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DES419

Design Brief

The item I chose to make a design brief on is the Pure leaf brand Raspberry tea. The colors on the label are red, green and black. The significance of the red in the design of the logo is to represent the color of raspberries. The black leaf on the logo is apparently a green tea leaf to represent the tea as real brewed tea coming straight from the tea leaves. The shape of the bottle has a wide base and narrow top so its east to carry in hand at the neck of the bottle. The travel size is a 18.5oz bottle small enough to carry in a lunch bag or purse. This design is made to be convenient for the consumer to carry. The contributions to this bottle design is The pure leaf logo which is just a white skinny font that pops out on the black background. The leaf image gives it that all natural feel and contributes to their slogan ‘Real brewed tea’ because it’s telling the consumer it came straight from loose tea leaves.

The bottle is made out of recycled plastic. This material will effect the cups reusability, so it is able to recycled after consumption. The bottle is see through as the brand says ‘to see the goodness inside’ It tells the consumers that they have nothing to hide and their product is 100%. The tea is made with 100% black tea leaves and the bottle is made of recycled plastic. Which is helping the environment by making it easily able to reuse and recycle. Which also helps the carbon footprint.Compared to other brands in the past made bottles made of glass like the old snapple bottle. Pure leaf tea is made of recycled plastic so its better for the environment.
The average price for one bottle is 1.99. Which compared to competition brands like Nestea at 1.39, Lipton 2.19, and Arizona 1.00. The brand is fairly priced compared to those brands. The audience of the brand is targeting real tea drinkers who are looking for all natural products.