

Brand Identity Manual

March 2007

tea

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I Introduction

The strength of Tea lies in a concept that is both simple and original. To maintain the authenticity and consistency of the visual identity and to protect it from any distractions, we created this Brand Identity Manual.

As the name implies, the Brand Identity Manual contains all the graphical elements that determine the basic communications. When you use it you are ensuring the success of the brand image. Please remember to consult the Identity Manual every time you organise communications or design material for Tea.

The Brand Identity Manual provides the rules applying to the visual identity system. It is the grammar which applies to the logo, typeface, colours and structure of the space. However, those rules should not stop further improvements, well considered changes and creative experimentation.

It is important to consider that certain elements of the brand identity will be 'learned' by the consumer over time and more strongly identified with the brand than others. Those elements should never be changed while other details can be re-assessed over time in relation to their visual success and functionality.

The Brand Identity Manual is exclusively published in pdf format and provided on CD. The CD contains the manual itself, as well as all logos and logo variations listed in the appendix. You may print the Brand Identity Manual on your office colour printer, but be aware that colours generated by desktop equipment cannot be used as a valid guide.

You should always use the colour references indicated in the manual and a Pantone Colour Formula Guide to check colours for accuracy.

The Brand Identity Manual establishes rules covering a large part of the production. On the other hand, it recommends but does not impose the use of specific equipment (signage, collateral material, etc.). In many cases the manual shows different options or imaginary situations whose aim is to help and inspire you in the creation of the relevant material.

As the Brand Identity Manual can not cover all possible cases exhaustively, it is important that all new designs, especially if they costly to produce, are submitted for approval to Mind Design (contact details are listed in the appendix). All existing designs can be obtained from Mind Design by request.

Please note:

This Identity Guidebook will be completed and amended on a regular basis. Therefore, whenever you start producing material, please check that you are in possession of the latest version. This version was released in March 2007.

II **Our values**

At Tea, it is our aim to make the world of high-quality, loose-leaf tea less daunting and more accessible to our customers.

We have dispensed with the pomp and ceremony associated with many other tea companies to provide a relaxed environment for exploring and appreciating the wonderful world of tea. We have created a varied tea menu that should have something to suit all shapes and sizes and we are always available to offer friendly advice.

We also offer a complimentary food menu, which we hope will put a smile on your face.

III Core elements

The core elements make the Tea brand instantly recognisable. They create the basis for the visual identity. These elements are:

- our logo
- our colour palette
- our typefaces

logo



colour palette



typeface

Helvetica Neue Bold
Helvetica Neue Light

1 Logo

The logo is the most important aspect of the brand identity. It is also the starting point for a complex system of regulations and distinctive variations. As it is important to follow those rules it is also important to apply the logo sensibly and with a certain creative intelligence. Simply stamping the logo onto every item of communication does not make a friendly and contemporary brand identity.

Always remember that the logo itself can not be the solution to all communication problems. It represents the values of the company but it can never replace those. The quality of the offering, good customer service and a pleasant interior are the basis on which the logo and the corporate identity operates.

1.1 Standard logo positive

The Tea logo is simple and yet distinctive. It combines a pictogram and a word. The word 'tea' is set in Helvetica Neue bold, whereby the letter 't' has been slightly modified and all letters have been carefully spaced. The stylized tea leaf which is part of the letter 't' is taken directly from inner shape (punze) of the letter 'a'. This subtle typographic detail we considered more important than a naturalistic representation of a tea leaf.

It is essential that the logo is used correctly and consistently in all forms of communication. It should never be redrawn, modified or enclosed in a box or frame (unless specified in this manual). The logo should only be reproduced in the authorised colour palette in its positive or negative form.

Please note:

Two variations of the logo have been designed, the standard version (shown on this page) and the alternative version (shown in section 1.3) which consists of the letter 't' and the pictogram only. It is intended that the standard logo should be used mainly to represent the shop and the company while the alternative logo should be used on packaging and for product labels.

The standard logo and all authorised variations of the logo are provided on CD in different file formats and for different colour modes.

standard logo
tea green/antacid black
scale/point size: 100%/144pt

standard logo grayscale
standard logo black
scale/point size: 50%/72pt

This version of the logo is to be used only on black and white documents such as fax sheets, or black and white press ads.

1.2 Standard logo negative

Select the negative version of the logo if it is intended to be reversed out of black. This version of the logo can have a higher visual impact. It should not be used on other background colours and the black used should ideally be the tone specified in section 2.1.

If the logo is used negative, the black background should either be the colour of an object (such as a sign) or fully bleed across the page or a defined area in the layout. The logo should never appear contained within a box.

standard logo
tea green/white (paper)
scale/point size: 100%/144pt



standard logo grayscale
standard logo white (paper)
scale/point size: 50%/72pt

This version of the logo is to be used only on black and white documents.



1.3 Alternative 't' logo positive

The alternative logo is the combination of the letter 't' and the leaf pictogram. This variation of the standard logo may be more distinctive but needs to be 'learned' by the customer over time. It is not immediately representative for the word 'tea' or tea as such.

As the alternative logo is visually a part of the standard Tea logo it should mainly be used for items and aspects of communication 'within' the Tea brand or inside of the shop, for example packaging and product labels.

The alternative logo represents the products while the standard logo represents the company.

alternative 't' logo
tea green/antacid black
scale/point size: 100%/144pt



alternative 't' logo grayscale
alternative 't' logo black
scale/point size: 50%/72pt

This version of the logo is to be used only on black and white documents or applications



1.4 Alternative 't' logo negative

Select the negative version of the 't' logo if it is intended to be reversed out of black. This version of the logo can have a higher visual impact. It should not be used on other background colours and the black used should ideally be the tone specified in section 2.1.

If the 't' logo is used negative, the black background should either be the colour of an object (such as a sign) or fully bleed across the format or a defined area in the layout. The logo should never appear contained within a box.

alternative 't' logo
tea green/white (paper)
scale/point size: 100%/144pt



alternative 't' logo grayscale
alternative 't' logo white (paper)
scale/point size: 50%/72pt

This version of the logo is to be used only on black and white documents.



1.5 Construction and freezone

The exact construction of the Tea logo is an integral part of its design. The logo is designed on the basis of visual criteria and equal proportions.

The space around the logo is equally important as the logo itself. Whenever words or designs appear near the logo, a freezone should be considered around it. Nothing can be put here, neither texts nor drawings or photographs. Keeping an amount of space around the logo not only enhances its appearance, the freezone also helps to position the logo correctly on a format.

The freezone can be larger than illustrated, or the unit space shown can be added on repeatedly but it should never be smaller.

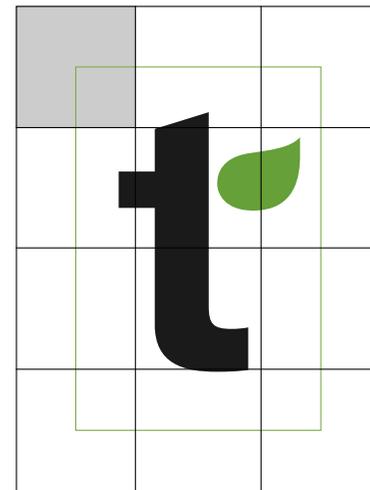
The tea logo freezone equals half of the letter height, whereby the top of the letter 't' overlaps.

