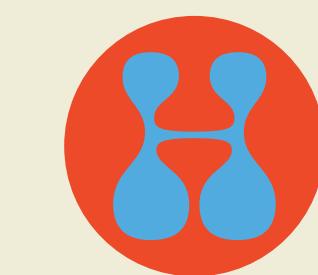




HELLO tea co • bloomington, indiana



rise and shine, time's a-wastin'!

HELLO
tea co GOOD MORNING

Hello Tea Co is here to provide a refreshing break for your busy day. With blends for morning, afternoon, and night, grab a single or a 6-pack to keep you going or help you wind down. #helloteaco

INGREDIENTS: FILTERED WATER, FAIR TRADE-CERTIFIED ORGANIC CANE SUGAR, FAIR TRADE CERTIFIED ORGANIC GREEN TEA LEAVES, ORGANIC LEMON JUICE FROM CONCENTRATE, NATURAL FLAVOR, CITRIC ACID



Nutrition Facts

Serving Size ounces (20g)

Serving Per Container 1

Amount Per Serving

Calories 64

Calories from Fat 7

Total Fat 0g

Saturated Fat 0g

Trans Fat 0g

Sodium 1mg

Total Carbohydrate 15g

Dietary Fiber 8g

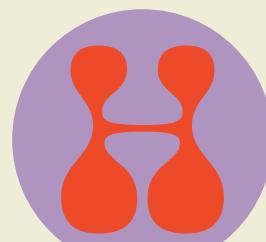
Sugars 5g

Protein 1g

% Daily Values are based on a 2,000 calorie diet

1 234567 890128 5

HELLO tea co • bloomington, indiana



you can do it, just keep going!

HELLO
tea co GOOD AFTERNOON

Hello Tea Co is here to provide a refreshing break for your busy day. With blends for morning, afternoon, and night, grab a single or a 6-pack to keep you going or help you wind down. #helloteaco

INGREDIENTS: FILTERED WATER, FAIR TRADE-CERTIFIED ORGANIC CANE SUGAR, ORGANIC RASPBERRY JUICE FROM CONCENTRATE, FAIR TRADE CERTIFIED ORGANIC HIBISCUS, ORGANIC BLACKBERRY LEAVES, ORGANIC NATURAL FLAVOR



Nutrition Facts

Serving Size ounces (20g)

Serving Per Container 1

Amount Per Serving

Calories 64

Calories from Fat 7

Total Fat 0g

Saturated Fat 0g

Trans Fat 0g

Sodium 1mg

Total Carbohydrate 15g

Dietary Fiber 8g

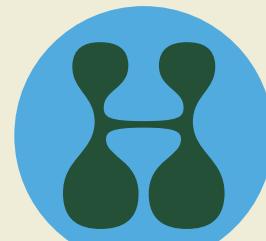
Sugars 5g

Protein 1g

% Daily Values are based on a 2,000 calorie diet

1 234567 890128 5

HELLO tea co • bloomington, indiana



you made it, good job!

HELLO
tea co GOOD NIGHT

Hello Tea Co is here to provide a refreshing break for your busy day. With blends for morning, afternoon, and night, grab a single or a 6-pack to keep you going or help you wind down. #helloteaco

INGREDIENTS: FILTERED WATER, ORGANIC LEMON JUICE FROM CONCENTRATE, ORGANIC HERBAL BLEND (ORGANIC ROOIBOS, ORGANIC LEMON GRASS, ORGANIC TULSI, ORGANIC LEMON PEEL, ORGANIC LEMON MYRTLE), ORGANIC LEMON EXTRACT



Nutrition Facts

Serving Size ounces (20g)

Serving Per Container 1

Amount Per Serving

Calories 64

Calories from Fat 7

Total Fat 0g

Saturated Fat 0g

Trans Fat 0g

Sodium 1mg

Total Carbohydrate 15g

Dietary Fiber 8g

Sugars 5g

Protein 1g

% Daily Values are based on a 2,000 calorie diet

1 234567 890128 5

HELLO
tea co

GOOD MORNING

GOOD AFTERNOON

GOOD NIGHT



rise and shine, time's a-wastin'!

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tea co GOOD MORNING

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rise and shine, time's a-wastin'!

HELLO
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1 234567 890128 5

rise and shine, time's a-wastin'!

HELLO
tea co GOOD NIGHT

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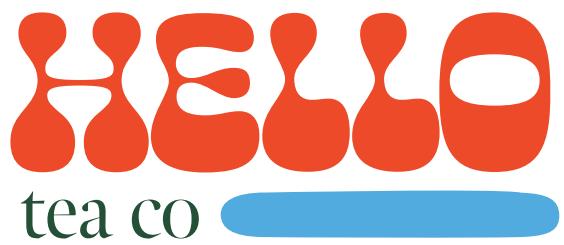
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brand summary

core purpose

Hello Tea Co is a functional, ready-to-drink tea beverage that is easy to grab and go with high-quality, organic, and fair trade ingredients.

three values

Fun, Convenient, and Trustworthy

personality

The personality of this brand is youthful, vibrant, exciting, and with a modern, stylish edge.

target audience

The target audience is busy students and working millennials who are looking for a trustworthy brand they can easily grab and go throughout their busy day. They may also be attracted to a brand with slick, eye-catching packaging that would complement their Instagram feed.

creative justification

I chose the typeface for the logo design because I thought it captured the youthful, near-psychadelic type trend that I see in brands of late. My goal was to create a logo that resonates with hip, young working professionals and students.

The names of the different blends, “good morning”, “good afternoon”, and “good night”, are purposefully chosen as greetings to match the brand name, “Hello”. This is to complement the conversational nature of the brand. The tea is your buddy, providing support as you go through your day.

The color palette is bright, with complementary blues and oranges highlighted. I wanted to create a brand with youthful, vibrant colors to match the personality. It's energetic, almost serving to give the consumer a boost just by holding the can.

