

Wildfern Tea Brand Identity

MAY 2025

The Brief

OBJECTIVE

Wildfern Tea Co. aims to create a tea brand and packaging system that **connects people** to the beauty of the natural world. Each tea is crafted with **foraged, organic, or ethically sourced ingredients**, highlighting the **landscapes and ecosystems** they come from. The brand seeks to appeal to **modern tea drinkers** who value **sustainability, craftsmanship**, and the **sensory** experience of tea.

With intentionally designed packaging that reflects the **beauty of the wild**, Wildfern will be a brand that tea lovers not only enjoy but **collect**.

TARGET AUDIENCE

Wildfern Tea Co. is designed for those who find **joy in nature, mindful moments**, and **high-quality ingredients**. The brand's target audience includes:

- **Nature lovers, outdoor enthusiasts, and wellness seekers.**
 - People aged **25-50** who appreciate **small-batch, organic**, and **sustainable** products.
 - Tea drinkers looking for **unique, herbal-forward blends with a story**.
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BRAND VALUES AND PERSONALITY

Wild & Untamed – Inspired by nature's landscapes, every tea tells a story of the wild.

Crafted & Intentional – Small-batch blends made with care and reverence for tradition.

Sustainable & Ethical – Sourced responsibly, packaged mindfully, and always eco-friendly.

Artistic & Immersive – From the packaging to the storytelling, each tea is an experience.

Mindful & Grounded – Encouraging people to slow down, sip with intention, and connect with nature.

CREATIVE DIRECTION

- **Grounded in nature**
 - **Nod to the landscape** of which the herbs come from
 - Something that people would want to **save and collect**
-

Mood Board

MOOD BOARD

Experience the Wild in a
Whole New Way

Experience the Wild in a Whole New Way

Wildfern Tea Co. invites tea lovers to experience the wild in a whole new way. This direction celebrates foraging, featuring a key animal and native botanical in each tea, to reflect the landscapes they come from. The goal is to highlight some of Wildfern's biggest differentiators: the craftsmanship and ethical sourcing of ingredients.

The main wordmark is a thick, curved serif that will hold up against large illustrations and color blocks. Secondary type features a complimentary sans serif with wide tracking to increase readability and elegance. The main brand colors are a collection of earthy greens, with pops of light purple and orange. These colors are grounded in nature and will help breathe life into the brand.

The packaging system will include one large illustration of the main ingredient in each tea. A badge with a starling will be featured across packaging, web, and collateral to represent the brand. Known for weaving herbs into their nests for wellness, starlings embody the brand's blend of intentionality, sustainability, and connection to the earth.

This brand direction is unique, collectible, and rooted in the artistry of nature. It transforms tea into a sensory journey—one that's wild, thoughtful, and worth savoring.

Organic, Unique, Clean

SERENA

MODERN | ELEGANT

made by
MUNTAB ART



LOGOS & WORDMARKS

WILDFERN

TEA COMPANY

WILDFERN



WILD
FERN



TYPE & COLOR

MR EAVES SANS

Mr Eaves Sans

Regular, Bold & Italic

Adobe Font

TYPOGRAPHY

SMALL CAPS SHOULD BE USED FOR
TITLES, HEADLINES, AND LABELS

Any body copy or descriptions are sentence case. Only use tracking on small caps titling and labels.

Italics is used sparingly as an accent

HERBAL
#7E9277

MORINGA
#B09A37

FOREST
#323F2E

LINDEN
#DD7C52

ORGANIC
#FFFEFA

BLUE PEA
#C7ABCC

GROUND
#241D16

COLOR

HOW IT WORKS
TOGETHER







WILDFERN
TEA COMPANY

MORINGA



Experience the wild in a whole new way
with this blend of moringa and spices.
Moringa offers a wide range of health
benefits, including boosting immunity,
reducing inflammation, and improving
digestion. It's rich in vitamins A, C, and
E, antioxidants, and minerals, making it
a nutrient-dense superfood.



WILDFERN
TEA COMPANY

BLUE PEA



Experience the wild in a whole new way with this vibrant blend of blue pea flowers and citrus. Blue pea, also known as butterfly pea flower, is packed with health benefits—from boosting brain function and supporting skin and hair health to aiding digestion and blood sugar balance. Rich in antioxidants, like anthocyanins, which gives it its blue hue and protective properties.



WILDFERN
TEA COMPANY

LINDEN
FLOWER

EXPERIENCE THE WILD IN A WHOLE NEW WAY
WILDFERN
TEA COMPANY

Experience the wild in a whole new way with this blend of linden flower, lemon and ginger. Linden flower, also known as lime blossom, is renowned in herbal medicine for its calming and therapeutic properties, promoting relaxation, reducing anxiety, and soothing stress-related symptoms. It also supports the immune system and eases cold symptoms like sore throats.

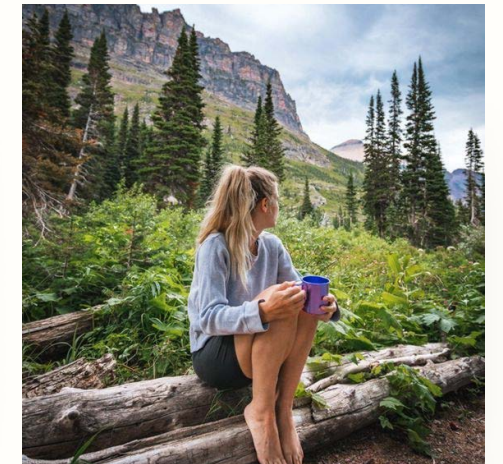
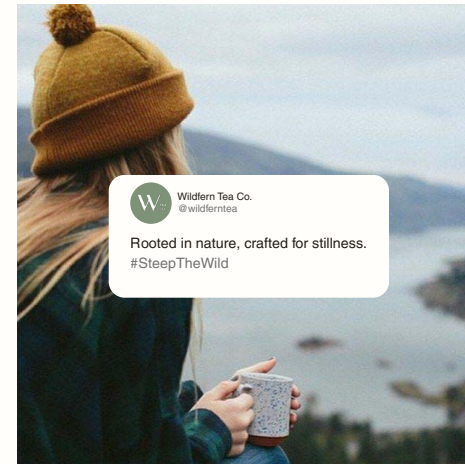
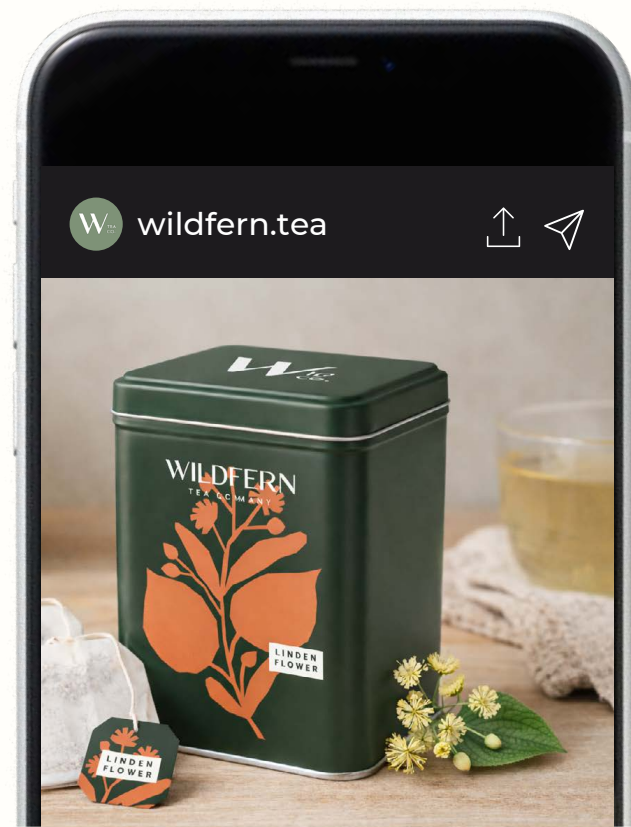






POSTS FOR SOCIAL MEDIA

Social toolkit to boost engagement





TEA AS NATURE INTENDED

HERBAL FORWARD BLENDS
THAT FEEL AS *alive* AS THE
landscapes they come from



WILDFERN



WHEN DO YOU USUALLY DRINK TEA?



morning or early afternoon

late afternoon or evening

throughout the day

WILD
FERN

THANK YOU!