Including the freezone the logo is divided vertically into four equal parts.

Occasionally, when the logo is used very large, it can be positioned following a smaller freezone (shown in green).



Alternative 't' logo freezone



1.6 Standard logo positions

The logo should always be positioned in the corner of a design or format. It should not be centred unless the format itself is very small and the logo takes up more than two thirds of the entire format.

The Freezone should always be considered when positioning the logo.

The logo can be used vertically. In this case it should always be read from bottom to top and not the other way round.



Avoid positioning the logo in the center of a format unless it is very small or a square or circle.



Do not ignore the logo freezone. The logo should not be positioned on the edge of the letters.



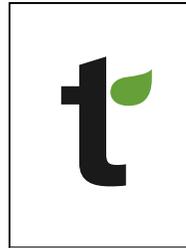
Do not turn the logo so it reads from top to bottom



1.7 Alternative 't' logo positions

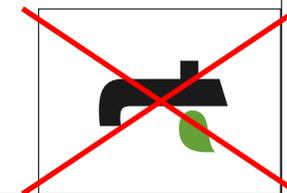
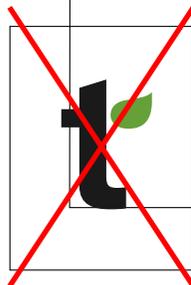
The same rules as for the standard logo positions apply for the alternative 't' logo.

An exception is that the alternative 't' logo should not be used vertically.



Avoid positioning the logo in the center of a format unless it is very small or a square or circle.

Do not ignore the logo freezone. The logo should not be positioned on the edge of the letters.



Do not turn the logo. This version of the logo should only be used upright.

1.8 Logo sizes

The Tea logo and the alternative 't' logo are designed to be scaled according to standard typographic point sizes as they are often used in connection with text or even as part of a word (see section 2.4).

All logos as provided on the CD equal 144 point reproduced in 100%. If the logo is reproduced in 50% it equals 72 point and so on. Ideally the logo should be used according to point sizes but exceptions can be made.

Standard typographic point sizes are:

point	scale
144	100%
72	50%
36	25%
24	16.6%

The standard logo should never be used smaller than 24 point. For point sizes below that a special logo with slightly wider spacing has been designed.

point	scale
24	100%
12	50%

scale: 100%
point size: 144pt

tea t

scale: 50%
point size: 72pt

tea t

scale: 25%
point size: 36pt

tea t

logo for small usage
scale: 100%
point size: 24pt

tea t

1.9 Logo with strapline

The standard logo can be used in combination with a strapline to enhance the brand message.

The message of the strapline is simple: 'you are what you drink' — tea is good for you. It also relates ironically to the well known English phrase 'you are what you eat'.

The strapline can be positioned below the logo or next to it on the left. It can also be placed further away from the logo depending on the layout.

The strapline should not be used in combination with the alternative 't' logo.

strapline option 1



strapline option 2



strapline option 3



1.10 Logo with strapline freezone

When the logo is used in combination with the strapline an additional freezone (here shown in grey) applies.

As for the standard freezone nothing can be put here, neither texts nor drawings or photographs.

The freezone can be larger than illustrated, or the unit space shown can be added on repeatedly but it should never be smaller.

The same rules as for the positioning of the standard logo apply for the logo with the strapline. However, it is recommended not to position option 2 and 3 in the right hand corner and only option 3 vertically.

strapline option 1
Helvetica Neue bold/9.3pt

standard logo
scale/point size: 50%/72pt

The strapline is centered and scaled to the width of the logo. It lines up at the top with the half freezone.

This option of the strapline should not be used if the standard logo is reproduced smaller than 50%.



strapline option 2
Helvetica Neue bold/14pt

standard logo
scale/point size: 50%/72pt

The strapline is set flush left and sits on the bottom line of the regular freezone.

This option can be scaled.
If the logo is 100%, the strapline becomes 28 point, if it is 200% 56 point and so on.



strapline option 3
Helvetica Neue bold/14pt

standard logo
scale/point size: 50%/72pt

The strapline sits on the same baseline as the logo, starting at half of the freezone width.



1.11 Logo in a square or circle

The logo can be used in a square or circle but only if the format itself is a square or circle. This can be a sign, a plate, a sticker, etc. The logo should not be placed on another format positioned in a square or circle.

The position of the logo in the square or circle has been exactly defined and all relevant files are available on the CD.

standard logo in a square

Mathematical squares appear visually taller. For this reason the square has been visually adjusted and is slightly wider than high.

The logo has been positioned slightly higher according to dimensions of an equal square. Visually it appears centered.



standard logo in a circle

The circle extends the width of the freezone by a quarter.

The logo has been positioned slightly higher so it appears visually in the centre.



t green logo
in circle



1.12 Logo with strapline in a square or circle

The logo can be placed in a square or circle together with the strapline. In this case it is positioned differently to when it stands alone.

The logo with the strapline should only be placed in a square or circle if the format itself is a square or circle. This can be a sign, a plate, a sticker, etc. The logo should not be placed on another format positioned in a square or circle.

logo with strapline in a square

When used in combination with the strapline the logo is simply centered on the visual square, whereby the width equals the standard freezone.



logo with strapline in a circle

When used in combination with the strapline the logo is simply centered in the circle, whereby the circle extends the width of the freezone by a quarter.



1.14 Logo with TM and ®

As both the logo is very simple it appears visually more pleasing without the TM and ® mark. This is especially the case with the alternative 't' logo.

For this reason the logo should only be used in combination with the TM and ® mark where it has a legal relevance. This may be the case on packaging or on products sold from the shop or through the website.

Please note:

At the time of issuing this guidelines the application for the TM and ® mark is still pending. The logo should therefore not be used in combination with those marks until further notice.

standard logo 100% with TM
TM mark: 18 point

The TM and ® marks can not be scaled together with the logo. If the logo is reproduced large they can be in proportion relatively small while they need to appear proportionally bigger when the logo is used small.

As a general rule they should not be used larger than the height of the horizontal bar of the letter 't'.



standard logo 50% with TM
TM mark: 10 point

standard logo 50% with ®
® mark: 9 point



alternative 't' logo 100% with TM
TM mark: 14 point

alternative 't' logo 100% with ®
® mark: 13 point



1.15 Logo Don'ts

Never change the authorised versions of the logo as it will undermine the consistency of the overall identity.

As long as the logo is applied only using the provided files on the CD (and not altered in any form) possible mistakes in its application should be easy to avoid.



Do not use the logo on any background colours other than the specified black and white.



Do not use the freezone as a box or frame. It is meant to help positioning the logo but should not be coloured.



Do not swap the colours of the leaf and the letters. The leaf should never be black or white.



Never use colours that are not part of the specified colour palette, even if they may look good in a certain context.



Never outline the logo or parts of it.



Do not change, enlarge or modify any element of the logo.

2 Colours

Colours are an important part of the Tea identity as they are linked to individual types of tea in the range. A system of colour coding has been established in order to help customers identify certain teas easily.

