soule
TEA


soule
TEA
digest
moroccan mint
CAFFEINE FREE
soule
TEA
revive
green tea & fresh ginger
CAFFEINATED
soule
TEA
dreamy
lavender & chamomile
CAFFEINE FREE
soule
TEA
boost
echinacea, lemongrass, & spearmint
CAFFEINE FREE
soule
TEA
ease
st. john's wort
CAFFEINE FREE

table of contents

4 introductions

6 brand + identity system

14 packaging design

24 photography style

30 poster designs

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

soule TEA

soule TEA

soule TEA

soule TEA

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 spunk 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

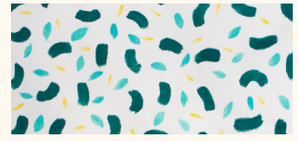
patterns + illustrations

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

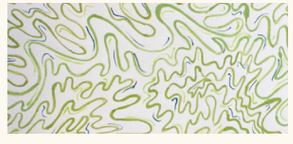
Boost Pattern



Ease Pattern

Dreamy Pattern

Digest Pattern



Revive Pattern

illustrations

flavor illustrations

Dreamy illustrations

Revive illustrations

Digest illustrations

Ease illustrations

Boost illustrations

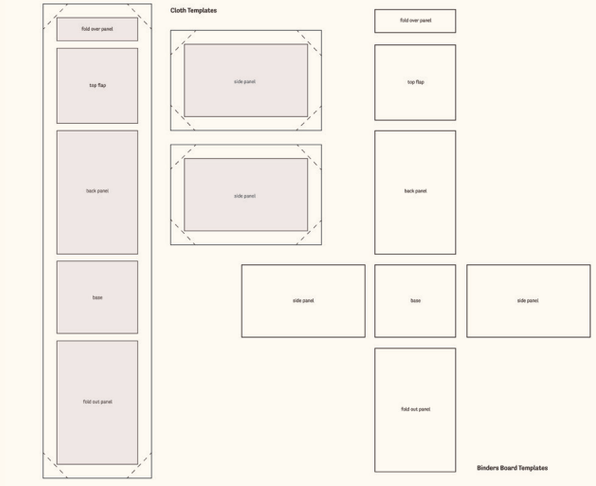
instruction illustrations

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.

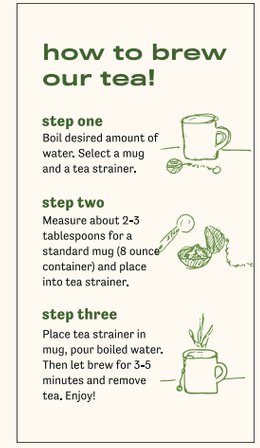


Box Design Template

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.

Bottom nutritional label



Inside instructions label

labels

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.

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.

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!

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.

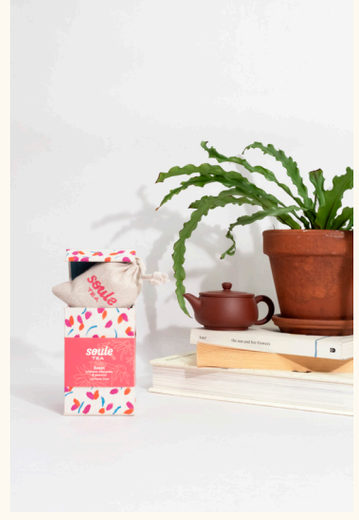
packaging photography

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.

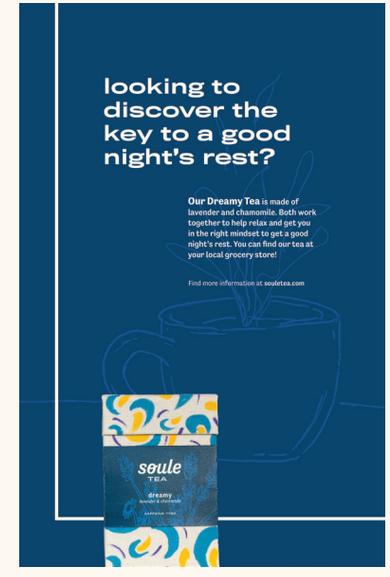
lifestyle photographs



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.



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
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.
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.
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.
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.
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.