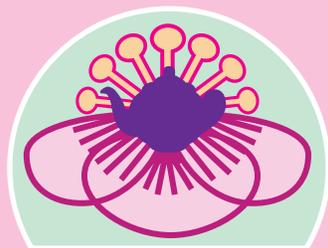


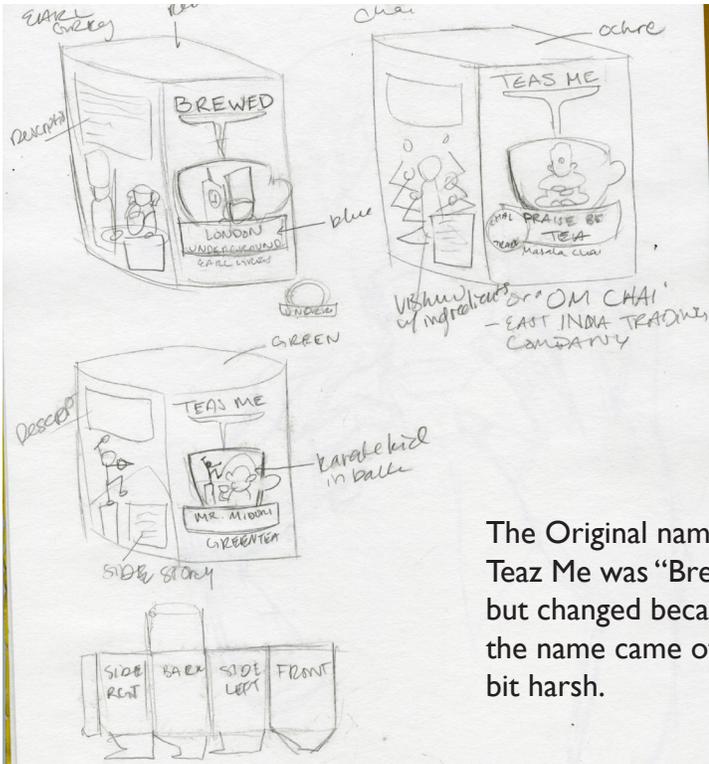


Andrea Ueda  
"Teaz Me" Design



# Sketches for the Teaz Me

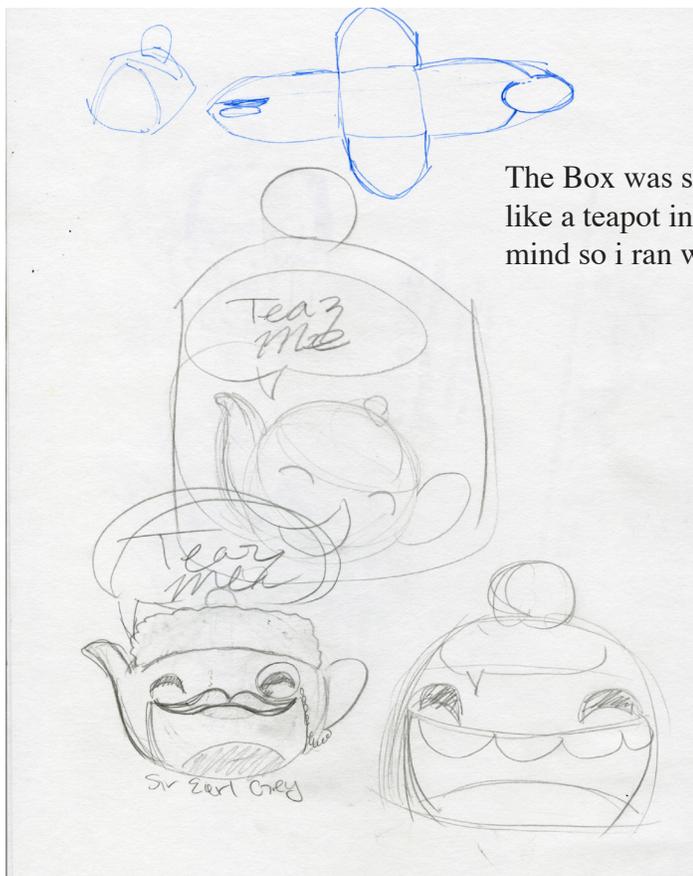
After seeing this design for Ghiradelli Chocolates the design changed completely. The Box would now lead the over all feel of the product.



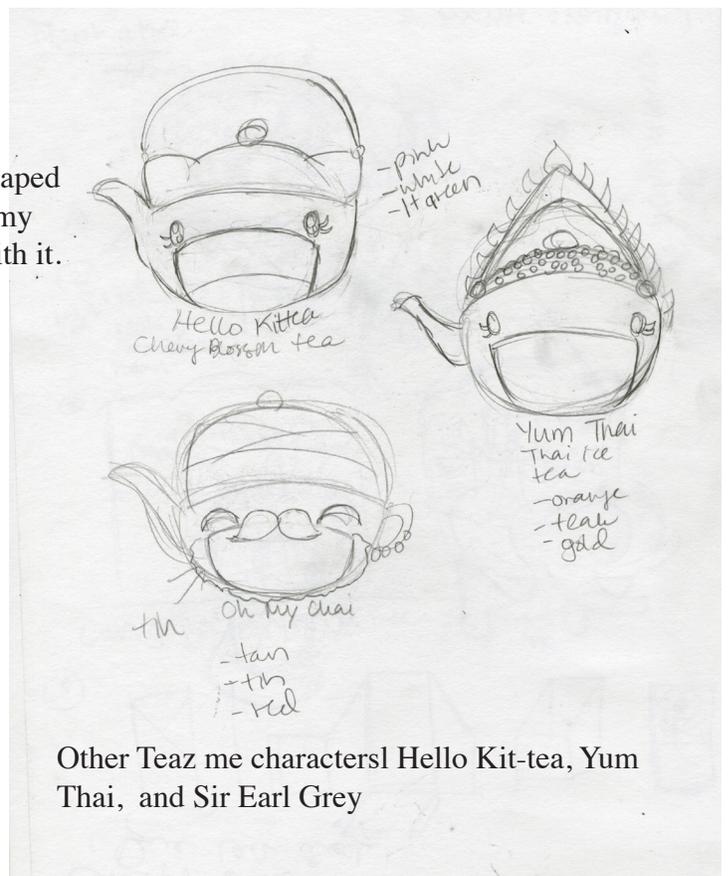
The Original name for Teaz Me was "Brewed", but changed because the name came off a bit harsh.



I wanted the product to present itself like a gift but also be playful and inviting. So i created characters that correlated with the flavor of tea to give our tea a fun twist. It would also target our desired customer: young asians and asian americans.



The Box was shaped like a teapot in my mind so i ran with it.



Other Teaz me characters! Hello Kit-tea, Yum Thai, and Sir Earl Grey

# Sketches After they've been Illustrated

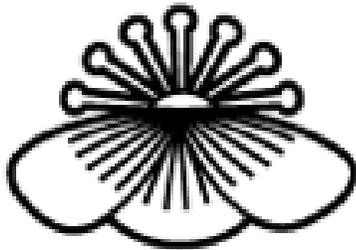


## THE TEAPOT!

This pot was outlined then accessorized to create our characters.



Hello Kit-tea

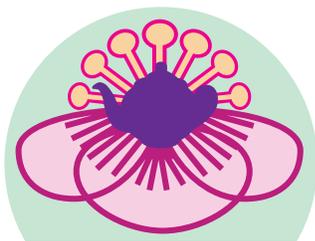


## THE FLOWER ICON

This is the icon that was the inspiration for the Japanese, Hello Kit-tea flavor icon,



Sir Earl Grey



OM My Chai

# Teaz Me Logo Brainstorming



Teaz Me Logo Final

Lombriz   
family of 1 font from Sudtipos

Lombriz   
family of 1 font from Sudtipos

*Teaz me! Bottoms up!*

Teaz me Logo was derived from the Lombriz Font by Sudtipos.

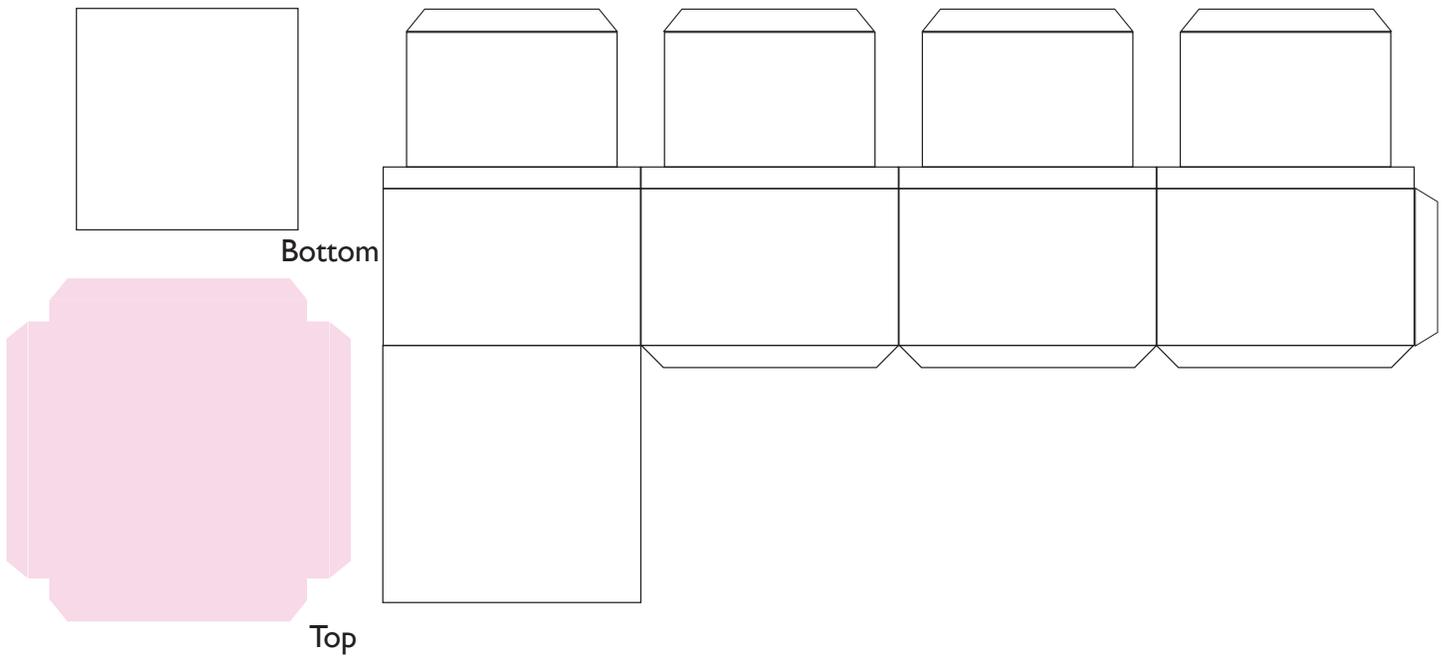


One of the first brainstorms was the cursive Z as smoke coming from the bowl of the E, which would look like a cup. Idea was scrapped because some became confused on how to read the logo.



# Teaz Me Box Layout: Inner box

The design for the inner lining was changed to an actual box. So another layout was created to cover the box.



## Pattern inspirations for Teaz Me

A pattern was needed to line the inside of the wrapped container and the box to give the product more character.



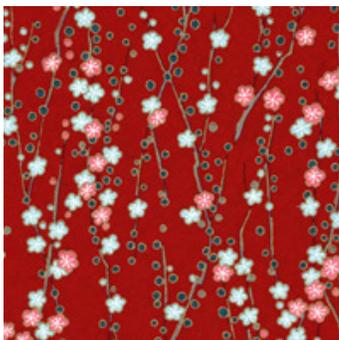
Other patterns that were taken into consideration.



Original pattern and Finished Teaz Me pattern



Alternate colors



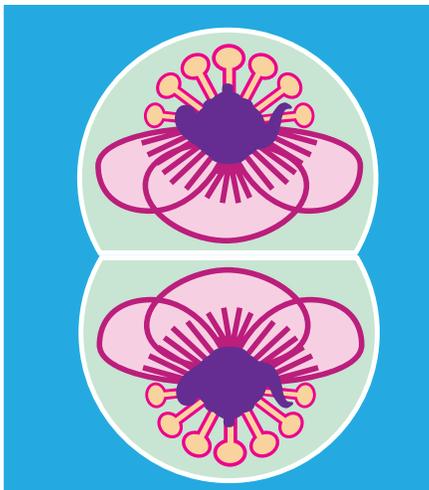
# Final Box Wrap Layout for Teaz Me



# Teaz Me Tea Bag



Teaz Me tea bag tag.



# Tea2 Me

Design By Andrea Ueda, 2012

