

Nara Design Camp

Prepared by
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Kensuke Akashi

Kenichi Tea

Hello

こんにちは



Background

Natural Kenichi farm is organic with no chemical tea plantation in the village of Yamato, Nara Prefecture at an altitude of 200-600 meters.

Making tea is already done in dYamato since ancient times.



Background

Kenichi as a growing tea brand,
require identity design system that
can implemented to all
communication channels.

十色の大和茶
特上ほうじ茶
内容量 3g×3個
¥290

十色の大和茶
天日のお茶
内容量 3g×3個
¥290

十色の大和茶
釜茶
内容量 3g×3個
¥290

十色の大和茶
抹茶入り玄米茶
内容量 3g×3個
¥290

十色の大和茶
煎茶福心
内容量 3g×3個
¥290

十色の大和茶
初つみ烏龍茶
内容量 3g×3個
¥290

十色の大和茶
初つみ和紅茶
内容量 3g×3個
¥290

十色の大和茶
ゆず和紅茶
内容量 3g×3個
¥290

お抹茶
やまと心
内容量 30g(5人)
¥3,820(税別)
¥3,240(税別)

森羅万象
内容量 30g(5人)
¥3,820(税別)
¥3,240(税別)

天地のお茶
(ほうじ)
内容量 30g
¥650

天地のお茶 (緑)
内容量 30g
¥650

玄米茶
内容量 150g
¥750

福心
内容量 80g
¥860

煎茶
内容量 100g
¥750

和紅茶
内容量 30g

初摘み和紅茶
内容量 30g

和紅茶
ティーパック
内容量 3g×10個

しょうが和紅茶
内容量 30g

初摘み烏龍茶
内容量 30g

天日のお茶
内容量 80g

駅

抹茶天
きっちゃてい



健一自然農園のお茶の魅力

Kenichi Nature farm's tea charm

① 農薬・化学肥料不使用栽培

Pesticide / chemical fertilizer non-use cultivation

> 環境負荷が小さい

Environmental burden is small

② 冬もお茶を作り続けられる

I can keep making tea in winter

> 通年で稼ぐことができる

Can earn all year round

③ 体を温めるなどの効能がある

There is efficacy such as warming the body

> 健やかな体を作ることができる

You can make a healthy body

④ 育ちすぎたお茶も商品になる

Tea that has grown too much will also become a product

> 耕作放棄地が資源に変わる

Abandoned farmland turns into resources

⑤ 三年番茶は薪火で焙煎

Roasted with firewood for 3 years old tea

> 放置林も資源に変わる

Abandoned forest will also turn into resources

⑥ おいしい & 多様な商品たち

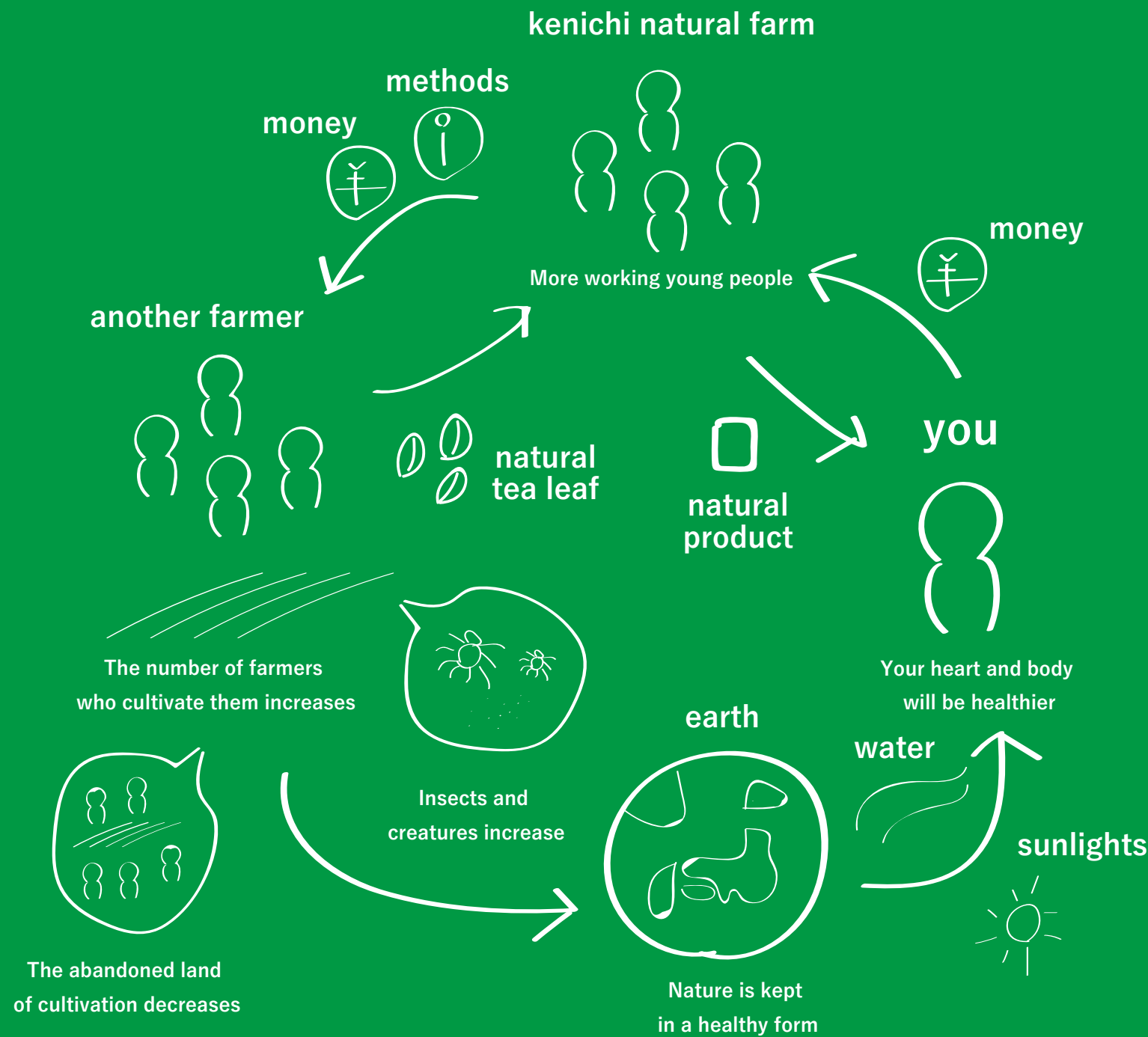
