

INTEGRITEA[®]

REFERENCE THIS GUIDE WHEN MAKING ANY MATERIALS PROMOTING OR INVOLVING INTEGRITEA

The information is simple, and those familiar with the brand will already have an understanding of the elements outlined in this guide.

The trick is to adhere to them - reference this document often, resist the urge to deviate from the guidelines provided here, and ask questions when you find a situation that forces you to go away from these rules.

The result will be a consistent brand aesthetic across the board, creating a lasting impact on those who interact with IntegriTEA.

WORDMARK

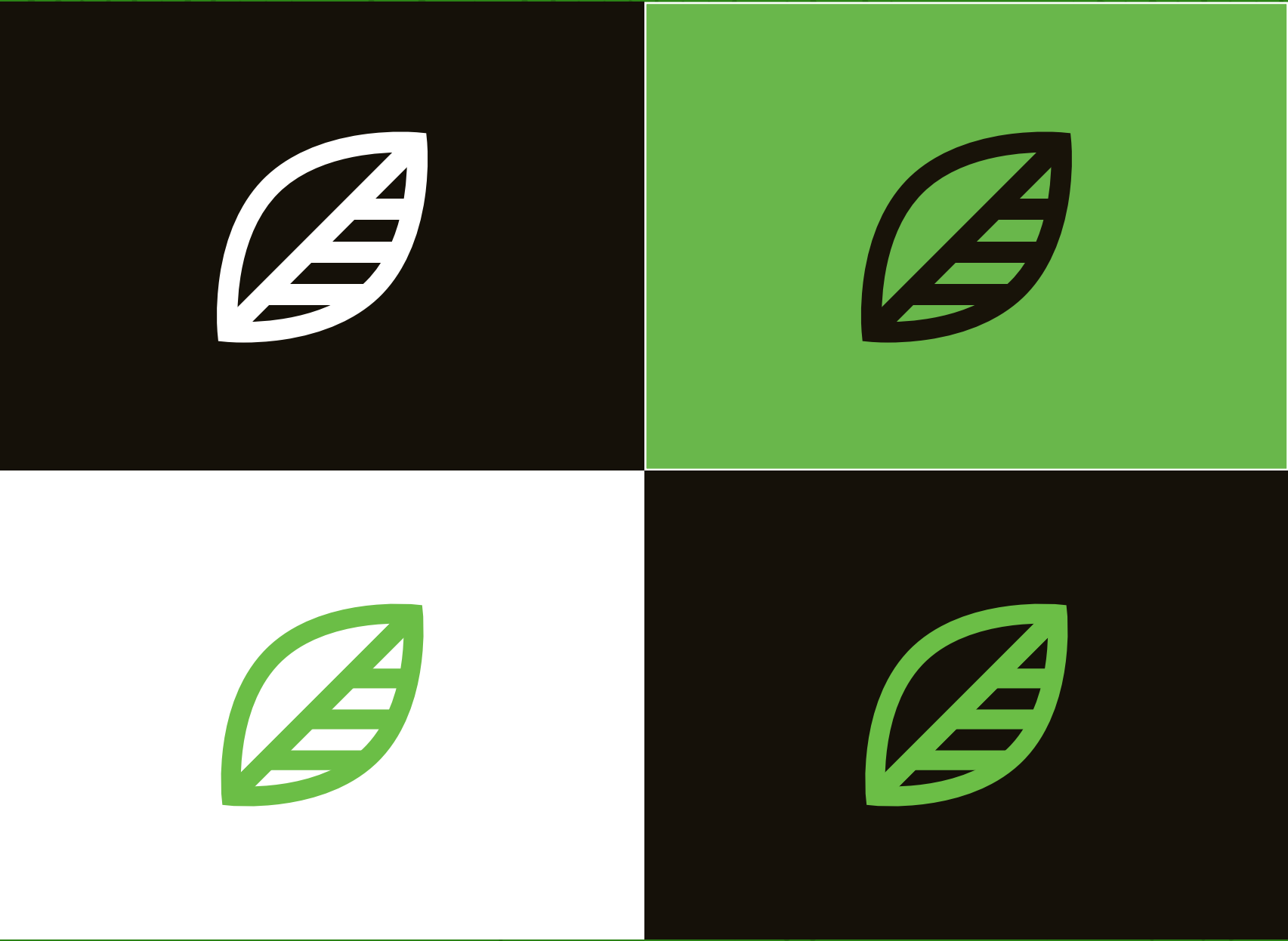
INTEGRITEA®

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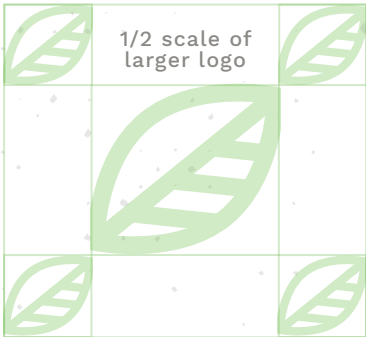
ICON



