

PICTO OR LOGO?

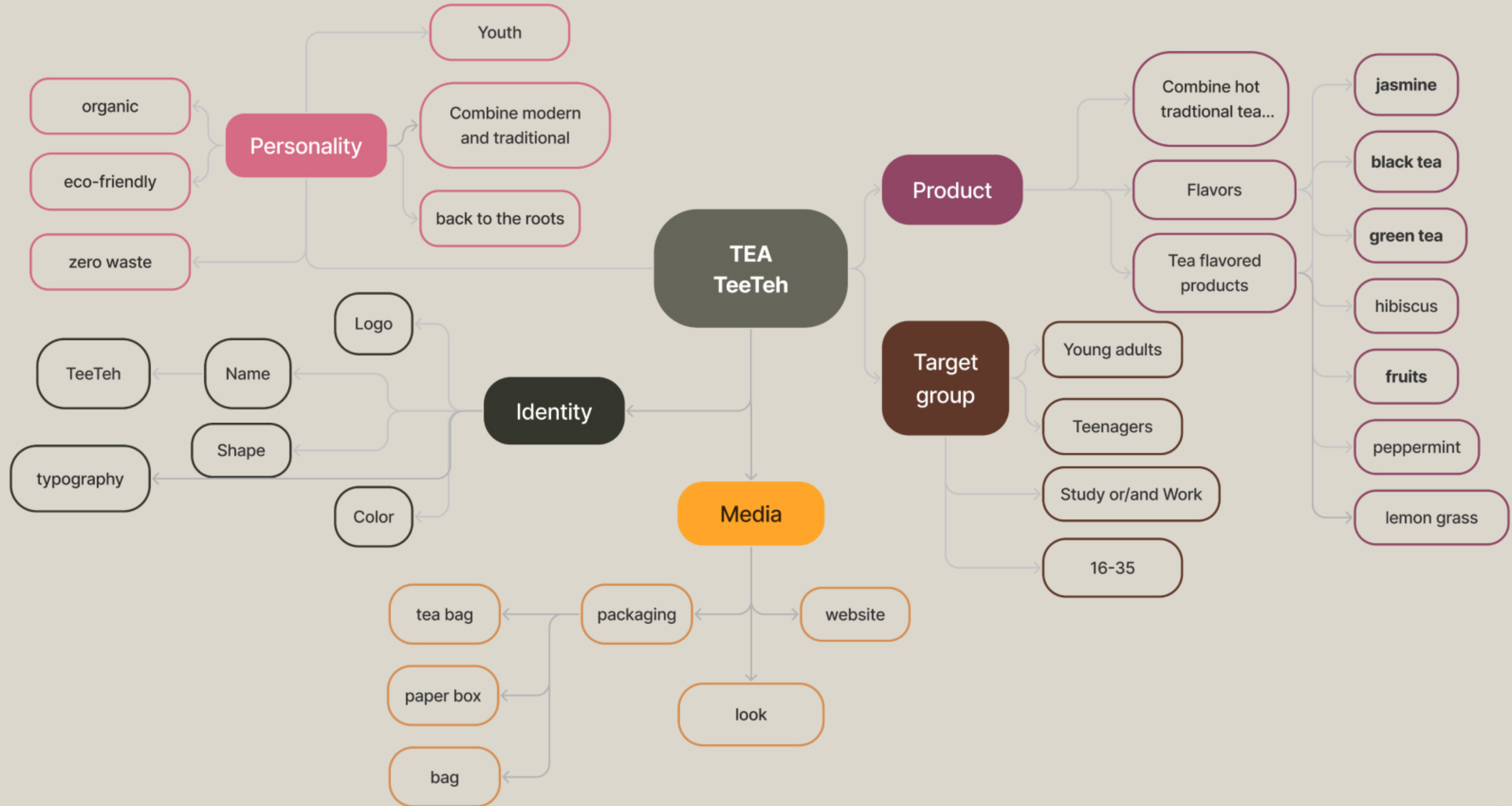
International Design Workshop 2022

TEAM B2: ANICAT

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“BACK TO THE ROOTS”



