



bloom  
matcha

*bloom matcha*  
*GD\_499 package design*  
*oregon state university*  
*hayley pearson 2019*

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# bloom matcha

*BRAND BOOK*





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## experience enhancement

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A concept from the book, Why We Eat What We Eat, that inspired my project is that the experience, or the way we eat food such as the preparation and / or rituals behind it, can enhance the food itself.

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## concept articulation

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My target market for my brand would be millennials ages 17-35 and matcha enthusiasts who are looking to get a break out of their day to rest, meditate, or just have a moment to themselves. People who shop at Urban Outfitters and Anthropologie would see this on the shelves. Product packages that are critical to this product are packaging materials that are sustainable, minimalistic with design, and easy to carry around.

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# high level concept thinking

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WHAT ARE KEY COMMUNICATIONS THAT WE WANT OUR AUDIENCE TO TAKE AWAY?

While purchasing and using Bloom Matcha, I want the audience to feel what it symbolizes. To prepare matcha itself is a rhythmic and meditative motion itself. Matcha is also communicated as a voice of peace, harmony, focus, energy, and contentment.

WHAT ARE KEY TAKEAWAYS TO COMMUNICATE?

This matcha is meant to be soothing and act as a "fresh air" moment during a busy day or week. It's meant to capture the audience in the moment to be at peace and mindful of themselves. Bloom also stands for sustainability, where the brand gives back to our community and the package also doubles as a reusable container.

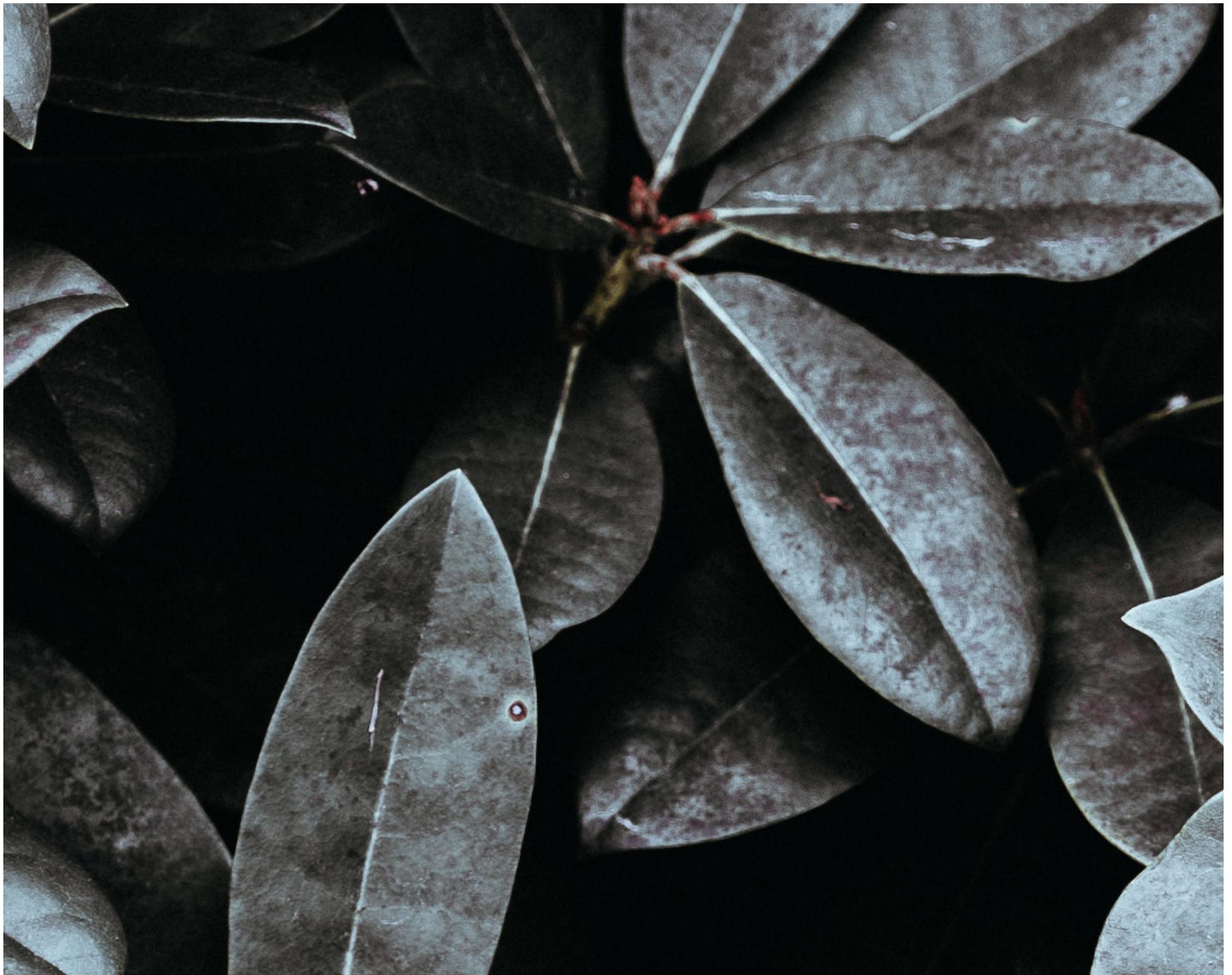
WHAT MAKES THE AUDIENCE ATTRACTED TO THE PACKAGE?

The design is very modern and appeals to the target audience. The package is minimal on the outside and opens up to the colorful, tropical like graphics in the inside to act as sort of a pleasing surprise. It's also satisfying to some how all the boxes on the inside fit perfectly together.

WHAT DO WE NEED TO MAKE SURE OUR BRAND STANDS OUT BEYOND THE OTHERS?

Bloom promises to keep the audience's inner peace, and to instill the importance of taking time out of our day to practice mindfulness and to focus on themselves. Bloom promises to keep our audience feeling good about themselves in every aspect of this product. From the rejuvenation of the product itself, to knowing that Bloom Matcha is sustainable and the brand gives back to our community and planet.

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The background of the slide is a dark, moody photograph of tea leaves. The leaves are silvery-green and have a textured, slightly serrated appearance. They are scattered across the frame, with some in sharp focus and others blurred in the background. The lighting is dramatic, highlighting the veins and edges of the leaves against a deep black background.

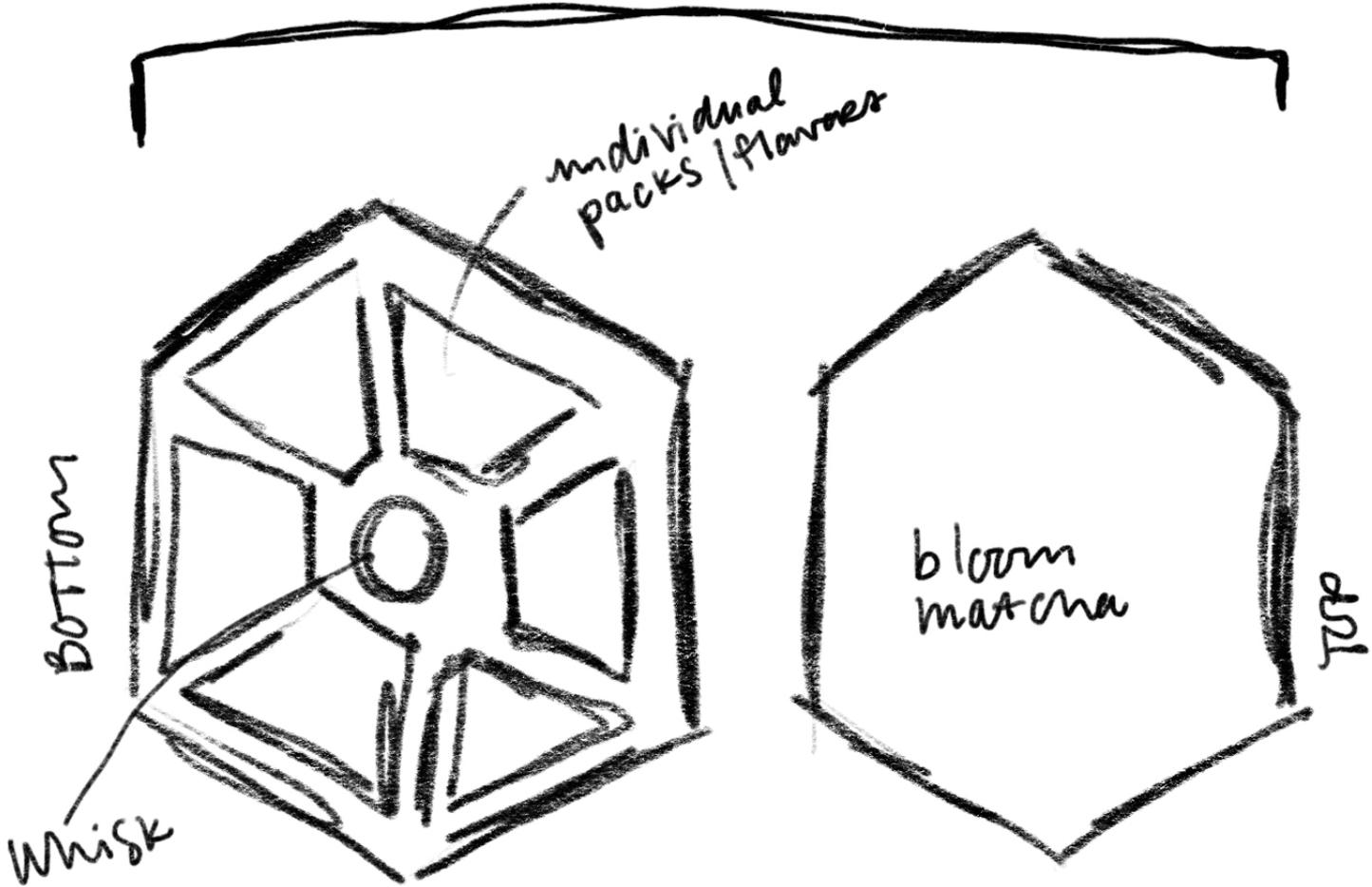
## bloom matcha

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Bloom Matcha is a lifestyle brand that promotes and encourages users to take time out of their day to practice mindfulness. Bloom Matcha is a matcha tea that has flavors inspired by what matcha tea symbolizes; peace, contentment, focus, and energy.

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wooden box?



**bloom  
matcha**

**BLOOM**  
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# bloom matcha





252 220 225  
0 16 4 0  
#FCDCE1

224 145 141  
0 51 36 0  
#E0918D

192 51 40  
18 93 89 0  
#C03328

169 185 123  
37 16 64 0  
#A9B97B

121 144 136  
56 33 45 4  
#799088

66 91 85  
73 48 60 30  
#425B55

52 64 64  
75 58 60 48  
#344040

**bloom  
matcha**

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## Bluu Next

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

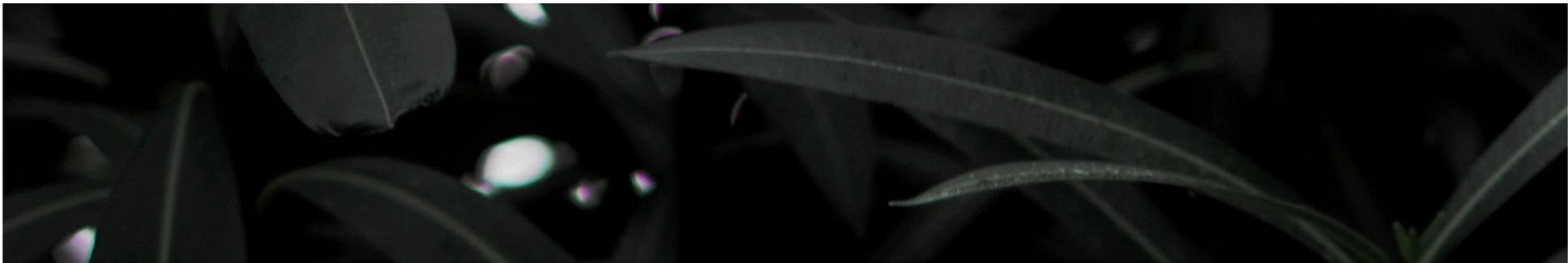
Use for titles, logo, and small bodies of texts such as call outs.

## Roboto Mono

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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

Use for large bodies of texts and secondary pieces of text.



## bloom matcha

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## bloom believes

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Bloom Matcha believes in self care and the importance of recouping during the rat race of it all. Bloom offers different pairings of flavors to help you whisk up the moment you've been waiting for.

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**bloom**  
**individual packs**

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Not only does Bloom Matcha come in a sampler pack, but also in your favorite flavors. Bloom Matcha also offers individual packs of each flavor to keep your zen flowing.

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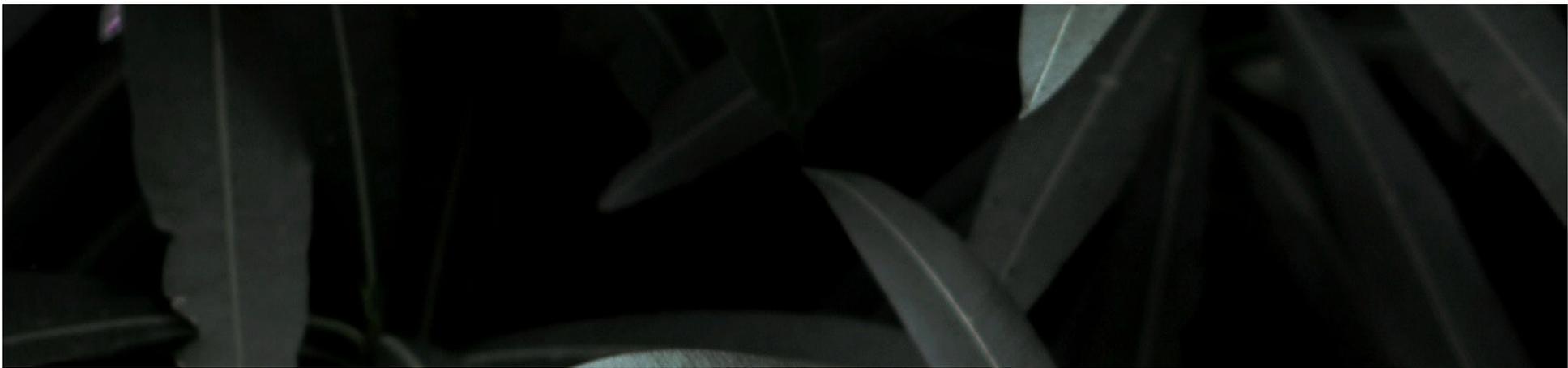
## bloom gives back

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We feel good when we do good. Bloom Matcha is a company that gives back to our community and wants to help you reduce, recycle, and most importantly, reuse when possible. Bloom Matcha's packaging is recyclable, reusable, and made from sustainable materials. What's better than feeling good about your indulgences?

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URBAN OUTFITTERS

Women's Men's Home Lifestyle Beauty Sale

Search Sign In

Trends New Bedding Furniture Art + Décor Rugs + Curtains Lighting Kitchen + Bar Bath Vintage Sale

Shop Dinnerware

Shop Drinkware

Shop Small Appliances

Shop Barware

Home / Kitchen + Bar

Browse by:

- All Kitchen + Bar
- Drinkware
- Dinnerware
- Barware
- Food Storage + Organization
- Small Appliances
- Kitchen Tools + Accessories
- Cookbooks

Filter by:

- Color
- Brand
- Price

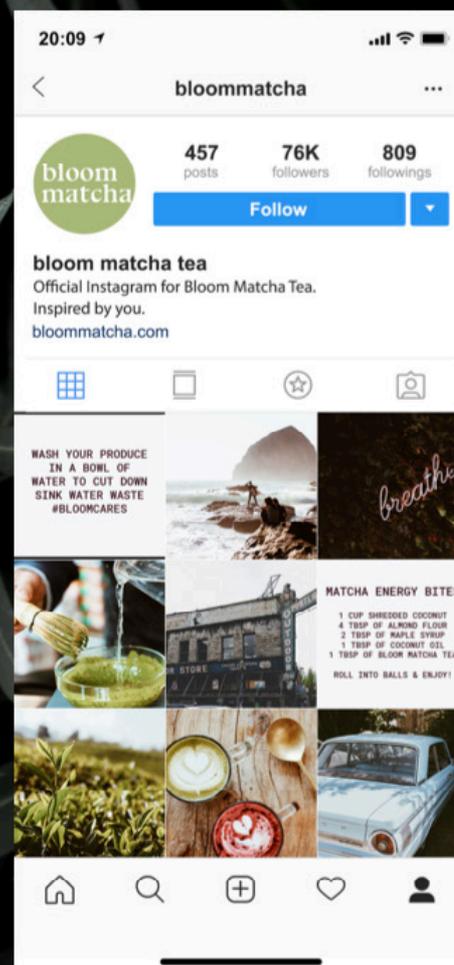
Kitchen Accessories 315 results

Featured 1/4

## urban outfitters partnership

Bloom Matcha has a partnership with Urban Outfitters Home, to help promote eco-friendly substitutes within the same target market.





## instagram curation

The Instagram for Bloom Matcha promotes posts with an aesthetic to visually attract, but to also give quick matcha-related recipes and tips on living eco-friendly.



**bloom  
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*2019 hayley pearson*