



# Brand Guidelines

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Tea Biz Brand Guidelines



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Light Background

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# MAIN LOGO LOOKUP

Light Background

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# MAIN LOGO LOOKUP

Dark Background

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# LOGO WITH TAGLINE

Light Background

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# PRIMARY COLOR

Light Background

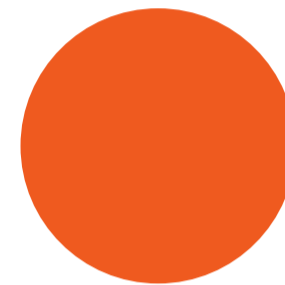
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The color palette covers most of Tea Biz's needs. A confined color palette such as this avoids diluting brand visuals. The dilution of brand visuals risks confusing viewers, reducing brand awareness and recognition.

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## PRIMARY COLOR

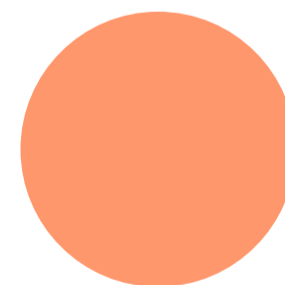
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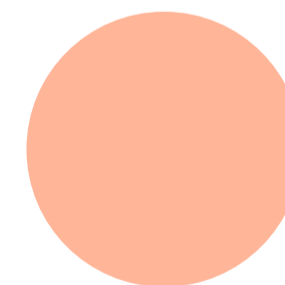
HEX	#EF5A1F
RGB	239, 90, 31
CMYK	01, 79, 100, 00

## HUE AND TINTS

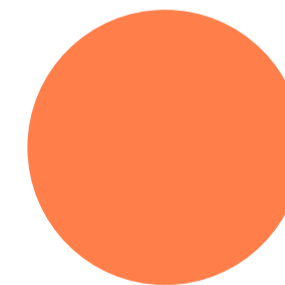
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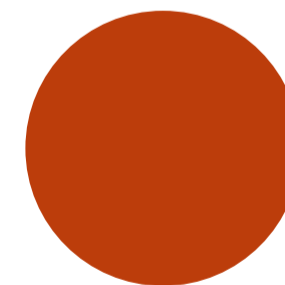
HEX	#FF976D
RGB	255, 151, 109
CMYK	00, 50, 57, 00



HEX	#FFB598
RGB	239, 181, 152
CMYK	00, 35, 36, 00



HEX	#FF7E4A
RGB	255, 126, 74
CMYK	00, 63, 75, 00



HEX	#BC3D0B
RGB	188, 61, 11
CMYK	18, 88, 100, 09

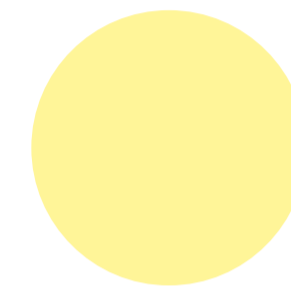
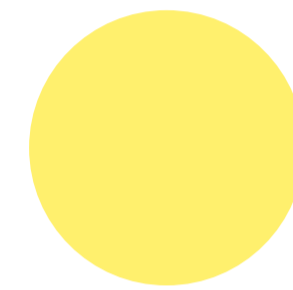
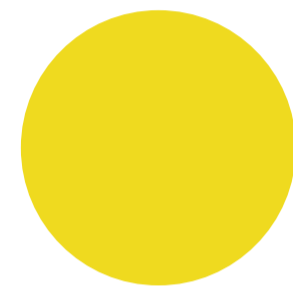
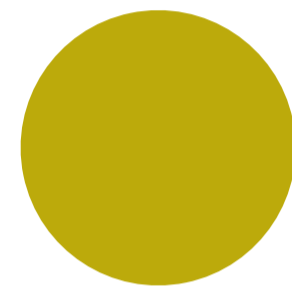
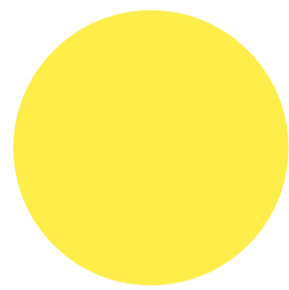
# SECONDARY COLOR