Since Tea is using two corporate and six additional colours great care must be taken in reproducing those in different printing modes and on different surfaces. A hundred percent match can not always be achieved but every effort should be made to reproduce the intended colours as close to the specified as possible. The guidelines in this section should always be read before printing.

2.1 Standard logo colours

The colours of the logo and its variations (see 2.2) are specified in Pantone* (for single colour printing), CMYK (for four colour offset printing), and RGB (for web use, on screen presentations and pdf's). RGB colours are specified in this manual for Adobe Illustrator CS2.

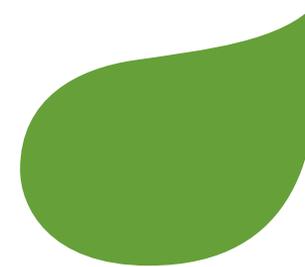
Whenever possible uncoated paper should be used for printing. The paper should be off-white but not cream coloured.

All colours will appear slightly less intense on uncoated absorbent paper than on coated paper or on screen. It is difficult to achieve a strong solid black when printing it as single spot colour on uncoated paper for this reason the matching CMYK is a slightly lighter black as well.

*PANTONE® is a registered trademark of Pantone, Inc. Colours shown are not intended to match PANTONE colour standards.

tea green

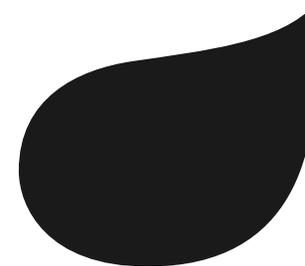
Pantone 368 U
CMYK 43/0/70/17
RGB 145/177/95



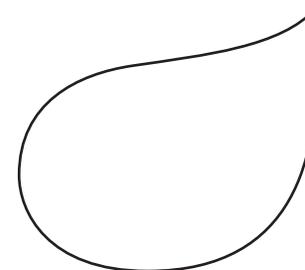
please note:
on coated stock Pantone
369 C should be used

antacid black

Pantone 3 U
CMYK 0/0/0/90
RGB 62/62/64



off-white
(colour of paper)



2.2 Secondary colour palette

The colours in the secondary colour palette have this specific function (see 2.3). They should not be used for purely decorative purpose.

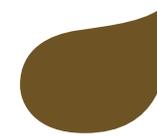
As the green tea colour is also the colour of the standard logo it has additional functions. Only this colour can be used for headings, graphic elements and backgrounds.

Please note:

The colour for white tea should only be printed as Pantone silver on uncoated paper. On coated paper it must be ensured that it has a matte appearance. If this is not possible, please use Pantone 7537 C instead.

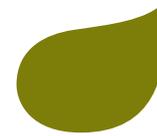
black tea

Pantone 469 U
CMYK 29/39/58/28
RGB 153/126/91



oolong tea

Pantone 398 U
CMYK 33/33/78/18
RGB 162/142/68



green tea

Pantone 368 U
CMYK 43/0/70/17
RGB 145/177/95



white tea

Pantone silver
CMYK 5/0/5/30
RGB 166/173/169



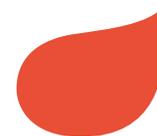
infusion tea

Pantone 197 U
CMYK 0/43/14/0
RGB 243/173/184



super tea

Pantone 1665 U
CMYK 5/65/75/4
RGB 232/79/54



2.3 Tints and wall colours

Tints of the standard and secondary colours should only be used in the shop interior, for example as wall colours.

The specified colours can be used in 100%, 75%, 50% and 25%.

Tints should only be used as an exception for the graphic design or any printed material. On this level it is important to keep the established colour scheme consistent and recognizable as it is linked with individual teas.

The logo, the alternative 't' logo or the leaf on its own should never be shown in a tint.

Dulux 30YY 05/044
Rum Caramel 1



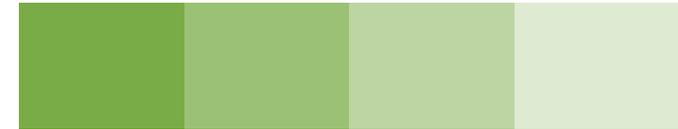
Dulux 10YY 09/200
Earth Glaze 1



Dulux 30YY 23/246
Salisbury Stones 1



Dulux 30GY 27/514
Woodland Fern 3



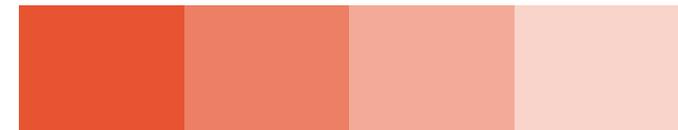
Dulux 30BB 31/043
Mineral Haze 1
(add white)



Dulux 32RR 50/280
Fuchsia Falss 3



Dulux 30YR 25/463
Hot Paprika 3



100%

75%

50%

25%

2.4 Colour codes

The secondary colours are linked to the different types of tea. They are intended to be 'learned' by the customer over time. This system of colour coding makes it possible to distinguish teas in different categories easily. The individual type of the tea does not always have to be written out.

The name of every tea that belongs to one of the six individual categories should be written accordingly in the specific colour.

blacktea



black tea

oolongtea



oolong tea

greentea



green tea

whitetea



white tea

infusiontea



infusion tea

supertea



super tea

2.5 Colour codes negative

The secondary colours can be reproduced on a black background with the word 'tea' in white.

All colours printed on a black background will appear visually different than on a white background. They seem lighter or more intense. However, for reasons of practicality the specified colours should not be adjusted according to the background. The slight difference has been taken into account.

blacktea



black tea

oolongtea



oolong tea

greentea



green tea

whitetea



white tea

infusiontea



infusion tea

supertea



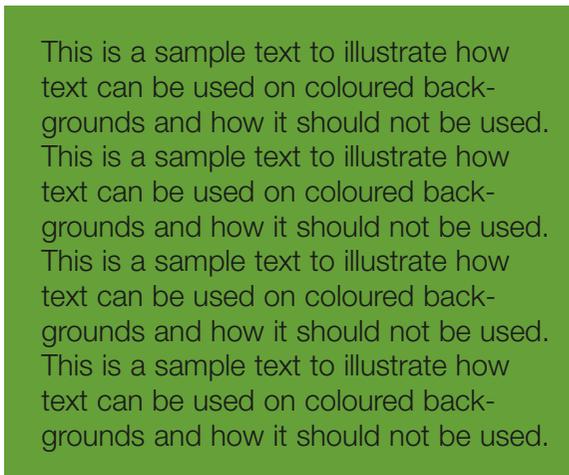
super tea

2.6 Colour Do's and Don'ts

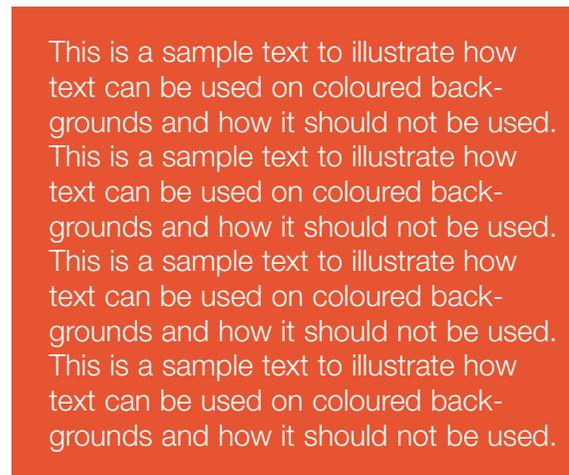
As the system of colour coding is clear and functional, colours should not be used randomly and for purely decorative reason. Great care must be taken especially when colours are used as backgrounds.



Do not print the logo on a background using a colour from the secondary palette. The tea leaf should never appear black or white.



Text can be set in black or white on the green background or on any colour of the secondary colour palette.



When colours from the secondary palette are used it is important to consider that there is enough contrast. Use text in white on the darker colours and in black on the lighter ones.



The text should never be coloured. Only use the specified black or white.

3 Typography

The Tea identity is very simple and clean which makes a high attention to detail in the typography even more important. The level of accuracy should not only be applied to all printed material but also in day to day business.

Good typography is not only important for the overall impression of the brand identity, it also reflects on the quality of the products, the customer service and the efficiency of the company.

3.1 Authorised fonts

The authorised font to be used in all forms of communications is Helvetica Neue. It should not be confused with Helvetica (without 'Neue'). These are very similar fonts but they are not identical.

Helvetica Neue is available in various different weights but only the light and the bold version should be used. Helvetica Neue bold should be used for headings and the address (or elements of the address). Helvetica Neue light for standard text and descriptions.

Helvetica Neue is available for PC and Mac at: www.linotype.com

If Helvetica Neue is not available Arial may be used as a replacement font.

Helvetica Neue bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-(.,:?!#)*"\$£%"[/]&@</>

Helvetica Neue light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-(.,:?!#)*"\$£%"[/]&@</>

replacement font

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789-(.,:?!#)*"\$£%"[/]&@</>

3.2 Headlines and bullet points

Headlines should follow a clear hierarchy. Too many weights and font sizes to emphasise certain parts of a text should be avoided.

Bullet points should be set in Helvetica Neue and can be coloured in tea green. Hyphens should not be used as bullet points. Also do not use the leaf in the logo as a bullet point.

bullet points

- This is a sample text
- This is a sample text
- This is a sample text

- This is a sample text
- This is a sample text
- This is a sample text

- This is a sample text
- This is a sample text
- This is a sample text

- This is a sample text
- This is a sample text
- This is a sample text

Helvetica bold 24 point on 26 point leading
2 spaces before and 1 space after

Helvetica bold 14 point on 16 point leading
1 space before and 1 space after

Helvetica bold 10 point on 12 point leading
1 space before

All headlines can be coloured
in the tea green

This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading.

Headline 1

This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading.

Headline 2

This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading.

Headline 3

This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading..

Headline 2

This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading.

3.3 Body copy

In every layout a few general typographic rules should be considered:

Text should be set in standard point sizes of 7, 9, 10, 12, 14, 18, 24, 36 point, etc.

All text should be set ranged-left. Justified text should be avoided.

The number of characters per line should be no more than 80 characters (a space counts as character).

The line spacing (leading) depends on the length of the line. Longer lines need more leading than shorter ones. As a general rule 2 point additional leading should be used.

Paragraphs should be indicated by using a line space or half-line space. Avoid using indentation on the first line of a new paragraph.

Only real 'italics' should be used. Do not set the font on italic in the program menu settings.

10 point on 12 point leading

This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading.

12 point on 14 point leading

This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading. This is a sample text set in Helvetica light 10 point on 12 point leading.

3.4 Address and opening times

It is important that the addresses of different shops are always set in the same format. For example, the word 'phone' should not randomly be written as 'telephone' or 'Tel.', etc.

The address number, url, phone number and the opening times should always be produced in vinyl lettering on the shop door (see also section 8.1)

Shops in business areas should have free wi-fi access which should be identified by the matching logo on the shop door.



Tea has its own wi-fi logo. The wi-fi logo is designed in 144 point and should always be used in the same point size as the lettering of the address.

address as used on business cards
or stationary

Tea Limited
12 Street Name
London AB12 3CD

Phone +44 (0)20 7123 4567
Fax +44 (0)20 7123 4567
Mobile +44 (0)1234 567 890
Email name@wearetea.com

www.wearetea.com

opening times as reproduced in vinyl
on shop door

123

Phone 020 7123 4567
www.wearetea.com

Monday to Friday 7am – 11pm
Saturday 8am – 11pm
Sunday and holidays 9am – 10pm

alternative treatment if opening times
are different on certain weekdays

Monday to Thursday 7am – 11pm
Friday 8am – 11pm
Saturday 10am – 11pm
Sunday 9am – 10pm



3.5 Tea in body copy

As 'Tea' is a very generic name and also a product it can become confusing when the word is used in body copy if the shop or the product is meant. This can not always be avoided but great care should be taken that the word Tea signifying the shop and the company is always written in the same way with an upper case 'T' while the product is written in lower case. No other visual distinction should be made.

The name Tea used in body copy.

Correct treatment of 'Tea' in running text

The name ~~TEA~~ used in body copy.

Never use 'Tea' in all upper case

The name ~~tea~~ used in body copy.

Never use 'Tea' in all lower case

The name ~~**Tea**~~ used in body copy.

Never use 'Tea' in set in bold as it will conflict with the logo

The name ~~tea~~ used in body copy.

Never use the logo within body copy

4

Imagery

Images add to the experience of the brand and can provide a more 'emotional' aspect in contrast to the functional typography. Images and decorative pattern should never be picked at random mixing different styles of photography or colour modes.

4.1 Historic images

Tea has a rich history, especially in England. In order to contrast the very clean and modern look of the graphic identity and to draw attention to the local heritage, Tea uses historic black and white images.

As the typography is functional the historic images project an aspect of honesty. Images selected should only be of ordinary, everyday people enjoying a good cup of tea. They also enhance the brand message as they do not show the pomp and ceremony often associated with tea. The historic images communicate that tea is very much part of our everyday culture and that tea can be enjoyed at any time of the day.

Historic images can be used in large formats with in the shop or on the website. They should not be displayed in picture frames.

Images suggested in this guidelines are available from: www.gettyimages.com.

Example: Woman enjoying a good 'cuppa' during her afternoon break.

Other examples are shown on the following page.



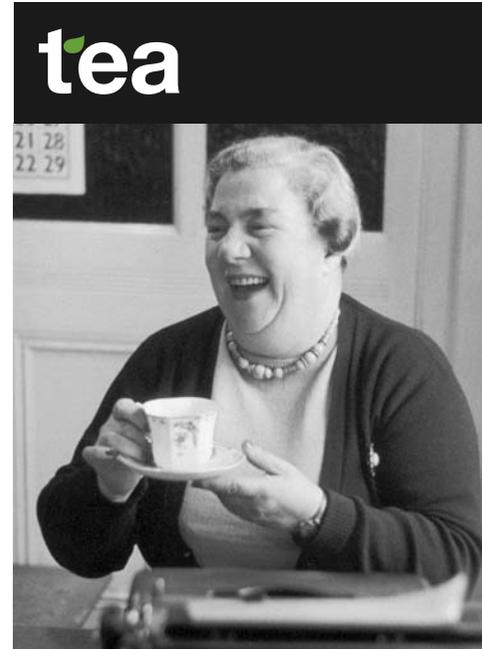


4.2 Images and logo

As the logo should never appear on coloured backgrounds it should also not be used on images unless the image is photographed on a white background or has a large black area.

The logo should be positioned above or below an image in an area at least the height of the freezone. Do not position the logo enclosed in a box on top of images.

Always treat the logo as an independent design element. When placing images next to the logo, the freezone must be considered.



Avoid placing the logo on images as the background of the image usually does not provide enough contrast.



4.3 Product photography

It is important that the product photography used is always consistent and follows clear stylistic consideration. All photography must be done professionally. No 'self-made' digital images should be used. Also 'atmospheric' images from image banks should be avoided. It must always be clear when an image plays an artistic role and when it is meant to show the product.



Example: simple but artistic tea image. Loose tea leaves can be shown as well in order to visualize the infusion process. Photographs of tea in a cup should be avoided unless the cup itself is the subject of the image.

Images of tea itself should be photographed in an abstract and artistic way. Images of tea leaves should be photographed on a white background straight from above. They can be arranged on a small pile. Packaged products should also be photographed on a white background from the front, slightly angled with a light shadow. Complex arrangements should be avoided.



Example: loose tea leaves image



Example: packaging / product image

4.4 'Leaf characters'

The 'leaf characters' have the function to add a certain warmth and humour to the brand identity and to visualize benefits of various tea types.

They can be used on the back of packaging and on the website to explain certain aspects of a tea in more depth. Each character is made up from two layers, the illustration and the leaf icon which can be coloured according to the relevant tea type.

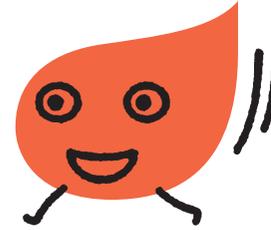
The 'leaf characters' are provided on the CD matching the dimensions of the leaf so they can be over-layed easily.

Text sample:

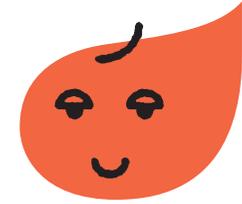
We love Sleep. Sleep is one of the best natural healers there is, and when we don't sleep properly, we feel grumpy and our general health suffers too. Also, we find that things always seem a little better in the morning, so we have developed a sleep-inducing blend of *Rooibos, chamomile, passion flower, lavender, and lemon myrtle*, nature's own versions of a lullaby.



Each 'leaf character' can be coloured according to the tea type. They are intended to be used to 'speak' the explanatory text outlining individual qualities of the tea.



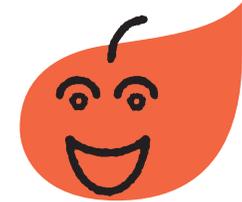
Energising



Relaxing



Cleansing



Happiness/Loving



Sleep inducing



Strengthening (of the immune system)



Slimming



Bright spark

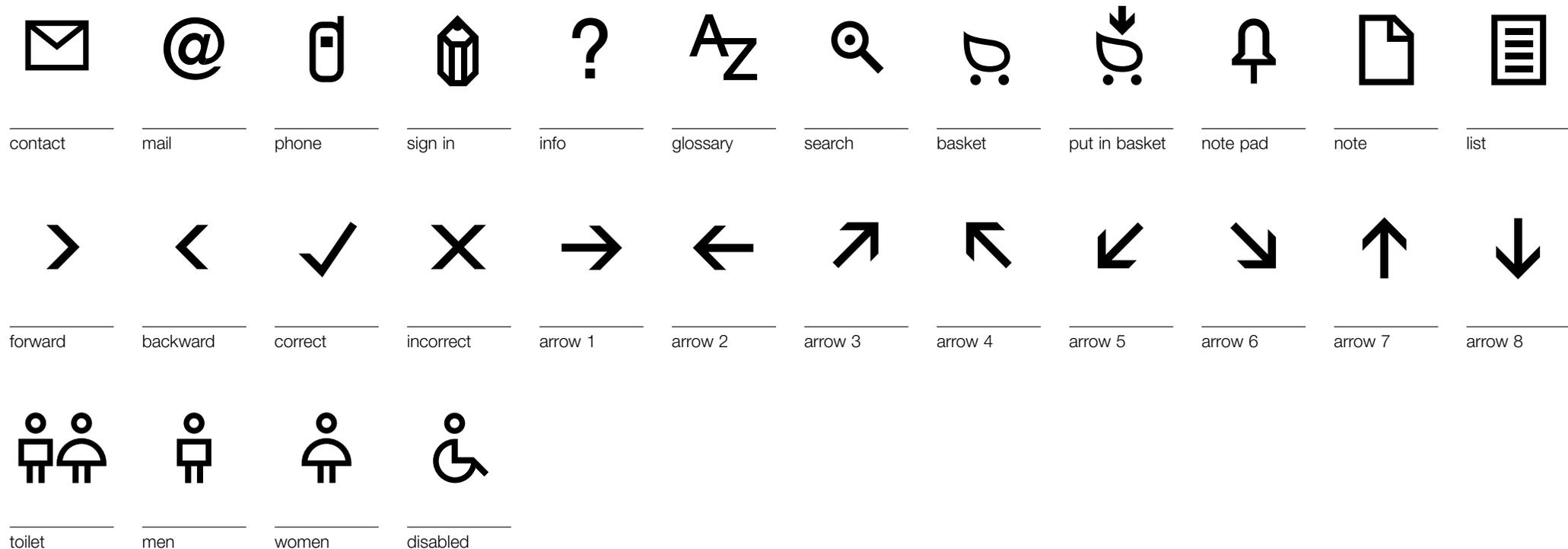
4.5 Web icons and symbols

A selection of web icons are available for the online shopping section of the website. They can, but do not have to be used.

The web icons have been designed to match the corporate font (Helvetica Neue) and can easily be recognized in very small sizes.

A selection of arrows can be used on the website as well as in the shop environment. Here they would always be used in combination with words. Further signs for the male, female and disabled toilet are available.

Any new symbols should be designed with the same stroke widths as the existing ones.

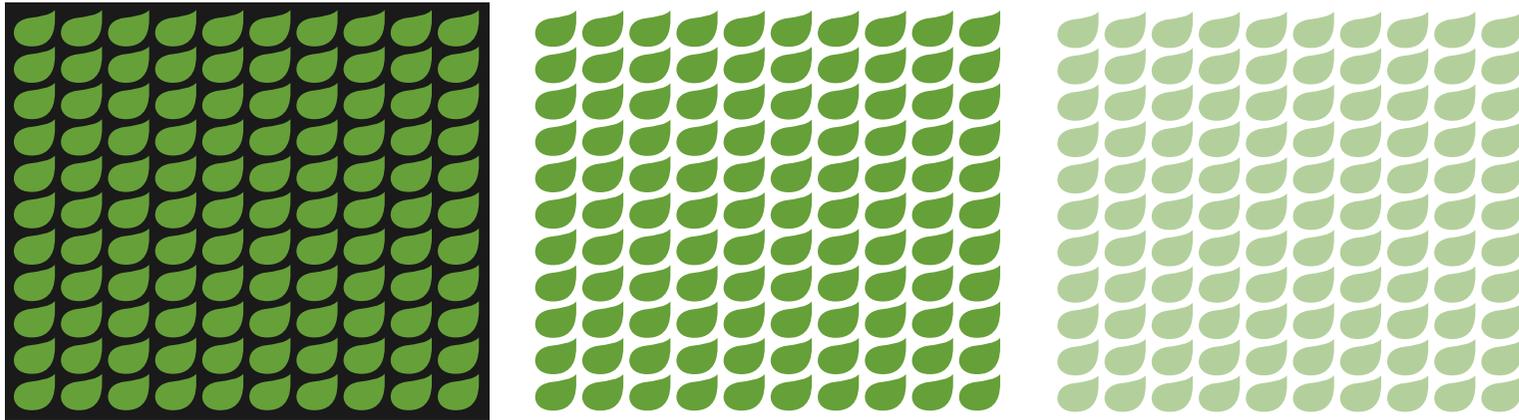


4.6 Pattern and shapes

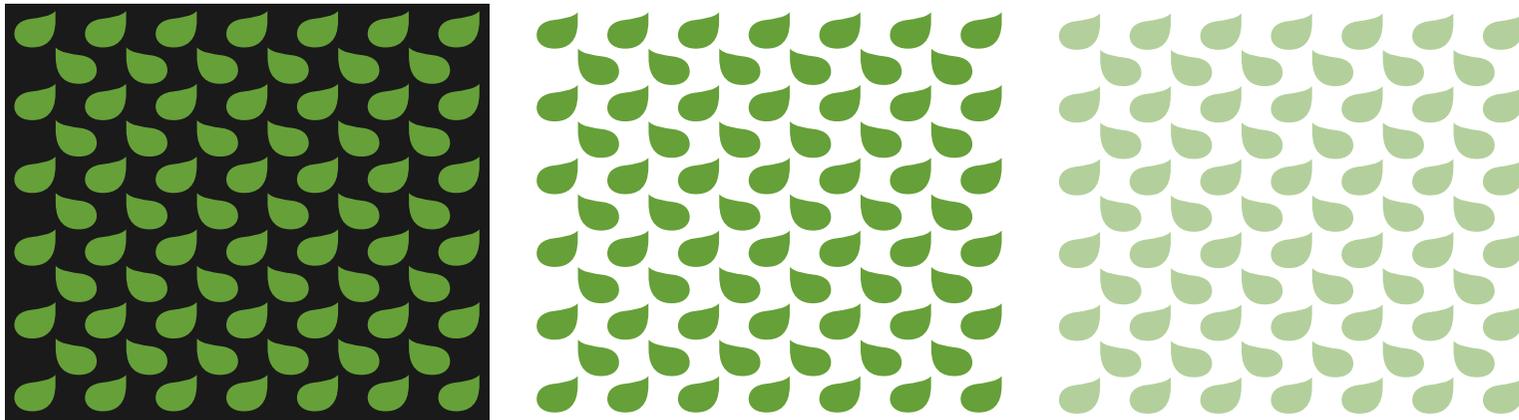
The leaf pattern can be used as textures on items of packaging, labels or shop elements such as decals. They can be coloured in any of the colours from the secondary colour palette and used on a black or white background.

The leaf pattern should not be used on a coloured background (an exception can be made if the leaves are white). Two different patterns have been designed and are provided in sections on CD. The sections can be repeated and added on depending on the format to be covered.

regular leaf pattern



unregular leaf pattern

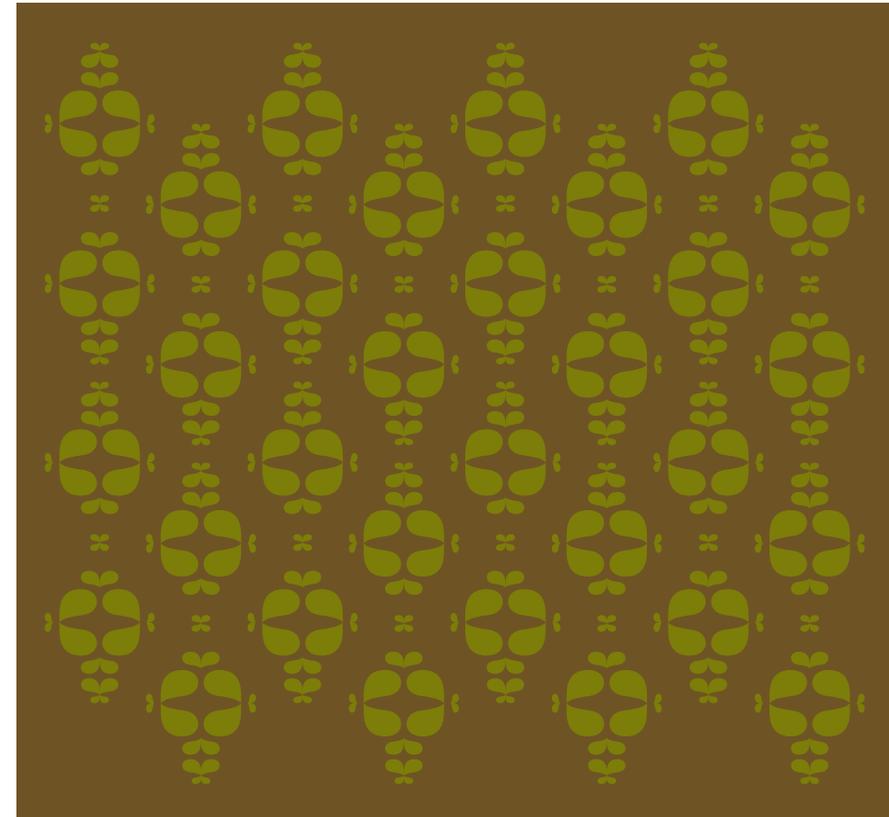
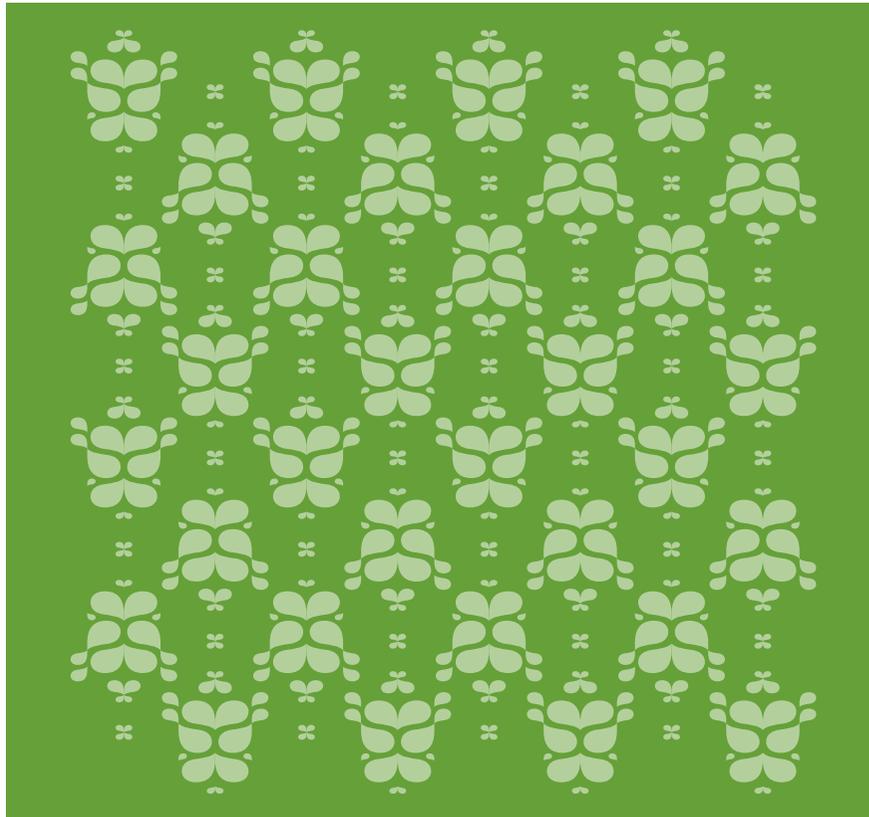


4.7 wallpaper pattern

The leaf shape can be used to create wallpaper patterns that remind of traditional English tea room (or pub wallpapers). By turning the leaf shape and mirroring it, many different variations of pattern are possible. However artistic the wallpaper, the leaf must always be recognizable and it should only be turned in 90 and 180 degree angles. The number of sizes should be limited as well.

The wallpaper can be used as a feature in the shop interior but it should always blend with the decor and can never be the only visual point of interest. For the wallpaper different colours from corporate and secondary palette can be used. Those colours can even be applied as tints but colours that are not part the identity should be avoided.

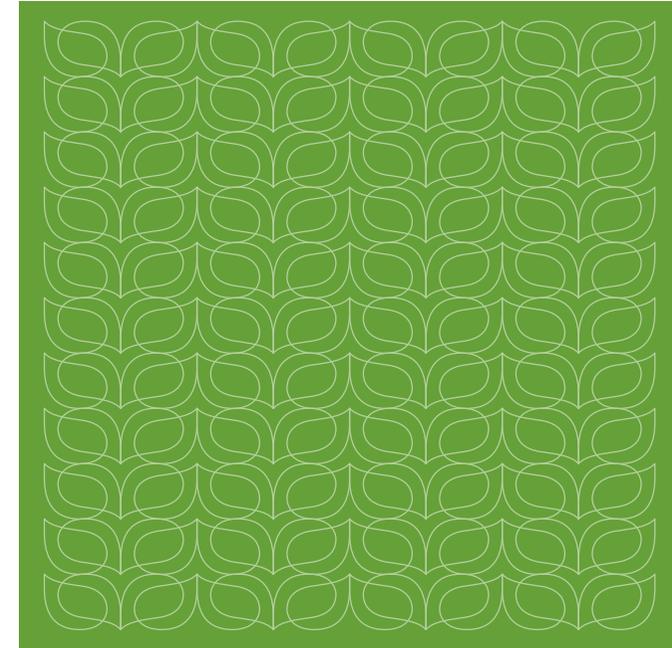
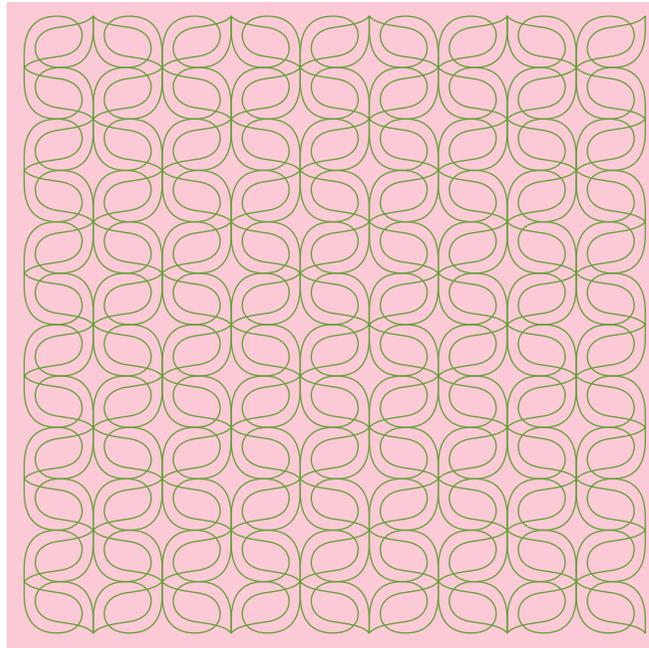
Example:
A variety of different pattern and colour combinations is possible. Tints of the secondary colours can be used. Different pattern can also be used in different shops.



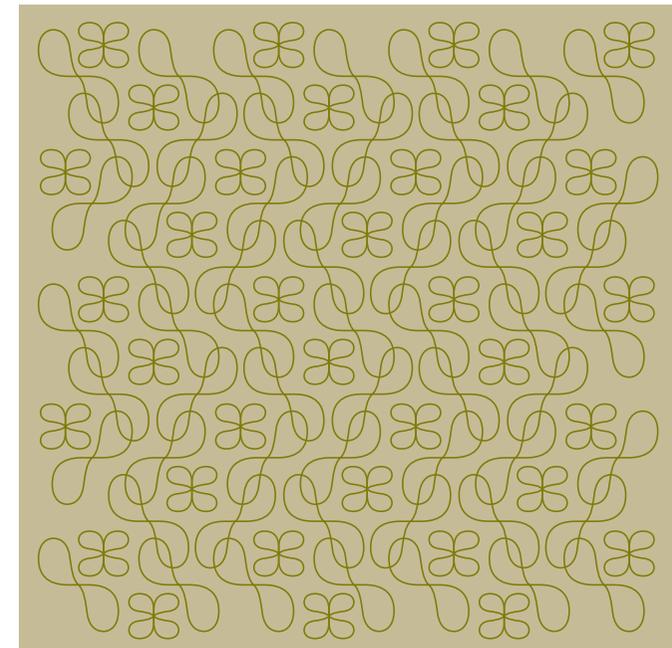
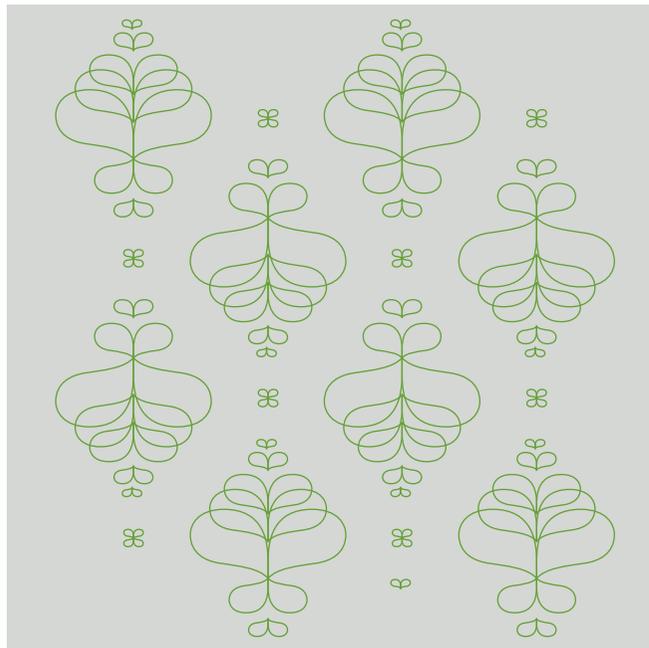
4.8 Outline pattern

