

RINGTONS



Properties list:

end-user packaging
range of products
labels and sleeves
box
sachet
cardboard and paper
opaque
rough
contemporary
coffee, tea and infusions
identity by typography
update
identity by system of colour

"We had to try to create something relatively age and gender neutral. Some of the teas contain real flowers, but we made a conscious decision not to look too feminine". Tina Colwell, design director of Davies Hall With the tea divided into four "Tea gardens" (fruit and herb, aromatic, classic, and rare) and coffee segmented by strength, a rich yet restrained color palette helps to differentiate each range - yellows and browns for classic teas, fragrance-inspired colors for aromatics. A textured, uncoated stock adds to the authentic feel of the packaging. Heritage touches like the plaque-shaped labels balance the sophisticated, clean lines to create something that feels contemporary, yet pleasingly familiar.

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

Credits:

Country: UK

Agency: Davies Hall Design

Designer: Tina Colwell

Other images: