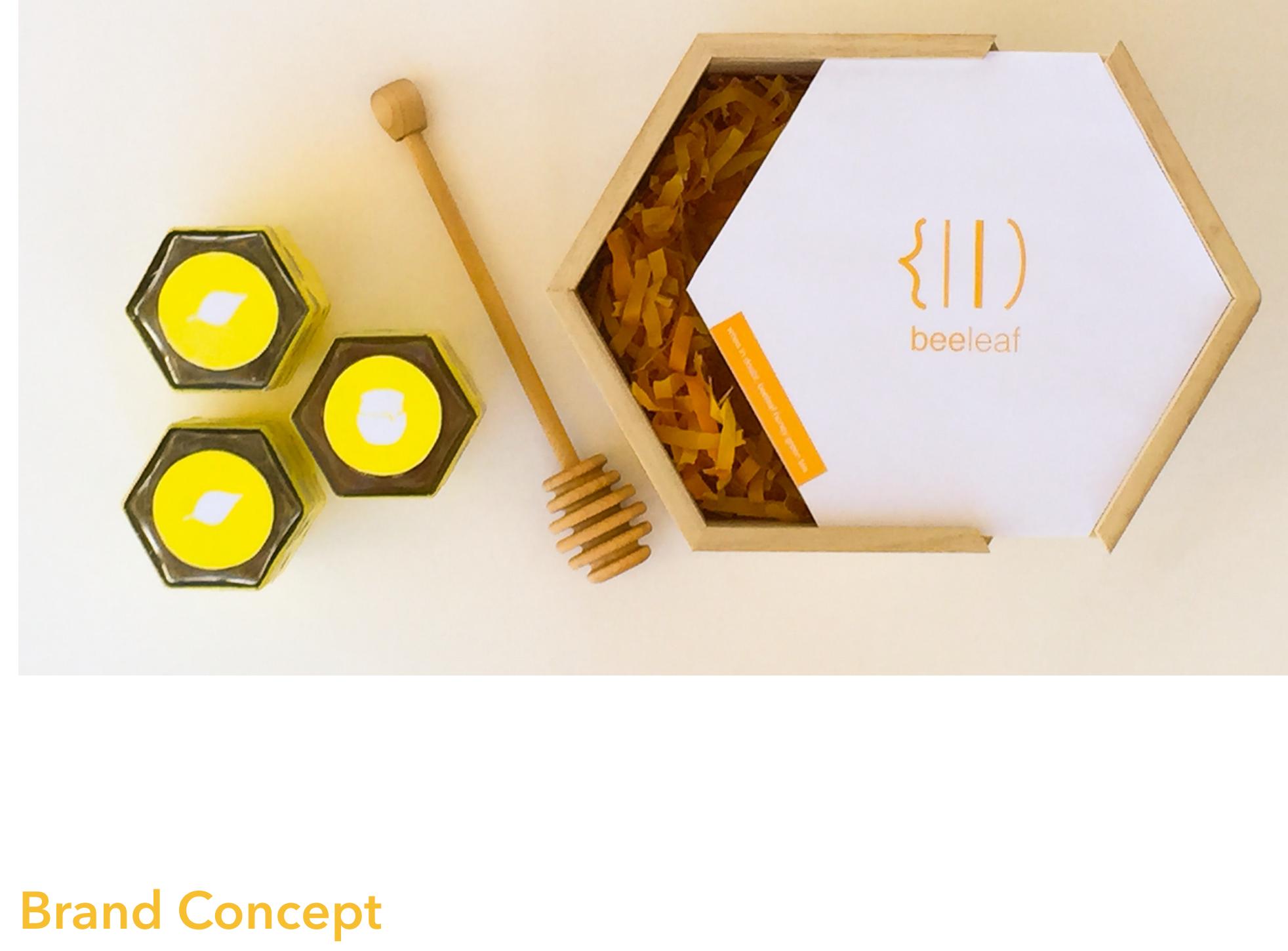


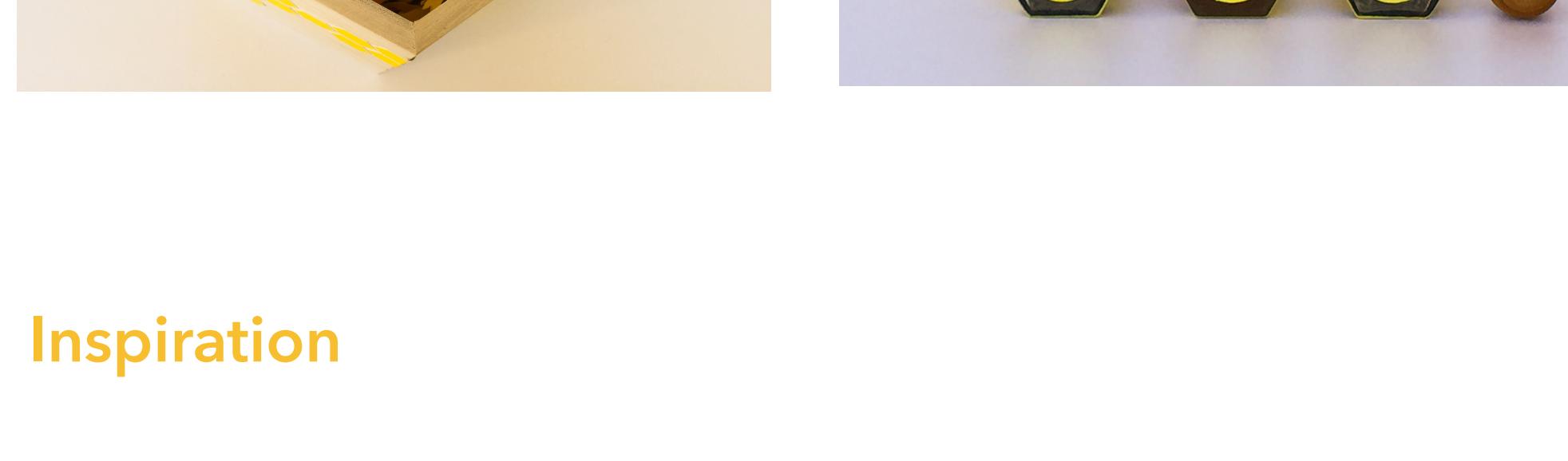


A packaging design concept for a fictional honey green tea kit



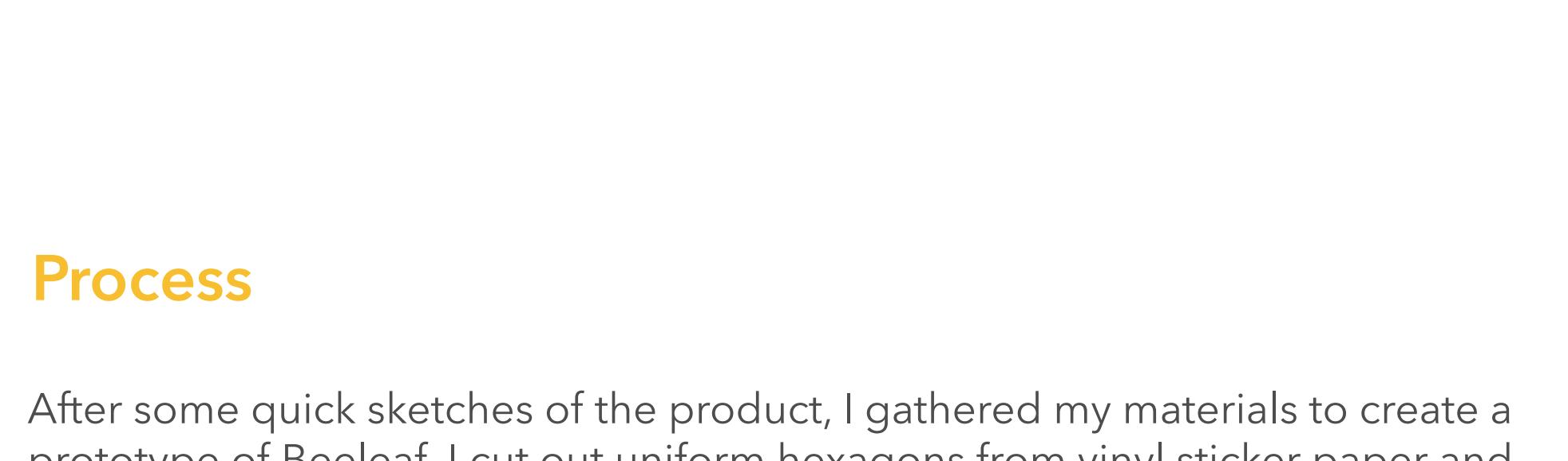
Brand Concept

Beeleaf is a fictional brand with a DIY kit that supplies green tea leaves and honey for a soothing drink at home. Completely unprocessed, this product could potentially be available in organic markets such as Sprouts and Whole Foods. Honey green tea has grown in popularity in cafes around Los Angeles as consumers adopt healthier lifestyles. Beeleaf strives to provide a more accessible and easier way for people to enjoy this drink at home. Paired together, honey and green tea alleviate colds, burn fats, prevent risks of cancer, and improves dental health. Honey green tea is anti-inflammatory and abundant in antioxidants, reducing bone loss and preventing osteoporosis. Beeleaf's inviting packaging is designed to encourage people to include honey green tea in their daily lives.



