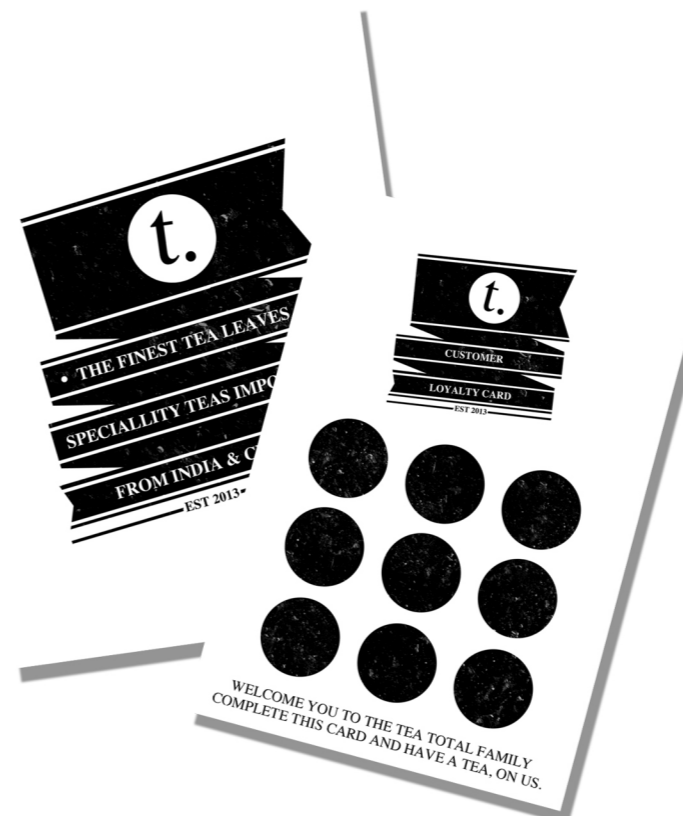
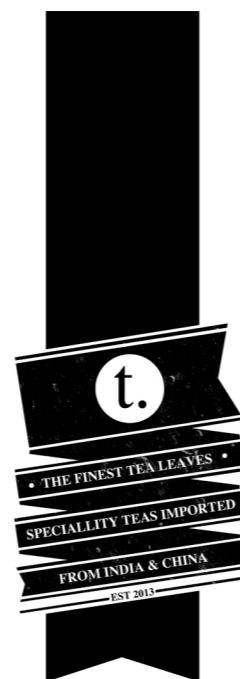


These are the designs for all the cups and mugs that would be used in the tearoom. There are two variations of each; one black and one white, to keep a unified look across the brand inside and takeaway cups.

I have also designed a cup holder that allows a customer to carry two cups at once with ease. This too, also carries the same identity as the cups and mugs.



English Breakfast <i>Bright, full bodied and full of flavour.</i>	£1.69
Assam <i>A strong Indian tea with malty character.</i>	£1.69
Dajeerling <i>Light, distinctive and caffeine free.</i>	£1.69
Early Grey <i>Scented with bergamot flavour.</i>	£1.89
Lapsang <i>Tea with a distinct smokey taste.</i>	£1.89
Jasmine <i>A light tea, gently fermented and flavoured with young jasmine blossom.</i>	£1.99
Green <i>Rich, strong and full bodied.</i>	£1.49
Chai <i>Infused with Indian spices, including cinnamon, cloves and ginger.</i>	£1.99
Lemon <i>Delicate taste of green tea with a hint of lemon.</i>	£1.49



From left to right I've designed different aspects of the brand identity Tea Total. Starting with deli papers that have been designed to fit in completely with the brand by using the logo as a repeat pattern. I was cautious when designing this, as the logo is quite busy and was worried it may be overpowering but I feel I have created something that works well with the rest of the brand identity.

Next I have designed a simple menu that would sit on the neatly on the table for a customer to pick up. The menu is purposely simple and clean looking to allow them to choose something that suits them. I've noticed a lot of menu's include a lot of unnecessary information and details that distract from its main purpose.

I have also gone on to design takeaway bags, and sticker seals that would be used to close the bags.

Finally, I've designed a loyalty card, rewarding customers with a free drink. I have noticed a lot of existing coffee/tea shops and cafes have implemented this.



