

BLACK TEA



Properties list:

- unit dose packaging
- adults
- coffee, tea and infusions
- end-user packaging
- range of products
- identity by typography
- opening and closure systems
- sachet
- information about use
- transgressive
- cardboard and paper
- concept
- unusual visual association
- unusual structural association

?Black Tea? is a fictitious tea brand for the anarchistic demographic.

The packaging and brand identity system takes tea out of its natural and expected setting (floral, feminine, prissy, sophisticated) and presents it with the design methods used within the Punk/Anarchist ideologies. All of the packages are made of materials that (with repeated use) will deteriorate over time. The logo and the printing over the package were hand carved from a linoleum block and stamped to create a consistently spontaneous presentation. This project is examining the fact that, with a powerful brand identity, a product can be completely removed from its original context and naturally placed into one it has never existed in before.

Reference: <http://portfolio.mattmanos.com>

Credits:

Country: United States of America

Designer: Matthew Alexander Manos

Other images:

