

London Tea Exchange

Identity Manual

Tea Packaging

2023



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London Tea Exchange

For nearly a decade, London Tea Exchange has evolved to own an enviable niche in the growing luxury tea market. For it is here that luxury is experienced through the richness of purity and authenticity, discovered in the beauty of artistry and delivered with an intuitive response to personal expectation.

Our Philosophy

Our philosophy and attitude is founded on the need for continuous improvement, whilst satisfying our own passion for quality tea. Our vision is to create luxury tea stores with unrivalled attention to detail with a traditional and vibrant environment, where high quality premium teas can be found and clients can receive the ultimate hospitality experience. We understand that our clients take comfort in knowing that quality is at the heart of everything we do. The success of our London store has revealed that clients are able to distinguish the superior quality of our teas which has led to an overwhelming demand for our products and services. No one delivers that kind of tea experience quite like London Tea Exchange and it would be our privilege to welcome you to our London store.

Our Portfolio

London Tea Exchange offers one of the widest selection of single estate premium tea's from across the globe. We have had longstanding relationships with individual tea estate and have developed a trustful cooperation spanning over a decade. Our large portfolio of over 300 varieties of premium teas and rare teas are sourced directly from twenty different countries and includes some of the rarest teas in the world, many of which are exclusive to London Tea Exchange. We are privileged to offer our customers some of the most delicate and distinctive teas in the world, many of which are extremely sought after by tea connoisseurs from across the globe.

A Responsible Brand

London Tea Exchange is an ethically responsible brand and we source all our teas using fair trade principles ensuring that all tea gardens we source from have good working conditions, fair wages and support the local community in some way. All our packaging is recyclable or biodegradable and where possible, we avoid air-freighting products, to minimise our carbon footprint.

If there were ever a tea brand that captures so completely what it is, who it serves and why it succeeds on so many levels, it is London Tea Exchange.

Inspiration and Purpose

The feeling that a design can create within a room and audience. Repetition of design causes recognition within the brand. Comparing colors and finding alternatives to type and composition. Connecting multiple products together to form unity within a brand.

Research

The research that I conducted had the purpose of finding graphic style in product design. The Basilur Tea brand shows the complexity of design while incorporating aspects of the product itself. Their designs are visually appealing, symmetrical, and have different packaging for each tea. Harney & Son's tea brand shows simplicity and symmetry in its design while using a minimal amount of colors. Design inspirations such as Srdjan Vidakovic's packaging for Basilur Rare Tea Collection, Curtis Jenkins's Monarch deck of cards from Theory 11, and Jason Miller's luxury scented candle design called Love of a Queen, the carpet pages in The Lindisfarne Gospels, and past/current packaging featured in the London Tea Exchange brand will have had an influence on my design.

Examples

Some examples of brands and product designs that go together are McDonald's, Coca-Cola products, Scrub Daddy, and Goldfish. McDonald's presents their M crest on french fries, soda, and burger packaging as well as the common colors of yellow and red. The M is used so often that we automatically affiliate a yellow M with McDonald's. The variety of Coca-Cola products contains the same layout of how the name and logo of the soda are displayed on the wrapper. Ex. the word Coca-Cola is centered in the middle while the word Sprite is also centered in the middle. Scrub Daddy products contain the same smiley face on their sponges even when they are composed of different shapes. Ex. They have one shaped like a pumpkin for Halloween while they have the classic yellow circle. Lastly, the Goldfish packaging has the same layout among different varieties as well as containing the same fish on the packaging as the food itself.

What was Redesigned

These products will be for the London Tea Exchange and will be sold/featured in their London store. A teabox, teabag, information card, and identity manual was recreated. Multiple versions are designed to represent different versions of the teas being sold (ex. Green Tea, Bora Bora Tea, Black Tea). The identity manual contains color palettes, typefaces, color combinations, design elements used, and multiple alternative examples for the teabox and information card (with included mockups). The design for the tea box is replicated on the tea bag. The information card contains information for the buyer about the type of tea as well as ingredients, infusion time, quantity amount, and ideal temperature. This redesign as a whole will present luxury and elegance while maintaining simple yet complex detail designs that will catch the eyes of the buyers.

This redesign is about the connection between graphic style and a brand through the medium of package design.



Logo

Original

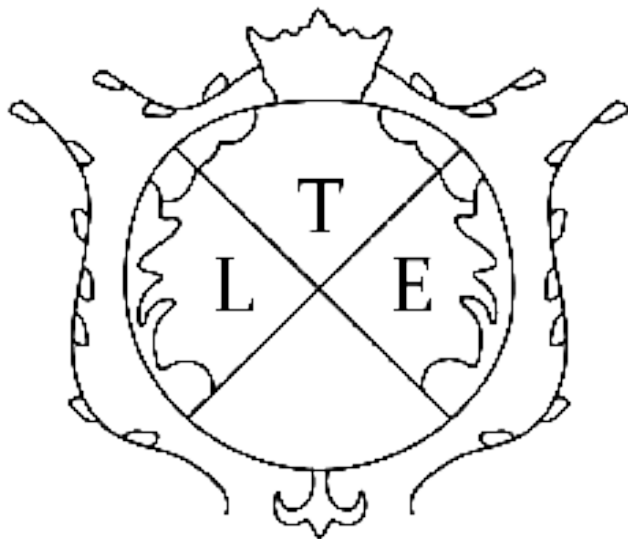
Use for bigger products



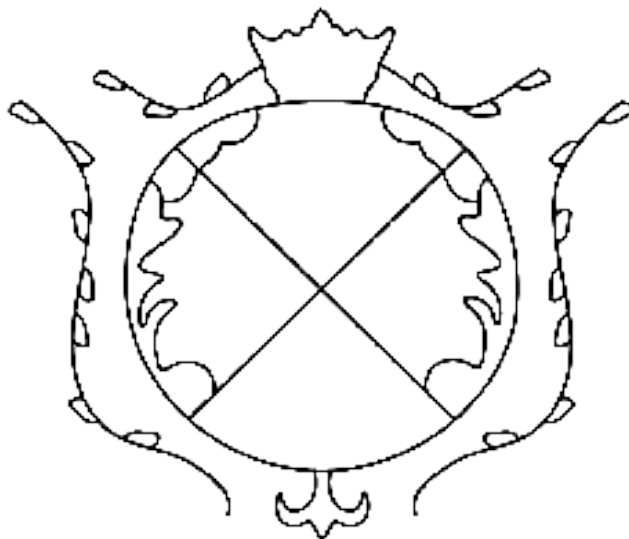
Revised

Use for smaller products

Featured on the tea box



Featured on the tea bag and information card



Font: Constantia, Regular
Size- 28 pt.

Line Thickness (Stroke): 1.5 pt.
Note: would be adjusted
depending on the size of
the product

Opacity of the whole logo is reduced
between 8-55% depending on the color
of the box.

