



SUWALIF TEA  
PACKAGING REDESIGN

A GRIDLINERS AWARD SUBMISSION

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## OVERVIEW

Suwalif tea has been in the market for three years, it is imported from Sri Lanka, and comes in various flavors.

It is a special mix tea recipe that captures the traditional taste of tea, that makes the unique Bahraini Blend

The project aims to elevate the overall packaging and visual appeal to a more practical design and visual appeal that can cater to additional flavors as the brand grows in variety, market share as well as age groups.

“Suwalif” in Arabic means conversations, often associated with drinking tea as the preferred social drink served during hangouts, and family visits, deeply rooted in the heritage of Bahraini people where their main hangouts were the traditional cafes in the heart of the “Souqs” of Manama the capital of Bahrain.



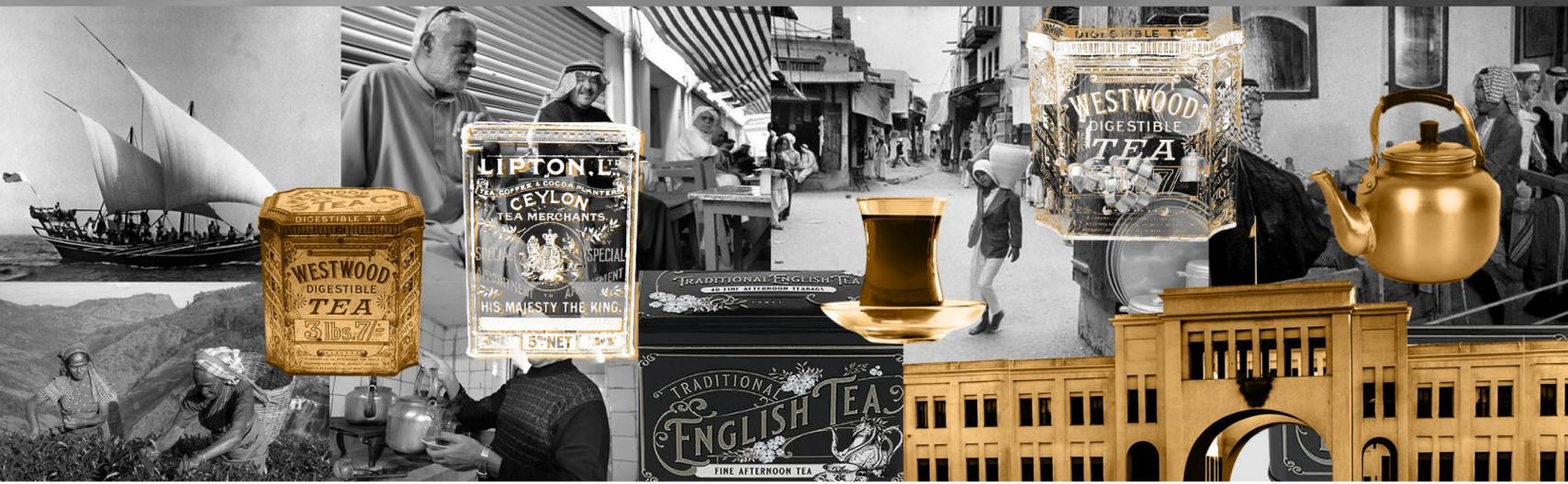
THE OLD PACKAGING DESIGN

# BRAND STATEMENT

مع شاي سواف، تحلا السواف

Tea is the highlight of conversations, gatherings, and social hangouts, rooted in our rich culture, Suwalif tea brings back the memories of those simpler times, with a special authentic Bahraini blend.

مع الشاي تحلى سوافنا و جمعائنا، چاي سواف يرجع لنا ذكريات الزمن الجميل، زمن چاي الضحى و قهاوي السوق و جمعة الطيبين، بخلطة البحرينية وطعمة الأصيل.



# BRAND ESSENCE

Suwalif tea offers the original taste of tea from the old days of Bahraini Traditional Cafes that were the source of good tea, traditionally being the main hangout joints for socializing in the middle of souqs around the Babul Bahrain old souq area.