Delicious & diverse products

> いろんな味を楽しめて飽きない

Always enjoy various flavours and products

お茶から生まれるグッドサイクル

Good cycle born from tea



人も、他の生き物も
みんなが幸せになる


People and other creatures as well
Everyone will be happy

コンセプト
concept

人が自然として在れるお茶

Tea that creates a world in harmony with nature


メッセージイメージ
message image

A lush green tea plantation field with rows of tea bushes stretching into the distance. The leaves are vibrant green, and some brown, fallen leaves are visible on the ground and branches.

私たち「健一自然農園」でつくら
れているお茶はすべて、安易な収
穫と引き換えに、人その他の生き物
とのつながりを破壊してしまう農
薬・化学肥料を一切使用せず、自

然界に存在する栄養のみで育てら
れています。

All of the teas made at our "Kenichi Nature Farm" do
not use any pesticides or chemical fertilizers which
destroy the connection between people and other
creatures in exchange for easy harvesting, and exist
in nature It is raised only by nutrition.




この健やかな「自然栽培」
で行うお茶づくりを通じて、
私たちは人々の体を
健やかにする手伝いをし

Through tea making in this healthy
"natural cultivation", we helped make
people's body healthier,




地方に若者の雇用を生み

Hiring young people in rural areas

A lush green field with a path leading through it, surrounded by dense foliage and trees. The scene is vibrant and natural, with sunlight filtering through the leaves.

増加し続ける耕作放棄地を生
きる土地に変え、鳥のように、
虫のように、人も自然として
生きることのできるグッドサ
イクルをつくっていきます。

We will change the increasing abandoned
farmland into active lands. Like a bird, like a
bug, we will make a good cycle that people
can live in natural style.



あなたもぜひ、
このグッドサイクルに
参加してください。

Please join this good circle of
balance of nature.

Design

Share Kenichi's harmony
Tea farm message to the
customer.

Design

How?

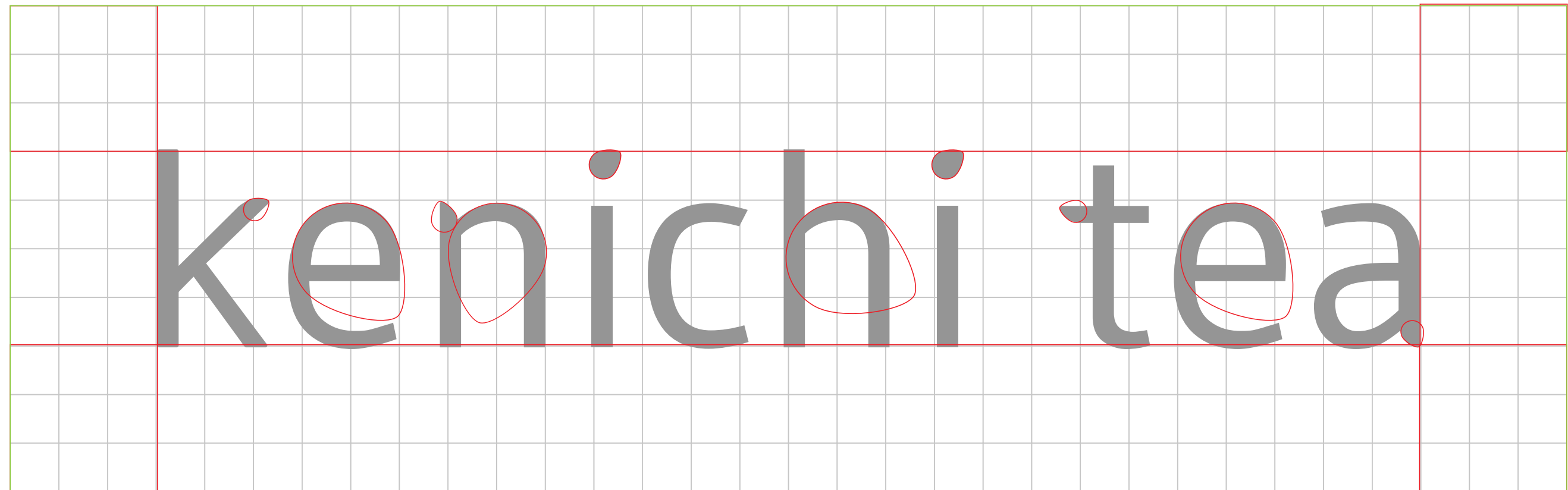
Design

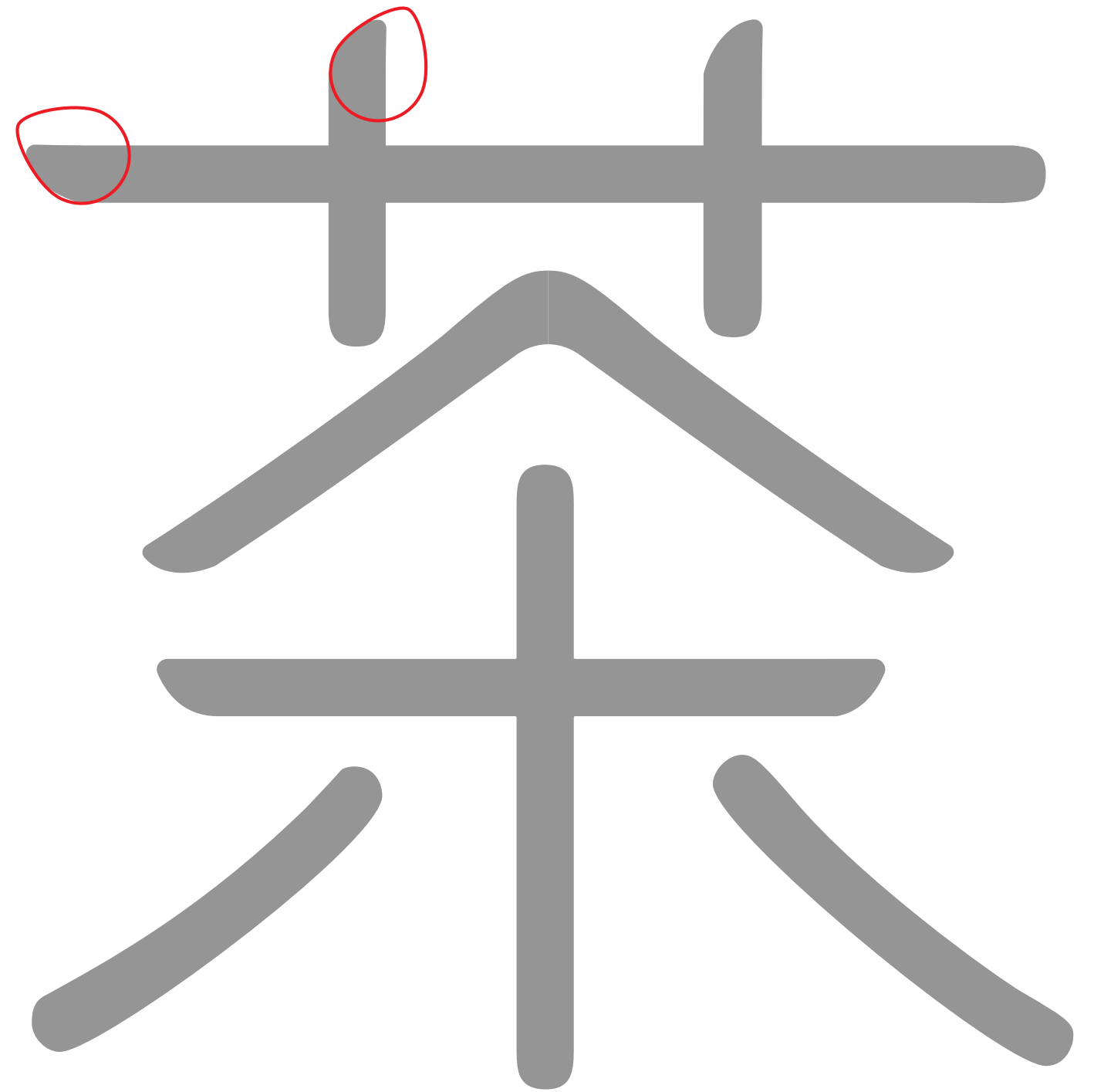
Design the identity System

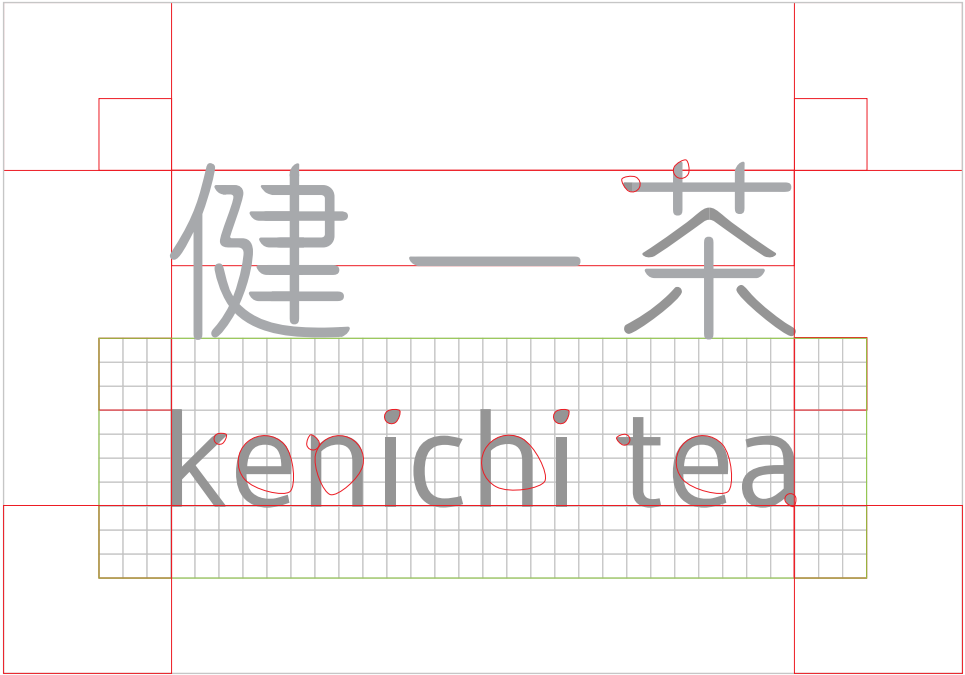
Logo

The logotype strengthens the ideas behind the harmony that come from nature.









健一茶
kenichi tea

color

The color combination inspired by the tea plantations and the four seasons in Japan, spring, summer, autumn and winter.



Illustration

Tell the harmony



Packaging

Packaging design is divided into 4 categories seasons, flavored tea and collaboration products.



