

Brand : ARTEA

Conceptual Project

Year/2023

© All rights reserved

Violet
[Graphica]

violetgraphica@gmail.com

be.net/Violet-graphica

📷 violet_graphica

Introduction:

In the pursuit of creative challenges and the sheer enjoyment of design, the project ARTEA came to life.

This conceptual project beautifully blends two of my favorite passions: ART and TEA.

Join me as I share this artistic journey with you.



About :

ARTEA: Where Art and Tea Collide

ARTEA is a tea brand project meticulously designed to cater to the desires of tea enthusiasts worldwide.

We firmly believe that drinking tea transcends mere consumption; it's an art form in itself.

Our mission is to elevate this age-old tradition by offering a collection of tea blends that are both delectable and visually captivating.

Explore Our Exquisite Tea Collection:

Delicate Jasmine: Immerse in fragrant jasmine blossoms intricately woven into green tea leaves, promising a tranquil, aromatic journey.

Orange & Spice: Embark on a warm adventure with Orange & Spice black tea, where the fusion of oranges and spices indulges your senses.

Sweet Berries: Satisfy your palate with Sweet Berries, harmonizing sweet and tangy berry notes, leaving a delightful memory on your taste buds.

Lemon Twist: Experience the perfect balance of citrusy tang and soothing green tea undertones in Lemon Twist, a refreshing flavor dance to uplift your spirit.

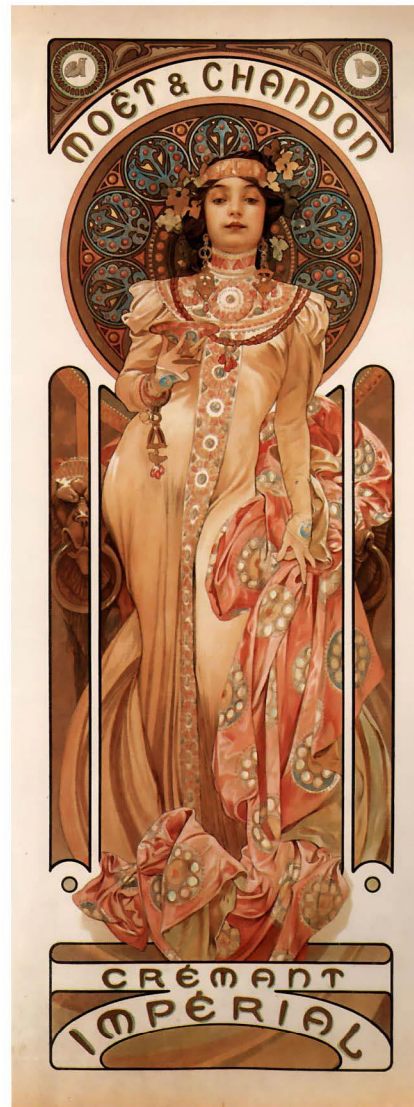
Inspiration

My inspiration for this project was from the enchanting art movement known as ART NOUVEAU.

This movement, which flourished in the late 19th and early 20th centuries, is characterized by its embrace of organic forms, intricate details, and a deep connection to nature.

Art Nouveau History:

ART NOUVEAU emerged as a response to industrialization, seeking to reintegrate art into daily life. Influential figures like Alphonse Mucha and Hector Guimard played pivotal roles in shaping this beautiful art movement.



Design Process

My creative journey in this project was a meticulous and imaginative one, driven by the desire to infuse the essence of ART NOUVEAU into the packaging design. Here's a glimpse into the design process :

1. Conceptualization:

I started with sketching diverse compositions for each flavor's packaging. My goal was to create unique artwork for each blend while maintaining a consistent structure—a distinctive frame, a central character, and a vibrant fusion of the tea's flavors surrounding the character.

2. Central Character:

Each artwork features a girl whose design merges seamlessly with tea flavor elements, embodying the spirit of our blends.