VINTAGE  
CLASSICAL  
TRADITIONAL  
ORIGINAL  
AUTHENTIC  
QUALITY



# DESIGN RATIONALE

The brand will attain the dark black color to differentiate the brand from the rest of the existing big brands on supermarket shelves, also to have a classical packaging feel to be in line with the story behind the brand.

The packaging should stand out in terms of the bold color choice for the tea packing category that serves the brand's story very well.

The printing technique should be very simple and practical to suit the commercial sector and maintain a competitive price to promote and grow the brand's equity.



# THE VISUAL DIRECTION (VINTAGE PACKAGING)

The design tries to depict a vintage style to leverage that tie between tea and the act of socializing back in the '50s.

The vintage elements of design reflect the authenticity as well as quality, and the overall experience of drinking tea that is rooted in the behavior of the Bahraini people, as tea is the traditional socializing drink used to serve guests, family gatherings, and customers.

Suwalif tea brand experience through its messaging and packaging aims at celebrating these traditional and cultural values.

## THE MENIFESTATION



MAIN IDENTITY EMBLEM

## Primary Logo



Main arabic logo on white BG.



Main arabic logo on black BG.



Main arabic logo on brown BG.



Main english logo on white BG.



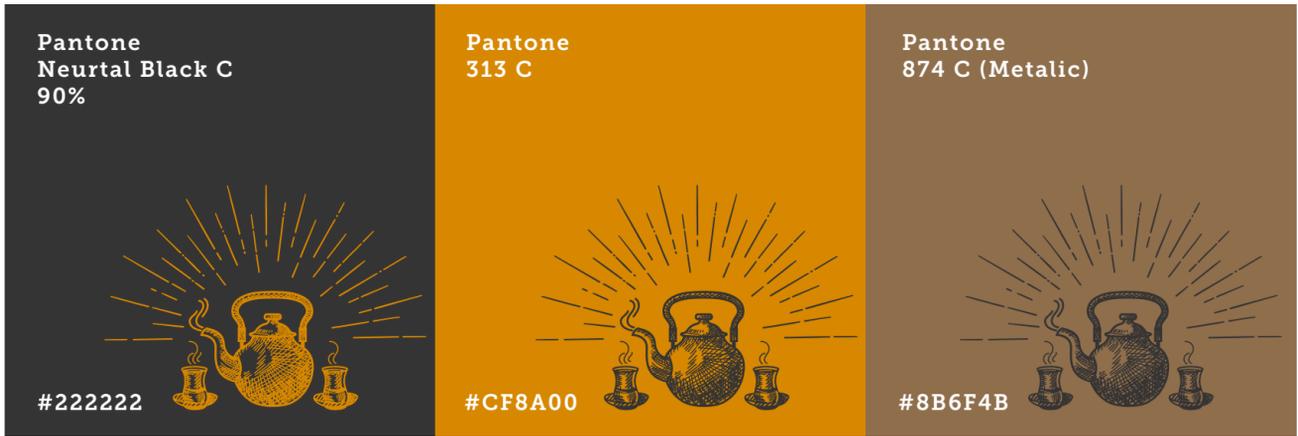
Main english logo on black BG.



Main english logo on brown BG.

# Identity Colors

## Primary colors



## Secondary Colors



# Typography

## ENGLISH TYPE

### Museo slab 500

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Museo slab 700

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Museo slab 900

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

To be used for main titles, highlight text.



## SECONDERY ENGLISH FONT

### Jane Austen

*Heritage*

To be used for slogans, signature style headlines.

## ARABIC TYPE

### Myriad Arabic Regular

شاي سيلاني أسود نقي

### Myriad Arabic Bold

شاي سيلاني أسود نقي

To be used for main titles, highlight text.

