

HAMPSTEAM 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 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:

