



unity
INFUSIONS

BRIANNA BRANCO | DESIGN 5103 | AUTUMN 2017



Part One
PRODUCT OFFER

We are *Unity Infusions* and we make tea. But we don't just stick to the ordinary flavors, we seek out the exotic. With each cup you will find yourself swirling between an unexpected combination of opposite tastes uniting as one.

A cup of tea is not only a healthy choice but represents the love and warmth that we can extend to one another. Unity infusions believes that caring for yourself and your neighbor is the key to a thriving community. For more information on how you can help local food deserts go to: unityinfusions.com/fooddeserts

Joining Forces
ONE CUP AT A TIME



Brand RATIONALE

Energetic • *Harmonious* • *Inspiring* • *Playful* • *Neighborly*

Unity Infusions utilizes bright bold colors to *energize* their customers with each cup of tea.

Each tea product brings together two individual flavors to create a *harmonies* taste that is an unexpected combination.

With each tea, a unique quote is written on each tea bag to *inspire* the customer to donate and/or help the cause towards bettering food desserts.

The characters included on each tea have their own set of branding elements that create a *playful* feel throughout all products.

The brands purpose is not only to bring awareness to food desserts, but to also encourage *neighborly* actions throughout the community.





Part Two

MAIN PRODUCTS

Single PRODUCTS







FRONT

BACK



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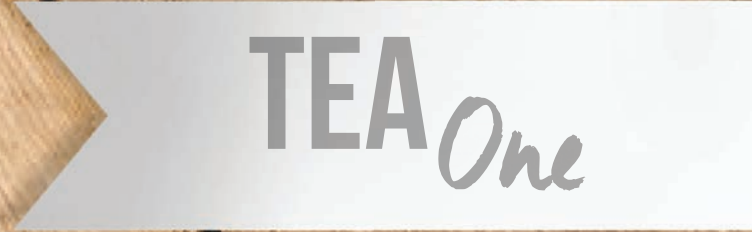
-  Bursts of spicy cinnamon in a green tea blend
-  A satisfying combination that can be served hot or cold
-  No artificial flavors, colors or preservatives
-  Kosher certified and gluten free

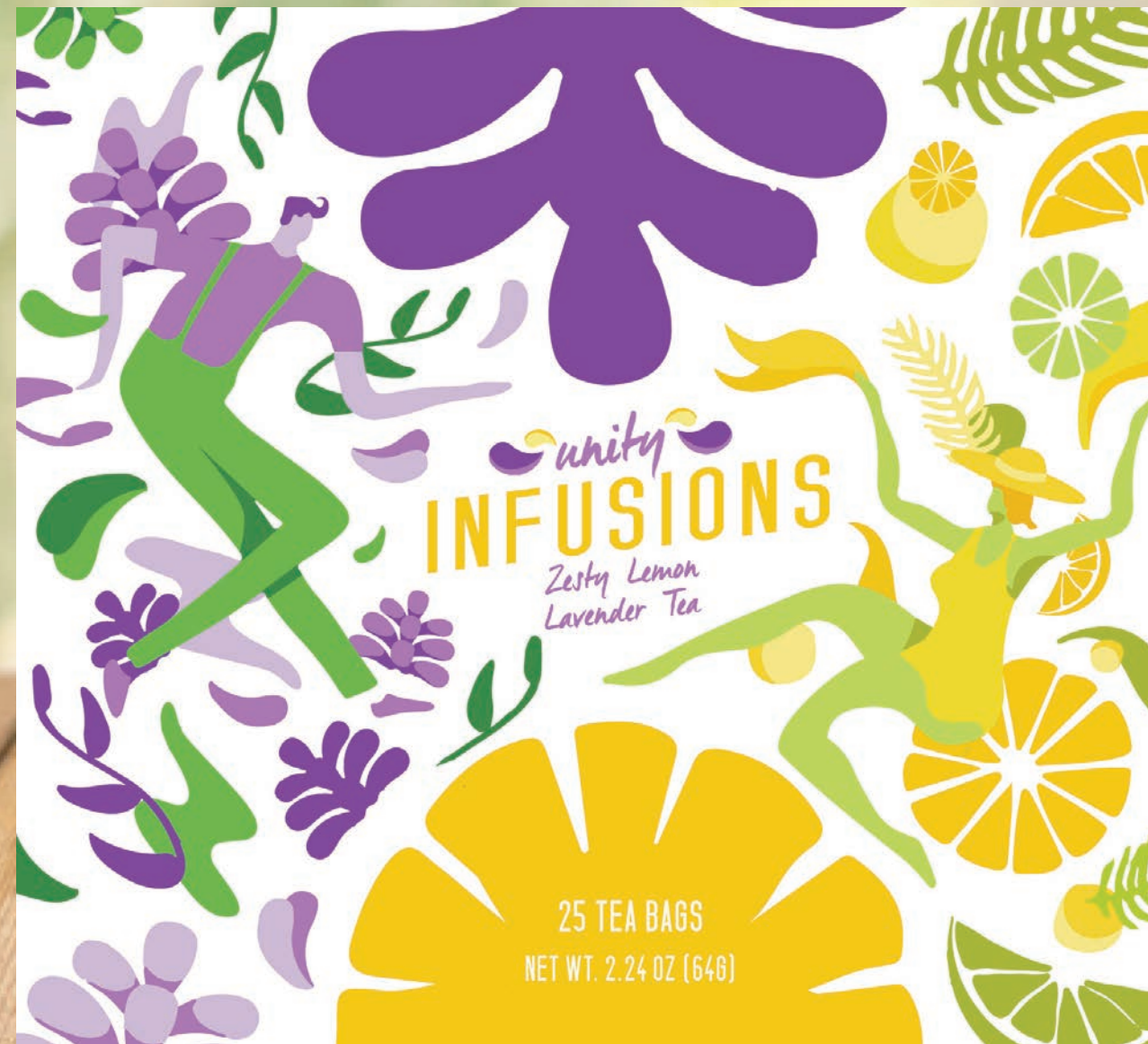
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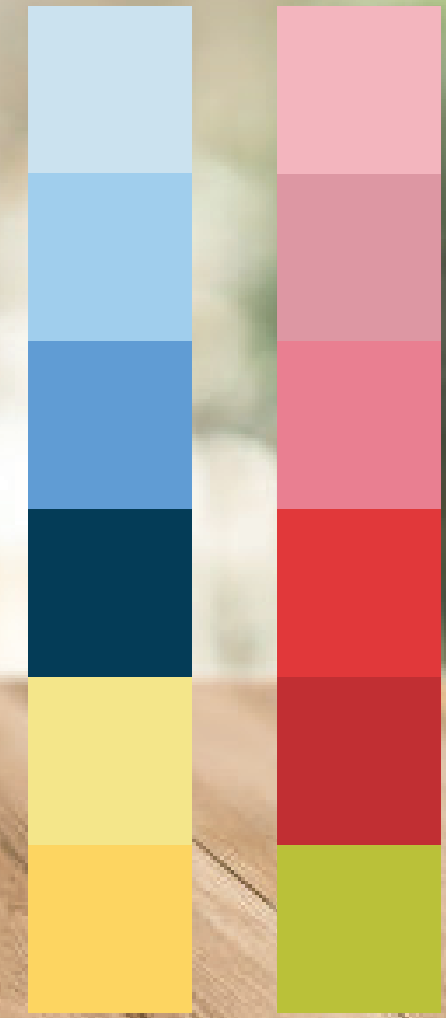
MARKET DISTRICT

Satisfaction guaranteed. For questions or comments, please call 1-823-782-9344 - Thank You





TEA *Two*



TEA *Three*

Individual TEA BAG



Family PACK



unity
INFUSIONS
Family Pack

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Other

TOUCH POINTS

Point of PURCHASE



End Cap DESIGN



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Joining Forces ONE CUP AT A TIME



Tea
CUPS





TOTE Bags



WHOLE *Family*