# Graphic decorative elements



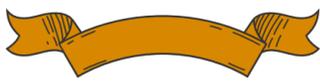
Main illustration elements



Stamp style elements



Shining rays



Labeling element



Tea Flavor illustration style



Framing elements



Framing elements



Boat Illustration

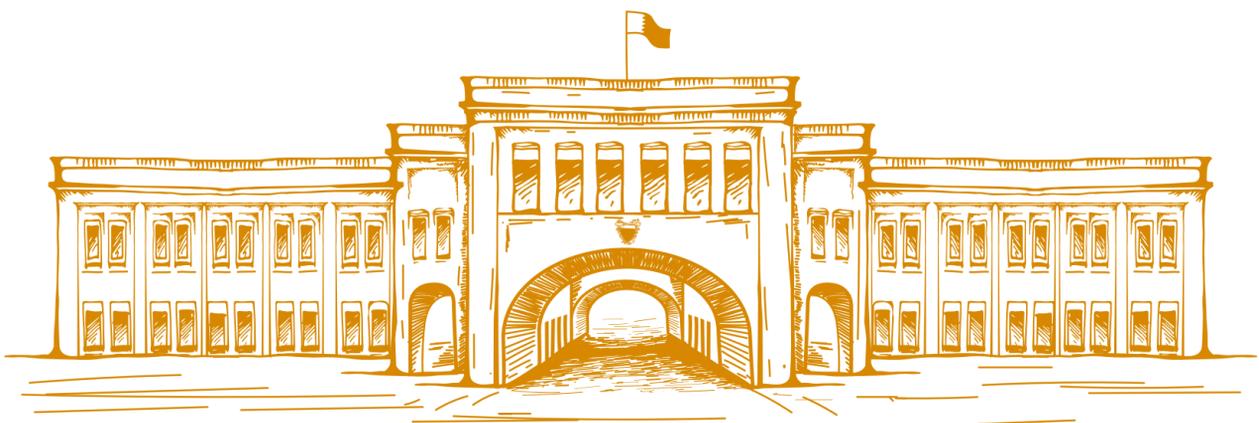


Illustration of the iconic land-mark Babul Bahrain.





# THE CREATIVE SOLUTION

The creative solution mixes the vintage elements of design with some modern treatments to reflect the authenticity as well as quality, and the overall experience of drinking tea that is tied with the general behavior of the Bahraini people, as tea is the traditional socializing drink used to serve guests, family gatherings, and customers.

Suwalif tea celebrates the traditional and cultural values through its messaging, packaging and brand experience.

*Heritage*

Old hand writing to emphasize authenticity and the vintage look.



Decorative elements stamps of quality.



The old style teapot and the "estikanah" were the main traditional way that tea was served at the old cafes.



Babul Bahrain is one of Bahrain's main landmarks, located at the heart of the old capital "Manama" and represents the gate to the Souq that was full of all the traditional old cafes where workers, merchants, expats enjoyed their tea while they socialised and talked and exchanged stories and conversations.



Vintage style emblem used throughout the packaging theme.





EST. 1952 PREMIUM

# شاي سواف



QUALITY

## SUWALIE TEA

SPECIAL BAHRAINI BLEND

ORIGINAL FLAVOR

شاي سيبلائي أسود زقبي  
PURE CEYLON BLACK TEA

2017

الوزن الصافي 200 غرام  
Net Weight 200g

PREMIUM  
شاي سواف  
SPECIAL BAHRAINI BLEND  
SUWALIE TEA  
2017

الوزن الصافي ٢٠٠ غرام  
Net Weight 200g

PREMIUM  
شاي سواف  
SUWALIF TEA  
QUALITY  
2017



GERMANIA

PREMIUM  
شاي سواف  
SUWALIF TEA  
QUALITY  
2017

PREMIUM  
SUWALIF TEA  
SPECIAL BAHRAINI BLEND  
ORIGINAL FLAVOR

BRITISH BLEND

PUP

2017

سواف

SUWALIF  
SPECIAL BAHRAINI BLEND

ORIGINAL FLAVOR









مع الجاي تحلى سوافنا و جمعانا،  
چاي سوافل يرجع لنا ذكريات الزمن الجميل،  
زمن چاي الضحى و قهاوي السوق  
و جمعة الطيبين، بخلطنة البحرينية  
وطعمة الأصيل.

Tea is the highest conversation



PREMIUM



THANK YOU