Light Background

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## YELLOW COLOR

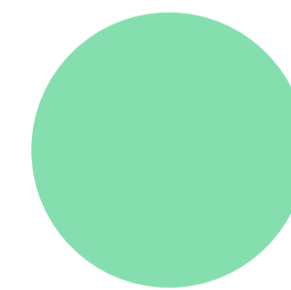
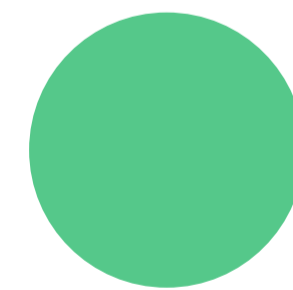
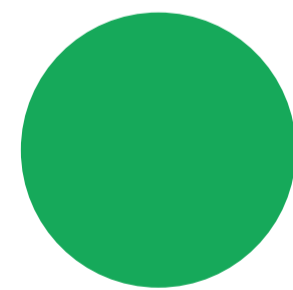
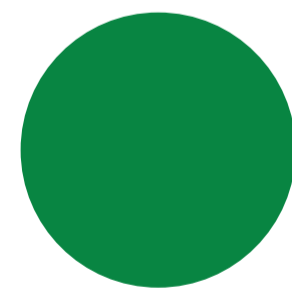
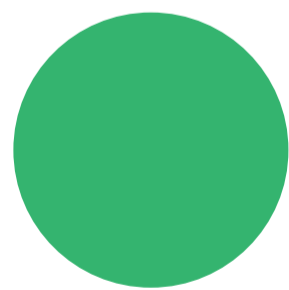
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HEX	#FFED4A	#BCAA0B	#EFDA1F	#FFF06D	#FFF598
RGB	255, 237, 74	188, 170, 11	239, 218, 31	255, 126, 74	255, 126, 74
CMYK	02, 1, 82, 00	29, 25, 100, 01	00, 63, 75, 00	08, 07, 96, 00	01, 00, 49, 00

## GREEN COLOR

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HEX	#34B46F	#088542	#16A95A	#55C88A	#84DEAE
RGB	52, 180, 111	08, 133, 66	22, 169, 90	85, 200, 138	132, 222, 174
CMYK	74, 01, 76, 00	87, 23, 99, 09	00, 63, 75, 00	62, 00, 60, 00	45, 00, 42, 00

# MONO COLOR

Light Background

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Monochrome logos use a single color throughout the whole logo design. Tea Biz may need to use a monochrome logo in some cases. For example, if print colors are limited or you're asked for a single-color logo. Where possible, use a white logo on a colored background.



## LOGO VARIATIONS

Light Background

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A logo variation reconfigures your primary logo; it's sometimes referred to as your secondary logo. There are some instances where TeaBiz may want to use logo variations. For example, space constraints or social media may necessitate using one of Tea Biz's logo variations.

An iconic mark uses a graphic symbol to identify the brand. For Tea Biz, this is an image of two leaves and a bud.

A word mark is a logo of text-only typographic design. Word marks are used for branding and identification. Tea Biz has two-word marks, a horizontal and vertical variation of the brand name.



Icon

**Tea  
Biz**

Vertical Text Mark

**TeaBiz**

Horizontal Text Mark

# WHITE SPACE

Light Background

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Ensure text and other design elements do not encroach on the Tea Biz logo. When using your logo, allow for minimum white space. Doing so ensures the Tea Biz logo is free from distractions.

# LOGO USAGE

Light Background

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# ICONOGRAPHY

Light Background

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## GREYSCALE LOGO

Light Background

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The grayscale version of the Tea Biz logo is to be used in black and white documents

### Color Code

HEX 333333  
RGB 51 51 51  
CMYK 69 63 62 58

Greyscale 50%

Greyscale 80%



Main Logo

# DOS AND DON'TS

Light Background

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## Dos

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## Don'ts

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X Don't stretch the logo



X Don't rotate the logo



X Don't apply Drop shadows the logo



X Don't use Dark Gray background for main logo

# TYPOGRAPHY

Light Background

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Primary font

**Aa**

**BIG SHOULDERS**

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**A Quick Brown Fox Jumps  
Over The Lazy Dog**

Secondary font

**Aa**

**PT SANS BOLD**

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

**A Quick Brown Fox Jumps  
Over The Lazy Dog**

# HEADING TYPEFACE

Dark Background

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HAPPIER  
CUSTOMERS

H1 | BIG SHOULDERS | SIZE 72

HAPPIER  
CUSTOMERS

H3 | Big Shoulders | SIZE 36

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COMMUNICATION  
MADE EASY

H2 | Big Shoulders | SIZE 48

BRAND THAT  
BELIEVE IN US

H4 | Big Shoulders | SIZE 30

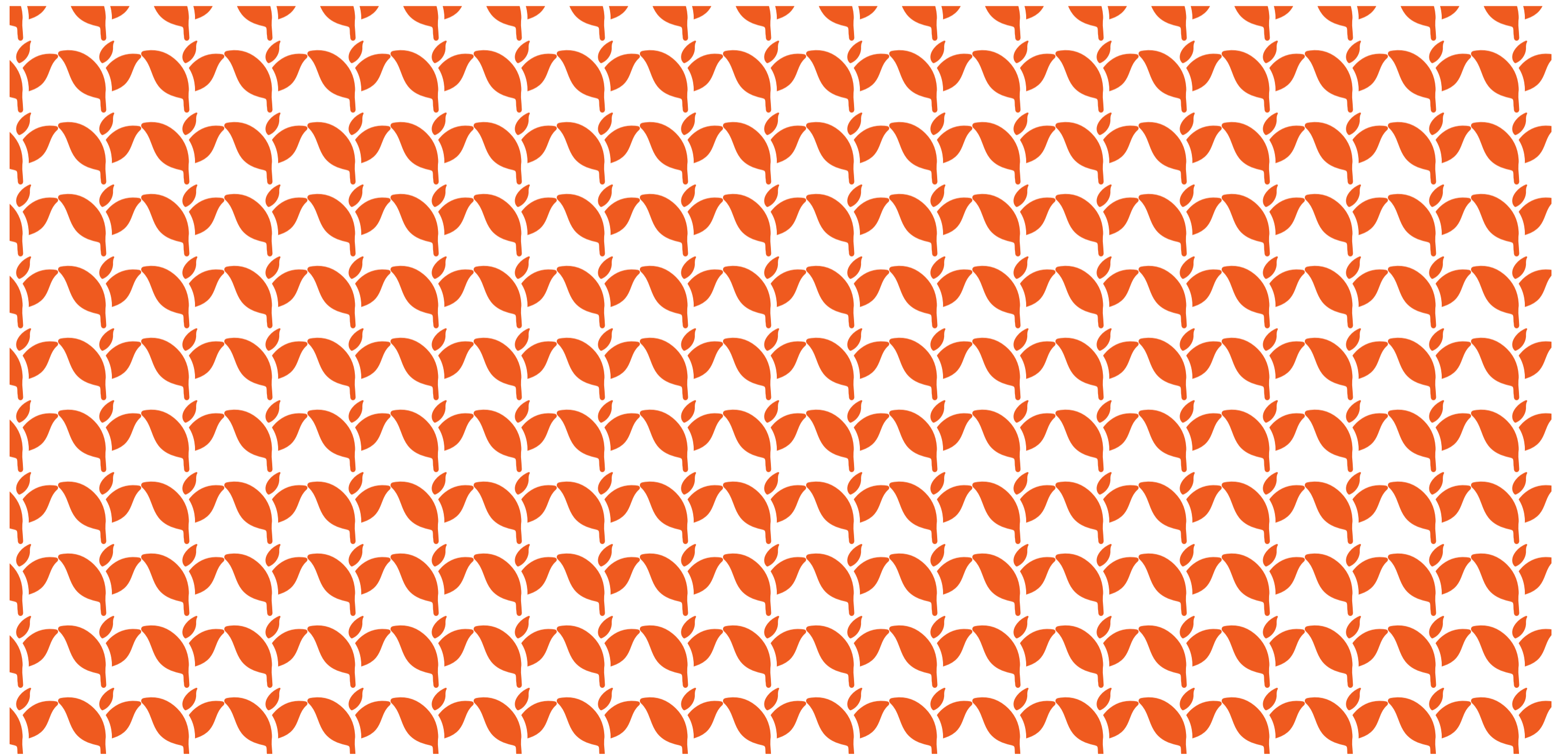


# PATTERN

Light Background

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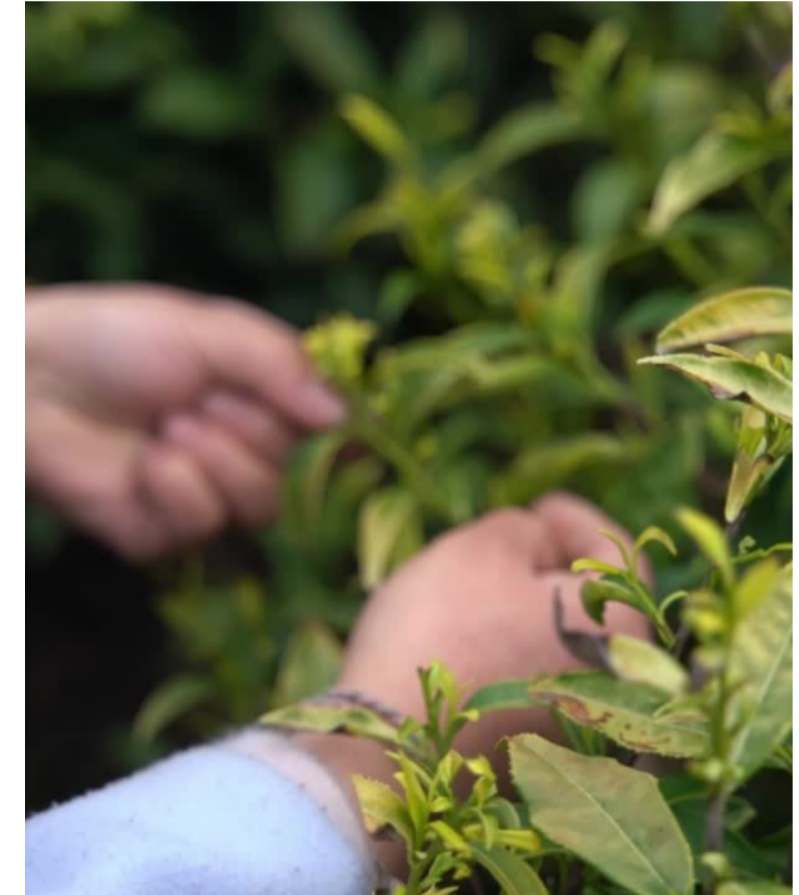
A brand pattern plays a role in creating strong brand recognition. It brings depth to Tea Biz's brand identity and creates a memorable brand experience. Tea Biz's brand pattern can be used in many places. For example, it can be used on stationary or social media



# STYLE INSPIRATION

Light Background

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# BUSINESS CARD

Light Background

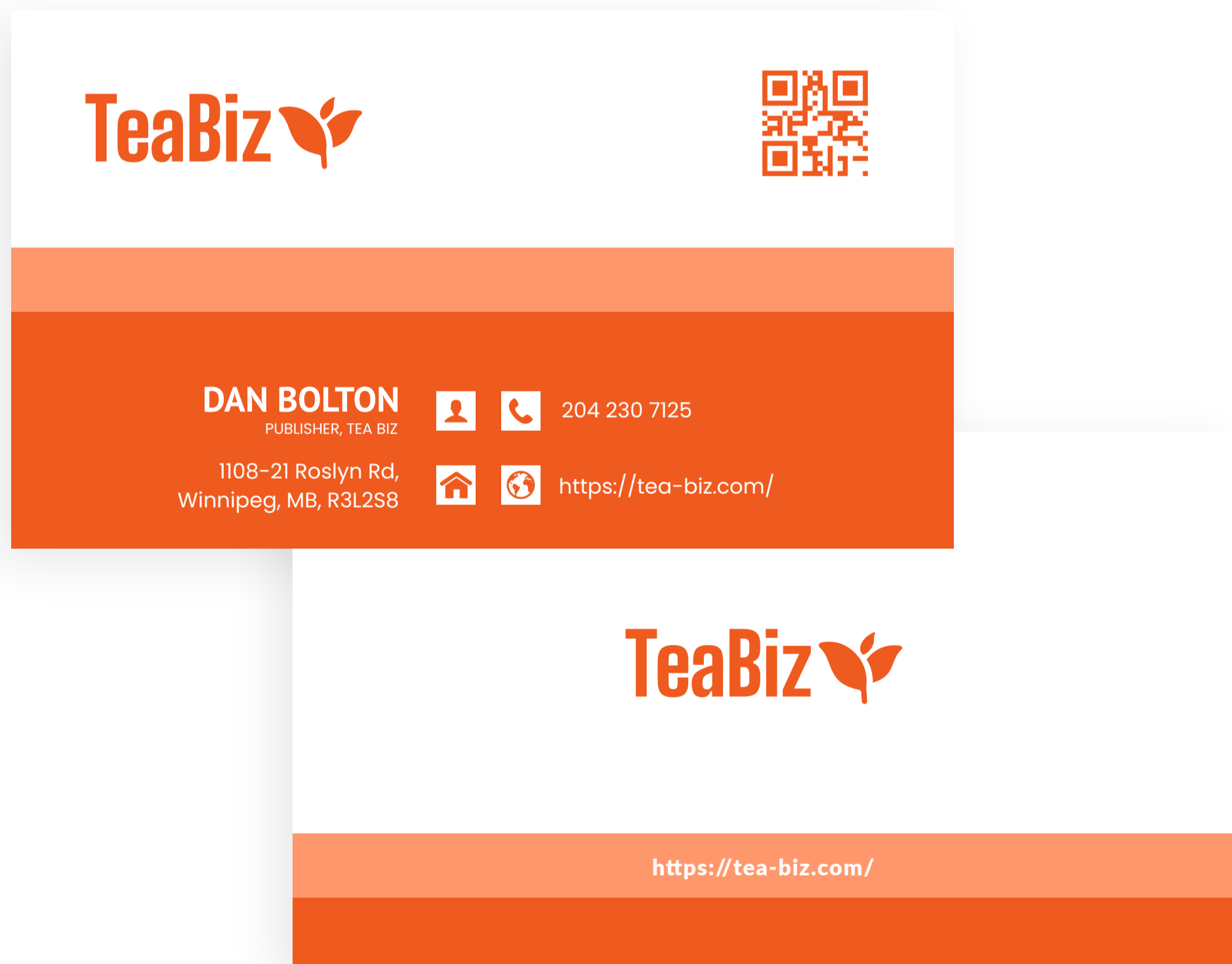
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## Business Card Parameter.

Card Dimensions  
85 x 55 mm

Paper Weight  
260 gram white

Print Color Format  
CMYK



# LETTERHEAD

Light Background

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## Letterhead Parameter.

**Card Dimensions**  
297 x 210 mm

**Paper Weight**  
120 gram white

**Print Color Format**  
CMYK