3. Nature and Fruit Elements:

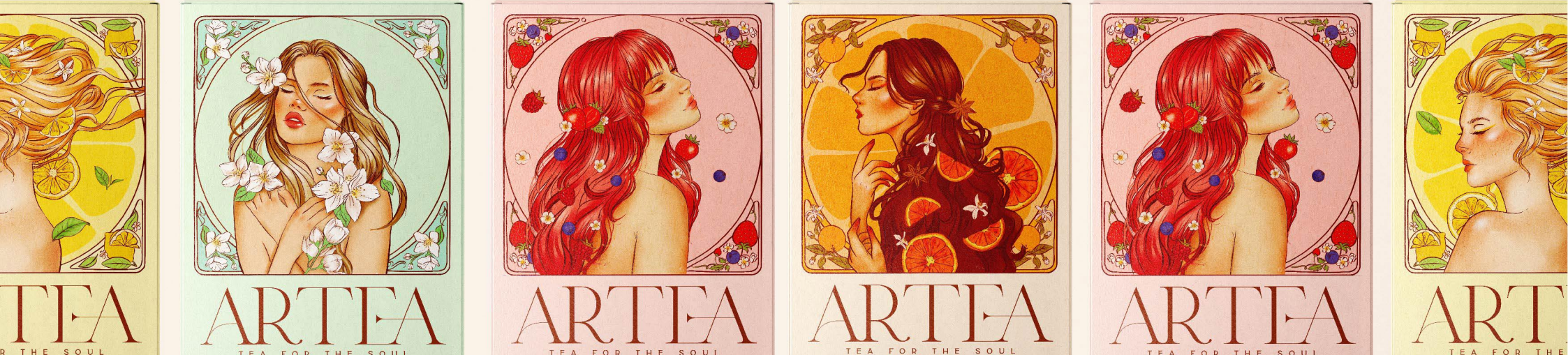
To evoke tea flavors, I incorporated nature and fruit elements, adding movement and dynamism to the designs.

4. Color Palette:

Carefully selected color palettes for each packaging reflect the essence and emotions of each tea blend.

In short, My design process aimed to create an artistic experience, visually narrating the story of each tea blend through art, nature, and color.







Delicate Jasmine:

Experience the enchanting aroma of delicate jasmine blossoms infused into fine green tea leaves.



ARTEA

TEA FOR THE SOUL

Delicate Jasmine

GREEN TEA . ORGANIC . BIO

20
TEA
BAGS



Orange & Spice:

Indulge in the warm and aromatic embrace of our Oranges and Spices black tea.



ARTEA

TEA FOR THE SOUL

Oranges & Spices

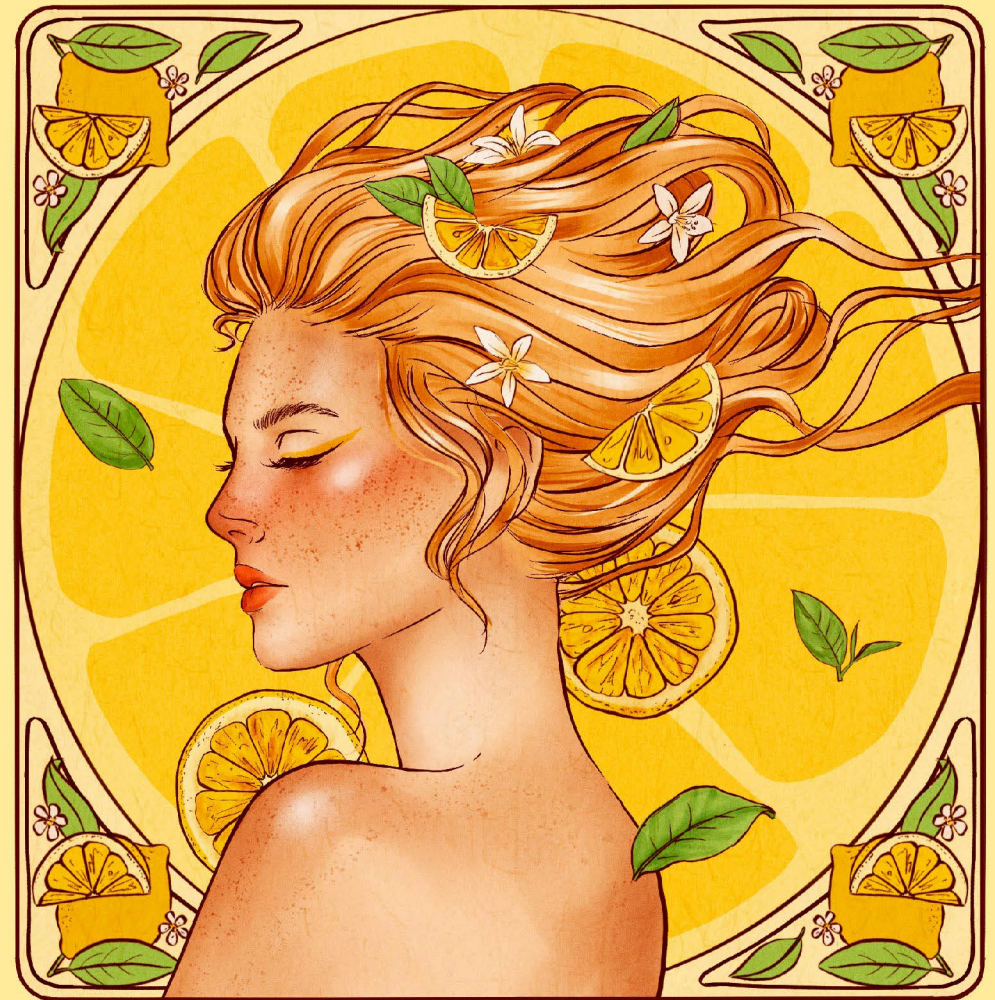
BLACK TEA . ORGANIC . BIO

20
TEA
BAGS



Lemon Twist:

Zest up your day with the invigorating taste of our Lemon Twist.



ARTEA

TEA FOR THE SOUL

Lemon Twist

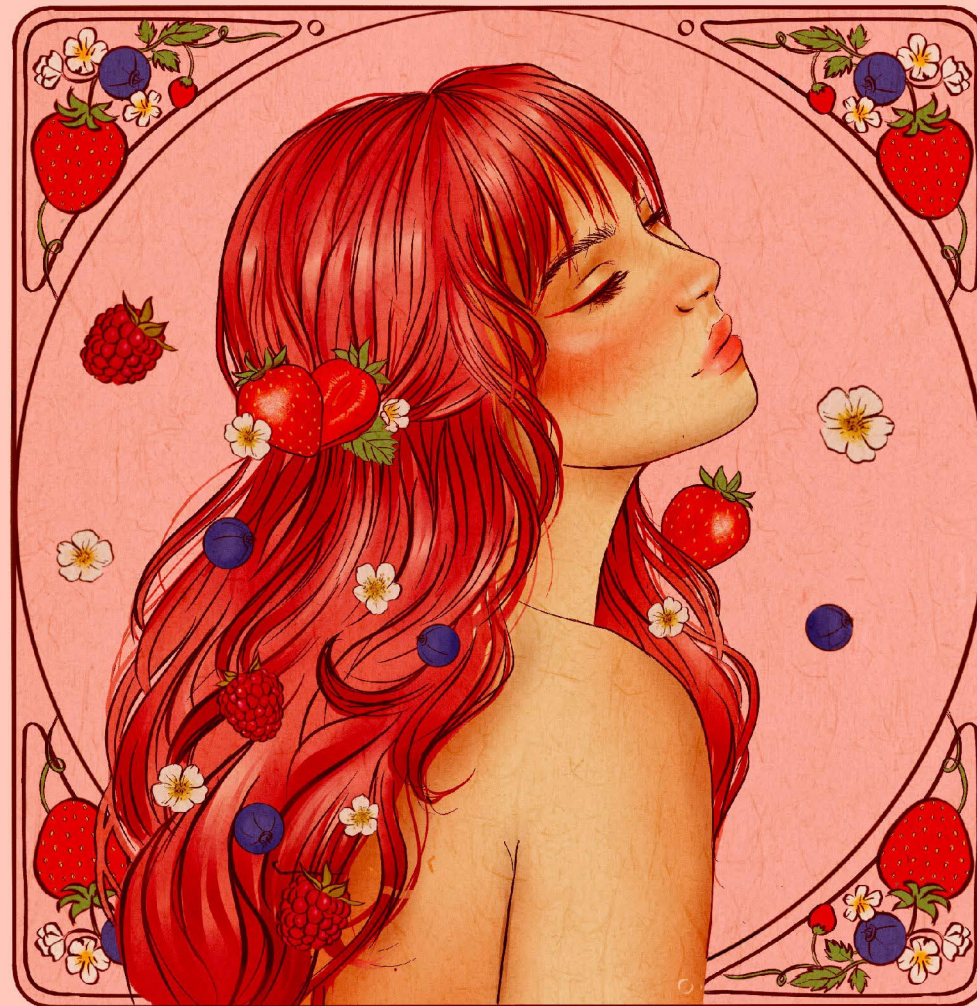
GREEN TEA . ORGANIC . BIO

20
TEA
BAGS



Sweet Berries:

Savor the lusciousness of our Sweet Berrie black tea,



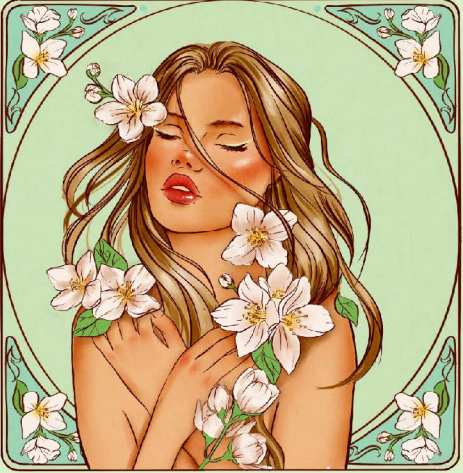
ARTEA

TEA FOR THE SOUL

Sweet Berries

BLACK TEA . ORGANIC . BIO

20
TEA
BAGS




ARTEA
TEA FOR THE SOUL

Delicate Jasmine

GREEN TEA . ORGANIC . BIO

20
TEA
BAGS

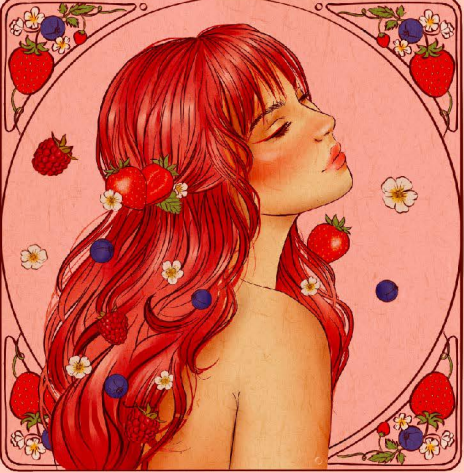


ARTEA
TEA FOR THE SOUL

Oranges & Spices

BLACK TEA . ORGANIC . BIO

20
TEA
BAGS




ARTEA
TEA FOR THE SOUL

Sweet Berries

BLACK TEA . ORGANIC . BIO

20
TEA
BAGS



ARTEA
TEA FOR THE SOUL

Lemon Twist

GREEN TEA . ORGANIC . BIO

20
TEA
BAGS



ARTEA
 Ingredient: tea leaves, yuzume
 Nipponme.

ARTIST'S STATEMENT
 I have created this artwork with the hope that it will inspire you to live your life to the fullest and to be happy in the moment.

PLEASE REUSE AND RECYCLE

Please share in a cup of joy.

40181 7039583
 e 40g

1 1-800-724-0855 @ artea
 www.artea.com

ARTEA
 TEA FOR THE SOUL

ARTEA
 TEA FOR THE SOUL
 Delicate Jasmine
 GREEN TEA ORGANIC BIO

ARTEA
 TEA FOR THE SOUL
 Delicate Jas
 GREEN TEA organ

ARTEA
 TEA FOR THE SOUL
 Delicate Jasmine
 GREEN TEA ORGANIC BIO

ARTEA
 TEA FOR THE SOUL



ARTEA
TEA FOR THE SOUL



Delicate Jasemine

Experience the enchanting aroma of delicate jasmine blossoms infused into fine green tea leaves. Our expert blenders have carefully crafted this blend to bring you a harmonious balance of floral notes and refreshing green tea goodness, transporting you to a tranquil oasis with every sip.

Brewing guide



Put a teabag in a cup.



Boil Water in a teapot (95°C)



Pour it over tea and let it infuse for 4 Min.



ARTEA
TEA FOR THE SOUL

Delicate Jasemine

GREEN TEA . ORGANIC . BIO

20
TEA
BAGS

ARTEA

Ingredient:
Green tea leaves, jasmine blossoms.

NUTRITION FACTS

20 Servings per container shown

Amount Per Serving 1 teabag 2g

Amount per serving
Calories 2

	% Daily Value*
Total Fat 0g	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Protein 0g	0%

*Percent Daily Values are based on a diet of other people's secrets.

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Please store in a cool, dry place

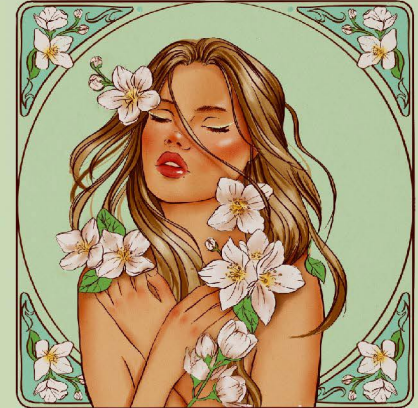


e 40g



415 795240855 @ Artea

www.artea.com



ARTEA
TEA FOR THE SOUL

Delicate Jasemine

GREEN TEA . ORGANIC . BIO

20
TEA
BAGS

ARTEA
TEA FOR THE SOUL



ARTEA
TEA FOR THE SOUL

Oranges
& Spices

Black tea with warm and aromatic flavors of
the Oranges and Spices blend, the delicate
flavors you'll love. This experience that will
transport you to sunny, sunny, sunny, sunny, sunny
days. Let us help you enjoy your day.

