

# HAMPSTEAD TEA AND COFFEE

---



## 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

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

---

Reference: [Mark Hampshire, Keith Stephenson, DemoGraphics Packaging, Logos, Modena, 2007](#)

Other images:

