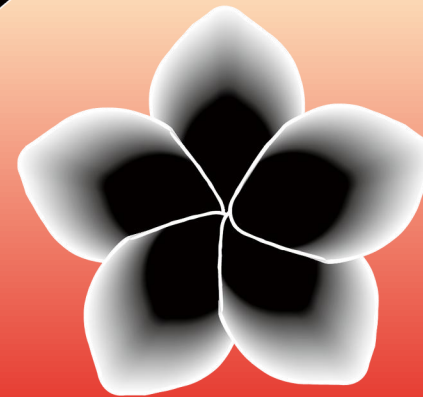
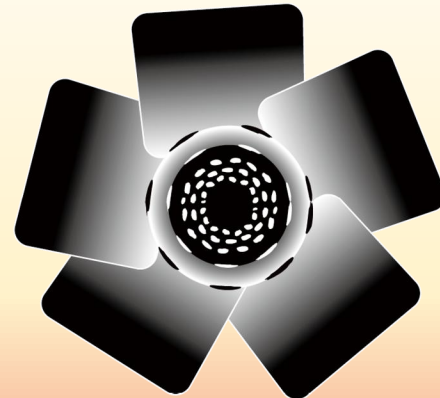
Plumeria



Lonicera japonica



Sophora japonica



• Diarrhoea



Hemp Fruit



Apricot Kernel



Black Sesame



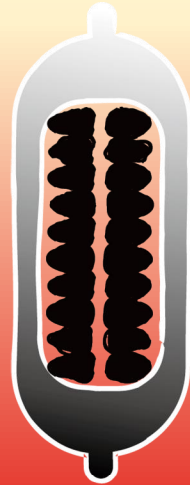
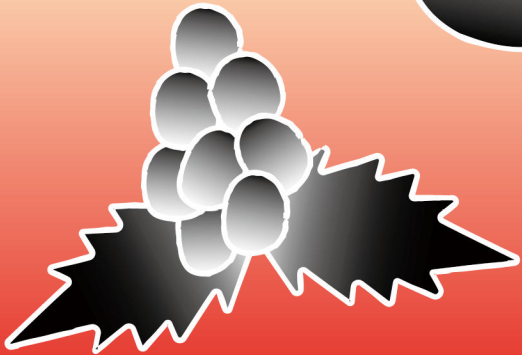
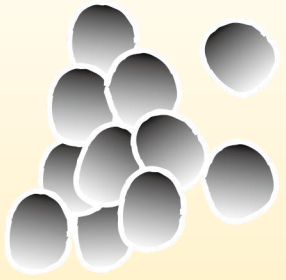
Lalang Grass



Saccharum Sinense



Eleocharis dulcis



- Inflammation



Centella Asiatica



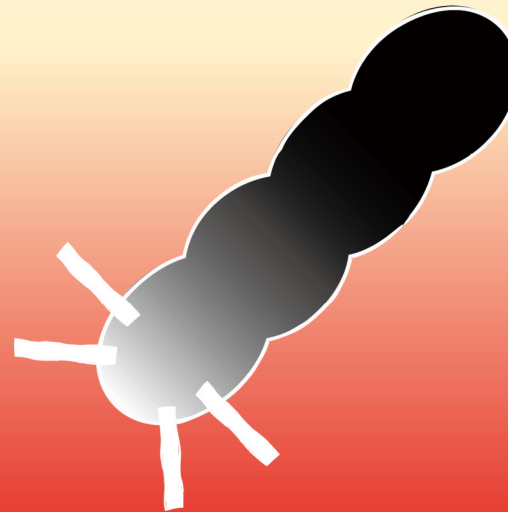
Chrysanthemum



Polygonatum odoratum



Glehnia Root



PACKAGING DESIGN SKETCHES



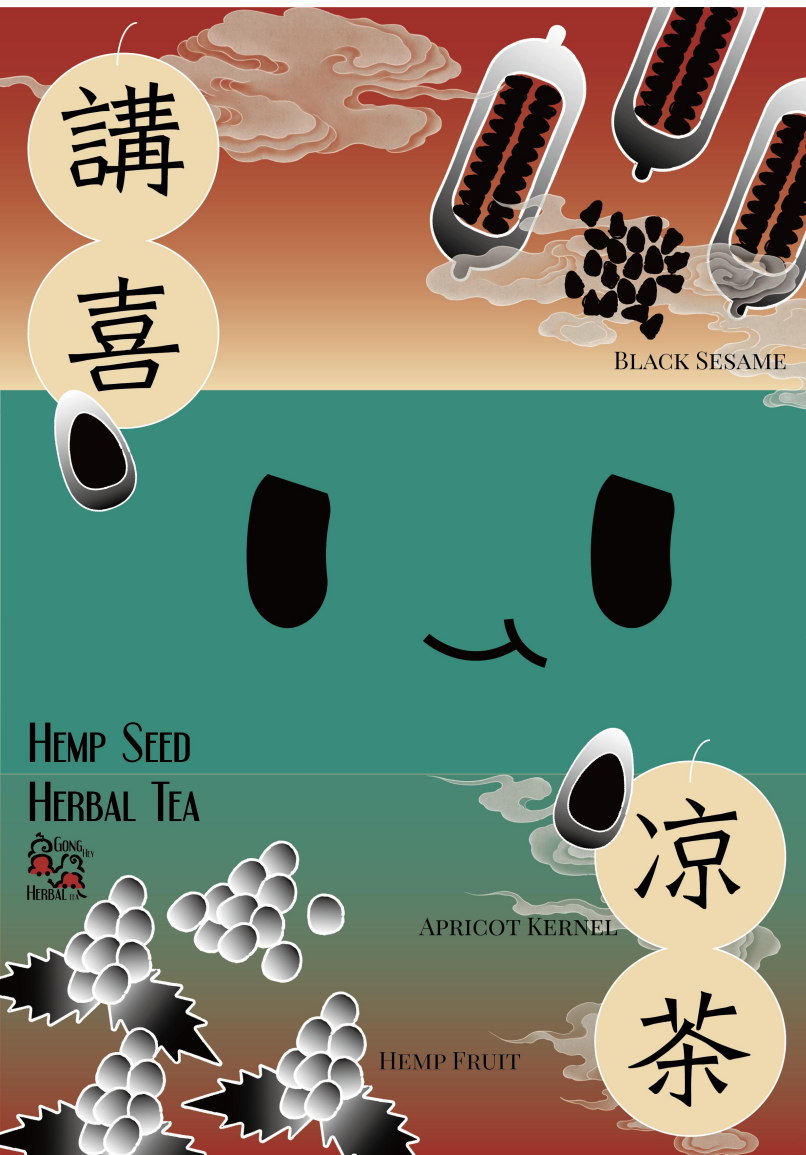
This is better.



PACKAGING DESIGN OUTCOME



PACKAGING DESIGN OUTCOME



PACKAGING DESIGN OUTCOME



CARD SKETCHES:

People can use the card to learn about the herbs in the herbal tea. The herb card contains the brand logo, the name of the herb, the main effect of the herb and the main effect of the herbal tea.



CARD :

(講喜 “GONG HEY” HERBAL TEA 凉茶)
PRUNELLA MULBERRY CHRYSANTHEMUM
HERBAL TEA

COLDS
DIZZINESS
RED EYES

DRY COUGH
DERMATITIS
BOILS

PRUNELLA VULGARIS

Xia Sang Ju Tea is derived from the classic prescription “Sang Ju Drink” in Wu Jutong’s “Articles on Warm Diseases” of the Qing Dynasty. It has a sweet taste and aromatic odor, and can clear away heat and detoxify the body.

The herb, which is called xia ku cao (夏枯草) in Chinese, is used in traditional Chinese medicine to treat colds, dizziness, red eyes, dry cough, and dermatitis and boils.

The more comprehensive information that can be covered by a single colour can quickly correspond to the herbal tea that addresses this symptom.



“GONG HEY”
HERBAL TEA
講喜凉茶

- Xia Sang Ju Tea is derived from the classic prescription “Sang Ju Drink” in Wu Jutong’s “Articles on Warm Diseases” of the Qing Dynasty.
- It has a sweet taste and aromatic odor, and can clear away heat and detoxify the toxin and treat colds.
- The herb, which is called xia ku cao (夏枯草) in Chinese, is used in traditional Chinese medicine to treat colds, dizziness, red eyes, dry cough, and dermatitis and boils.

PRUNELLA VULGARIS
PRUNELLA MULBERRY
CHRYSANTHEMUM HERBAL TEA

CARD :



“GONG HEY” HERBAL TEA
講喜涼茶


HERBAL TEA

- Hemp Seed Herbal Tea promotes the secretion of digestive juices and promotes gastrointestinal peristalsis. Thus, it can effectively relieve the symptoms of constipation and dry stools.
- It is also used for symptoms such as dysmenorrhoea and irregular menstruation in women.
- Hemp Fruit (火麻仁) has a mild, slightly sweet flavour and is a fat herb. It has the effect of laxative and laxative, and is mainly used for treating intestinal dryness and constipation.

HEMP FRUIT
HEMP SEED HERBAL TEA



“GONG HEY” HERBAL TEA
講喜涼茶


HERBAL TEA

- Hemp Seed Herbal Tea promotes the secretion of digestive juices and promotes gastrointestinal peristalsis. Thus, it can effectively relieve the symptoms of constipation and dry stools.
- It is also used for symptoms such as dysmenorrhoea and irregular menstruation in women.
- Black sesame (剉麻) is rich in calcium, which can replenish the calcium needed for human growth and development, promote adolescent bone development, and help prevent osteoporosis in the elderly.

BLACK SESAME
HEMP SEED HERBAL TEA



“GONG HEY” HERBAL TEA
講喜涼茶


HERBAL TEA

- Arrow Root And Cane Herbal Tea has the effect of cleaning heat and fire, quenching thirst, moistening the lungs and detoxifying the body and laxatives.
- It does not have the bitterness of regular herbal tea and has a refreshingly sweet flavour.
- Saccharum Sinense (甘蔗) has a variety of effects such as clearing heat and detoxification, lowering blood sugar, enhancing liver function, promoting digestion, and nourishing and nourishing the body.

SACCHARUM SINENSE
ARROW ROOT AND CANE HERBAL TEA

CARD :



“GONG HEY” HERBAL TEA
講喜涼茶

APRICOT KERNEL
HEMP SEED HERBAL TEA

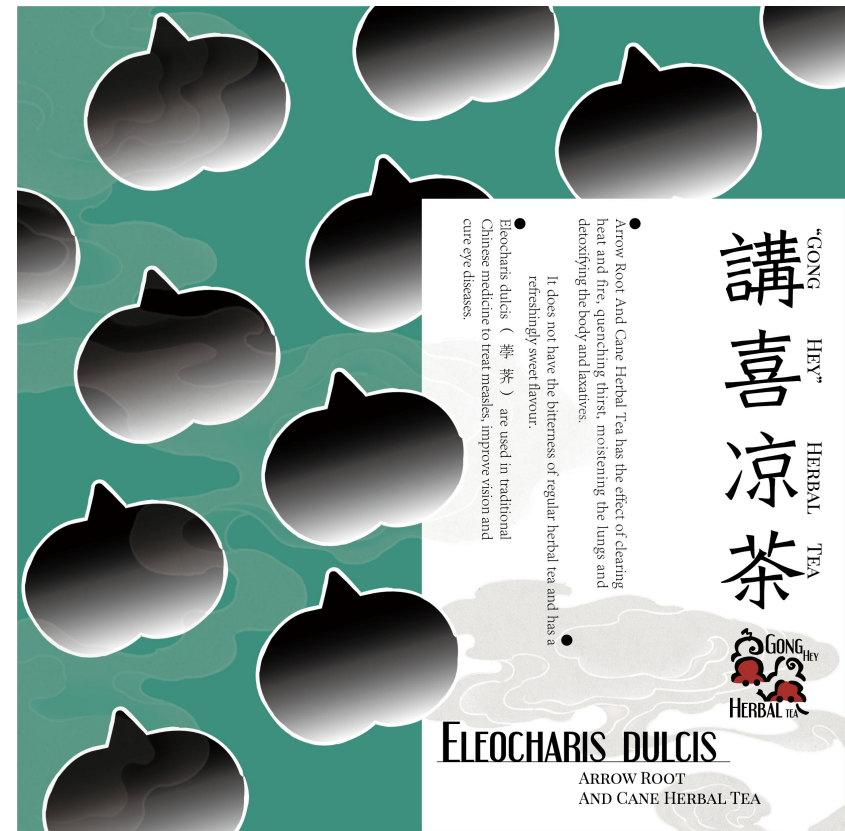
- Hemp Seed Herbal Tea promotes the secretion of digestive juices and promotes gastrointestinal peristalsis. Thus, it can effectively relieve the symptoms of constipation and dry stools.
- It is also used for symptoms such as dysmenorrhoea and irregular menstruation in women.
- Apricot kernel (桃仁) have nutritional and health functions such as lowering qi and expectorant, relieving cough, calming asthma, laxative, treating scabies and reducing swellings.



“GONG HEY” HERBAL TEA
講喜涼茶

LALANG GRASS
ARROW ROOT AND CANE HERBAL TEA


- Arrow Root And Cane Herbal Tea has the effect of clearing heat and fire, quenching thirst, moistening the lungs and detoxifying the body and laxatives.
- It does not have the bitterness of regular herbal tea and has a refreshingly sweet flavour.
- Lalang Grass (茅根) is suitable for people who suffer from autumn dryness that damages the lungs, dry mouth and throat, and sore throat.



“GONG HEY” HERBAL TEA
講喜涼茶

ELEOCHARIS DULCIS
ARROW ROOT AND CANE HERBAL TEA

- Arrow Root And Cane Herbal Tea has the effect of clearing heat and fire, quenching thirst, moistening the lungs and detoxifying the body and laxatives.
- It does not have the bitterness of regular herbal tea and has a refreshingly sweet flavour.
- Eleocharis dulcis (薏苡) are used in traditional Chinese medicine to treat measles, improve vision and cure eye diseases.



CARD :



“GONG HEY” HERBAL TEA
講喜涼茶


PRUNELLA VULGARIS
PRUNELLA MULBERRY
CHRYSANTHEMUM HERBAL TEA

- Xia Sang Ju Tea is derived from the classic prescription “Sang Ju Drink” in Wu Jutong’s “Articles on Warm Diseases” of the Qing Dynasty.
- It has a sweet taste and aromatic odor, and can clear away heat and detoxify the toxin and treat colds.
- The herb, which is called xia ku cao (歐把草) in Chinese, is used in traditional Chinese medicine to treat colds, dizziness, red eyes, dry cough, and dermatitis and boils.



“GONG HEY” HERBAL TEA
講喜涼茶


MULBERRY LEAF
PRUNELLA MULBERRY
CHRYSANTHEMUM HERBAL TEA

- Xia Sang Ju Tea is derived from the classic prescription “Sang Ju Drink” in Wu Jutong’s “Articles on Warm Diseases” of the Qing Dynasty.
- It has a sweet taste and aromatic odor, and can clear away heat and detoxify the toxin and treat colds.
- In traditional Chinese medicine, mulberry leaves (桑葉) are used to treat diabetes (“Xiao-ke”) as well as cough, sore throats, fever, and bronchitis.



“GONG HEY” HERBAL TEA
講喜涼茶


CHRYSANTHEMUM
PRUNELLA MULBERRY
CHRYSANTHEMUM HERBAL TEA

- Xia Sang Ju Tea is derived from the classic prescription “Sang Ju Drink” in Wu Jutong’s “Articles on Warm Diseases” of the Qing Dynasty.
- It has a sweet taste and aromatic odor, and can clear away heat and detoxify the toxin and treat colds.
- Chrysanthemum (甘 菊) helps reduce inflammation in Chinese medicine and may also have anti-obesity properties. It has a calming and tranquilizing effect and may be used to help promote sleep by relieving anxiety, tension and insomnia.

CARD :



Background: Red with a repeating pattern of white Sophora Japonica leaves.

講喜涼茶
GONG HEY HERBAL TEA



SOPHORA JAPONICA
FLORA HERBAL TEA

- Flora Herbal Tea is one of the herbal teas commonly consumed by Cantonese people, which is sweet in flavour and slightly cold in nature.
- The main effects are clearing heat and removing toxins, eliminating summer heat, reducing gastrointestinal heat, facilitating urination, and preventing summer wind-heat colds.
- Sophora (槐花) is most commonly used to treat haemorrhoids, uterine or intestinal hemorrhage, arteriosclerosis, headache, hypertension, dysentery, dizziness, and pyoderma.



Background: Red with a repeating pattern of white Plumeria flowers.

講喜涼茶
GONG HEY HERBAL TEA



PLUMERIA
FLORA HERBAL TEA

- Flora Herbal Tea is one of the herbal teas commonly consumed by Cantonese people, which is sweet in flavour and slightly cold in nature.
- The main effects are clearing heat and removing toxins, eliminating summer heat, reducing gastrointestinal heat, facilitating urination, and preventing summer wind-heat colds.
- Plumeria (鸡蛋花) have anti-fertility, anti-inflammatory, antioxidant, hepatoprotective and antimicrobial activities.



Background: Red with a repeating pattern of white Lonicera Japonica flowers.

講喜涼茶
GONG HEY HERBAL TEA



LONICERA JAPONICA
FLORA HERBAL TEA

- Flora Herbal Tea is one of the herbal teas commonly consumed by Cantonese people, which is sweet in flavour and slightly cold in nature.
- The main effects are clearing heat and removing toxins, eliminating summer heat, reducing gastrointestinal heat, facilitating urination, and preventing summer wind-heat colds.
- Lonicera japonica (金银花) can decrease swelling and also have antiviral effects. People use honeysuckle to treat indigestion, bacterial or viral infections, and the common cold.

CARD :



The card features a red background with a pattern of stylized black flowers, each with a white circular center containing a grid of dots. The text is arranged vertically in the center.

GONG HEY™ HERBAL TEA
講喜涼茶


HERBAL TEA

- Flora Herbal Tea is one of the herbal teas commonly consumed by Cantonese people, which is sweet in flavour and slightly cold in nature.
- The main effects are clearing heat and removing toxins, eliminating summer heat, reducing gastrointestinal heat, facilitating urination, and preventing summer wind-heat colds.
- Bombax ceiba (木蓮) has a sweet flavour and has the effect of clearing heat and removing toxins and inducing dampness. It can treat bleeding symptoms due to haemorrhoids.

BOMBAX CEIBA
FLORA HERBAL TEA



The card features a yellow background with a pattern of stylized black flowers, each with a white circular center containing a grid of dots. The text is arranged vertically in the center.

GONG HEY™ HERBAL TEA
講喜涼茶


HERBAL TEA

- The Chinese herb *Centella asiatica*, also known as "Centella asiatica", is sweet in taste and cold in nature. It is often used for high fever, thirst and sore throat caused by various fever diseases.
- It also has the effect of invigorating blood circulation to reduce swelling and clearing dampness and heat.
- As *Centella asiatica* is cold in nature, it is not advisable for the physically weak and children to drink too much of it, otherwise they will easily feel dizzy.

CENTELLA ASIATICA
CENTELLA ASIATICA HERBAL TEA



The card features a yellow background with a pattern of stylized black flowers, each with a white circular center containing a grid of dots. The text is arranged vertically in the center.

GONG HEY™ HERBAL TEA
講喜涼茶


HERBAL TEA

- Moisturising Tea, also known as Shashen Yuzhu Herbal Tea, has a sweet taste. It helps to improve inflammation caused by dryness in autumn and winter.
- It is also nursing herbal tea. It can solve dry nasopharynx, dry cough with little phlegm and dry skin.
- Glehnia Root (冬參) has a slightly bitter flavour and is slightly cold in nature. It can improve symptoms such as dry mouth and lips, dry cough and hoarseness.

GLEHνια ROOT
SHASHEN YUZHU HERBAL TEA

CARD :



^{GONG} 講
^{HEY} 喜
HERBAL TEA
涼茶


HERBAL TEA

POLYGONATUM ODORATUM
SHASHEN YUZHU HERBAL TEA

- Moisturising Tea, also known as Shashen Yuzhu Herbal Tea, has a sweet taste. It helps to improve inflammation caused by dryness in autumn and winter.
- It is also nursing herbal tea. It can solve dry nasopharynx, dry cough with little phlegm and dry skin.
- Polygonatum odoratum (旱蓮) is sweet in taste and slightly cold in Chinese Pharmacopoeia. It is used for lung and stomach yin injury, dry and hot cough, dry throat and mouth.



^{GONG} 講
^{HEY} 喜
HERBAL TEA
涼茶


HERBAL TEA

GLYCYRRHIZA URALENSIS
SHASHEN YUZHU HERBAL TEA

- Moisturising Tea, also known as Shashen Yuzhu Herbal Tea, has a sweet taste. It helps to improve inflammation caused by dryness in autumn and winter.
- It is also nursing herbal tea. It can solve dry nasopharynx, dry cough with little phlegm and dry skin.
- Glycyrrhiza uralensis (甘草) is used in Chinese medicine to harmonise other herbs and reduce the severe effects of other herbs.

CARD :



LANTERNS:



STICKERS AND PAPER BAGS :



PACKAGES :





MOBILE FOOD CAR

I chose a more mobile food cart that is easier to move around. The shape references the roadside food carts in my hometown. Guests can buy it and take it to eat while walking.




MOBILE FOOD CAR

MENU

Prunella Mulberry
Chrysanthemum Herbal Tea
Flora Herbal Tea



Hemp Seed Herbal Tea
Arrow Root
And Cane Herbal Tea



Centella Asiatica Herbal Tea
Shashen Yuzhu Herbal Tea



"GONG HEY" HERBAL TEA

Do you know when you're on fire?
Understanding "on fire"
Solve your health problems

Heathier Choices
A tradition of excellence should be conveyed

TRADITIONAL HERBAL TEA

TRADITIONAL HERBAL TEA

TRADITIONAL HERBAL TEA

講喜 "GONG HEY" HERBAL TEA

Do you know when you're on fire?
Understanding "on fire"
Solve your health problems

Heathier Choices
A tradition of excellence should be conveyed

凉茶



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