



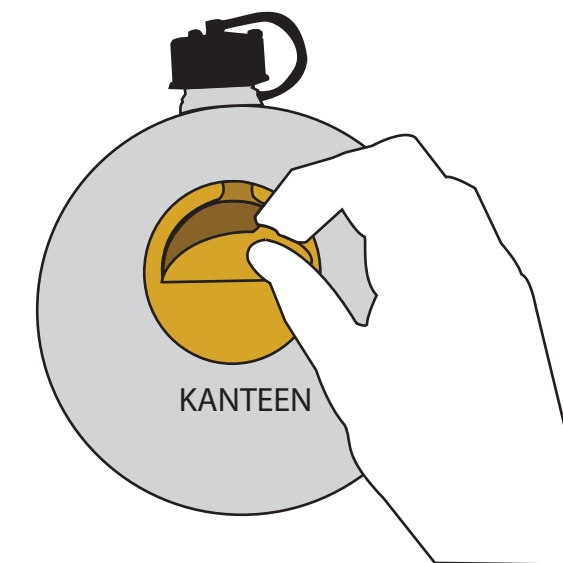
Assignment: Create and construct a brand experience and package for iced tea.

Spirit of the Assignment: At least four different flavors targeted at a specific audience.

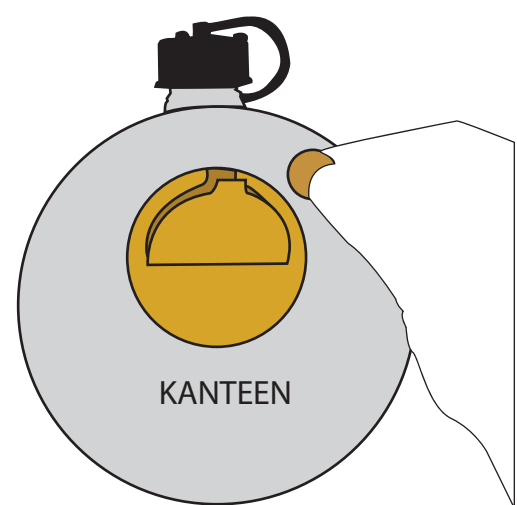
Group Design: Our design is inspired by the outdoors. The tablets are contained in tins which nest in a special Kanteen. It allows people on the go to have all their tea making ingredients in one compact, easily accessed, and waterproofed place. Just add water, and go!



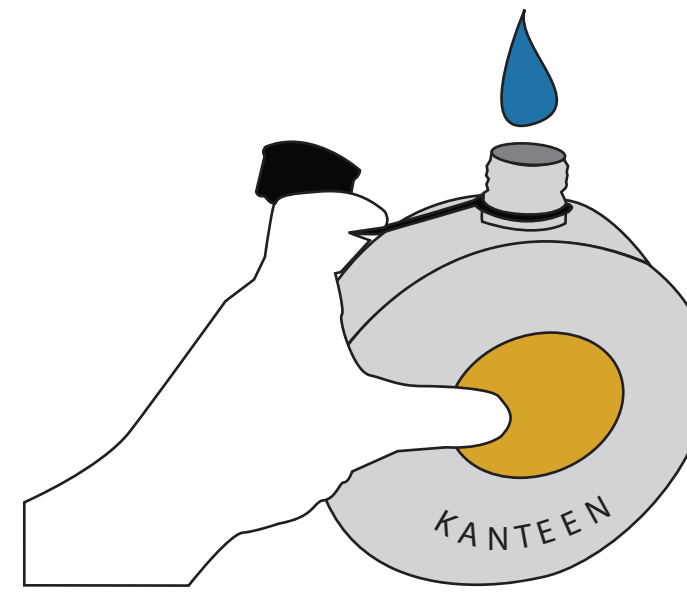
Place your tablet container in the slot on the canteen



Open the tablet container



Take out one tablet



Place tablet in the canteen, add water and shake well

Tea Branding
Junior Year

Kanteen: 7.5 x 7.5 x 3.5 in.

Tin: 3.5 x 3.5 x 1 in

Group Project with P. Schoeneck