

# Study on the Relationship Between Oolong Tea Brand Packaging Design and Color

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## ABSTRACT

The color design in the packaging of Oolong tea brand plays an important role in the sales and business activities of the goods. In the contemporary packaging design of Oolong tea brand, the color design has been placed in a crucial position. This paper mainly starts from the relationship between oolong tea brand packaging design and color, firstly discusses the importance of color in Oolong tea brand packaging design, secondly studies the relationship between Oolong tea brand packaging design and color, and finally discusses the application of color in Fujian Oolong tea brand packaging design.

## KEYWORDS

Oolong tea brand packaging; Color; Formal beauty

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## 1. INTRODUCTION

The image of the brand is the face of the brand and the intangible assets of the brand. In the increasingly fierce market competition, enterprises compete to improve their brand image in order to enhance their own competitiveness. Packaging is an important part of brand transmission, in the process of brand packaging, color is an important element, therefore, in the brand image design should fully consider the relationship between brand packaging design and color, seize the social culture and people's aesthetic trends, timely color and brand image adjustment.

## 2. THE STATUS OF PACKAGING DESIGN

The history of packaging design is inextricably linked to the development of human civilization. Developments in technology, materials and production, as well as the conditions created by the evolving consumer society, have opened up a whole new market of demand for packaging. The scope of packaging design includes packaging structure, graphics, color, text and other visual communication language, but also includes packaging materials, packaging containers, packaging technology and other packaging elements, but also involves consumer psychology, marketing, technical aesthetics, modern storage and transportation and other aspects of knowledge application.

Packaging is one of the most important links in modern commodity production and marketing. The quality of packaging is directly related to the value of goods in the market circulation. The original product packaging is mainly for the convenience of customers to carry, with the development of the market economy, people began to realize that commodity packaging as a visual communication tool, is by no means a dispensable thing, but the face of the commodity, modern commodity packaging is its simple and clear shape to become an indispensable part of the commodity.

### **3. THE SIGNIFICANCE OF COLOR IN THE PACKAGING DESIGN OF OOLONG TEA BRAND**

Among the three elements in the packaging design of oolong tea brand, color is the factor that can most affect the vision, and the pattern and text are to rely on color to express their own functions. Color has a very important position in the packaging design of oolong tea brand. Through the unique emotional language of color, it can show a variety of functions and play a lot of roles. From a psychological point of view, people's acceptance and recognition of information can be divided into two stages: sensation and perception. Feeling reflects the attributes of things, perception reflects the whole of things, feeling is the basis of perception, perception is the depth of feeling.

### **4. RELATIONSHIP BETWEEN OOLONG TEA BRAND PACKAGING DESIGN AND COLOR**

Color is one of the important birthmarks of the product, the color of the product, the property of the product industry and the tonality of the product transmission are actually a unified carrier, and must have very consistent characteristics in use. Even our enterprises as long as the color products that were not noticed by consumers are creatively identified and disseminated, it may create a dynamic new product.

The relationship between oolong tea brand packaging design and color is reflected in many aspects, including the psychological impact of color on consumers, the principle of color matching, the application of color in the oolong tea industry, and the application of color in the brand Oolong tea brand packaging.

Color pairs can have an impact on consumer psychology through brand packaging. Different colors evoke different emotional associations, such as red for passion and enthusiasm, and blue for calm and security. Cultural differences in color mean that the cultural background of the target market needs to be considered in the design to avoid misunderstandings or conflicts. Bright, saturated colors attract the eye and increase the product's attention and recognition.

Color can enhance the emotional cognition of oolong tea brand consumers. Different colors can induce different emotions and cognition of consumers, such as red is usually considered to be a representative of vitality and passion, suitable for use in the packaging of oolong tea processing products to attract appetite; Blue is seen as a symbol of stability and calm, suitable for high-end oolong tea brand packaging design, to convey quality and trust.

Color can reflect the personality and characteristics of the brand. Color has a unique expression function in the packaging design of oolong tea brand, which can convey the personality and characteristics of the brand. For example, bright and vivid colors are often associated with a young and dynamic brand image, while soft neutral colors are used to create an elegant and luxurious brand image.

Color can reflect the differentiation of the brand series. Color can also be used to distinguish between different product lines, helping consumers to better identify and distinguish products. By using different main tones or color schemes in different series of packaging, more sales opportunities can be created.

Color can reflect the culture of oolong tea. When using color in brand packaging design, different colors can reflect the differences between different regions and cultures. Because colors can have different symbolic meanings in different cultures, for example, white in the West often signifies purity and simplicity, but in some parts of Asia may be associated with funeral and mourning.

## **5. COMPARISON OF THE ACCEPTANCE OF OOLONG TEA PACKAGING COLOR BY DIFFERENT GROUPS**

In the process of designing the packaging color of oolong tea, it is necessary to fully consider the acceptance characteristics of different groups for the packaging color of oolong tea, because there are significant differences in the acceptance of different groups for the packaging color of Oolong tea. Therefore, when designing tea oolong tea packaging designers, they should not only consider the impact of color on consumer psychology, but also flexibly use color to convey brand information and strengthen brand image according to different age groups, so as to enhance the market acceptance of products.

### **5.1. Youth Group**

For young people, the color of oolong tea packaging should be personalized, interesting and diversified, cheerful and lively style. This color choice is in line with the characteristics of young people's vitality and pursuit of personality, designed to attract their attention and good feelings.

One is personalized. Young people are not only a very dynamic, personality, ideas of the group, but also like to publicize their personality, the pursuit of uniqueness, always want to express their ideas, show their attitude. Therefore, the plain oolong tea packaging design can not attract their attention, it can not achieve the purpose of transmitting information and promoting sales, so the oolong tea packaging designed for them should mainly reflect personalized. Youth personalized oolong tea packaging design can be divided into three kinds: First, the shape is very unique. Creative oolong tea packaging and other drinks together is definitely the most prominent, the design is very unique; Secondly, the details are handled skillfully. For example, the packaging design of the oolong tea box can use half of the pentagon, plus the creative design pattern, it will appear particularly creative, very suitable for young people's tastes; Finally, you can choose an exaggerated color in color, and it is a color with a strong visual impact, which will make the oolong tea packaging design achieve the purpose of attracting attention.

The second is fun type. Most of the fun is to guide the oolong tea packaging design for young people, and many Oolong tea packaging for young people have interesting creative displays. Such as cartoon image, cartoon image itself has humorous properties, in the packaging of oolong tea into the cartoon elements, you can display product information at the same time can also make people feel relaxed and happy. Especially for teenagers, exaggerated and cute cartoon images are more stimulating to them than other oolong tea packaging designs. For example, Master Kong launched oolong tea beverage for young people, Oolong tea beverage packaging using the enterprise's own development of cartoon totem, bright color, simple shape has a strong recognition, let people remember.

Third, we should pay attention to diverse, cheerful and lively styles. The psychological effect of the color of oolong tea packaging is closely related to age, and people of different ages have different characteristics of color preferences. Young people generally like bright red, yellow and green, such as many young people around 20 years old prefer red and green. In youth, both boys and girls, green and red are their favorite colors, which is in line with their vitality and love of nature. Take the packaging of Master Kong Oolong tea beverage as an example. Its oolong tea packaging designed for young people uses grass green, emphasizing freshness and vitality. Through physical photography and vibrant and healthy characters, it successfully attracts the attention of young people and creates a brand image that is in line with their psychological needs.

But there are also some negative examples, such as a regional oolong tea drink in Fujian province that made a mistake in the color selection process. At present, China's mainstream beverage market has been the main feature of creating trends, but this oolong tea beverage chose black and gray Oolong tea beverage packaging color, which should have been a very fun and relaxed product became extremely heavy, making this product basically laid the fate of death at the beginning of the market.

To avoid such simple mistakes, the most important thing is that the core strategy maker must be a person or organization that has great respect for the aesthetic taste of the public and can find jumps in the aesthetic taste of the public. For those who blindly challenge the taste of consumers, I think that not only will they not get the offside creativity that consumers perceive, but they may play a role in drawing a tiger, and enterprises will also pay a load-bearing price for this kind of creativity without a preset market.

## **5.2. Middle-aged Male Consumer Group**

The characteristics of middle-aged men's acceptance of the color of oolong tea packaging are mainly reflected in their preference and perception of color, which is affected by biological, cultural and social factors.

One is biological. Studies have shown that men and women differ in their perception and preference for color. Women are generally better able to distinguish colors than men, which may affect their acceptance of the color of oolong tea packaging. The second is cultural and social factors, that is, the traditional concept, traditionally, from childhood, boys and girls in toys and activities there is a clear difference in the allocation of color, boys are usually associated with blue, black and other colors, while girls are associated with pink, purple and so on. This distribution influences, to some extent, their color preferences as adults. The third is personal growth, with age, personal color preferences may change, no longer strictly follow the traditional gender color assignment. For example, some brands use black or dark gray to design men's products and white or bright colors to design women's products, which reflects the change of personal preferences over time and experience.

It can be seen that men's acceptance characteristics of oolong tea packaging color are affected by biological, cultural and social factors, and these factors work together to make men have certain preferences and characteristics when accepting oolong tea packaging color. Therefore, in the process of packaging design of oolong tea brand for middle-aged male groups, the use of color is not only related to attracting attention, forming visual impressions, but more importantly, reflecting commodity attributes, conveying commodity information, enhancing commercial value, and establishing corporate image. The psychological effects of color, such as the sense of warmth, weight, expansion and contraction, will affect consumers' purchase decisions. Therefore, understanding the color preferences and acceptance characteristics of middle-aged male groups is crucial to designing effective oolong tea packaging.

At the same time, we should pay attention to the color connotation. Compared with young people, middle-aged people have some life experience. They pay more attention to some enjoyment of the connotation of oolong tea packaging, and the geometric shape of Oolong tea packaging design just meets the aesthetic needs of middle-aged people. The biggest feature of geometric shape is harmony, giving people a simple overall beauty. As a classification of oolong tea packaging, the geometric structure of oolong tea packaging can fully highlight the structural beauty of its oolong tea packaging, but also bring people a different sense of touch. Or smooth, or angular oolong tea packaging design to give people the feel is different, but also shows the middle-aged two different attitudes.

For more mature adults, then in the process of oolong tea packaging design, it is necessary to pay more attention to the choice of light brown with cultural heritage, with retro patterns and Chinese painting ink, reflecting the sense of tradition and history, in line with the aesthetic and nostalgic psychology of adults.

## **5.3. Middle-aged Female Consumer Group**

For middle-aged women, female consumers usually prefer soft, rich colors, which can convey a sense of sensibility, artistry and popularity. For example, warm colors such as pink and orange are more popular with women, because these colors can not only arouse women's emotional resonance, but

also reflect a gentle, elegant feeling. This preference is not only reflected in daily consumption, but also in the choice of packaging, feminine packaging is usually pink, orange and other warm colors, as well as soft color matching, in order to meet the aesthetic and psychological needs of women. If for female consumers, the color on the packaging should tend to be elegant, gorgeous, passionate, but not yet stable style, and pay attention to the brand effect. This color choice reflects middle-aged women's pursuit of a mature and stable image, but also reflects the high-end positioning of the brand.

In addition, middle-aged women's acceptance of packaging color is also reflected in the attention to detail. They tend to choose those can highlight the artistic and popular packaging design, which can not only meet their pursuit of beauty, but also reflect their life attitude and personality. Due to the change of concept, this packaging design is not only loved by women, but also welcomed by some male consumers, showing a transgender aesthetic trend.

In general, middle-aged women's acceptance of packaging color reflects their sensitivity and pursuit of beauty, emotion and social trends, which have been widely used and recognized in packaging design

If you want to establish a good color personality atmosphere, you need to organically integrate the basic knowledge of color personality into the packaging design, such as for middle-aged female consumers.

One is to grasp the color of the psychology of middle-aged female consumers. Confident women are attracted to things that can express their own value at a higher level, so the goods of gorgeous and luxurious colors have been popular for many years, such as gold, silver and other metallic colors and give people a sense of upscale low-color colors such as the popularity of the purple series is also a good reason. On the other hand, for women who are looking for an attractive, gentle image, they prefer vague and soft colors. For example, the light tone series of high brightness, also known as "light tone" color is a typical example. Women who pursue a passionate, urban style and sexy image are likely to be interested in color matching pages with strong colors. The warm color series with high brightness and high chroma is a more representative example, while the use of off-white (also known as "no color") highlights the urban feel.

The second is to use the color that can raise the appetite of this part of the customer group. In terms of tea drinks, which occupy a large proportion in our daily life, color marketing schemes are also becoming increasingly popular. You can try to whet the appetite of customers through color, and vice versa, you can curb their demand. Consumers who buy tea online cannot directly confirm the quality of tea, so it requires the seller to choose some colors that can give customers a sense of trust, or colors that can stimulate customer demand and desire, and carry out web design or the production of product pages. The color that can bring up their needs and desires is generally more than the warm color series, because in general, the color that promotes the needs and desires and reminds people of sweet and delicious will give people a warm feeling. The typical colors are red, orange, yellow, pink, and white.

#### **5.4. Elderly Consumer Groups**

The elderly are also an important group of tea consumption, and the proportion of elderly consumers in the tea market accounts for more than 35%. The elderly's acceptance of oolong tea packaging color is mainly reflected in the preference for low saturation, soft colors, and the use of nostalgic colors. They often have rich life experience, and the packaging design of oolong tea should reflect elegance and dignity without loss of mystery, in order to meet their aesthetic and psychological needs.

And with the growth of age, the visual function of the elderly begins to decline, including vision decline, thinking ability decline, which affects their perception and acceptance of color. Therefore, when designing oolong tea packaging for the elderly, the following points should be considered:

One is low saturation and muted colors. The elderly are less sensitive to high saturation color and prefer some products with lower color brightness and purity. This indicates that most products for the

elderly mainly tend to use relatively simple, quiet, peaceful colors, such as low saturation red, yellow or green, which can both convey the character of the product and ensure a calm and gentle visual effect.

The second is the use of nostalgic colors. In the packaging design of oolong tea, the color of nostalgic elements is used, such as red, yellow, green, etc. These colors appear in old photos, which can remind the elderly of the past years and resonate. In addition, you can also use patterns of nostalgic elements on the oolong tea packaging, such as patterns of old-fashioned envelopes, classic patterns, etc., to create a strong nostalgic atmosphere through these patterns and prints.

Third, practical considerations. For the oolong tea packaging favored by the elderly, in addition to color and pattern design, it is also necessary to consider the practicality of oolong tea packaging. For example, the material and color of oolong tea packaging should be based on high-end feeling, but also need to take into account practicality.

To sum up, the elderly are more inclined to choose products with low saturation, soft colors and oolong tea packaging design with nostalgic elements, which reflects the elderly's acceptance of color preferences and nostalgia for the good times of the past.

To sum up, the acceptance of different groups of packaging color is affected by many factors such as age, gender roles, cultural background and personal preferences, packaging designers need to choose the right color to design packaging according to the characteristics and needs of the target audience, in order to achieve the best marketing effect and consumer satisfaction.

## **6. APPLICATION CASE AND ANALYSIS OF COLOR IN PACKAGING DESIGN OF OOLONG TEA BRAND**

### **6.1. Case Study on Packaging Design of Fujian Oolong Tea**

Fujian Oolong tea, a special product of Fujian Province, China's National Geographic Indication products. Oolong tea is a semi-fermented tea first developed in Fujian during the Ming and Qing dynasties. In the early 19th century, the production of Oolong tea expanded from Fujian to eastern Guangdong and Taiwan. Fujian oolong tea products have their own quality characteristics, subdivided into northern Fujian narcissus, northern Fujian Oolong, southern Fujian Tieguanyin, southern Fujian color, Wuyi rock tea and Anxi Tieguanyin series products. On February 14, 2007, the former AQSIQ approved the implementation of geographical indication product protection for "Fujian Oolong tea". The traditional processing technology of Fujian oolong tea is: fresh leaves → drying or sun-drying → shaking → spreading → killing → rolling (or wrapping) → baking → raw tea. Thus, its unique quality characteristics are formed: the rope is tightly rolled or strong, the color is sand green, oil, black, clean and uniform, the aroma and flowers are rich, the taste is mellow and fresh, the variety features are obvious, the soup color is orange or orange red, the leaf bottom is soft and bright, uniform, and the red edge is obvious.

Pay attention to the color harmony of Fujian oolong tea packaging design. The harmonious law is the concentrated reflection of human survival principle and natural principle in art form, that is, the most basic form of all artistic activities without scale. The quality characteristics of Fujian oolong tea are mainly reflected in the harmonious combination of various elements such as aroma, taste and color. For example, the aroma is unique, with floral, fruity, woody and other aroma types; The taste is mellow, with obvious return; The color is moist, showing a kind of "oolong color" between green and red. Therefore, as far as color is concerned, it is necessary to choose a color matching relationship that can be coordinated in the overall color layout and can induce people's corresponding aesthetic feelings, which is in line with the principle of harmonious color creation. It is necessary to highlight the harmonious balance of color and flavor of Fujian oolong tea through harmonious colors. The harmonious beauty of colors can be divided into contrast harmony and harmony. For example, in

Figure 5-1, the packaging is mainly red and yellow, and the axisymmetric color distribution is designed, which will be more visually acceptable to consumers.



**Figure 5-1.** Axisymmetric Color Matching Design of Fujian Oolong Tea Packaging

Pay attention to Fujian oolong tea packaging design color balance beauty. Balance refers to the harmonious effect of color formed when the elements of color modeling are organized and reach a state of gravity pause in the picture structure. As we all know, the process of Fujian oolong tea is complicated, and the production process of Fujian Oolong tea is unique, including withering, shaking green, frying green, rolling, baking and other links, so that it produces "oolong" phenomenon in the process of leaf friction, forming a unique aroma and taste. Each step needs to be balanced and harmonious to highlight the aroma. Therefore, we should pay attention to the balance of color beauty, for example, we can pay attention to symmetrical balance, which refers to the axis as the center, through the parallel and repeated processing of both sides of the color elements, and receive the balanced expression of the harmonious effect of color force. The visual color gravity advantage is mainly concentrated in the central part of the picture, so this kind of balance and harmonic form is the most suitable to express the color composition relationship with prominent themes and static characteristics. For another example, it can be balanced and balanced, only the balance of asymmetric visual gravity constitutes the form, specifically, the color modeling elements are organically and freely arranged on the screen, and obtain a stable balanced form of expression. Compared with symmetrical balance, the balance should be more lively in the organization of color and pay attention to movement. For example, in Figure 5-2, this packaging design uses natural colors and white, and the whole color layout is relatively fresh, soft and balanced.



**Figure 5-2.** Balanced Color Matching Design of Fujian Oolong Tea Packaging

Pay attention to the relationship between color and origin of Fujian oolong tea packaging design. Fujian Oolong tea is mainly produced in the northern part of Fujian Province, including Wuyi Mountain, Jianou, Jianyang, Shunchang and other places. These areas have warm and humid climate and fertile soil, which is very suitable for the growth of tea trees. In the process of color selection, it is necessary to highlight the green nature of the origin through green, and highlight the rich soil of the origin through red. At the same time, we should pay attention to the reasonable proportion, which is the proportional relationship between the whole and the part, and the part and the part in the measurement. The proportion should be harmonious, because the harmonious proportion will arouse people's aesthetic feeling. As for the proportion, in ancient Chinese painting theory, there are "Zhangshan and foot trees, inch horses and people", and "far from people without eyes, far from water without waves". In the west, the Pythagorean school in ancient Greece put forward the idea that beauty is proportional harmony, which is the aesthetic result of people's long-term aesthetic practice.

Pay attention to the color rhythm of Fujian oolong tea packaging design. Many things and phenomena in nature are often repeated regularly, organized repeated changes, which is called rhythm and rhythm. In the color, when the shape, line, color, block orderly and repeated, rich in changing arrangement and combination, can produce a sense of rhythm. Fujian oolong tea wilting, shaking green, frying green, rolling, baking, interlocking, each link must be tightly connected, in order to produce good quality oolong tea. Therefore, we should pay attention to the rhythm of the color beauty, to reflect this production process, such as oolong tea packaging design process, you can use the associated rhythm, refers to the repeated appearance of one or several of the same color rhythm form. Generally, the sense of rhythm is obtained by moving the position of the color, such as up and down, left and right, front and back, inside and outside or the size of the area; Gradual rhythm can also be used, gradual rhythm refers to the color composition elements in accordance with the mathematical arithmetic and arithmetic principle, color rhythm expression. Generally speaking, the gradual rhythm of color is achieved by two ways of composition. Figure 5-3, for example, uses a gradient color, using different brightness and saturation of colors to create a ladder effect, through the use of dark to light or light to dark color changes in the brand packaging, you can create a sense of visual depth and layer, to attract consumers' attention.



**Figure 5-3.** Gradient Color Matching Design of Fujian Oolong Tea Packaging

## 6.2. Case Study of Packaging Design of Zhejiang Oolong Tea

The characteristics of Zhejiang oolong tea mainly include unique fruit aroma, strong taste and health care effects. Zhejiang oolong tea, as one of the six major teas in China, is famous for its unique processing technology and taste. Oolong tea is a semi-fermented tea that is widely produced in China and Fujian province, but is also grown in Zhejiang and other places. In Zhejiang, the representative varieties of oolong tea are Oriental beauty, Tie Guanyin, etc. These teas not only have a unique taste, but also have certain health effects, which can improve immunity, promote digestion and help lose

weight. The unique quality of Oolong tea is due to its special processing process, which gives the tea a rich floral aroma and unique taste, making it a drink with both flavor and health benefits. Whether from the perspective of taste or health benefits, Zhejiang oolong tea is a treasure of tea culture, worthy of appreciation and praise.

Because the reputation of Zhejiang oolong tea is not as big as that of Fujian Oolong tea, therefore, in the process of packaging design of Zhejiang Oolong tea, we should better attract consumers through good design. In the process of Zhejiang oolong tea design, it is necessary to emphasize the beauty of form, style and artistic conception.

The first is the formal beauty, that is, in the process of oolong tea packaging design, the use of color in the process, need to pay attention to a formal characteristics, and the formal characteristics, as the name suggests, and the content characteristics of each other, the form characteristics are mainly a surface characteristics of the transmission, the content characteristics of the transmission is a deep characteristics. For example, in the process of using color, its formal characteristics are mainly through the packaging design of oolong tea to express the image and scene that it wants to express, which is a reflection of reality and a sublimation of reality. In the use of color in the packaging design of oolong tea, the pursuit of formal characteristics are basic, in the packaging design, we from the earliest graphic information, to the later visual creativity, and then to the current various visual display methods, which pay attention to the basic formal characteristics, not only to the Oolong tea packaging design to be featured, but also through superb technology reflected. For example, the design of Zhejiang Oolong tea brand reflects this:



**Figure 5-4.** Contrast and Matching Design of Light and Dark of Zhejiang Oolong Tea Packaging

Figure 5-4, for example, uses light and dark contrast to highlight important elements of brand packaging. By using bright or dull colors around the main element, you can make that element more visible and draw the eye to it. By using multiple colors stacked together in the brand packaging, a rich variety of color effects can be created. This can be done by using translucent layers or overlaying graphics of different colors. By using background or auxiliary colors that correspond to the colors in the image, the unity and coherence of its vision can also be enhanced.

The second is the beauty of style. The so-called style beauty is the application of color to the packaging design of oolong tea, and the style to be conveyed, including the product style, commercial style, brand style, artistic style, etc., is a symbol, a school and doctrine displayed in the packaging design of Oolong tea. Excellent oolong tea packaging design has a high pursuit of "style characteristics". For example, in the application of color to the oolong tea packaging design process, pay attention to a traditional, texture, balanced, healthy style, in order to pursue style, when we apply color to the Oolong tea packaging design, but also through the use of lines, colors, and some spatial modeling to combine the presentation style.



**Figure 5-5.** Main Color and Matching Design of Zhejiang Oolong Tea Packaging

For example, in Figure 5-5, the packaging design selects a primary color (green) as the primary color of the brand packaging, and then creates visual layers by adding auxiliary colors. Primary colors are associated with a product or brand image and are eye-catching, while secondary colors can be used to highlight key elements or add richness to a brand's packaging.

The third is the beauty of artistic conception. The so-called artistic conception beauty is a kind of beautiful state of blending of meaning and environment, emotion and scenery, heart and things, conveyed in the process of using color. The pursuit of artistic conception characteristics is often through color matching, color contrast, leading to the integration of scenes, virtual and real life, distance combination and other forms.



**Figure 5-6.** "Virtual and Real" Color Matching Design of Zhejiang Oolong Tea Packaging

For example, in Figure 5-6, the effect of "virtual and real" is reflected by using translucent layers or overlaying graphics of different colors. By using background or auxiliary colors that correspond to the colors in the image, the unity and coherence of its vision can also be enhanced.

### 6.3. Case Study on Packaging Design of Guang-style Oolong Tea

Cantonese oolong tea is characterized by a sharp, strong aroma and a strong degree of recognition. This tea is known for its special aroma and taste, including famous varieties such as Tieguanyin, Dahongpao and Fenghuang Single Cong. The aroma and taste of Cantonese-style oolong tea make it a drink that can be enjoyed on its own or perfectly paired with Cantonese-style refreshments. Its rich aroma and taste made it very popular in the past, and although modern tastes may have become less inclined to strong flavors, Guang-style oolong tea still retains its unique status and charm with its unique aroma and preparation techniques.

Because there are relatively many derivatives of Guang-style oolong tea, there are also more drinking scenes. Therefore, in the process of packaging design, it is necessary to carry out diversification and layering of color application according to the characteristics of different scenes and different groups. To be specific:

One is to be related to product characteristics. In the packaging design of Guang-style oolong tea brand, the choice of color should be related to the characteristics of the product, and it should be specific. First of all, different types of Cantonese oolong tea correspond to different colors. Oolong tea, for example, paired with pastries and desserts, is often chosen in warm, soft shades such as pink, brown or orange to convey a sweet and inviting message. For weight loss oolong tea, there is a tendency to use fresh, natural colors, such as green and bright fruit colors, to emphasize health and nature. Color can affect the viewer's perception of the product. For example, yellow and orange are often considered vibrant and happy colors, which can emphasize the taste and freshness of oolong tea. Conversely, the deep red color may emphasize the richness and richness of the oolong tea. Secondly, the image and concept of the brand will also affect the choice of color. If the brand emphasizes health and natural, you can consider using fresh and natural colors such as green and light blue. If the brand is looking for luxury and high-end feel, you can consider using noble colors such as gold or purple. In addition, different target audiences have different preferences and perceptions of color. When designing oolong tea brand packaging, the characteristics and preferences of the target audience should be considered, and the color suitable for them should be selected. Young people may prefer bright, vibrant colors, while older people may prefer soft, comfortable shades. Different cultures and regions have different understandings and emotional responses to color. When designing oolong tea brand packaging, it is necessary to understand the cultural background of the target market to avoid conflicts or misunderstandings caused by color selection.



**Figure 5-7.** Pink Theme Color Matching Design of Guangdong Oolong Tea Packaging

For example, the oolong tea shown in Figure 5-7 is a "cool peach" flavor. On the packaging, on the one hand, the main color of pink is used to highlight the "peach" element; On the other hand, considering the characteristics and preferences of the target audience, choose colors that suit them. Young people prefer bright and vibrant colors, so they choose pink and white.

The second is to pay attention to the emotional effect of color. Different colors can trigger different emotional responses. Red can trigger people's desire to drink and excitement, yellow can convey happiness and warmth, green can highlight the image of nature and health. In the packaging design of Cantonese oolong tea brand, different colors can trigger different emotions and emotions, so the following emotional effects need to be considered when choosing colors. Red is a color with strong energy and passion. In the packaging of Guang-style oolong tea brand, red can stimulate the audience's appetite and purchase impulse. Yellow is a bright, happy and optimistic color. In Cantonese oolong tea brand packaging, yellow is often used to highlight the sunny, natural and healthy properties of the product. It can evoke feelings of pleasure and satisfaction in the audience. Blue is a calm, calm and reliable color. In Cantonese oolong tea brand packaging, blue is often used to convey a fresh, pure and healthy feeling, especially suitable for displaying cool drinks based on oolong tea. It can evoke a relaxed and comfortable mood in the audience. Green is a color associated with nature, health and freshness. In Guang-style oolong tea brand packaging, green is often used to highlight the image of organic and healthy oolong tea. Green can evoke positive emotions towards nature and health in the audience. In addition to the ordinary emotional effects, there is also the need to consider the positioning of the brand and the preferences of the target audience. Different brands and audiences may have different emotional effects on color. For example, in the design of Figure 5-8, the color related to the taste of oolong tea is chosen to emphasize its taste characteristics, and the use of "green" is chosen to convey its natural and ecological quality, and green is usually regarded as a symbol of freshness and health, which can be used to highlight the health and freshness of Oolong tea.



Figure 5-8. "Health" of Guangdong Oolong Tea Packaging

## 7. SUGGESTIONS ON THE USE OF COLOR IN THE PACKAGING DESIGN OF OOLONG TEA BRAND

### 7.1. Create a Desire to Buy

First of all, use warm colors, red, yellow, orange and other warm colors are ideal to enhance the desire to buy. These colors can simulate the heat and warmth of oolong tea, making people crave oolong tea. The color of the oolong tea itself can be used in the brand packaging to emphasize its attractive characteristics. Secondly, colors with high saturation can be used to create a full feeling of oolong tea. By choosing colors with high saturation, such as deep red, rich orange and golden yellow, to

convey the taste and texture of oolong tea, let people imagine the richness and taste of Oolong tea. Secondly, increase the contrast effect, through the use of contrast colors in the brand packaging, you can highlight the color and appearance of oolong tea, arouse people's desire to buy. For example, using bright colors on a light background or bright colors on a dark background can highlight the appeal of oolong tea. In addition, the use of color psychology, color psychology believes that certain colors can stimulate people's desire to buy. For example, red can stimulate the desire to buy and increase the allure of oolong tea, orange can increase energy levels, and yellow can evoke associations of joy and pleasure. Therefore, these colors can be used in the brand packaging design to attract consumers' desire to buy. Finally, emphasize the characteristics of oolong tea, the use of appropriate color can highlight the characteristics and highlights of Oolong tea.

## **7.2. Deliver Brand Image**

First, choose colors that are consistent with the brand identity and brand image. The brand has established a specific color image, and by using these colors in the brand packaging, consumers can quickly identify and associate with the brand. Secondly, emotional expression, different colors are associated with different emotions and moods, choose colors that match the desired emotions of the brand. For example, warm colors such as red, orange and yellow can convey enthusiasm and vitality, suitable for young and fashionable brand image; Cool colors such as blue and green can convey calm and reliability, suitable for healthy and natural brand image. In addition, the target audience preferences, considering the target audience's preferences and cultural background, choose colors that meet their aesthetic. Different countries and regions have different preferences and cultural significance for color, and understanding the cultural differences of the target market can improve the communication effect of brand packaging. Finally, highlight the characteristics of the product, by choosing the color that suits the characteristics of the product to highlight the brand image. For example, if the brand emphasizes health and natural ingredients, it can choose green, brown or chlorophyllin as the main color scheme to emphasize the natural and healthy attributes of the product. You can also use color contrast, cold and warm contrast or complementary color contrast, you can create a bright and rich visual effect.

## **7.3. Consider the Target Audience**

First, people of different ages have different preferences for colors. Consider the age profile of the target audience and choose colors that match their preferences. For example, younger people may be more interested in bright and vivid colors, while older people may prefer softer and gentler colors. Second, gender differences. Men and women also have different color preferences. According to the gender of the target audience, choose colors that suit their preferences. For example, pink is generally considered to be a color preferred by women, while blue is more popular with men. Third, brand positioning. Consider the target audience's expectations and needs for the brand, and choose colors that match the brand's positioning. If the brand is positioned as fashion and avant-garde, you can choose more bright and bold colors; If the brand is positioned as natural and healthy, you can choose soft and natural colors. Finally, the color should be selected according to the purpose of the brand packaging. For example, if the brand packaging is designed to attract consumers' attention, bright and contrasting colors can be selected; If the brand packaging is designed to convey warmth and comfort, you can choose soft and warm colors.

## **8. EPILOGUE**

Oolong tea brand packaging is inseparable from color, color attracts everyone, and its information is obtained before the shape and content. When designing oolong tea brand packaging, designers must consider the proper use of color psychology, but also consider the psychological differences between nationalities, regions and ages, in addition, they must combine the characteristics of the product itself,

according to different grade requirements, different consumer groups, different consumption regions and other factors to choose and use, to achieve the perfect oolong tea brand packaging effect.

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