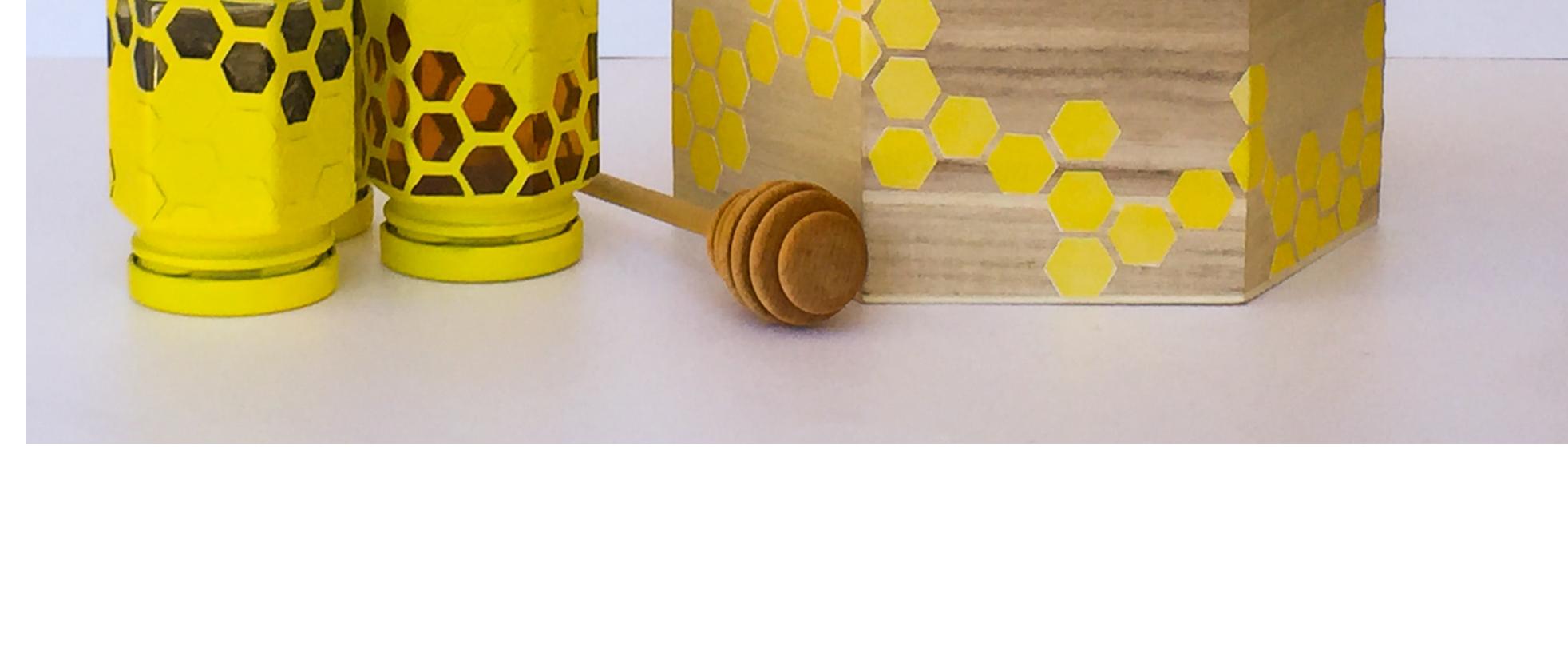
Inspiration

The packaging draws inspiration from honeycombs, which is displayed by the hexagonal shapes echoed throughout the product. Warm yellows and wood reflect nature while the asymmetrical qualities of the patterns show the singularity of each beehive. Beeleaf strives to provide the combination of calming green tea and the subtle sweetness of honey with the nature of its origins in a whimsical and convenient package. The Beeleaf logo was inspired by the silhouette of a bee, capturing the abstract form to represent purity and nature.



Process

After some quick sketches of the product, I gathered my materials to create a prototype of Beeleaf. I cut out uniform hexagons from vinyl sticker paper and applied it to the jars before spraypainting them yellow. When it dried, I peeled off several stickers to reveal the honey and green tea leaves within. I used Illustrator to design the labels and cut some orange-yellow hexagons to stick around the outside of the wooden box. Finally, to cushion the jars, I crumpled up some shredded paper and filled the crevices.



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