## **EMEYU TEA**



From <u>Allora Creative</u> website: "Emeyu is pioneering a new tea culture committed to health and balanced living. Communicating the richness of Chinese history and art of tea to a contemporary audience is at the core of each branding application, including the giftable packaging, marketing materials and the website."

## Properties list:

gift packaging
end-user packaging
range of products
new product
coffee, tea and infusions
pouch
other shapes
folding carton
plastics
cardboard and paper
identity by shape
well-being
contemporary
identity by illustration
identity by colour

Reference: http://www.thedieline.com/blog/2009/01/emeyu-tea.html

Credits:

Country: UK

Agency: Allora Creative

**Designer:** Janice Pedley

## Other images:

