

Typographic Compositions in Ceylon Tea Brand Packaging

GUNAWARDHANA K.A.U.M.^{1*} and SAMARAWICKRAMA.S.²

^{1,2} Department of Integrated Design, Faculty of Architecture, University of Moratuwa, Sri Lanka.

¹mangalaudari@gmail.com, ²sumanthris@uom.lk

Abstract – This research investigates the typographic compositions in the packaging of Ceylon Tea brands, focusing on their role in shaping brand identity and differentiation. As a globally recognized export product, Ceylon Tea’s packaging plays a vital role in communicating quality, heritage, and cultural significance to diverse markets. This study aims to identify the dominant typographic styles used across local and export packaging, analyse their contributions to branding strategies, and explore cultural and historical influences. The research employs a qualitative approach, combining visual analysis of packaging from a representative sample of tea brands with interviews conducted with designers and industry stakeholders. Thematic analysis identifies recurring typographic trends, while comparative analysis highlights distinctions between local and export-focused packaging. Findings reveal that typography in Ceylon Tea packaging is deeply influenced by cultural motifs and historical aesthetics, while also catering to the branding demands of international markets. This research contributes to understanding how typography enhances brand differentiation and offers practical insights for designers and marketers seeking to elevate Ceylon Tea’s visual identity.

Keywords: Ceylon tea, packaging , typography, brand Identity, cultural influence



Fig.1 Sample of Ceylon tea brands and extracts of logotype- wordmark in packaging