Tea brand which
combines hot
traditional with exotic
flavors



Experience the “**roots**” of
the product &
the indonesian culture
behind it



Tea is grown from the
seeds • **roots** • leafs



We do it like 200 years
ago without plastic
zero waste • eco-friendly
• **organic • fair trade**

| TARGET GROUP



Brand Character

healthy • relaxed • warm • organic
• innovative • eco-friendly

Brand Positioning Statement

health • emotion • comfort
• ecology • B2C

Pricing Strategy

affordable (quality) • cheap



Profession:
Archeologist

Interests:
Passionate traditional
tea drinker

Hobbies:
Loves history

Family status:
Married

Relation with the product:
Loves tea and brands with
a cultural background

CHEN • 52 YEARS



Profession:
College Student

Interests:
Likes to participate in
social charity programs

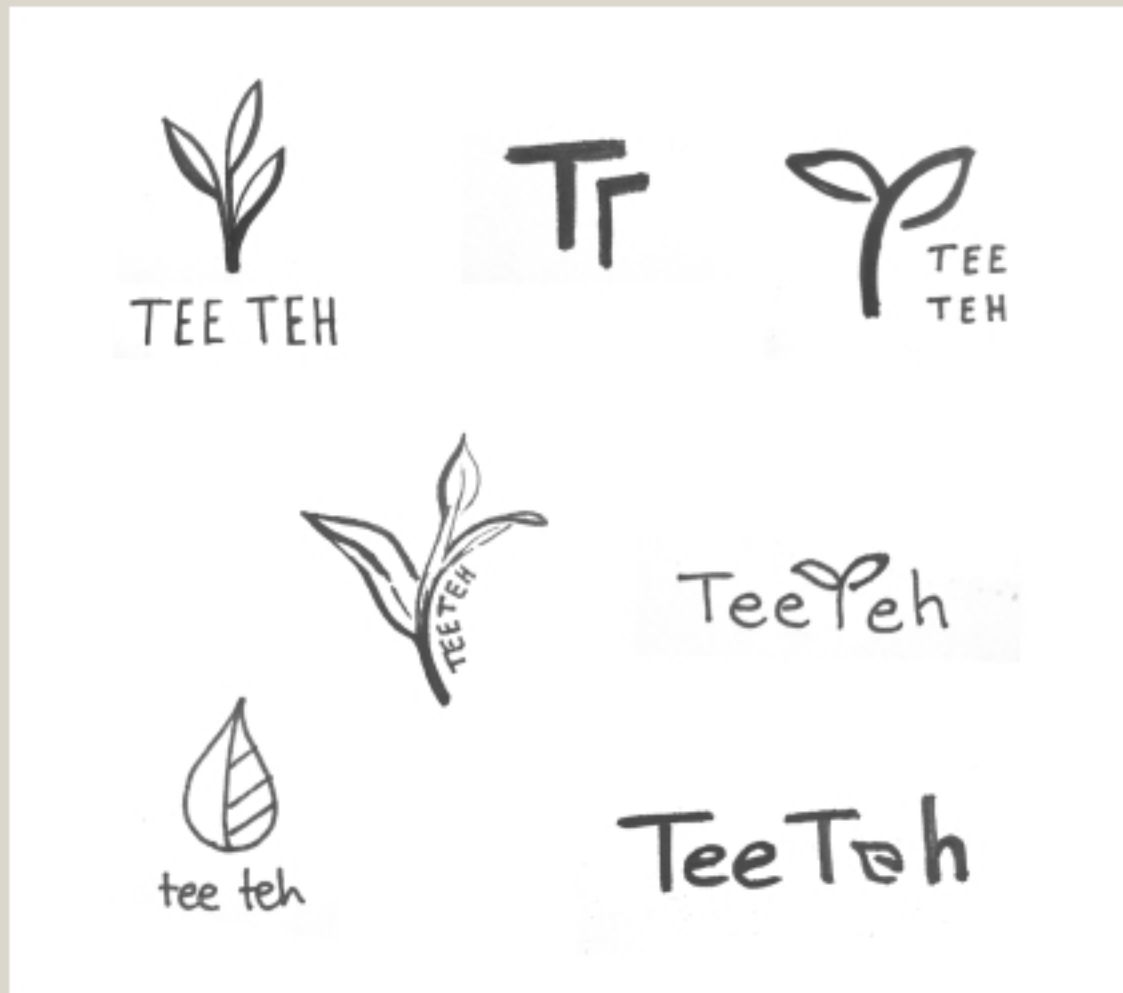
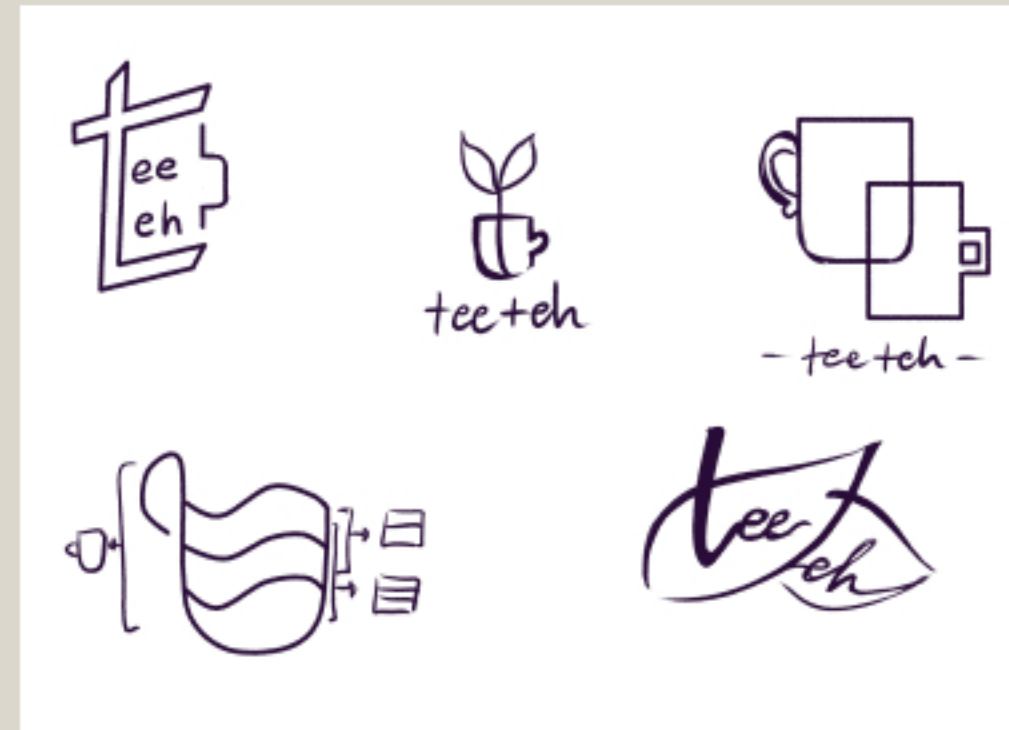
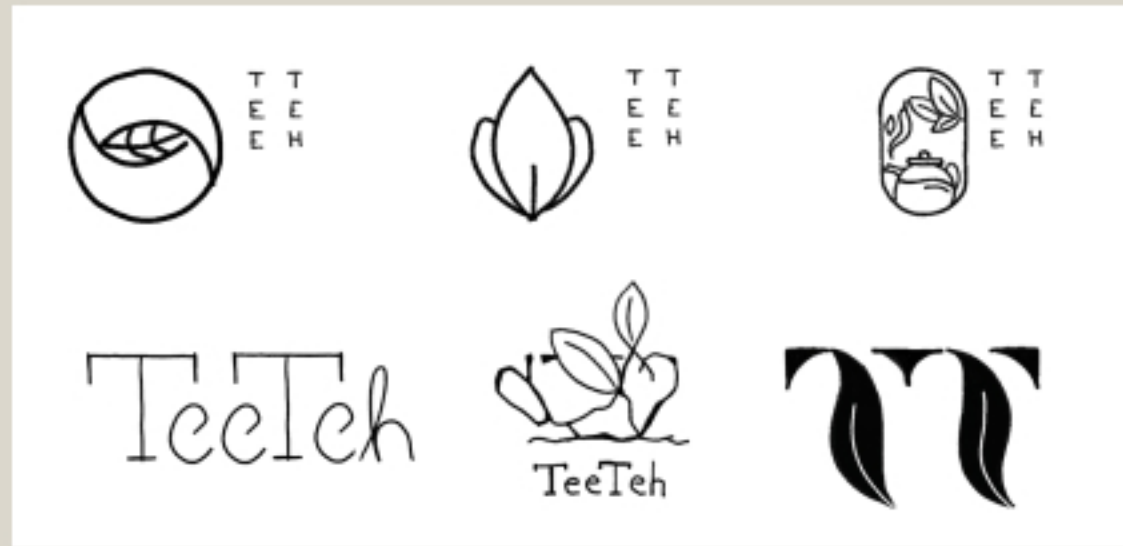
Hobbies:
Badminton club

Family status:
Single

Relation with the product:
Is open for an eco-friendly
tea product

LUCAS • 21 YEARS

| LOGO SCRIBBLES & CONCEPT



use of Serif T detail



Tea Leaf as base (root)







TEETEH



TEETEH



TEETEH



TEETEH



UNIVERSAL SANS

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| PACKAGING DESIGN





