



Tea Label Designs Worth Checking Out



It seems like tea is bigger and better than ever. With a focus on improved health and stress reduction, tea has been in the spotlight for its rich antioxidant content and its ability to produce a calming effect.

If you are creating a **tea label design**, you will want your design to express all the benefits tea can offer in just one glance. Read on to find out about some ways you can get the desired effect.

Minimalism

Minimalism is a food packaging trend that goes hand in hand with tea label design. Most companies will go for a simple design over an abstract one. This is best for showing that your product is made with natural ingredients and provides the benefits you expect from a cup of tea.



Art Elements

Even though you are going for a minimalist look, that doesn't mean you can't add a bit of pizzazz with artwork. However, the art you use should still support that simple, natural image. Consider adding floral designs or pictures of actual tea leaves.





Tin Containers

Today, many teas are sold in loose leaf form. Brands who sell tea in this form often package it in a simple yet classy tin. This is the perfect way to market a product that projects an elegant image that is all about generating as little waste as possible. The tin can also easily be reused as a container for knickknacks, jewelry, candy or any other small items.

Fonts

When creating fonts for your tea label design, the keep it simple rule applies here as well. Fonts should be easy to read and most designers will want to stick to one font. However, if you do want to use more than one font, try separating them so they don't appear right next to each other. For instance, one font can appear on the front of the container while the other can appear on the back.



Names

There are many different kinds of tea; early gray, peppermint, chamomile and so on. Some tea manufacturers produce their own special blends. In doing so, don't be afraid to get creative with the names you give teas to make them more fun and enticing.



Tea Bottles

Tea is not only available in loose leaf and packet form. You can also buy bottles of pre-made tea. In this case, the best route to take is to give the bottle a clear label for the **beverage graphic design**. This will add a sense of transparency letting consumers see exactly what they are purchasing before they buy.

Tea is becoming a favorite among those looking to boost their mental and physical health. Make the most out of your tea product by teaming up with Lien Design to get a **label design San Diego** you will love. Which of these design elements suits your brand best?

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WEBSITE: LIENDESIGN.COM