

# *søule*

TEA



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# introduction

For my final project at Northeastern University, I wanted to create the tea brand of my dreams. Since I first started my time as an undergraduate graphic design student the idea to design my own tea brand, identity and packaging. I would look at popular tea brands like Yogi or Celeste and think “Oh this is cool, but I could make something better.” But with classes, student organizations, and a social life I never had the time to make it.

When Degree Project 2 came along I saw my chance and I took it. This project has been a true passion project. It has allowed me to expand my craftsmanship skills with building boxes and to bring in my love for painting and drawing as well. Not to mention I was able to create my perfect tea, one that is fun, quirky, eco-friendly, sustainable, and encourages its customers to reduce their waste footprint.

I hope you enjoy reading more about the brand that I poured my soul into during my final semester of college.

Love,  
Olivia Soule Nelson

# about soule tea

Soule Tea is a loose leaf tea brand that is focused on making the best tea possible for our customers without destroying the planet. We believe in creating packaging that will last and will look great in your kitchen as well. Not to mention all our tea ingredients are sustainable, organic and backed by fair trade practices.

And don't worry if you run out. All you have to do is bring your little Soule Tea bag to the local grocery store and refill your tea supply.



**brand +  
identity  
system**

# logo

With the brand ethos being a high end sustainable tea brand that is also down to earth, we wanted to create a logo that reflected a clean, timeless but friendly feeling. By taking the Tenso typeface and revising it to have script handwriting additions, we were able to capture this clean but friendly tone for the logo.

*soule*  
TEA



# how to use

When using the Soule Tea logo only use one of the primary colors on “Au Naturel” colored background or in “Au Naturel” on a colored background.



Exclusion zone

# typefaces

For the typefaces, I selected Tilting GothicFB Wide for all the headers on the posters and packaging designs. The wide letters in all lowercases gave the brand a welcoming but modern feeling.

For all other text I used the Tenso typeface family. This typeface is a sans serif with a lot of personality and punk without being overpowering.

**Titling GothicFB Wide**

Tenso Typeface Family

# colors

For the color palette, I wanted to use colors that worked along side the patterns of the boxes while also working well together as a set. The primary colors are the main colors used throughout the brand. The secondary colors are only used for the illustrations.

## primary colors



Matcha Green  
#40632F



Flower Power  
#D3585A



Ease Your Mind  
#0D4233



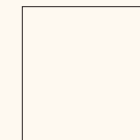
Minty-Fresh  
#389A8C



Midnight Sky  
#06466D



Positivi-tea  
#2D2624



Au Naturel  
#FFF8EE

## secondary colors



Green Tea  
#678F43



Budding Love  
#F69180



Helping Hand  
#026635



Moroccan Skies  
#66B4AE



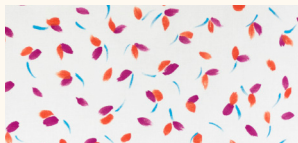
Sweet Dreams  
#1E5DAB

# patterns + illustrations

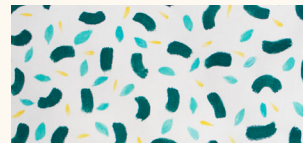
The patterns and illustrations are the central pillars of this brand outside the logo. The patterns represent the feeling the customer gets once they drink Soule Tea. They were created to be colorful, abstract but also playful and fun to look at individually as well as together.

The hand-drawn illustrations perform a dual role. They communicate the ingredients and how to brew the tea while serving as the bridge between the clean lines of the labels and the organic patterns of each tea flavor in the brand system as a whole.

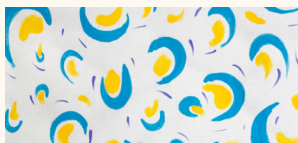
## patterns



Boost Pattern



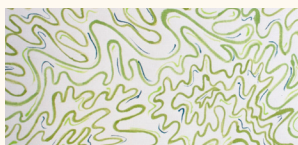
Ease Pattern



Dreamy Pattern



Digest Pattern



Revive Pattern

## illustrations

### flavor illustrations



Dreamy illustrations



Revive illustrations



Digest illustrations



Ease illustrations



Boost illustrations

### instruction illustrations





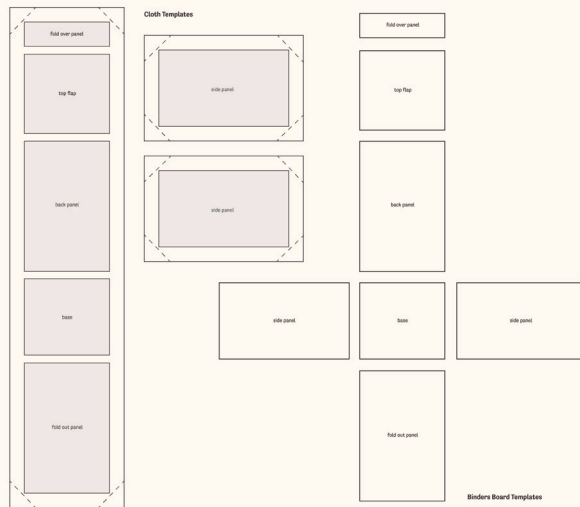
**packaging  
design**



# box design

When creating the custom packaging, I created a simple box that is a little bit larger than the traditional tea packaging. This packaging was designed for a variety of storage options in a kitchen. Although designed to fit in cabinets and drawers, it works just as well sitting on a countertop. In addition, customers will enjoy the magnetized drawbridge flap design for easy open and close.

I also wanted to make sure that the packaging would be high quality and long-lasting. With interiors made with binders board, book binding cloth, PVA glue and natural papers these boxes will last a lifetime.