Packaging

categorize
by season



Packaging



Packaging

Flavoured Tea

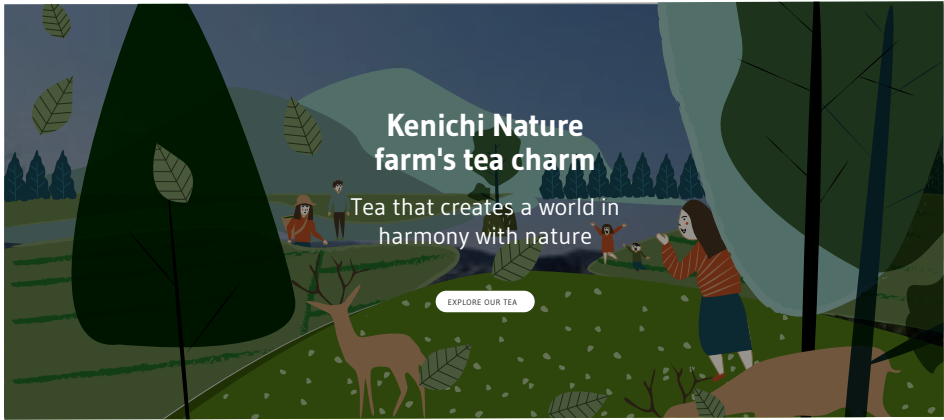


Packaging

Collaboration



Website

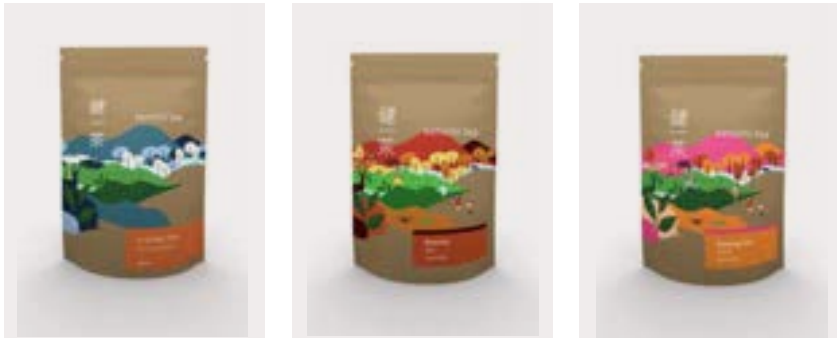


健一茶
kenichi tea

shop learn about visit [CART 0](#)

Tea

Shop all tea →



Each tea purchase comes with organically and ethically grown loose leaf tea, carefully blended to create the perfect cup.

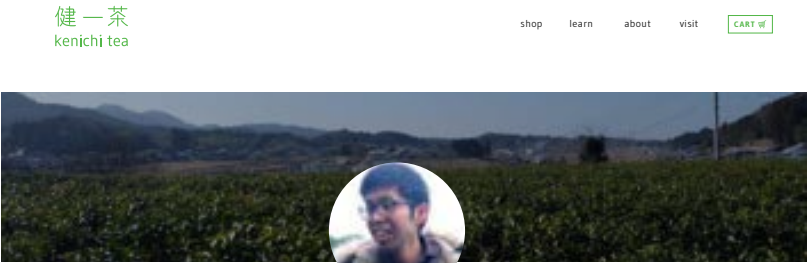
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[EXPLORE OUR TEA](#)



Every pack sold helps to kept nature in a healthy form

[LEARN MORE →](#)

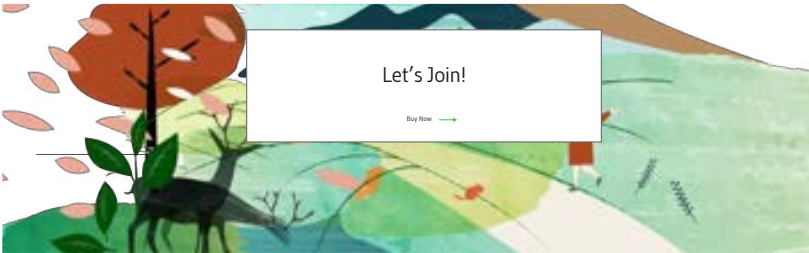
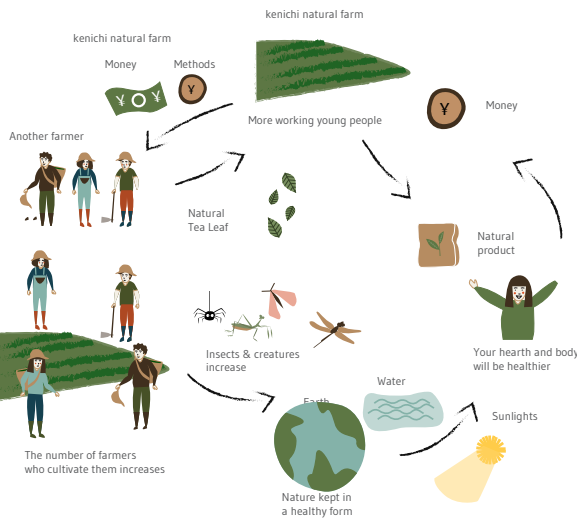


About
Kenichi
Founder

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Good cycle born from tea



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Social



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Kenichi Nature farm's tea charm

Tea that creates a world in
harmony with nature

EXPLORE OUR TEA

健一茶
kenichi tea

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Tea

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Kenichi
Founder

About

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健一茶
kenichi tea

駅

さらに

and more . . .

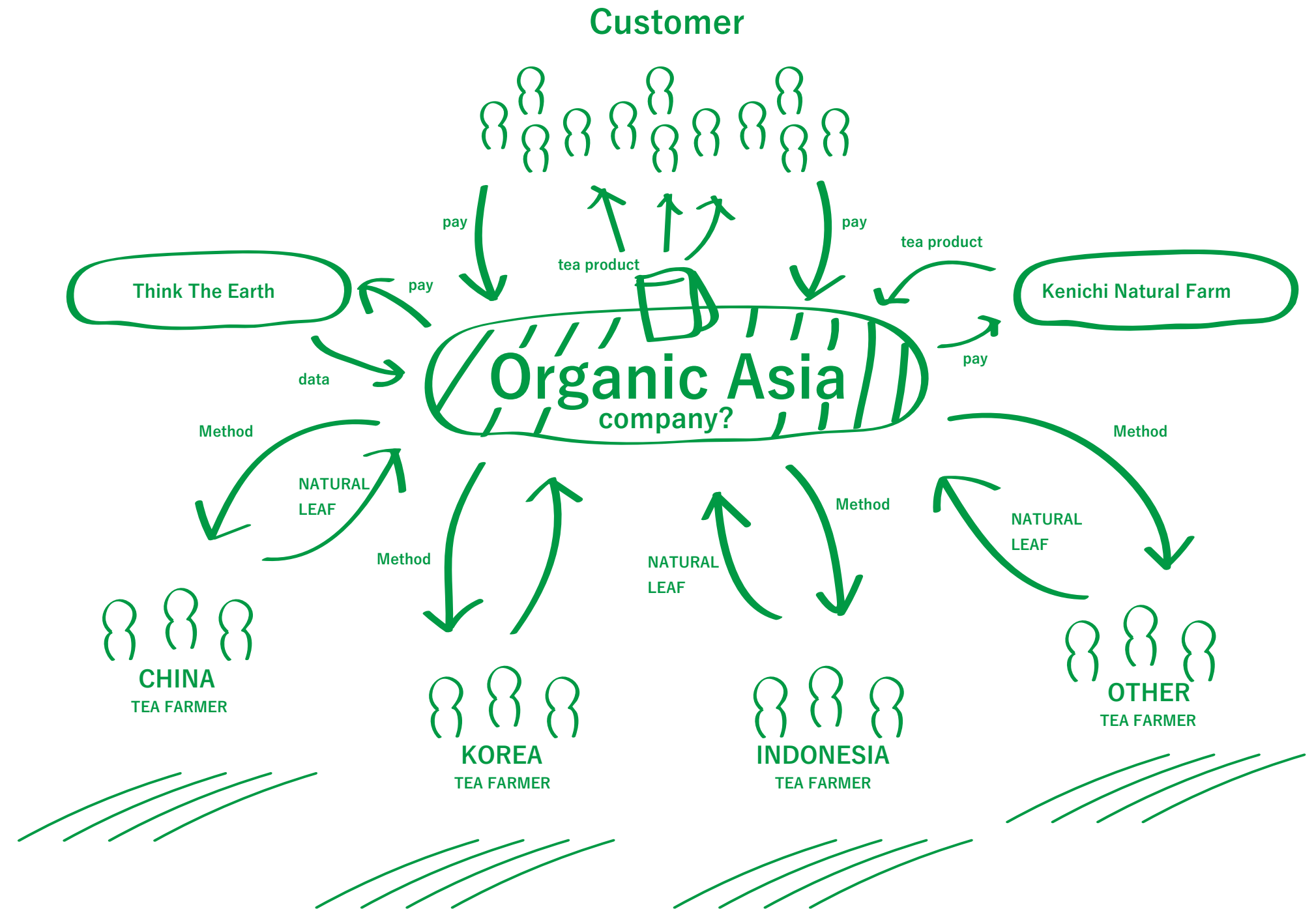
Organic Asia

オーガニックアジア構想

Concept of Organic Asia

アジア圏のお茶農家に自然栽培によるお茶づくりのノウハウを提供。出来上がった茶葉を買い取って「Organic Asia」というブランドを活用して製品化し、販売していく。

Provide tea farmers in Asia with tea making know-how through natural cultivation. We purchase the finished tea leaves and commercialize it using the brand "Organic Asia" and sell it.