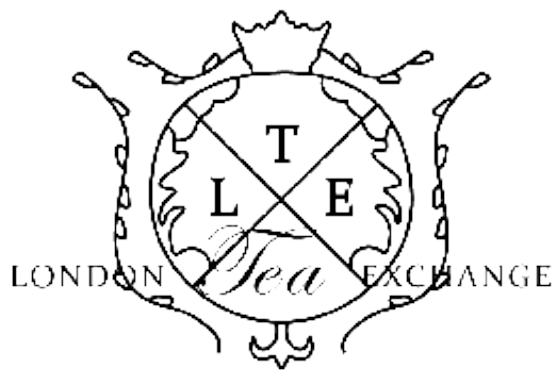
Ex. Tea box = 15%
Tea bag = 30%
Information card = 8% (purple)
55% (light green)

What Not To Do

Colors with high saturation strains the eyes and may look odd



Overlapping the logo with any text can make information hard to read. Reduce the opacity instead



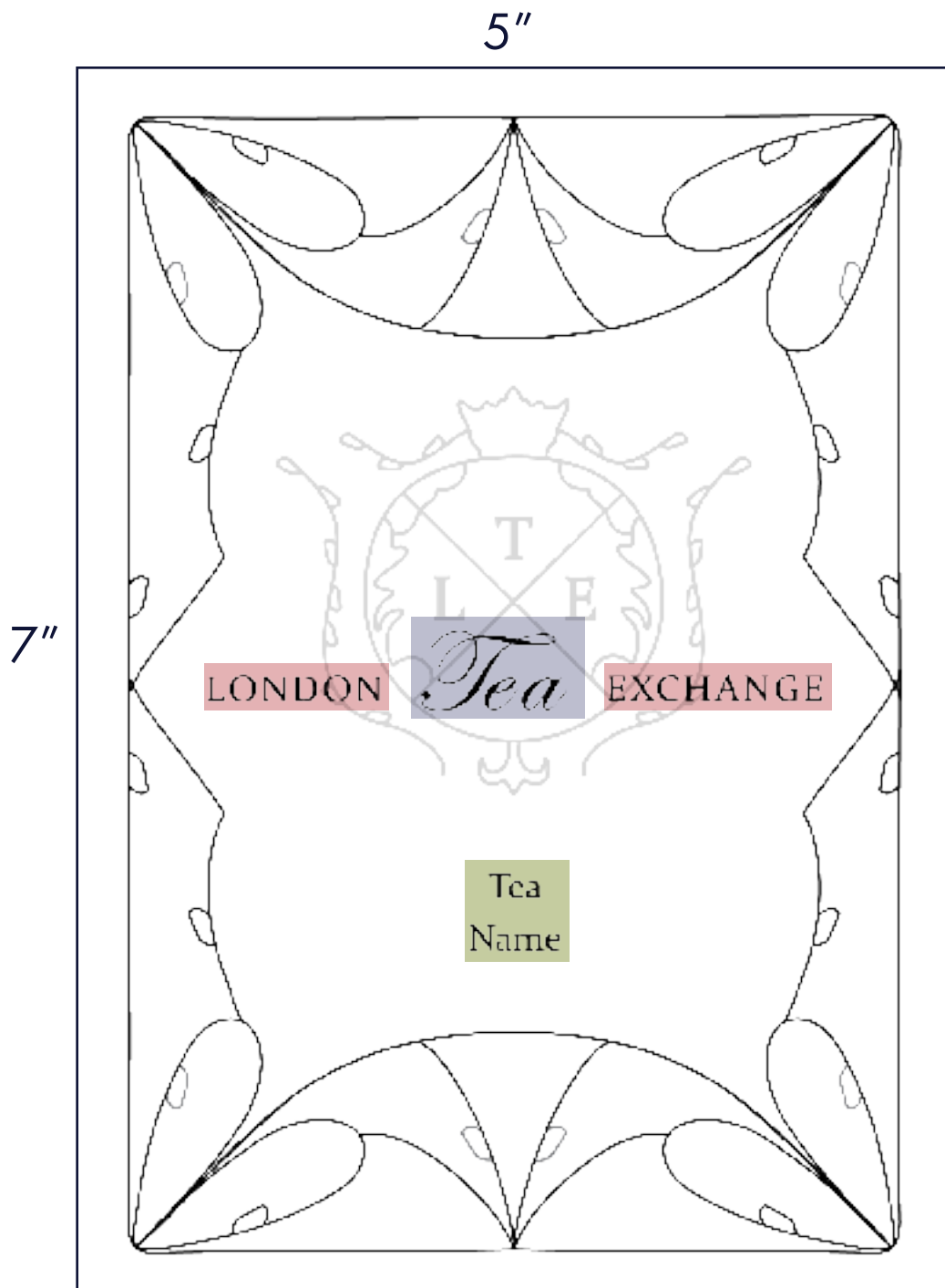
Using the original logo on a small product can make the logo look blurry





Tea Boxes

Typography



Font: Constantia, Regular

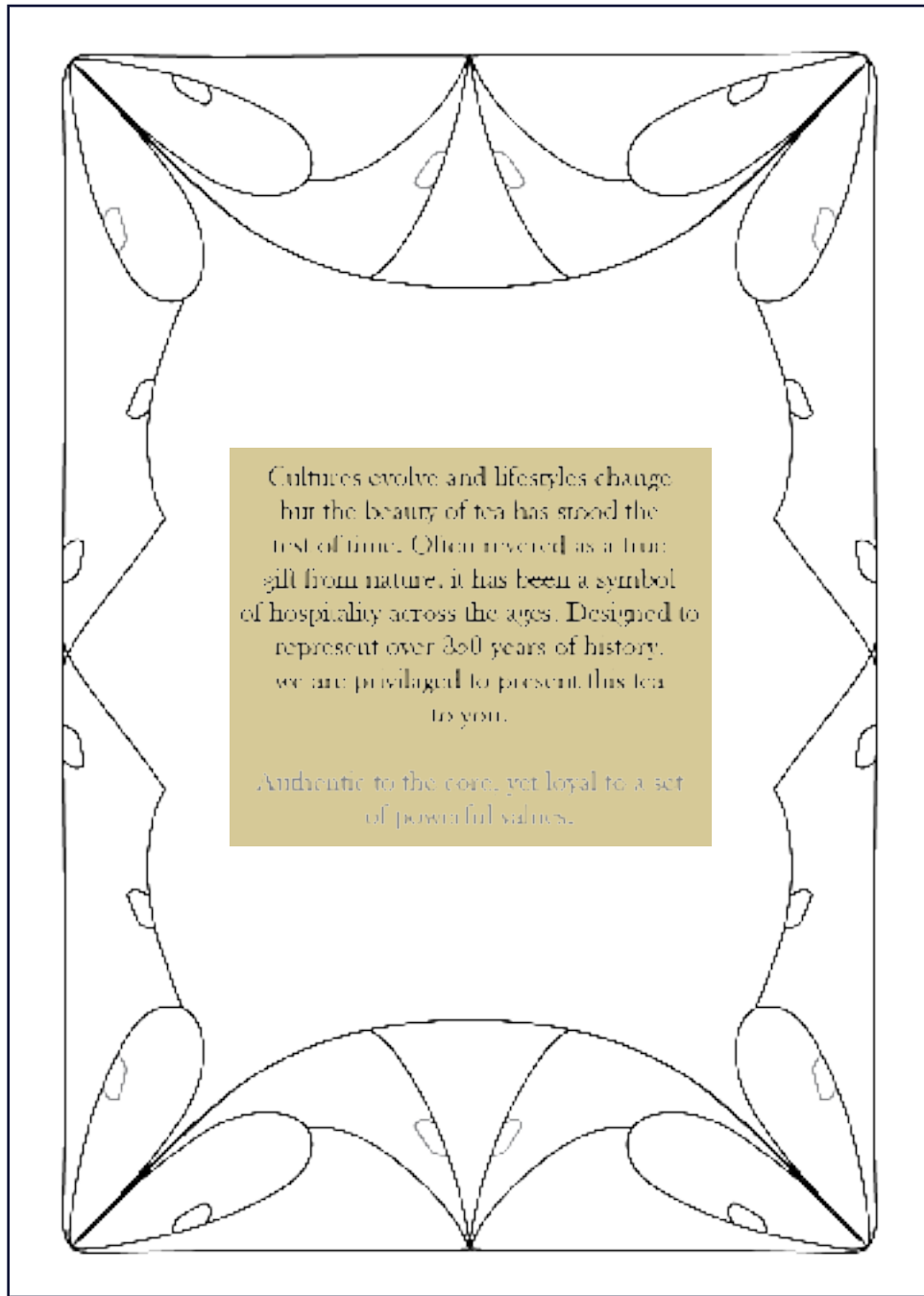
Size- 14 pt.
Kerning- 0 pt.
Leading- 0 pt.
Tracking- 79 pt.

Font: Constantia, Regular

Size- 14 pt.
Kerning- 0 pt.
Leading- 16.8 pt.
Tracking- 0 pt.

Font: Edwardian Script ITC, Regular

Size- 44 pt.
Kerning- 0 pt.
Leading- 0 pt.
Tracking- 79 pt.



Cultures evolve and lifestyles change
but the beauty of tea has stood the
test of time. Often revered as a true
gift from nature, it has been a symbol
of hospitality across the ages. Designed to
represent over 350 years of history,
we are privileged to present this tea
to you.

Authentic to the core, yet loyal to a set
of powerful values.

Font: Baskerville Old Face, Regular

Size- 11 pt.

Kerning- 0 pt.

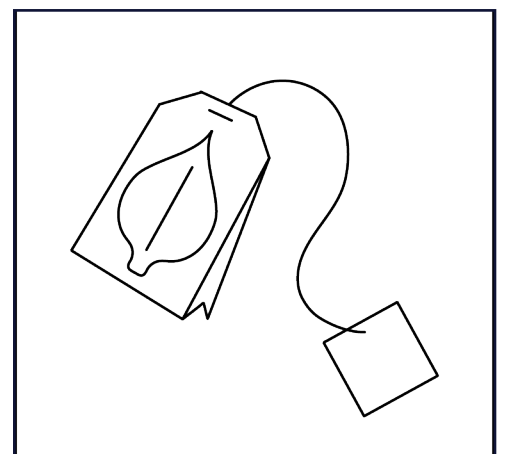
Leading- 32.2 pt.

Tracking- 0 pt.

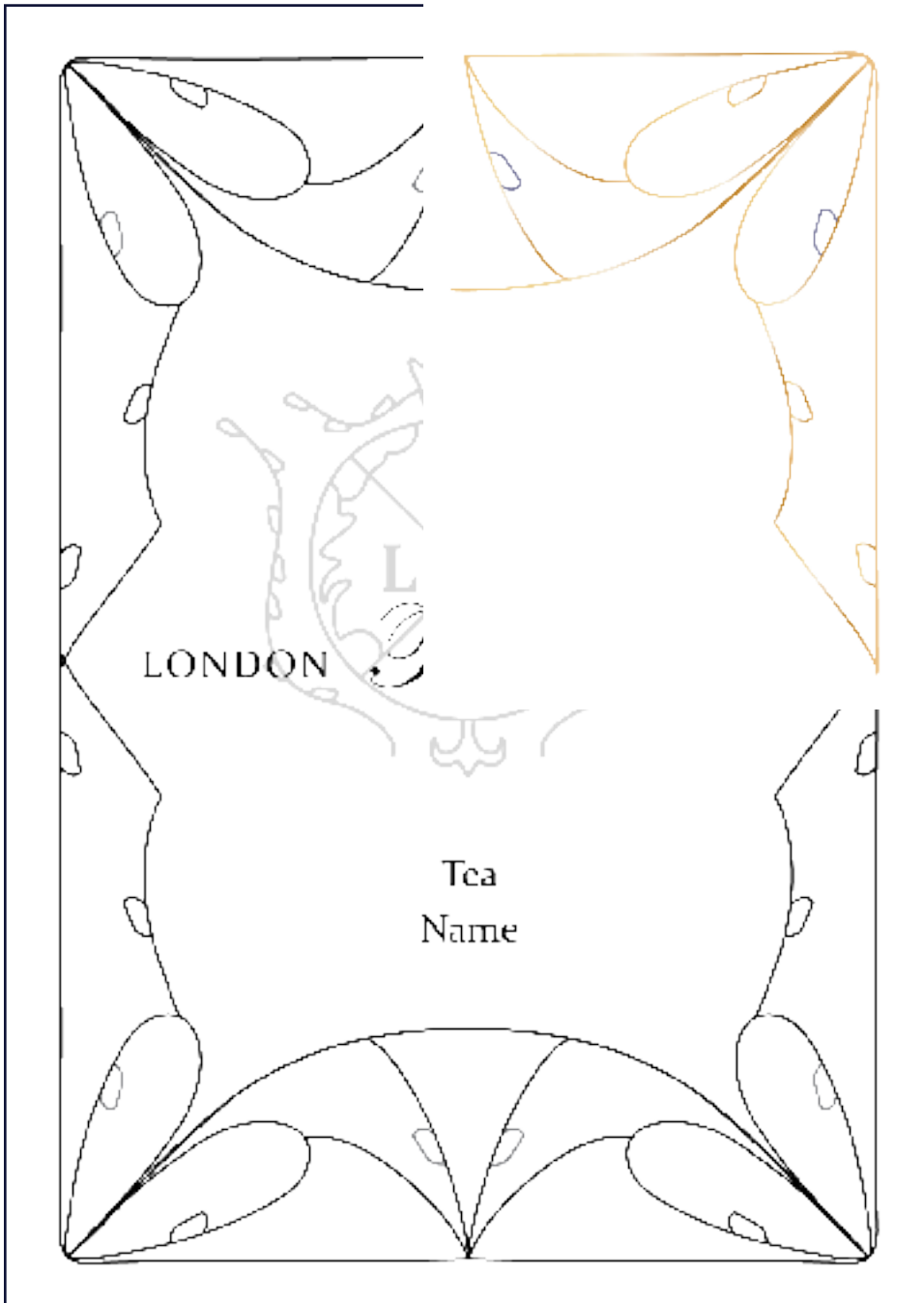
7"

2.5"

Graphic on the side of the box will
be placed in the center of the
7" x 2.5" rectangle.



Color Palette and Design



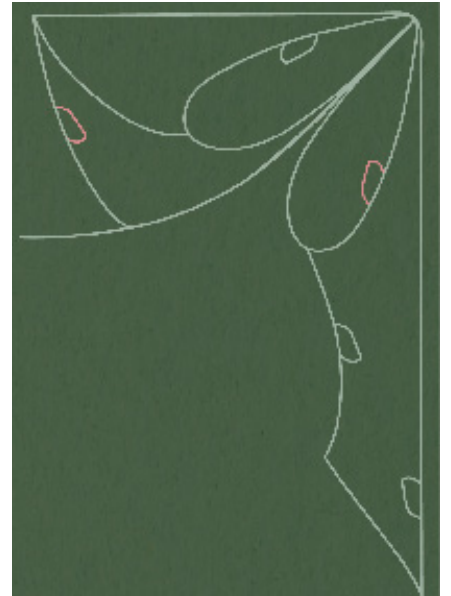
The line design is reflected and rotated throughout the front and back of the tea box creating symmetry. Both the front and the back of the box contain the same line design.

Line thickness (stroke): 1 pt.

The line design will be gold foiled but if not then it will be one solid color that is already featured on the box.

*Ex: Dark blue box = Light blue line
Red box = Pink line*

Individual leafs will not be gold foiled and instead will be solid colored to break up repetition. If line design is already solid colored then the leafs will be the same color as the "Tea Name".














The colors featured on the boxes are based on complimentary colors and different tints

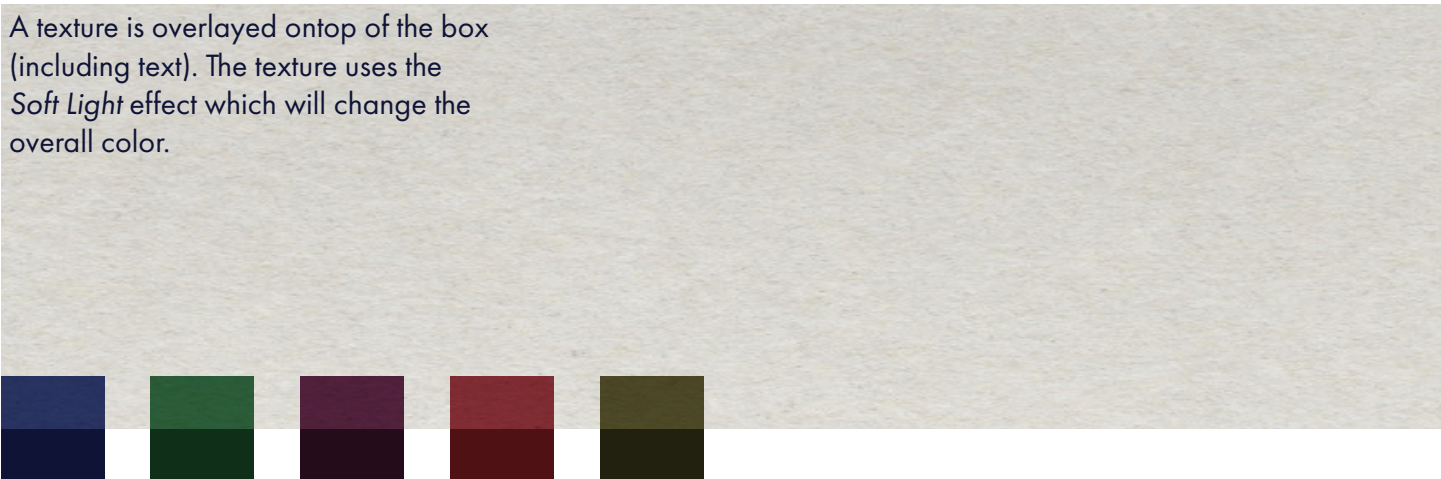
Ex: Dark blue box = Light blue and orange
Red box = Pink and green



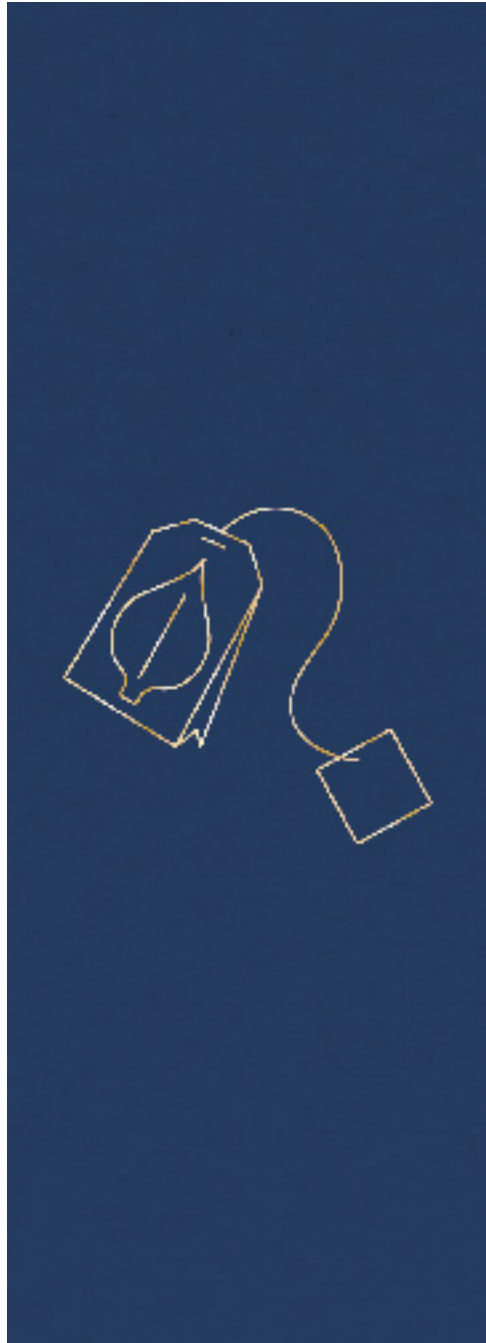
General Color Palette

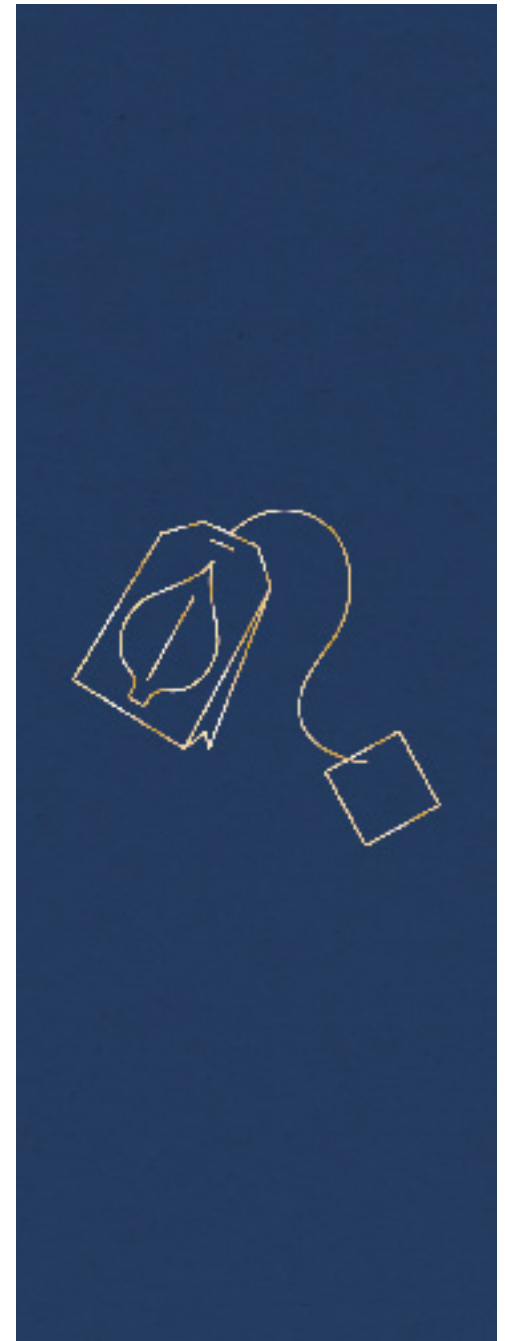
	C=96 M=90 Y=46 K=55 R=19 G=25 B=57		C=80 M=51 Y=85 K=68 R=22 G=48 B=26		C=65 M=81 Y=58 K=76 R=39 G=15 B=28
	C=57 M=50 Y=20 K=1 R=124 G=125 B=160		C=55 M=30 Y=53 K=5 R=122 G=147 B=127		C=36 M=61 Y=24 K=1 R=168 G=116 B=147
	C=7 M=55 Y=63 K=0 R=229 G=137 B=101		C=19 M=72 Y=50 K=2 R=198 G=102 B=106		C=49 M=27 Y=93 K=5 R=140 G=153 B=66
	C=33 M=36 Y=100 K=5 R=172 G=147 B=49		C=40 M=91 Y=79 K=62 R=81 G=19 B=23		C=65 M=61 Y=80 K=76 R=35 G=34 B=17

A texture is overlayed ontop of the box (including text). The texture uses the *Soft Light* effect which will change the overall color.

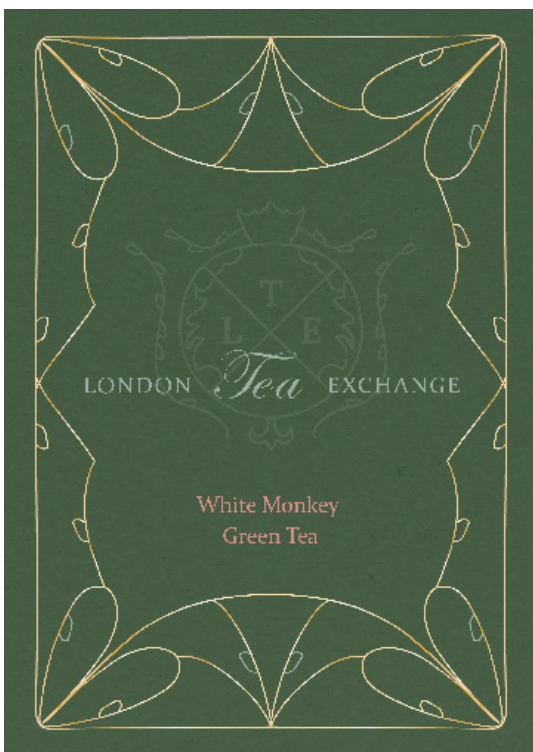
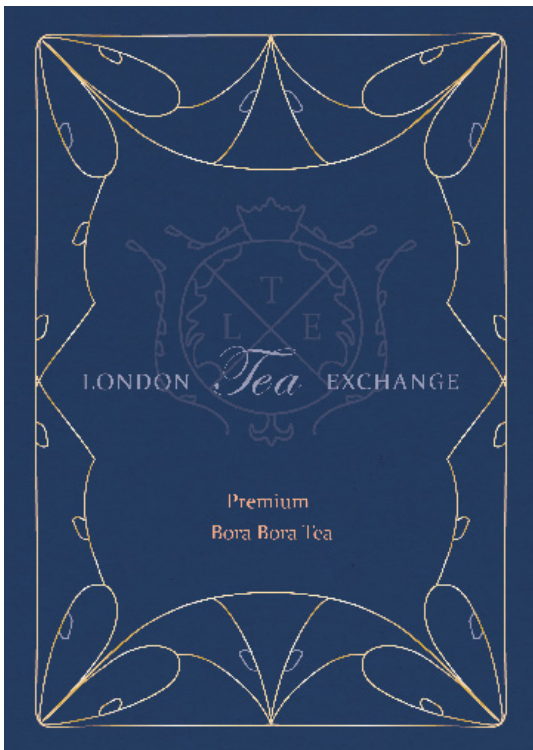


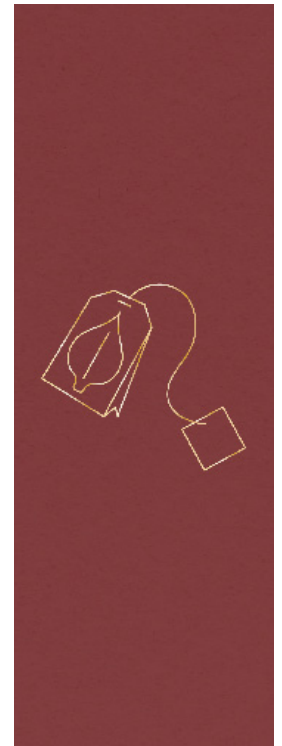
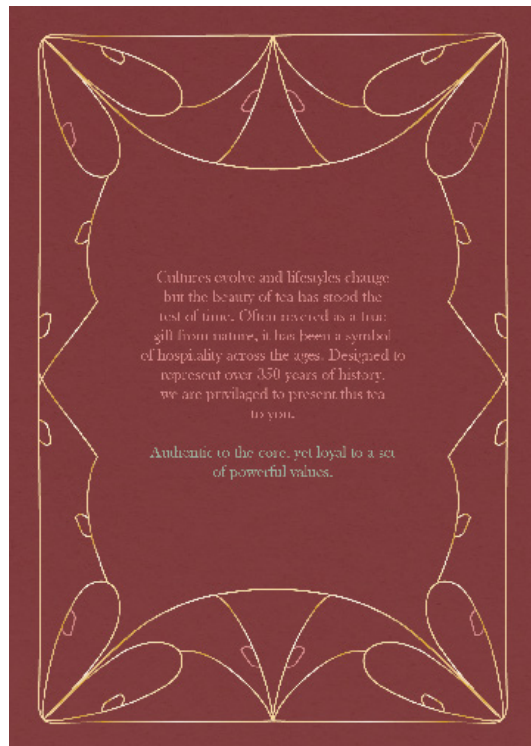
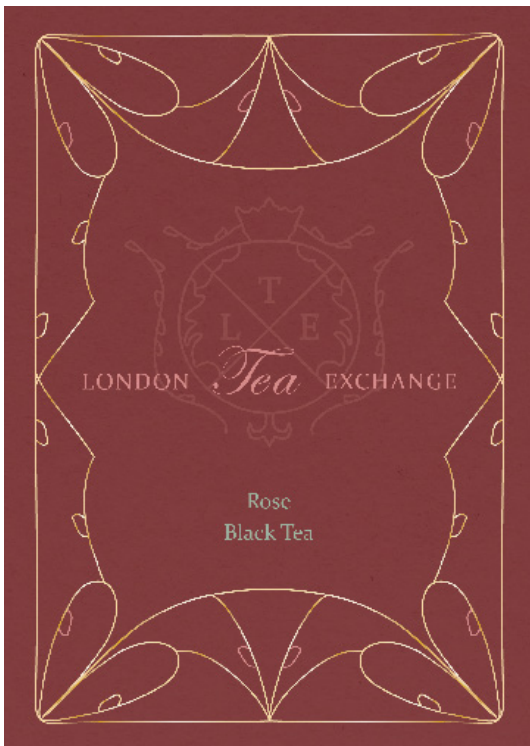
Front



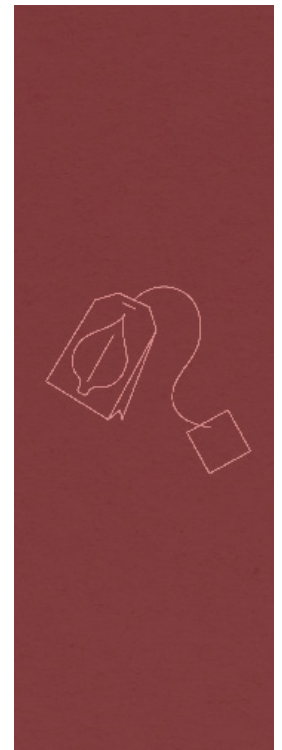
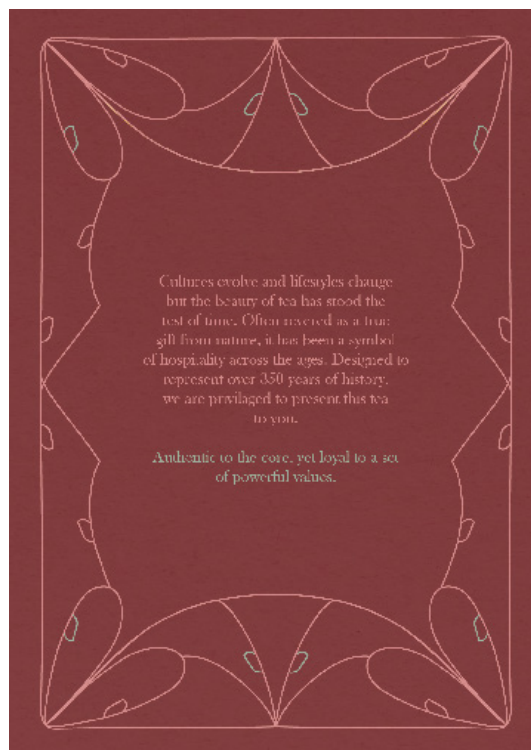
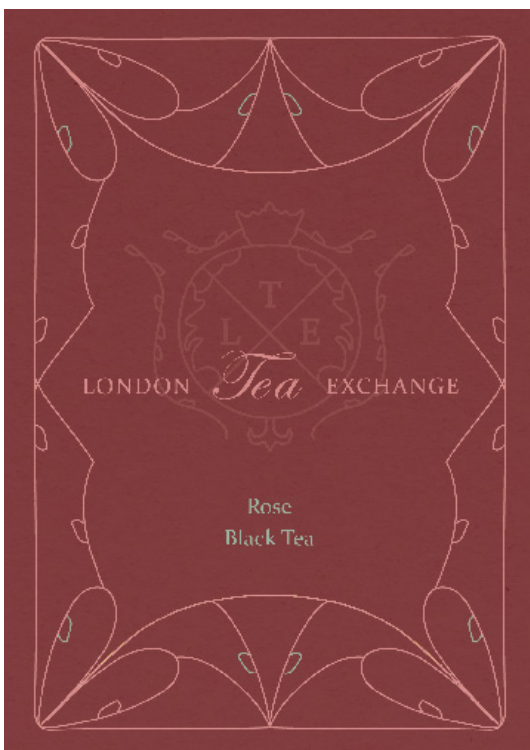