Brewing guide



Cup & Spoon in a Cup



Spoon in a Cup



Spoon in a Cup



ARTEA
TEA FOR THE SOUL

Brewing guide



Cup & Spoon in a Cup



Spoon in a Cup



Spoon in a Cup

Oranges
& Spices



ARTEA
TEA FOR THE SOUL

ARTEA
TEA FOR THE SOUL

Oranges
& Spices

Oranges
& Spices

Black tea with warm and aromatic flavors of
the Oranges and Spices blend, the delicate
flavors you'll love. This experience that will
transport you to sunny, sunny, sunny, sunny, sunny
days. Let us help you enjoy your day.

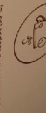
Brewing guide



Cup & Spoon in a Cup



Spoon in a Cup



Spoon in a Cup

MADE IN THE USA



ARTEA
TEA FOR THE SOUL

Oranges & Spices
BLACK TEA . ORGANIC . BIO

20
TEA
BAGS

ARTEA
TEA FOR THE SOUL

Oranges & Spices

Indulge in the warm and aromatic embrace of our Oranges and Spices black tea. Each sip offers a rich and robust experience that will transport you to cozy winter evenings by the fireplace. Embrace the comforting embrace of this tea and let it spice up your day.

Brewing guide



Put a teabag in a cup.



Boil Water in a teapot (95°C)



Pour it over tea and let it infuse for 4 Min.



ARTEA
TEA FOR THE SOUL

Oranges & Spices
BLACK TEA . ORGANIC . BIO

20
TEA
BAGS

ARTEA
TEA FOR THE SOUL

ARTEA

Ingredient:
Black tea leaves, orange peel, cinnamon, Anise.

NUTRITION FACTS	
20 Servings per container about	
Amount Per Serving: 1 Teabag 2g	
Amount per serving	2
Calories	
	% Daily Value*
Total Fat 0g	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Protein 0g	0%

*Percent Daily Values are based on a diet of tea. Your daily values may be higher or lower depending on your taste buds.

Please store in a cool, dry place



e 40g



415 795240855 @ Artea
www.artea.com



ARTEA
TEA FOR THE SOUL

Oranges & Spices
BLACK TEA . ORGANIC . BIO

20
TEA
BAGS



ARTEA
TEA FOR THE SOUL

Ingredients:
Black tea leaves, orange peel,
cinnamon, Anise.

NUTRITION FACTS	
Amount Per Serving (1/2 cup)	
Total Fat	0g
Total Carbohydrate	10g
Total Protein	0g
*Percent Daily Values are based on a diet of other people's dreams.	



Please store in a cool, dry place

50g
151-7924-8935 @ Artea
www.artea.com

ARTEA
TEA FOR THE SOUL

ARTEA
TEA FOR THE SOUL
Oranges & Spices
BLACK TEA · ORGANIC · BIO

ARTEA
TEA FOR THE SOUL
Oranges & Spices
BLACK TEA · ORGANIC

ARTEA
TEA FOR THE SOUL
Oranges & Spices
BLACK TEA · ORGANIC · BIO

ARTEA
TEA FOR THE SOUL



Sweet Berries

Since the launch of our Sweet Berries Black tea, a delightful symphony of flavors, the still and not so still, has captured the attention of a world of tea lovers. Imagine when the earth and tangy notes of berries dance on your tongue, leaving you craving for more...

Brewing guide

- Put 1 sachet in a cup
- Get water to (90°C - 95°C)
- Pour in 200 ml of water



ARTEA
TEA FOR THE SOUL

Sweet Berries
BLACK TEA ORGANIC BIO

30 TEA BAGS

ARTEA
TEA FOR THE SOUL

Sweet Berries
BLACK TEA ORGANIC BIO

Brewing guide

- Put 1 sachet in a cup
- Get water to (90°C - 95°C)
- Pour in 200 ml of water



ARTEA
TEA FOR THE SOUL

Sweet Berries
BLACK TEA ORGANIC BIO

ARTEA
TEA FOR THE SOUL

Sweet Berries
BLACK TEA ORGANIC BIO

NUTRITION FACTS

Amount per 100g sachet	
Energy	1000 kJ / 240 kcal
Total Fat	0g
Saturated Fat	0g
Carbohydrate	0g
Sugars	0g
Protein	0g
Fiber	0g
Sodium	0mg



UJ14 70220205 @ ARTEA



ARTEA
TEA FOR THE SOUL

Sweet Berries
Savor the indulgence of our Sweet Berries black tea, a delightful infusion of flavors that will transport you to a world of pure bliss. Made with organic, fair-trade ingredients, this tea is a true delight for the senses. Enjoy it as a refreshing beverage or a comforting treat.

