

BLISS



BRANDING // PACKAGING

SOCIAL MEDIA // PRINT // ADVERTISEMENT
CONCEPT DEVELOPMENT // APPAREL

PROJECT OVERVIEW

Bliss is a bubble tea cafe that offers a wide range of high quality and traditionally made teas. Their products are highly customizable and affordable. They offer a great product as well as an enjoyable experience. Their primary focus is their storefront sales, but are looking to extend their company with a new line of bottled teas.

PROJECT OBJECTIVES

The perception around bubble tea, for most people, is that it's complicated, weird, confusing, strange, and they may not even know what it is or what it's made of. This makes sense considering it's very new to North America. The drink was invented in Taiwan in the mid 1980's and didn't become popular until the mid 1990's. In Taiwan, the drink is as popular as coffee is in North America, but due to the confusion of the drink, is yet to become as popular here. The name "bubble tea" is also mis-leading, when the drink contains no actual bubbles and sometimes doesn't even use tea.

The goal of the cafe is to offer a simplified and customizable experience that delivers an authentic and enjoyable product while simplifying and bringing awareness to the growing trend. Understanding the confusion behind their product, they want to provide a service that is simple, welcoming, and fun. Customers will not only enjoy the product and experience, but continue to return to try the wide range of customizable drinks and flavours.

Therefore, the objectives for the branding of the cafe were to design an identity that is vibrant, welcoming, and intriguing while keeping things simple, well-explained, and easily understood.

TARGET AUDIENCE

The target audience for this project is anyone that is looking to try something new or in search of an authentic product made with traditional methods and ingredients. The branding should attract the experience bubble tea drinkers as well the un-experienced.

DESIGN CHALLENGE

The challenges for this project were making sure that the simplicity and tone of the brand were properly carried out through all mediums. The primary focus of all collateral was to have a product or advertisement that clearly explained it's message, whatever it may be.

DESIGN SOLUTION

The brand uses a cheerful and lively colour scheme and a fun, unique, rounded sans-serif typeface to give the company a welcoming, exciting, and appealing tone. The brand utilizes the bold colours among large amounts of white space throughout all collateral creating a brand that is consistent, easily recognizable, clean, uncomplicated, and intriguing.