

Tea, with character.



有茶，有趣。

A LITTLE TEA. A LOT OF PERSONALITY.

Identity & colour.



TRU TEA / 初茶

THE ORIGINAL IDENTITY

PAPER

#F4ECDF

CLAY

#AA4F40

LEAF

#C1CD94

OCHRE

#E8C873

A clear mark. A warmer world.

A cast of characters.

FIVE CUPS. MANY CHARACTERS.



ILLUSTRATIONS FROM THE ORIGINAL ARCHIVE

A little more personality.

Five cups, one lively ensemble.

The complete five-cup illustration group stays together.

Illustrations, hand lettering and small doodles stay together.

The artwork is an archival graphic, not a current menu.

A bolder conversation.



Two languages. The same energy.

Open margins, generous type and a simple oval gesture
bring structure to the lively original illustrations.
New theme and campaign layouts / 2026.

Made to be carried.



Tea, with
character.



Good company.
Better with tea.

有茶，有趣。

TRU TEA



Tea, with
character.



Something to take with you.

- Bag front, takeaway note and square campaign artwork.
- Complete flat faces establish every proportion and detail.
- Paper applications are design concepts, not production files.

Archive & new work.

THE ORIGINAL ARCHIVE

One native Affinity Designer poster document, dated 2022.

Three source artboards, one complete identity and the five-cup illustration group inform this new visual edition.

Two drink photos retain their original imagery and lettering.

The illustration group is retained as supplied in the archive.

THE NEW EDITION

New theme, colour system, layout and paper concepts / 2026.

Historical offers, event dates and contact details are excluded.

The edition presents complete flat design concepts.

Client adoption, recipes and manufacture are not confirmed.

Tea, with character.