Brewing guide

- 1. Boil water to 100°C (212°F)
- 2. Steep for 3-5 minutes
- 3. Strain and enjoy



ARTEA
TEA FOR THE SOUL

BLACK TEA ORGANIC BIO

Sweet Berries
TEA FOR THE SOUL

Sweet Berries
Savor the indulgence of our Sweet Berries black tea, a delightful infusion of flavors that will transport you to a world of pure bliss. Made with organic, fair-trade ingredients, this tea is a true delight for the senses. Enjoy it as a refreshing beverage or a comforting treat.

Brewing guide

- 1. Boil water to 100°C (212°F)
- 2. Steep for 3-5 minutes
- 3. Strain and enjoy



ARTEA
TEA FOR THE SOUL



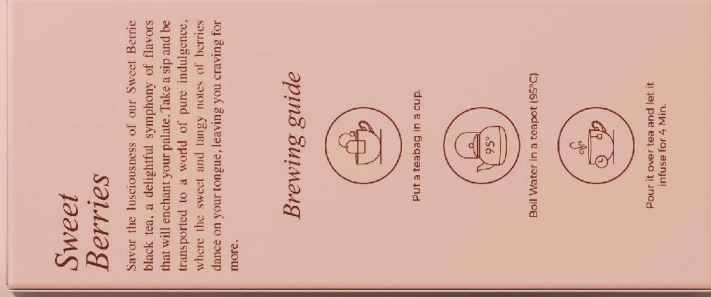
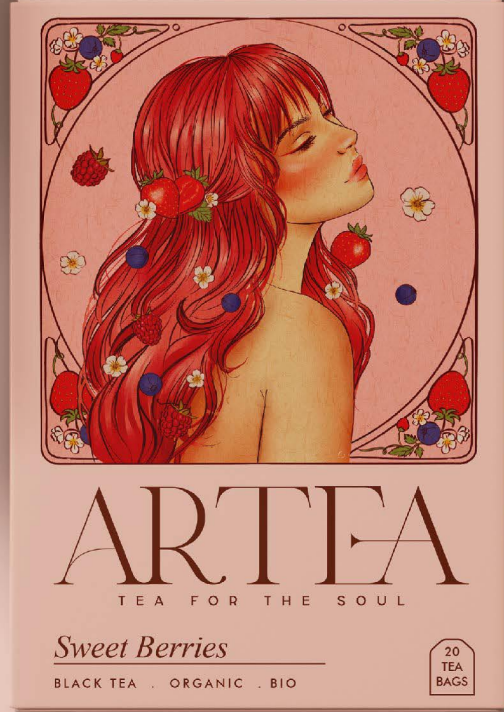
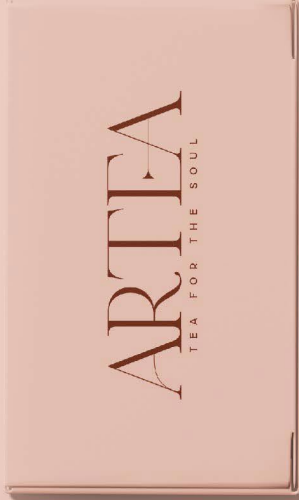
ARTEA
TEA FOR THE SOUL

Sweet Berries
Savor the indulgence of our Sweet Berries black tea, a delightful infusion of flavors that will transport you to a world of pure bliss. Made with organic, fair-trade ingredients, this tea is a true delight for the senses. Enjoy it as a refreshing beverage or a comforting treat.

Brewing guide

- 1. Boil water to 100°C (212°F)
- 2. Steep for 3-5 minutes
- 3. Strain and enjoy

BLACK TEA ORGANIC BIO





ARTEA
TEA FOR THE SOUL

Lemon Twist

Start your day with the tangy goodness of one of our lemon twists. Our aromatic loose leaf blends are made with the highest quality of ingredients. Discover the perfect harmony between citrusy zing and soothing green tea relaxation in every cup.

Brewing guide

-  Put 1 bag in a cup
-  Add water to 8oz cup
-  Drink & enjoy!



ARTEA
TEA FOR THE SOUL

Lemon Twist
GREEN TEA ORGANIC BIO

20
TEA
BAGS

ARTEA
TEA FOR THE SOUL

Lemon Twist
GREEN TEA ORGANIC BIO

ARTEA
TEA FOR THE SOUL

Brewing guide

-  Put 1 bag in a cup
-  Add water to 8oz cup
-  Drink & enjoy!



ARTEA
TEA FOR THE SOUL

Lemon Twist
GREEN TEA ORGANIC BIO

20
TEA
BAGS

PLEASE REFRIGERATE AFTER OPENING

NUTRITION FACTS	
Per 1 cup (8 fl oz) brewed tea	
Total Fat	0g
Total Sugar	0g
Total Caffeine	25mg
Total Antioxidants	100mg
Total Polyphenols	500mg
Total Flavonoids	300mg
Total Polyphenols	500mg
Total Flavonoids	300mg

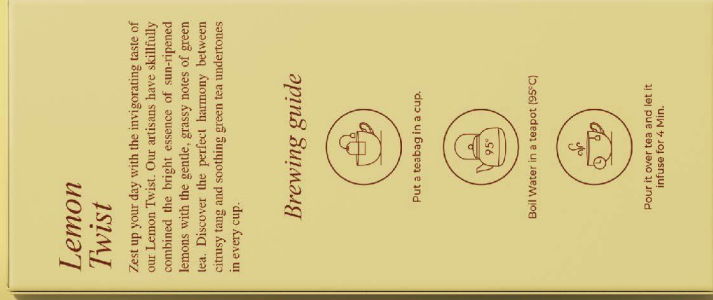
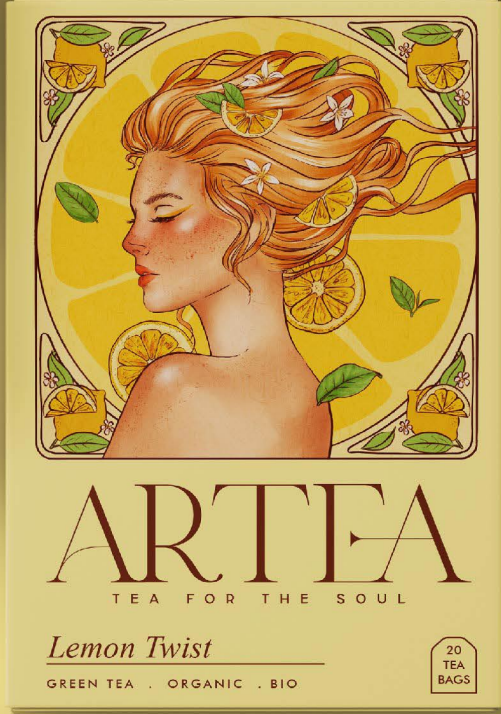
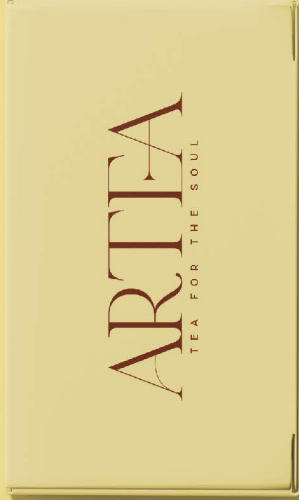
PLEASE REFRIGERATE AFTER OPENING

1-800-555-1234

www.arteat.com

ARTEA
TEA FOR THE SOUL

Lemon Twist
GREEN TEA ORGANIC BIO





ARTEA
TEA FOR THE SOUL

Lemon Twist

Start up your day with the brightening taste of our Lemon Twist. Our organic loose-leaf blend combines the best essence of our ripened lemons with the finest green tea leaves. Green tea is known for its perfect harmony between citrusy tang and soothing green undertones in every cup.

Brewing guide

- 1. Pour 1 cup of water into a cup.
- 2. Add 1 tea bag.
- 3. Steep for 3-5 minutes.
- 4. Enjoy!



ARTEA
TEA FOR THE SOUL

NET WT 1.5 OZ (42g)

ARTEA
TEA FOR THE SOUL

Lemon Twist

Start up your day with the brightening taste of our Lemon Twist. Our organic loose-leaf blend combines the best essence of our ripened lemons with the finest green tea leaves. Green tea is known for its perfect harmony between citrusy tang and soothing green undertones in every cup.

Brewing guide

- 1. Pour 1 cup of water into a cup.
- 2. Add 1 tea bag.
- 3. Steep for 3-5 minutes.
- 4. Enjoy!