Back





Without Gold Foiling

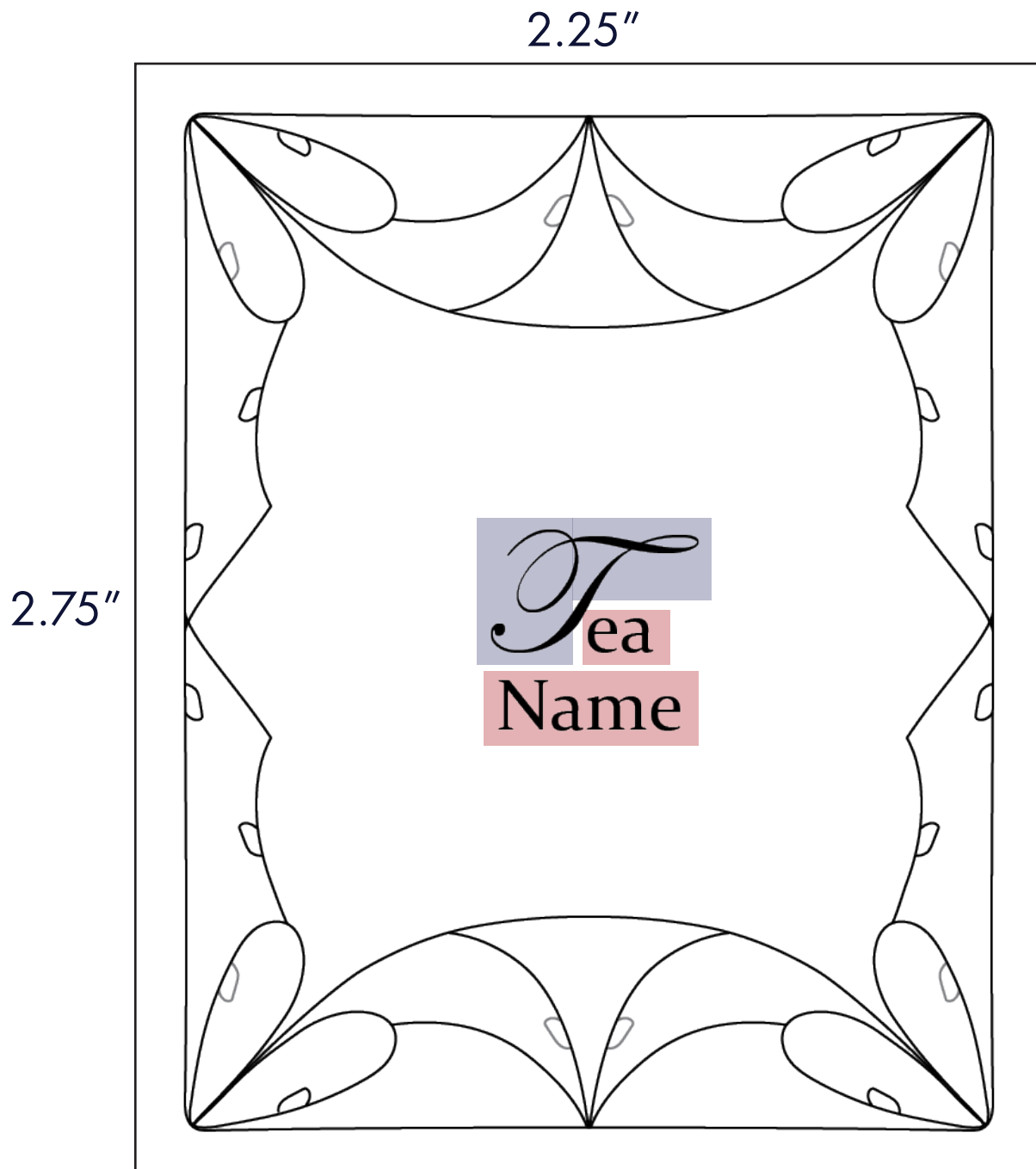






Tea Bags

Typography

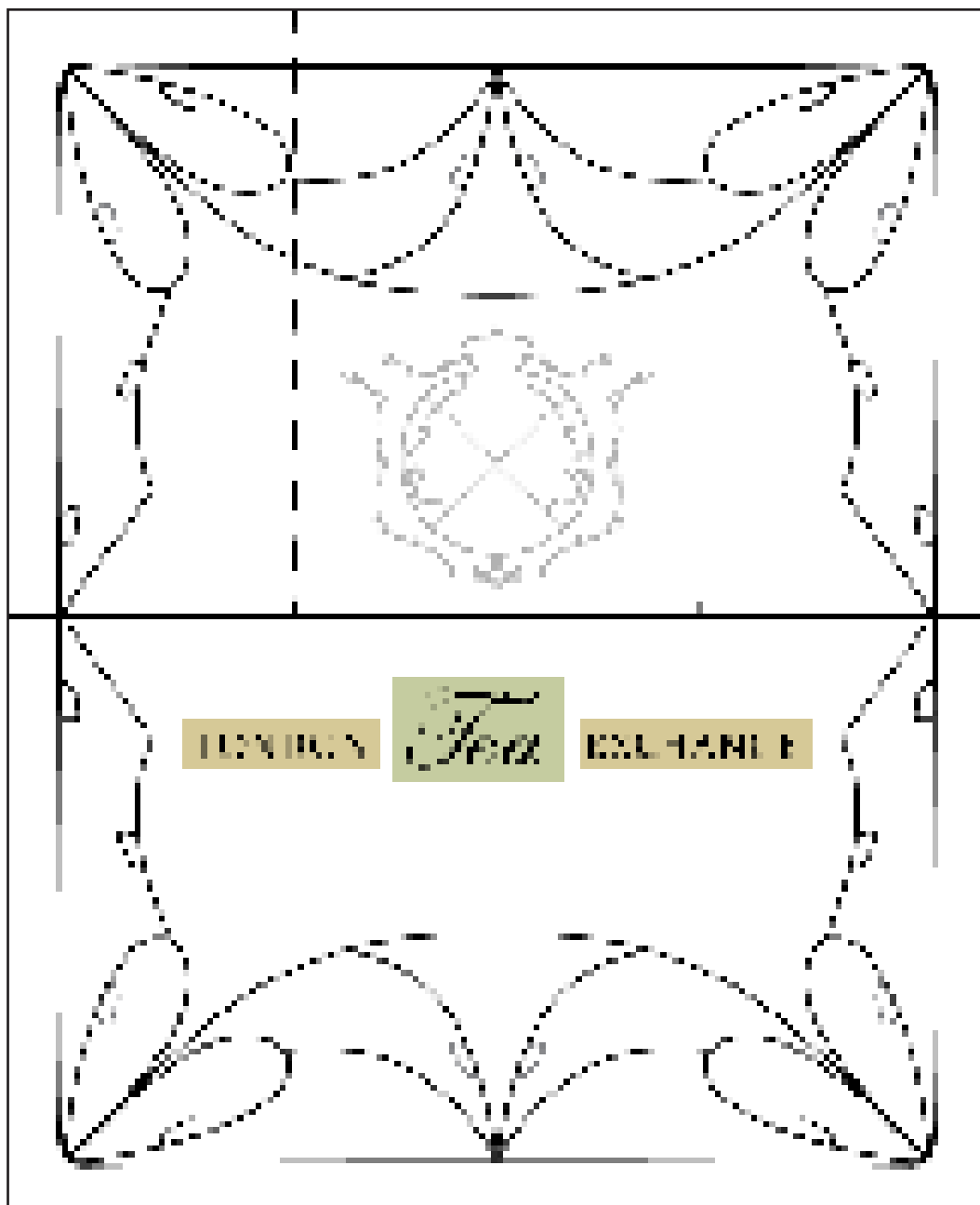


Font: Constantia, Regular

Size- 13 pt.
Kerning- 0 pt.
Leading- 0 pt.
Tracking- 0 pt.

Font: Edwardian Script ITC, Regular

Size- 32 pt.
Kerning- 0 pt.
Leading- 0 pt.
Tracking- 0 pt.



Font: Constantia, Regular

Size- 6 pt.

Kerning- 0 pt.

Leading- 0 pt.

Tracking- 79 pt.

Font: Edwardian Script ITC, Regular

Size- 19 pt.

Kerning- 0 pt.

Leading- 0 pt.

Tracking- 79 pt.

Color Palette and Design



The line design is reflected and rotated throughout the front and back of the tea box creating symmetry. Both the front and the back of the box contain the same line design.

Line thickness (stroke): 0.5 pt.

The line design will be gold foiled but if not then it will be one solid color that is already featured on the bag (same concept as the box).

Ex: Dark blue tea bag = Light blue line

Red tea bag = Pink line

Individual leafs will not be gold foiled and instead will be solid colored to break up repetition. If line design is already solid colored then the leafs will be the same color as the "Tea Name".



The colors featured on the tea bags are the same colors as the box they will be packaged in.

Ex: Dark blue box = Dark blue tea bag
Red box = Red tea bag

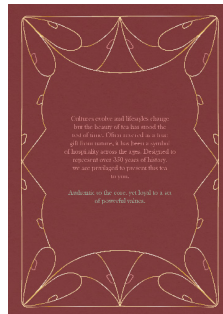
Front of box



Front of tea bag



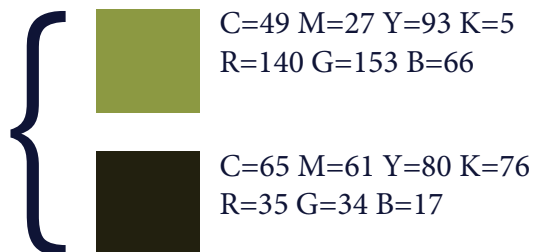
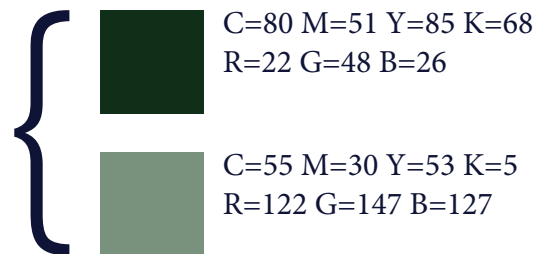
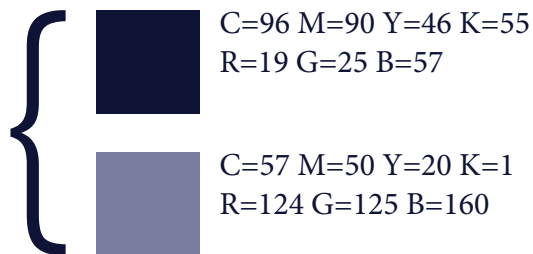
Back of box



Back of tea bag



General Color Palette



A texture is overlaid on top of the bag (including text). The texture uses the *Soft Light* effect which will change the overall color.





Back







Information Cards

Typography

*Each info card will be different in composition/layout.
This will be an element that will make each tea unique.*

Every info cards will contain the following information

Name of the tea

Description of tea

(include ingredients)

Infusion time

Ideal Quantity

Temperature

"London Tea Exchange"

Brand logo (optional)

A photo of the tea blend

Only fonts that should be used

Baskerville Old Face
(Use for body text)

Size: 9pt–12pt

Constantia, Regular
(Use for tea name)

Size: 30pt–38pt

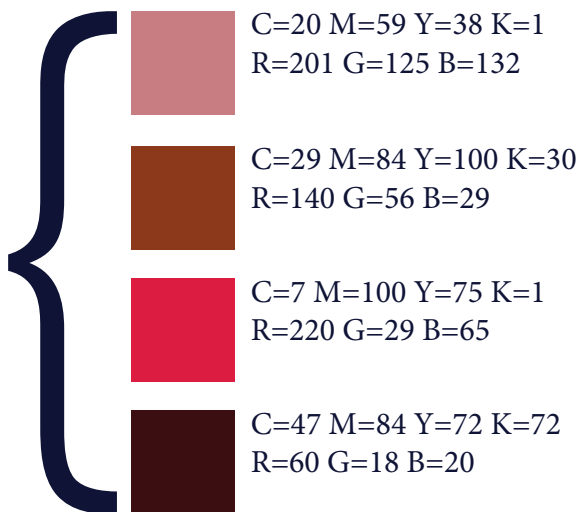
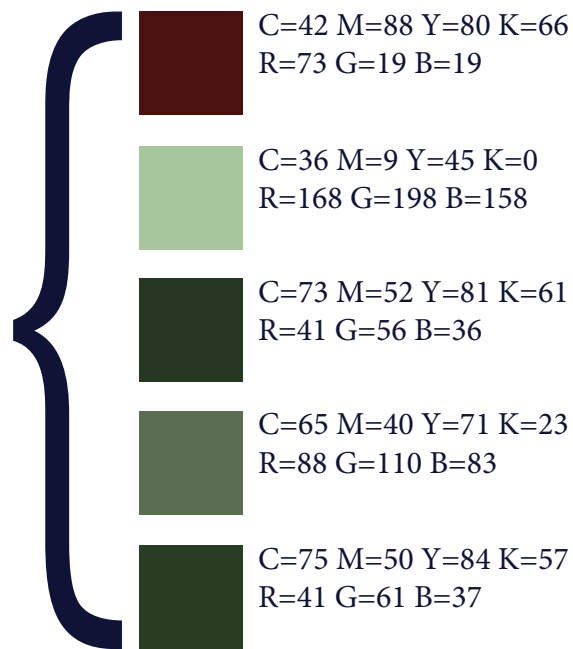
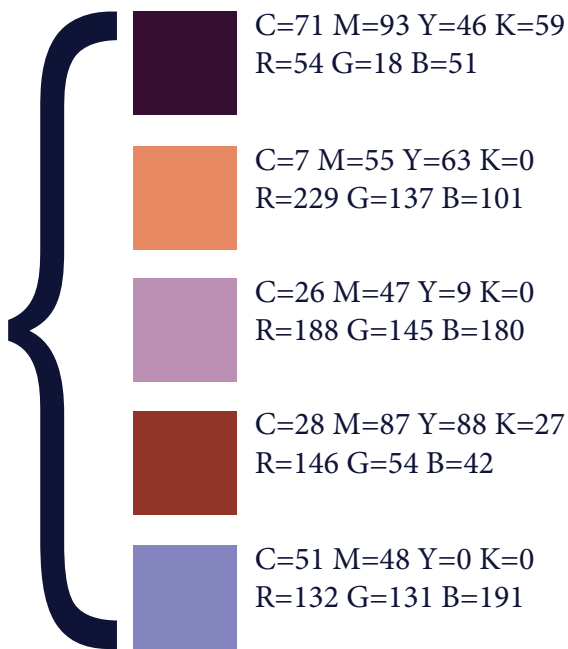
Edwardian Script ITC, Regular
(Use for first letter of words)

Size: 39pt–230pt

Constantia, Bold
(Use for tea categories)

Size: 11pt–15pt

Color Combinations per card

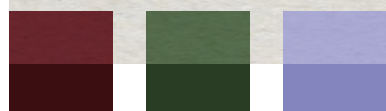


Combinations are based on the colors featured in the tea blend

Ex: Rose Black tea contains rose petals (pink & red) and camellia sinensis (black & brown)

Effects such as overlay were used.

A texture is overlayed ontop of the card (including text). The texture uses the *Soft Light* effect which will change the overall color.





While you indulge in a cup of sweet strawberries blended harmoniously with tropical papaya, close your eyes while the aroma transports you to the paradise islands of French Polynesia! Enriched with shining blue and yellow blossoms, the sweet and tangy flavours with red and yellow fruits complement one another extremely well. A truly delicious tea hot or chilled.

Ingredients

Hibiscus blossoms, Apple pieces, Papaya cubes, Currants, Elderberries, Blackcurrants, Freeze-dried raspberry pieces, Freeze-dried strawberry pieces, Sunflower blossoms, Blue cornflower blossoms

Ideal Quantity

1 heaped tsp. /1 litre

Infusion Time

10-12 mins

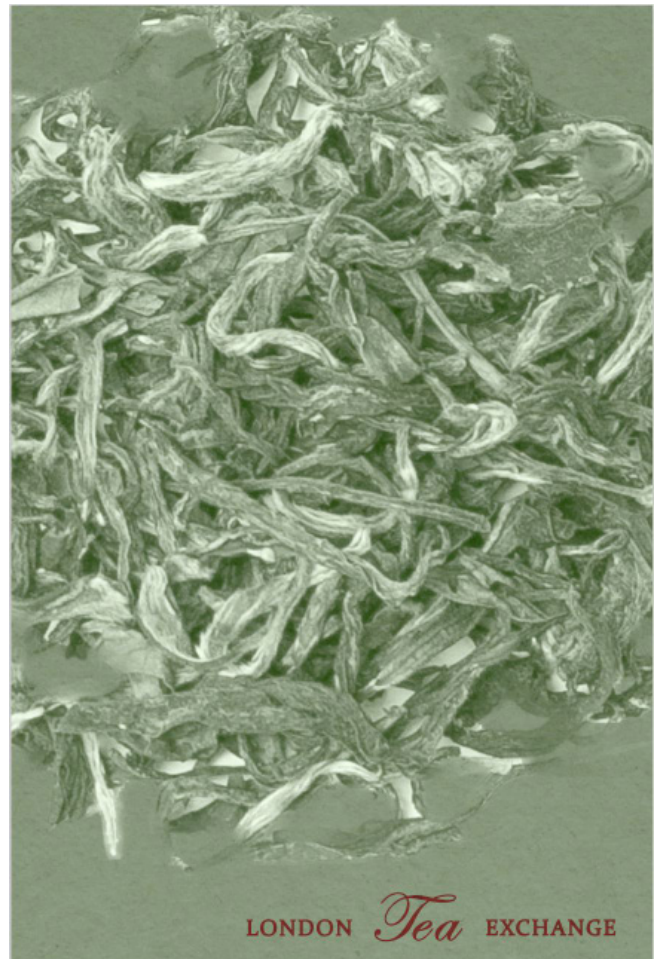
Temperature

100°C
212°F

Premium

Bora Bora Tea

LONDON Tea EXCHANGE



LONDON Tea EXCHANGE



LONDON *Tea* EXCHANGE

Rose Black Tea

During the production process, black tea and rose petals are blended until the right quality has been achieved. They are then separated by sieving. Chinese Rose Tea is thus given its typically sweet, full taste and its flowery flavour.

Infusion Time

3-5 mins

Ideal Quantity

1 heaped tsp. /1 litre

Temperature

100°C
212°F

White Monkey Green Tea

Of course, monkeys no longer pick the leaves and have been replaced by people covering a period of several days. The slightly fluffy, rough leaf makes a light green infusion with a mild cup and nuances of honey. This is a necessity for green tea aficionados looking to treat themselves or impress guests.

Infusion Time

1-3 mins

Ideal Quantity

1 heaped tsp. /1 litre

Temperature

75-80 °C
167-176°F

