

# Design Brief – Sticker of Ming Infuser Mug

July 8, 2015



Health · Safety · Design

# Product Information

## Ming Infuser Mug / Ming infuser Glass Mug

The design is simple, yet effective, as the infuser can be rested on the rim of the mug to allow the tea to sieve and the upturned lid doubles as a stand for the infuser while the beverage is enjoyed.

The large infuser allows for a variety of flavour combinations – ice and lemon in the summer, cinnamon and nutmeg in the winter - or whatever your heart desires.

Made of odourless and durable stainless steel, with ceramic or heat resistant borosilicate glass to provide maximum heat retention so that you can keep an eye on the strength of your brew, comes in 8 colour combinations to suit your taste.



# Product Information



**MING INFUSER GLASS MUG**  
[www.po-selected.com](http://www.po-selected.com)



**1** Add loose tea leaf and hot water



**2** Start tea brewing



**3** Sieve the tea by special infuser design



**4** Rest the infuser on the upturned lid design

# Sticker Information

Application: on to mug body with 16 assortments (glass & ceramic mug).  
Here to see the full range.

[http://www.po-selected.com/Collection.php?search\\_product=ming](http://www.po-selected.com/Collection.php?search_product=ming)

Size: within 7cm L x 7cm H

Die Cut Shape: any shape are welcome,  
but not too complicated.

Sticker Position: see image

Color: single spot color w or w/o black color,

Finishing: gloss / matt lamination



## Content:

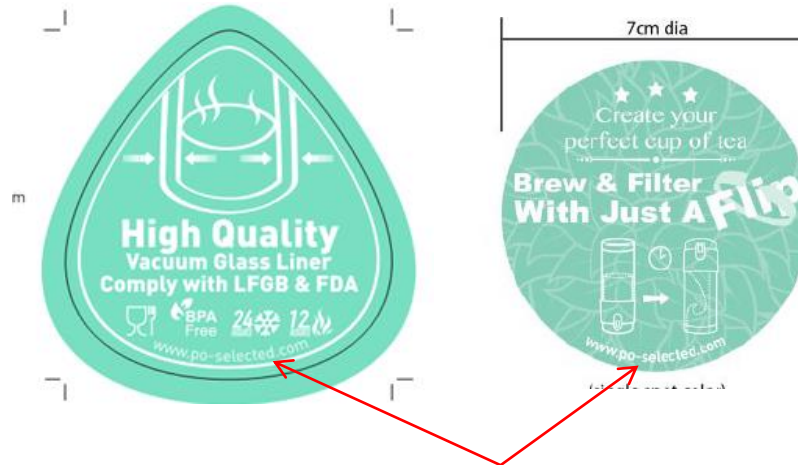


Please provide a  
simplified  
version with  
same meaning  
for small sticker

# Comment Attributes for all stickers

In order to follow the packaging guideline, we want to keep a few attribute for sticker of all product.

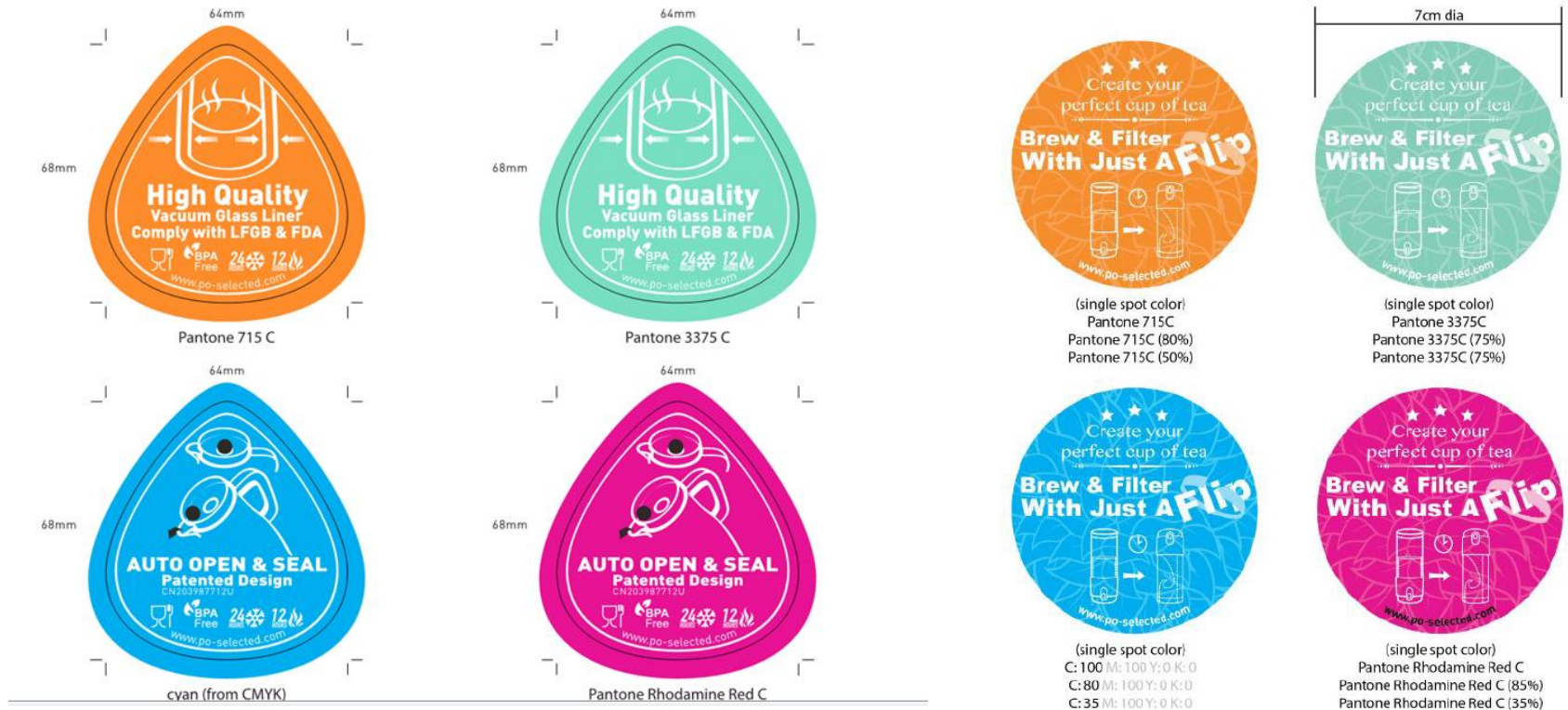
1.



Website path at the bottom

# Comment Attributes for all stickers

## 2. Identical pantone x 4 for each product Sticker design



# Comment Attributes for all stickers

3. Same feature icons from the existing label. For those icons haven' t created for "STICKER" , use the existing one in packaging deisgn or create a ncew one for "STICKER"



Pantone Rhodamine Red C

<Food Safe icon>,

<BPA free icon>,

<borosilicate glass icon, heat resistance from 110 to -20 Degree Celsius >



<Dishwasher safe icon>



# Reference of preferred illustration in the market



CHAMOMILE  
Organic Herbal Tea  
SIMPLY RELAX



PEPPERMINT  
Organic Herbal Tea  
LET'S REFRESH



SUMMER PUNCH  
Organic Herbal Tea  
SWEET SENSATION



# Coming Soon...

Instead of TEA version, there is a COFFEE version. We would like to employ the same designer of MING INFUSER MUG to help us in designing the product sticker for DUO DRIPPER MUG.