ARTEA
TEA FOR THE SOUL

Lemon Twist
GREEN TEA ORGANIC BLEND



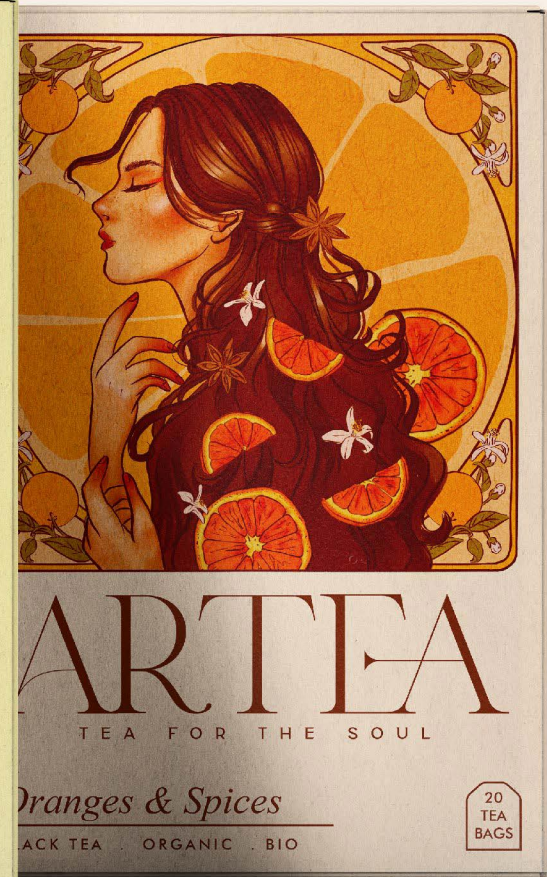
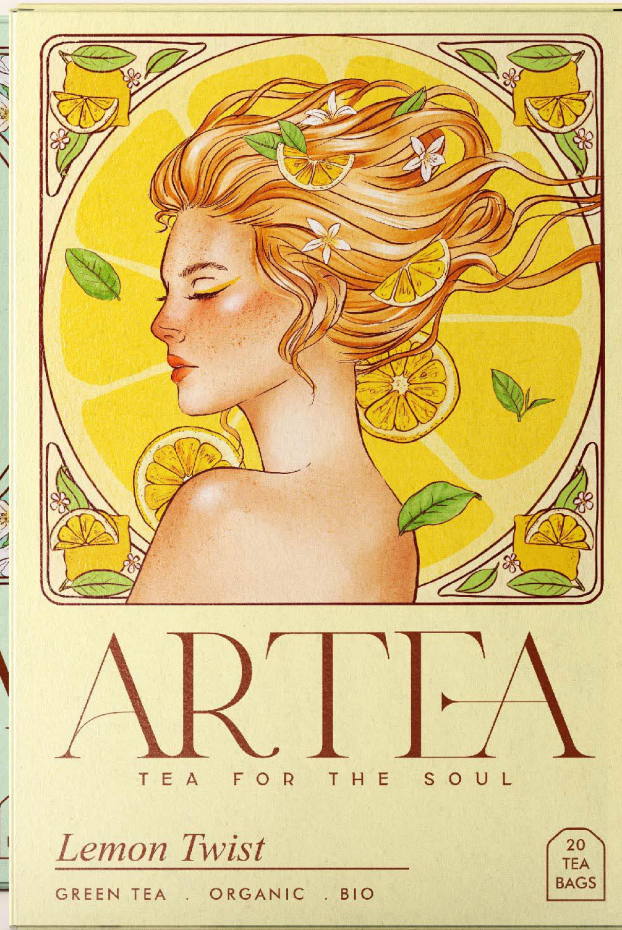
ARTEA
TEA FOR THE SOUL

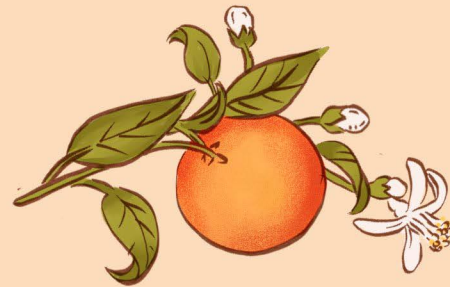
Lemon Twist

Start up your day with the brightening taste of our Lemon Twist. Our organic loose-leaf blend combines the best essence of our ripened lemons with the finest green tea leaves. Green tea is known for its perfect harmony between citrusy tang and soothing green undertones in every cup.

Brewing guide

- 1. Pour 1 cup of water into a cup.
- 2. Add 1 tea bag.
- 3. Steep for 3-5 minutes.
- 4. Enjoy!





Thank you for watching!

Violet

[Graphica]

✦ Aesthetic Brands for
the Modern CEO.

Contact Info :

violetgraphica@gmail.com

be.net/Violet-graphica

 [violet_graphica](https://www.instagram.com/violet_graphica)

© All rights reserved