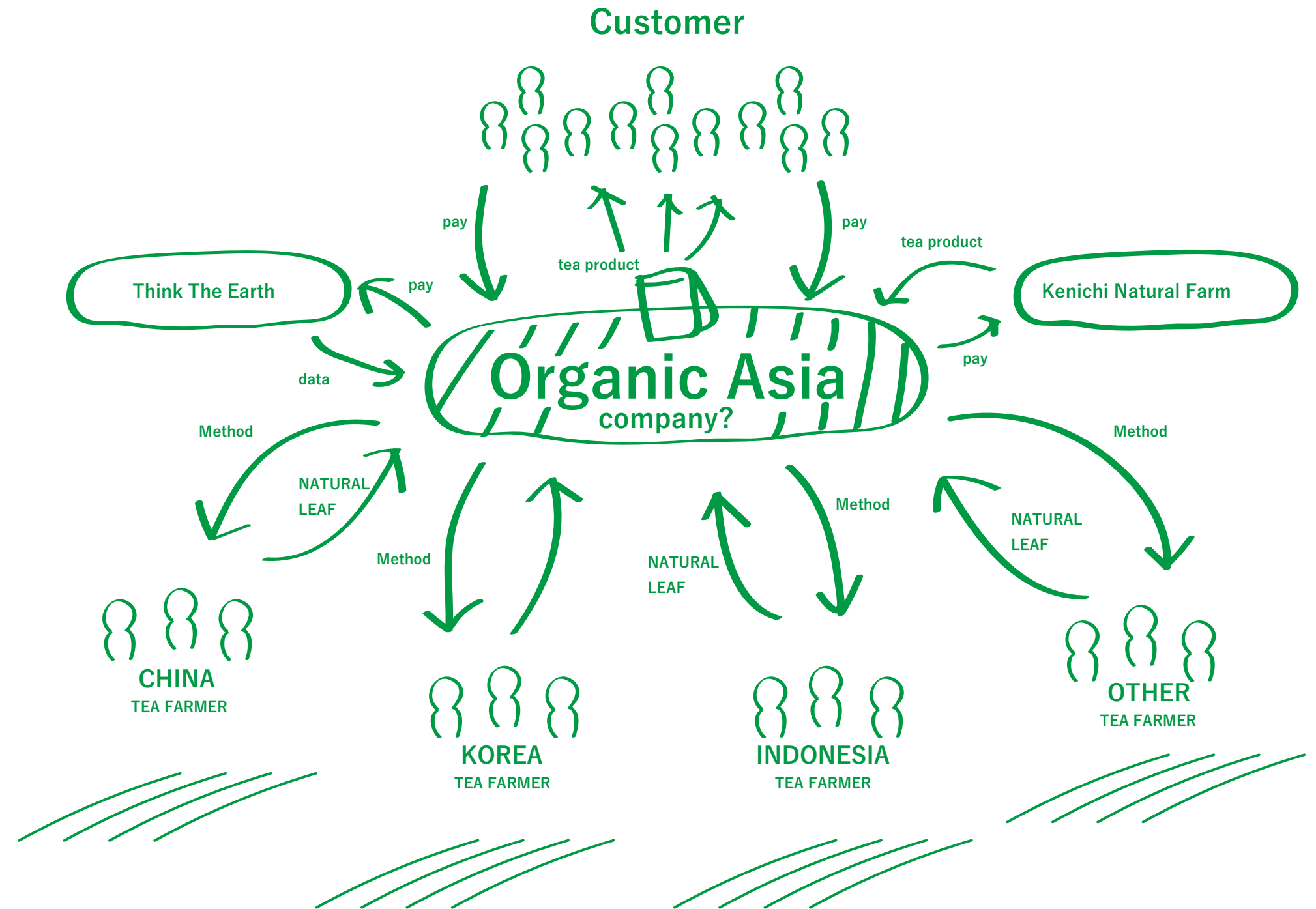


オーガニックアジア構想

Concept of Organic Asia

環境活動を行なうThink The Earthなどとも協力して、Organic Asiaのお茶を栽培・製造することが、地球環境の悪化をどの程度食い止めるのか、定量的なデータも示していく。

In cooperation with Think The Earth etc. which conducts environmental activities, we will also demonstrate how cultivating and producing Organic Asia's tea has the effect of halting the deterioration of the global environment.

