

PROJECT:

FORMOSA BUBBLE TEA BRANDING

Formosa Bubble Tea is an authentic Taiwanese bubble tea in Lithuania.

They serve fresh tea, fruity tea, milk tea, smoothies, milk smoothies, coffee and more.

The name Formosa (福爾摩沙) dates from 1542 when Portuguese sailors sighted an uncharted island and noted it on their maps as Ilha Formosa ("beautiful island"). Through its rapid development, the entire Formosan mainland eventually became known as "Taiwan".

ABOUT LOGO:

The logo has three elements in it, which are:

1. Sun

Formosa Bubble Tea sells authentic Taiwanese Bubble Tea drinks. The emblem of Taiwan is the Coat of Arms: Known as the 'Blue Sky with a White Sun'. The first symbol in the logo represents Taiwan.

2. Bubbles

Tapioca bubbles in the bubble tea.

3. Leaves

They stand for the tea leaves, also they represent that Formosa serves vegan production.

All these three elements stand for the full brand name - Formosa (Taiwanese) Bubble Tea.