## **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:

