HAMPSTEA TEA AND COFFEE



White helps convey purity cues, as Mayday proved with their flavour infusion treatment for Hampstead Teas.

Properties list:

end-user packaging
range of products
new product
well-being
contemporary
folding carton
jar and pot
cardboard and paper
photo to evoke
identity by photo
identity by system of colour
coffee, tea and infusions

Reference: Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007

Other images:





