



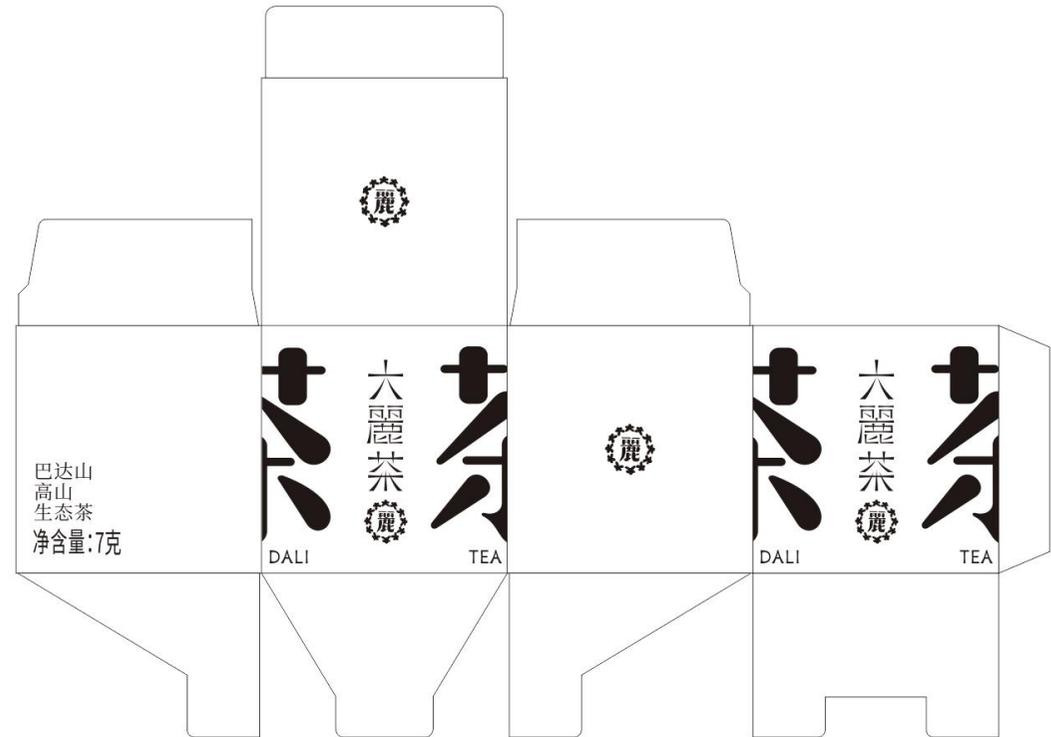
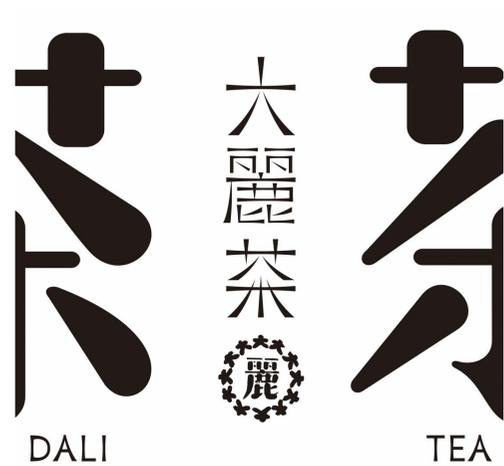
Dali tea comes from the high mountain Pu' er tea in Yunnan China. After different production areas and different processes will produce many different flavors of tea. Some tea production areas have large yields and some have small yields. Coupled with the annual rainfall and sunshine, it is difficult for consumers to drink a stable taste. By classifying the teas from various tea regions, Dali Tea has developed a blend of various teas to provide a more stable taste.



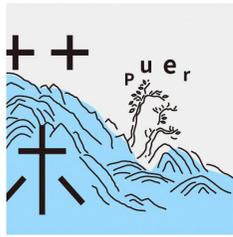
When the tea packaging in the market is highly similar, it is necessary to discuss the innovation and independence in the current tea brand design. The tea is blended with different tea leaves to create a new taste, which leads to the experiment and redesign thinking of the information layout, font, color on the packaging



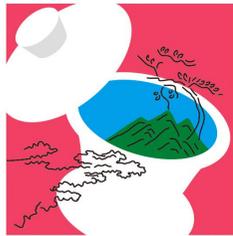
Design differentiation can be realized through graphic creativity without excessive technology, structure and material, which can well guide the society to attach importance to graphic design creativity in packaging. Reduce the waste of crafts and materials, and promote sustainable thinking of the society in the concept of environmental protection and cost saving.



The logo is split and redesigned by a Chinese word “tea” . The normal font design is complete, The split font implies the tea brand is made up of a variety of blends. Using this concept to guide the entire package is a design thinking of split, reorganization, diversification and mixing.



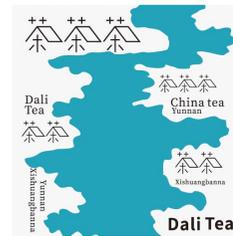
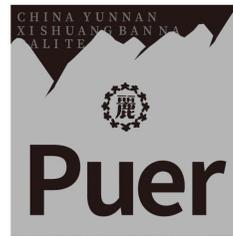
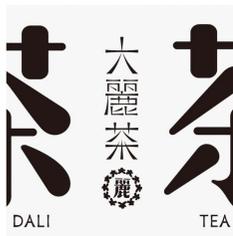
中国云南巴达高山生态茶，茶汤入口后香满于喉舌，苦转回甘至，滋味浓烈厚实，甜绵悠长且不失劲海之筋骨，饮后余味，独具清爽感。正是这一口茶汤带来宛如初恋般的特别感受，让很多人爱上普洱茶。中国云南巴达茶区（高山生态茶）



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Different colors, and different pictures, each picture has its own independent thinking and creativity. In the design of each small picture, we also keep the font and details of each screen innovative.

The Chinese characters is a kind of characters that are transformed from graphics. Many fonts were redesigned in combination with the corresponding illustrations for the product. Different colors, illustrations and fonts are combined in a box to present a unique visual experience of the product like an art exhibition.



Sometimes the biggest problem for tea drinkers is how much tea is appropriate. And this packaging, one in a small box, can be easily brewed.



Eco-friendly recycled paper. The design is completed through the simple hot stamping process of eco-friendly ink printing.

2000 boxes, produce cost RMB20/box.