Box Design Template



# label design

For the label design, I decided to create a wrap label that would wrap around the box with the nutrition label on the bottom and a direction label on the inside. For the design of the outside label I wanted to create something that would complement the patterns on the boxes.

**ingredients**  
organic green tea leaves, organic ginger

Each tea bag contains approx. 15 mg of caffeine, as compared to 90mg in 8oz of coffee.

for more information go to [souleteas.com](http://souleteas.com)



**Nutrition Facts**  
Serving Size 2-3 tbsp (2g)  
Makes 8 fl. oz • Servings 20

Amount Per Serving	
<b>Calories</b> 0	
<b>Total Fat</b> 0g	0%
<b>Sodium</b> 0mg	0%
<b>Total Carb.</b> 0g	0%
<b>Sugars</b> 0g	
<b>Protein</b> 0g	

\*Percent Daily Values are based on a diet of other people's secrets.




Bottom nutritional label

**how to brew our tea!**

**step one**  
Boil desired amount of water. Select a mug and a tea strainer.



**step two**  
Measure about 2-3 tablespoons for a standard mug (8 ounce container) and place into tea strainer.



**step three**  
Place tea strainer in mug, pour boiled water. Then let brew for 3-5 minutes and remove tea. Enjoy!



Inside instructions label

## labels

**need a pick-me-up?**

Our ginger and green tea is designed to give you the energy you need to finish that project or help you wake up in the morning.

**soule**  
TEA

**revive**  
*green tea & fresh ginger*

CAFFEINATED

**our tea has soule**

Here at Soule Tea we aim to create tea that tastes good and creates good in the world. All our packaging and tea production is sustainable, organic, and backed by fair trade practices.

**feeling out of sorts?**

St. John's wort is known for relieving symptoms of depression and anxiety. Our tea is made to taste great while helping you feel better.

**soule**  
TEA

**ease**  
*st. john's wort*

CAFFEINE FREE

**our tea has soule**

Here at Soule Tea we aim to create tea that tastes good and creates good in the world. All our packaging and tea production is sustainable, organic, and backed by fair trade practices.

## this tea is mint to be yours

Our Moroccan mint tea is perfect for soothing your stomachache or as an after dinner treat. Mint tea aids with digestion and let's be honest, it's delicious too.

**soule**  
TEA

**digest**  
*moroccan mint*

CAFFEINE FREE

## our tea has soule

Here at Soule Tea we aim to create tea that tastes good and creates good in the world. All our packaging and tea production is sustainable, organic, and backed by fair trade practices.

## flower power to the rescue!

Been feeling under the weather? Try our boost tea, aimed to help ease common cold symptoms and give a helping hand to your immune system.

**soule**  
TEA

**boost**  
*echinacea, lemongrass,  
& spearmint*

CAFFEINE FREE

## our tea has soule

Here at Soule Tea we aim to create tea that tastes good and creates good in the world. All our packaging and tea production is sustainable, organic, and backed by fair trade practices.

## sweet dreams, sweeter tea.

Lavender and chamomile are our dream team, created to help you wind-down after a long day without skipping out on great taste!

**soule**  
TEA

**dreamy**  
*lavender & chamomile*

CAFFEINE FREE

## our tea has soule

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# packaging photography





**photography**  
**style**

# photography style + ethos

For the photography style and ethos, I wanted to use an approach that would highlight the packaging and brand, while also capturing the spirit of the brand and the lifestyle of my target audience. Throughout all the photography we wanted to keep it playful and fun to showcase the various personalities of the flavors.



# lifestyle photographs





**poster  
designs**



# flavor posters

The Flavor posters were created to advertise all of the different tea flavors. Since each flavor is made to sooth specific ailments, we wanted the posters to explain their use in greater detail, while also showcasing the product. These posters would be on display in grocery stores or other places that sell tea.

**have you been running low on energy lately?**

Our **Revive Tea** was created with green tea and ginger to help give you the energy you need to tackle that project at work or just wake you up in the morning. You can find our teas at your local grocery store!

Find more information at [souletea.com](http://souletea.com)



**trying to avoid feeling under the weather?**

Our **Boost Tea** was distilled to do just that. Made from the best echinacea, lemon grass and spearmint to help give your immune system the nutrients to fight off any cold symptoms that might come up. You can find our teas at your local grocery store!


Find more information at [souletea.com](http://souletea.com)



**looking to discover the key to a good night's rest?**

Our **Dreamy Tea** is made of lavender and chamomile. Both work together to help relax and get you in the right mindset to get a good night's rest. You can find our teas at your local grocery store!

Find more information at [souletea.com](http://souletea.com)



**got a tummy that deserves a little extra love?**

Our **Digest Tea** is made from the best Moroccan mint. It will relieve stomachaches and can help improve your digestion! Your digestive tract will be thanking you for drinking this tea. You can find our tea at your local grocery store!

Find more information at [souletea.com](http://souletea.com)



**are you feeling overwhelmed or out of sorts?**

Our **Ease tea** is made to relieve some of those symptoms. Made from St. John's Wort which has been used to soothe depression and anxiety. You can find our teas at your local grocery store!

Find more information at [souletea.com](http://souletea.com)



# advertisement posters

These posters are a little bit different than the flavor posters. They use the photography of the tea packaging to introduce customers to the brand and showcase all the tea flavors together. They would be on display in places like subway & bus stops, magazine ads, and social media.





## colophon

Designed by Olivia Nelson  
Degree Project 2 | Spring 2020  
Typefaces: Titling GothicFB Wide & Tenso  
Paper: Natural White Classic Crest 80 lb.



**our tea has  
soule**

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