BEST PRACTICES

CLEAR SPACE

Keep clear space around the logo:



MINIMUM SIZE

Recommended minimum size for wordmark and icon:



LOGO MISUSE

Avoid distorting, rotating, or editing the logo in any way:

STRETCHING:



EFFECTS APPLIED:



ROTATING:

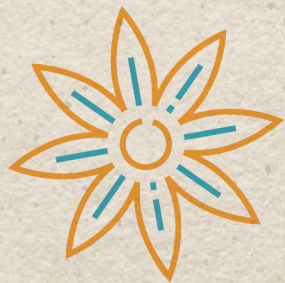


EFFECTS APPLIED:



CHANGING FONTS:



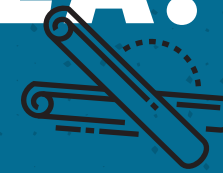


GRAPHIC ELEMENTS



ORGANIC, GOOD FOR YOU GREAT TASTING TEA.

**Here at IntegriTEA, we find the best teas
from all over the world.**



As an organic craft tea company that provides exceptional quality, our name sums up in one word what we are all about, integrity.

Why does organic tea matter? Unlike a tomato or an apple, tea cannot be washed after harvesting. Water initiates the oxidation process, which turns green tea into black or oolong tea, and also develops caffeine and other enzymes. Whatever has been sprayed on the tea leaves, herbs, spices or worked into the soil, brews directly into the cup of tea you drink. Hence, we operate with utmost integrity in our sourcing, blending and manufacturing processes to provide a pure organic cup of tea.



FO NTS

HEADLINES

NEUE KABEL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ? !@#\$%&
Work Sans Bold
abcdefghijklmnopqrstuvwxyz
1234567890 ? !@#\$%&

BODY

Work Sans Medium
abcdefghijklmnopqrstuvwxyz
1234567890 ? !@#\$%&

DISPLAY

BRANDON PRINTED
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ? !@#\$%&

SYSTEM FONTS

Use system fonts as substitutes when preferred fonts are unavailable.
(example: an internal PowerPoint presentation or memo)

Helvetica Bold
abcdefghijklmnopqrstuvwxyz
1234567890 ? !@#\$%&

Helvetica Regular
abcdefghijklmnopqrstuvwxyz
1234567890 ? !@#\$%&

COLORS

PRIMARY COLORS

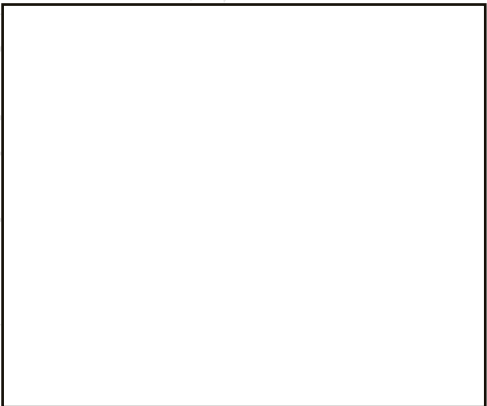
Use these colors for creating majority of deliverables.

GREEN TEA



CMYK: 63, 4, 96, 0
RGB: 106, 182, 73
HEX: #6ab649
Pantone: 360 C

PORCELAIN



CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff

CHARCOAL



CMYK: 66, 64, 73, 84
RGB: 22, 19, 9
HEX: #161001
Pantone: Black 6C

SECONDARY COLORS

Use these colors sparingly for accents. They can be used as a primary color for specific tea blend packaging. (example: the Rose color can be used for herbal tea blends.)

ROSE



CMYK: 10, 97, 47, 0
RGB: 218, 40, 96
HEX: #e81f64
Pantone: 213 C

ORANGE PEEL



CMYK: 3, 42, 95, 0
RGB: 241, 160, 41
HEX: #faa31a
Pantone: 2013 C

EARL GREY



CMYK: 67, 60, 59, 44
RGB: 67, 67, 67
HEX: #444444
Pantone: 425 C

BLUEGRASS



CMYK: 72, 15, 19, 0
RGB: 50, 167, 194
HEX: #27b0cd
Pantone: 311 C

ICONS

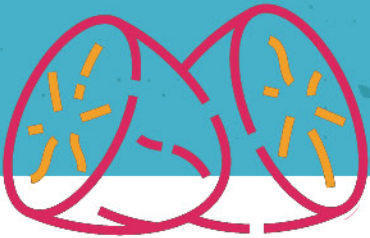


ICONS



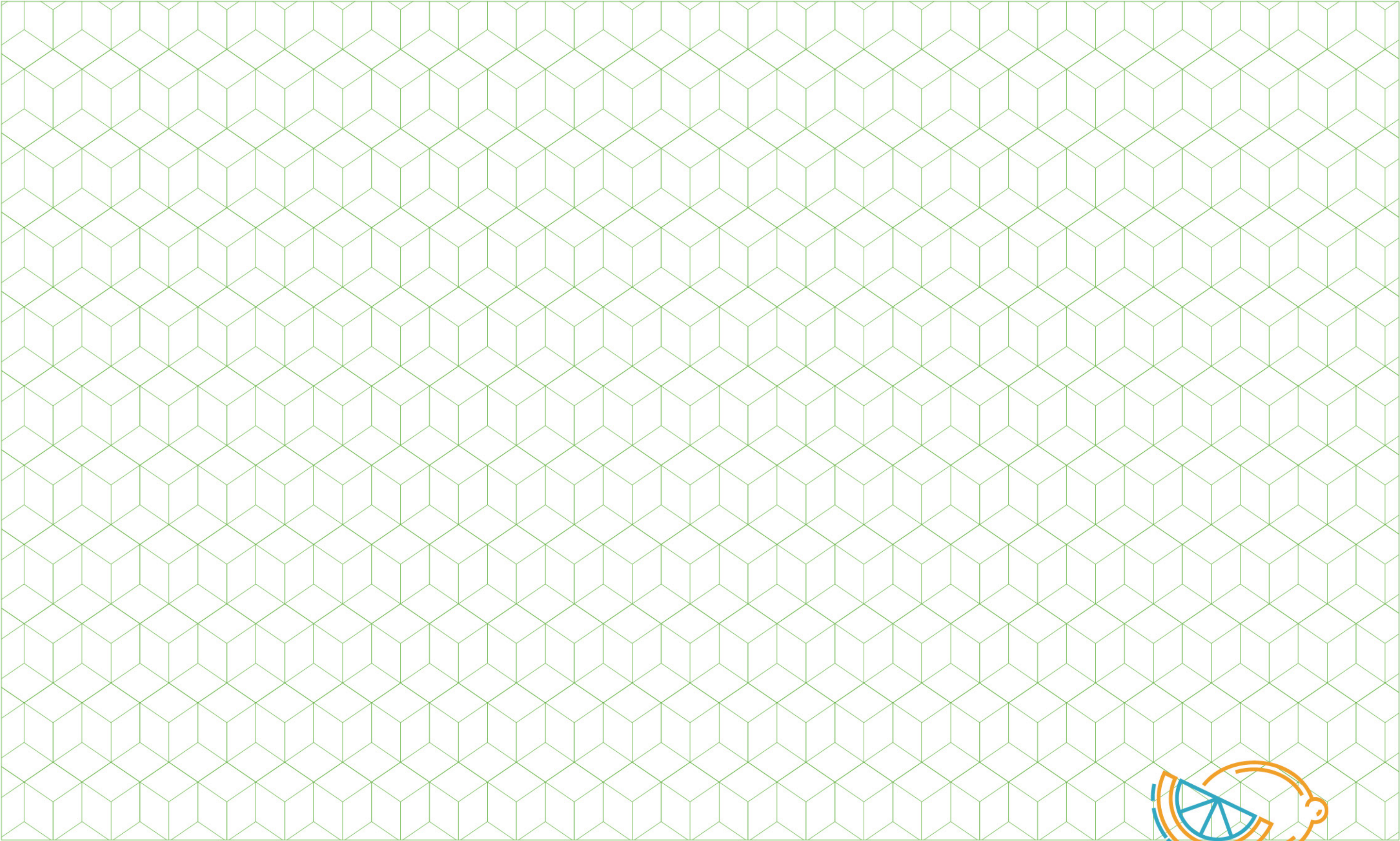


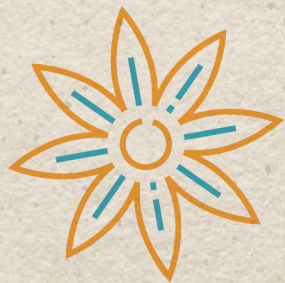
TEXTURES











SAMPLE DESIGNS



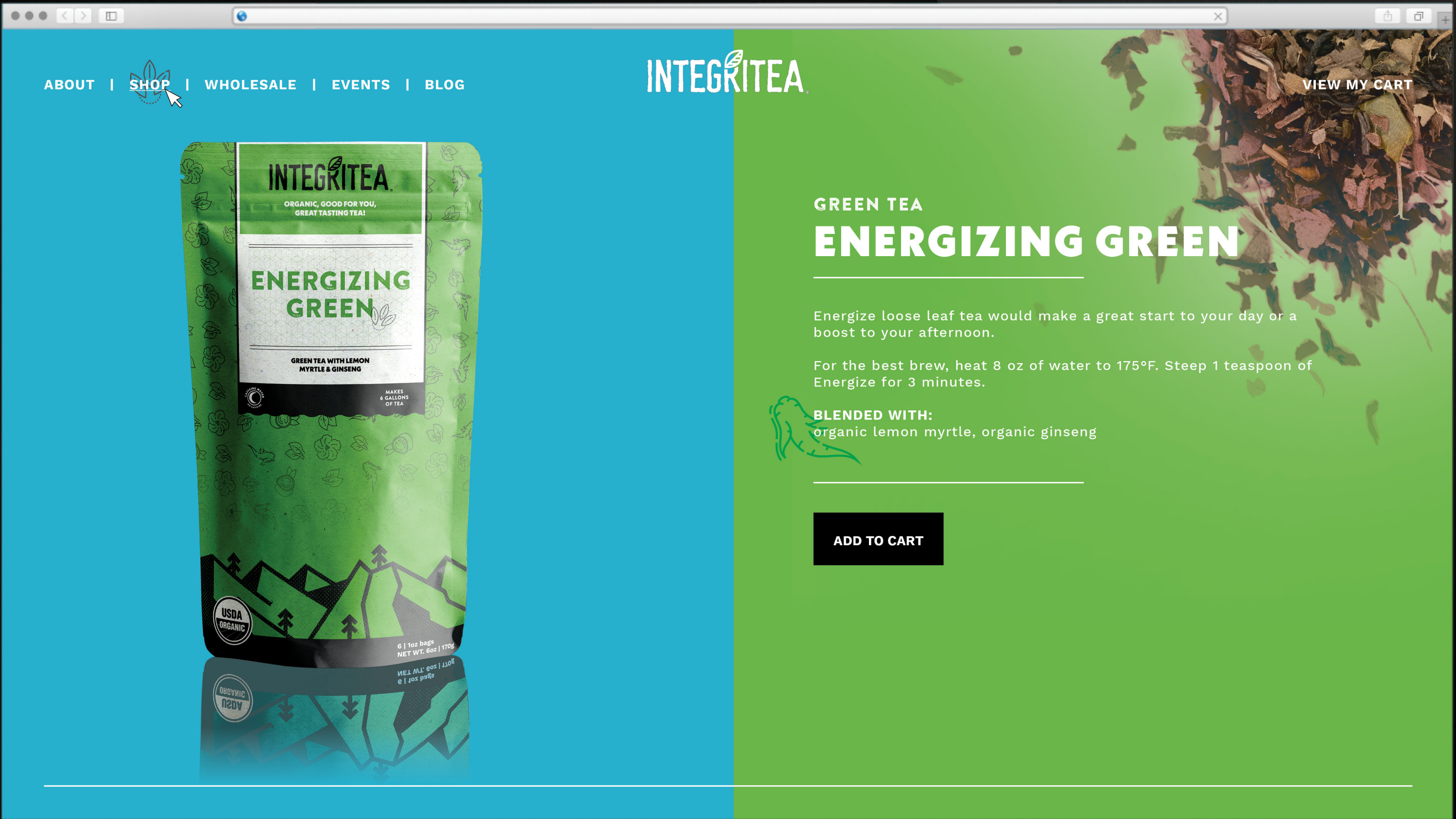
These aren't final designs: just initial demonstrations of the brand in action.



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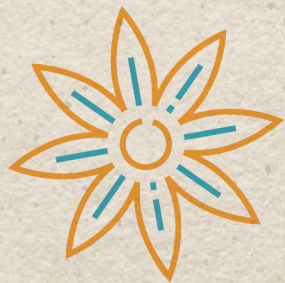
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PHOTOGRAPHY



PICTURING OUR BRAND...

Imagery should be vibrant, emphasizing the organic and naturally eye-catching qualities of our products.

Find a balance of bright and natural lighting (or the appearance of natural lighting). Bright lighting grabs attention and makes the brand feel contemporary and fresh.

Subject matter should emphasize textural qualities of teas, lifestyle shots of outdoors activities, and candid shots of our customers and team members.

Highlight the seasonal qualities of our product line:

Spring & Summer (S&S) should emphasize lighter, airier subject matter and our refreshing iced tea varieties. On-the-go customers reach for one of our refreshing beverages on a hot day.

Fall & Winter (F&W) should have a more earthy, desaturated palette - reflecting the changing colors of the leaves. Customers are shown enjoying our hot beverages on camping trips, on the porch in a brisk evening, or in a cozy cafe.







CONTACT

For questions about branding, contact
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stuart@integritearocks.com

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