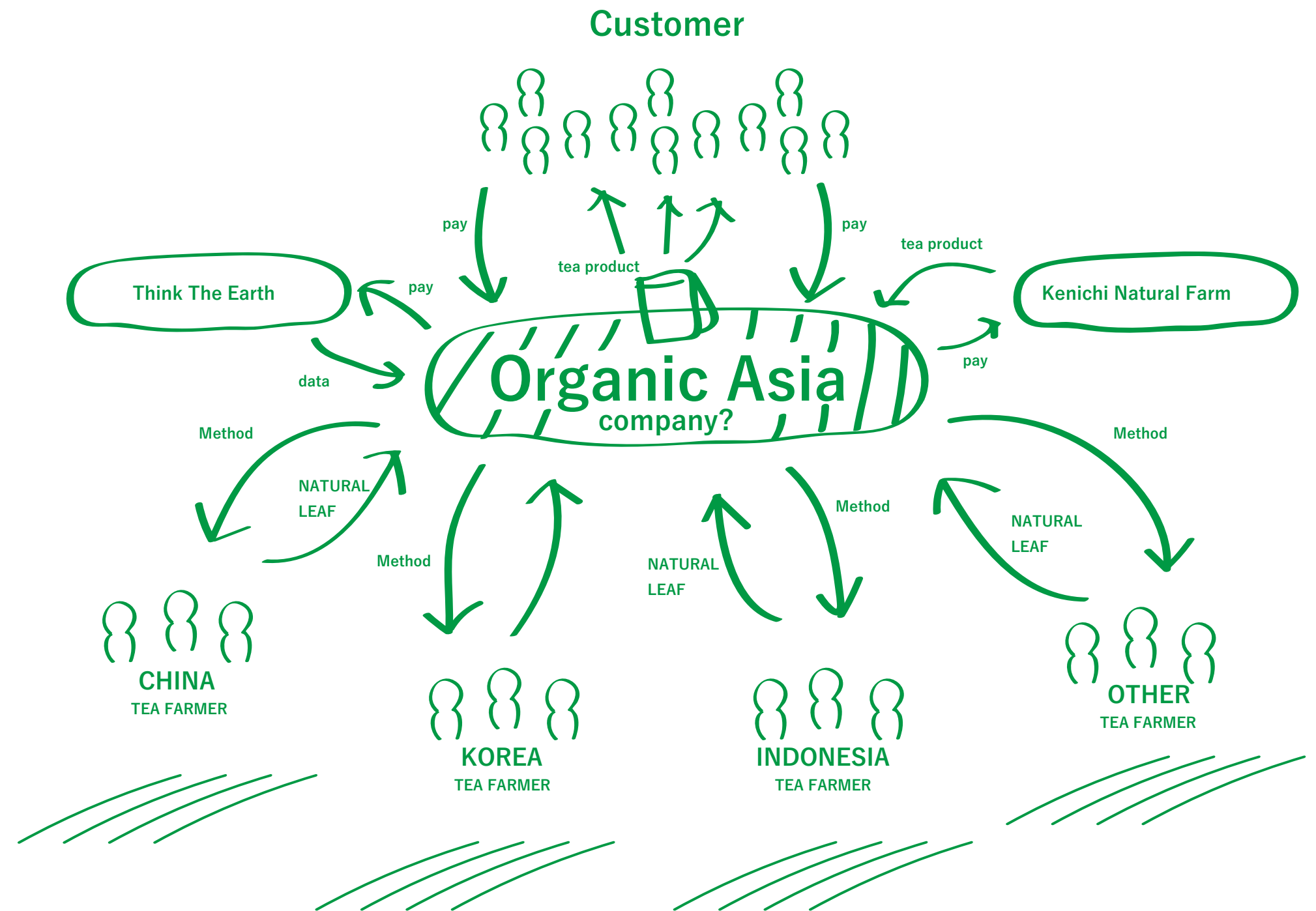


オーガニックアジア構想

Concept of Organic Asia

アジア圏に自然栽培でお茶づくりに取り組む農家が増えていくことで、アジア全体の人々の健康や雇用をつくり、人々の生活と地球環境の調和を図っていく構想です。

By increasing the number of farmers working on tea making in the Asian region with natural cultivation, it is a concept to create health and employment of people throughout Asia, harmonizing the lives of people and the global environment.



Thank you everyone!!