

Tea-riffic
TEA

Brand Guidelines



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Moodboard

I already had the font, Lucida Handwriting Italic, and a loose colour palette in mind when I started working on this mood board. However, I wanted to visualize and find earthlike inspiration in the pieces' colours and presentation. To complete the theme, each item had to represent relaxation, comfort, and harmony, and have an earthy natural tone.



Logo

The Primary Logo

Used with the majority of materials such as advertisements, website, esignatures, and more.

The Secondary Logo

Used where the primary logo can't fit or doesn't look the best.

The Icon Logo

Used in special instances where there is limited space or for items such as social icons and busy designs.

The Wordmark Logo

Can be used if the main logo doesn't fit with a layout.



Primary Logo



Secondary Logo



Icon



Wordmark

Logo

These sets of logos are to specifically be used on lighter backgrounds where it becomes difficult to read our primary logo, or when the primary logo doesn't look the best.

The added colour is shown below along with its colour codes:



Black Olive

#3B473B

RGB(59, 71, 59)

CMYK(17%, 0%, 17%, 72%)



Primary Logo



Secondary Logo



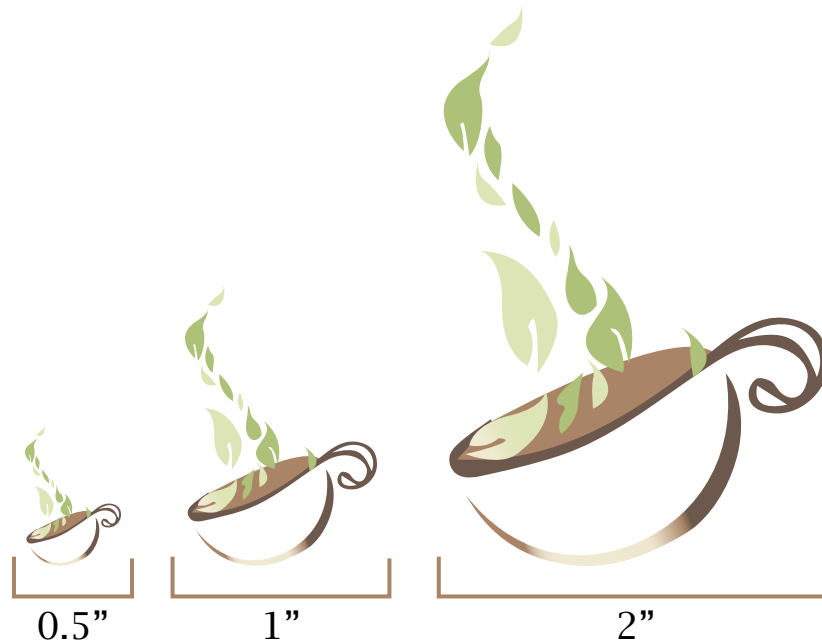
Icon



Wordmark

Display Sizes

The smallest display size is 1" on the smallest size for the logos and wordmark, and 0.5" for the icon. While there's no size cap, the display sizes must keep the proportions reasonable and ensure readability and recognition of the brand and the logo/icon itself.



Margin & Clear Space

To ensure visibility, the clear space should be free of design elements & be relative to the “T” from Teariffic in the wordmark, or a ½” version of the icon, as per the icon.



Logo Misuse

DO NOT rotate the logo

DO NOT distort or warp the logo in any way

DO NOT change the logo colour or tone outside of those used

DO NOT change the typeface or otherwise manipulate the wording

DO NOT outline the logo

DO NOT add a drop shadow or any other effects



Brand Colour

Olivine & Tea Green

The two shades of green symbolize harmony, health, relaxation, and revitalization. All aspects that our teas assist with, through their natural medicine.

Umber & Chamoisee

The browns work to ground, comfort, and stabilize. They also serve as a reliable colour that gives off a natural and earthy tone.

Parchment

The off-white is a calm and relaxing middle tone to help bring everything together.



Olivine

#ADC178

RGB(173, 193, 120)

CMYK(10%, 0%, 38%, 24%)



Tea Green

#DDE5B6

RGB(221, 229, 182)

CMYK(3%, 0%, 21%, 10%)



Parchment

#F0EAD2

RGB(240, 234, 210)

CMYK(0%, 3%, 13%, 6%)

Umber

#6C584C

RGB(108, 88, 76)

CMYK(0%, 19%, 30%, 58%)



Chamoisee

#A98467

RGB(169, 132, 103)

CMYK(0%, 22%, 39%, 34%)



Typeface

Lucida Handwriting Italic

This should appear in special titles or headers as a primary accent, and used in conjunction with Lucida Bright for any branding means.

Lucida Bright

It is to be used for all branding means such as printed and digital communications where possible. The weights used are Regular, and Demibold, as well as their italic counterparts.

Lucida Handwriting Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*():"'?

Lucida Bright

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890~!@#\$%^&*():"'?





Teariffic Teas

Brand Guidelines

Application



