

Tea Product Packaging Design Brief

Company Profile

Yong Fu Temple is a temple located in the foothills next to Longwanhai Town, Wenzhou, China. Other than being known as a quiet place of worship with beautiful mountain views, Yong Fu Temple is also known for its organic tea products that are hand made by Buddhists. With great boost in the demand for tea products, Yong Fu temple is currently focused on developing their brand “Yun Xu Gu” through innovative packaging, and they are highly interested in the design ideas of students and staff at Nottingham Trent University.

Your Aims

Tea Product Packaging Design Challenge:

- Emphasis its unique brand identity: Organic, hand-made and natural
- Eye-catching and easily distinguished from other tea products
- Simplified consuming process for modern life style
- Promote the spirit of Zen
- Highlight the culture of Yong Fu Temple
- To embody nature from creative aspects: form, graphic, materials etc.
- Create variation based on the current logos to emphasize each product range

Your Target Audience

The tea product of Yong Fu Temple will be sold through two channels: Inside Temple and Retail Stores. The tea products for retail stores will be divided into three levels: High-end, middle range and low-end.

High-end Products:

- Important Keywords: Luxury, Delicacy and Collectable

Middle range Products:

- Important Keywords: Classic, Modest and Presentable

Low-end Products:

- Important Keywords: Affordable, Practical and Portable

Time-Scale

Competition Closing date: 2016.02.22

Prizes will give to the designers of the selected designs

Three official winners will be selected by Yong Fu Temple & CDC (Total=£1400):

1. 1st place: £500 + flight tickets to China and a visit to Yong Fu Temple* or £1000 cash prize
2. 2nd place: £500 cash prize
3. 3rd place: £400 cash prize

Winner of the public vote to receive a special prize from Yong Fu Temple.

Winning designs will be exhibited on campuses during Global Week (Voting Period for public vote: 29 February 2016 – 1March 2016). The official winners will be decided by the Sponsor (Yong Fu Temple) and announced at the Ceremony on 2 March 2016 at during NTU's annual Global Week celebration.

All design works will also be exhibited in China Design Centre in London at a Themed exhibition : "Art of Tea" (2016.03.04 – 2016.03.12) Ceremony at China Design Centre will be hold on **the 8th of March 2016* (TBC)**

Sponsor and Organisor



China Design Centre
中国设计中心

NOTTINGHAM
TRENT UNIVERSITY



PACC
上海公共艺术协同创新中心
PUBLIC ART COORDINATION CENTER

Design Examples and References

Logos (AI files of logos could be found in the pack)

Brand Logo Image (Which must be included in all designs)



雲虛谷

· Y U N X U G U ·

High-end Rang design keywords: Luxury, Delicacy and Collectable

双禄


Middle Range design keywords: Classic, Modest and Presentable

韵润


Low-end Rang design keyword: Affordable, Practical and Portable

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Guide Dimensions of Packaging Design (Note: guidance only)

Picture	Design	Dimensions
	Paper Packaging	9cm X 21cm X 6cm

	Cha Bing	Diameter = 18.5cm
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	Tin Box	9cm X 12cm X 5cm
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Shopping Bag 45cm X 25cm X 10cm



Cylinder shaped Packaging Diameter = 7.5cm Height = 18.3cm



Gift Set Box 35cm X 30cm X 10cm

Large: 25cm X 40cm X 30cm

Video Resources

<https://www.youtube.com/watch?v=5x-1RkcCOWw>

<https://www.youtube.com/watch?v=VrbkrtbHt3Q>

Existing Designs