The leaf shape can be used as an outline to create a variety of more subtle pattern. Those pattern can be used to give an otherwise plain surface or printed area a more textured appearance. Outline pattern can be designed using all colours of the standard and secondary colour palette as well as tints. As with the wallpaper pattern the leaf shape should only be mirrored and turned in 90 and 180 degree angles.

The outline pattern can be used as a feature in the shop interior as decals, ornaments or on packaging.



The pattern shown here are only some examples. Many different variations and colour combinations are possible.

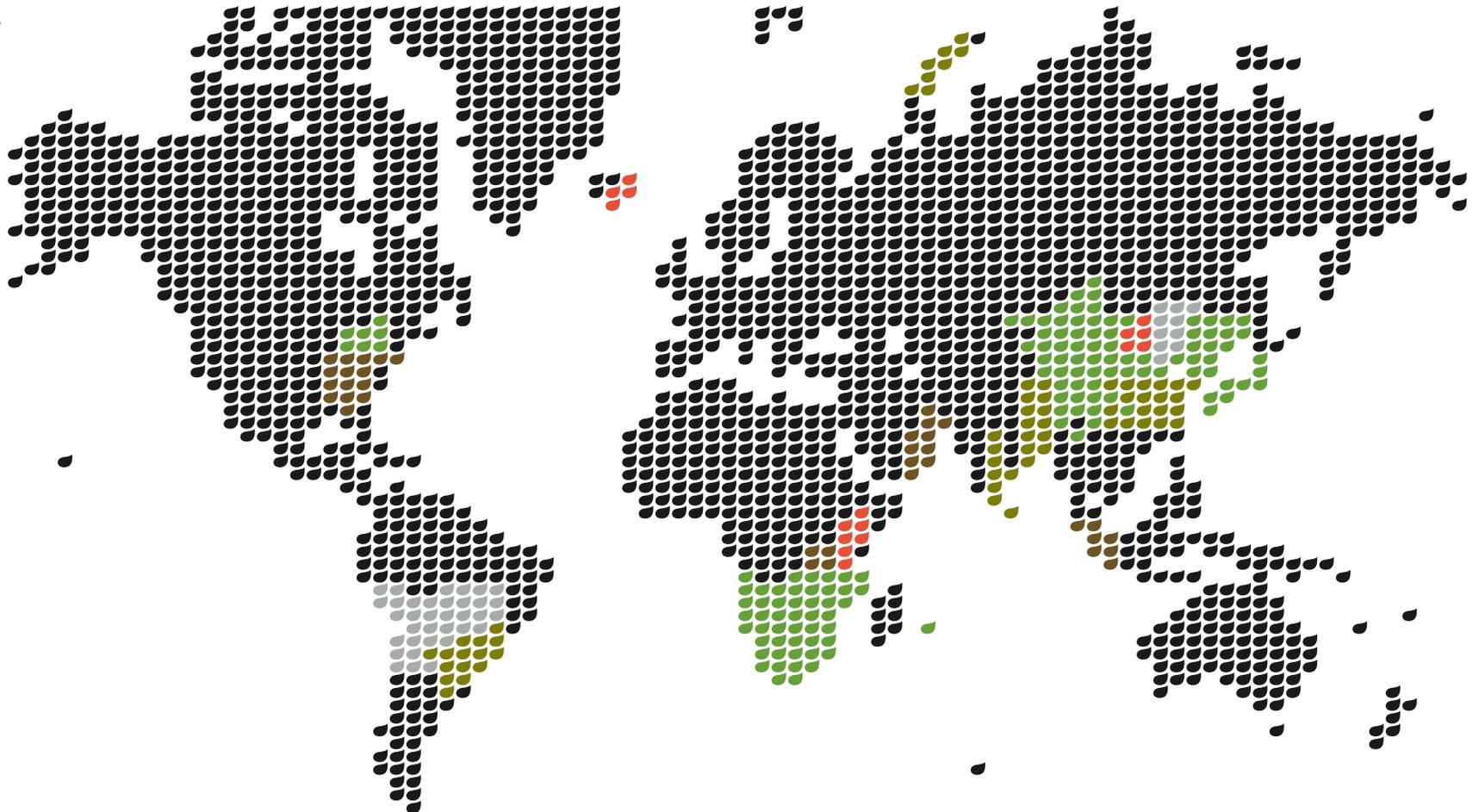


4.9 Tea map

The tea map is designed using the regular leaf pattern. It can be used in the shop or on the website to show where certain teas within the colour-coded range come from.

The tea map can be printed digitally or even produced as mosaic tiles within the shop interior. On a dark wall the base colour of the leaves would be white.

Example:
colours/ locations
are not accurate.



4.10 Location maps

Location maps should be designed for each shop. They should be simple but as clear as possible.

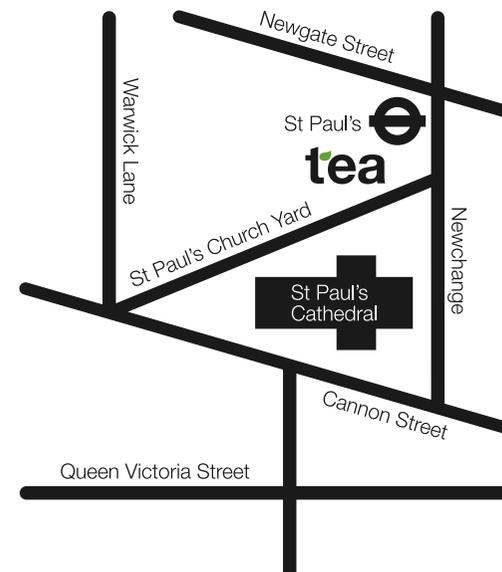
All roads are drawn using the same line thickness. No visual distinction is made between smaller and large roads but it is important to decide which ones are relevant in finding the shop. The location of the shop is indicated by the logo. Street names should not be set smaller than 6 point. As the logo appears in the map it can only be used negative on a black background or positive on white.

Maps should be shown on the website, the take-away menu and promotional material.

map negative



map positive



5 Stationery

Stationery may not be something that the customer comes in contact with but it becomes important for the business side of the company when dealing with investors, suppliers, commercial estate agents, etc. Good, functional stationery also makes day to day business a lot easier.

All stationery should be printed on recycled paper to enhance the company message and values.

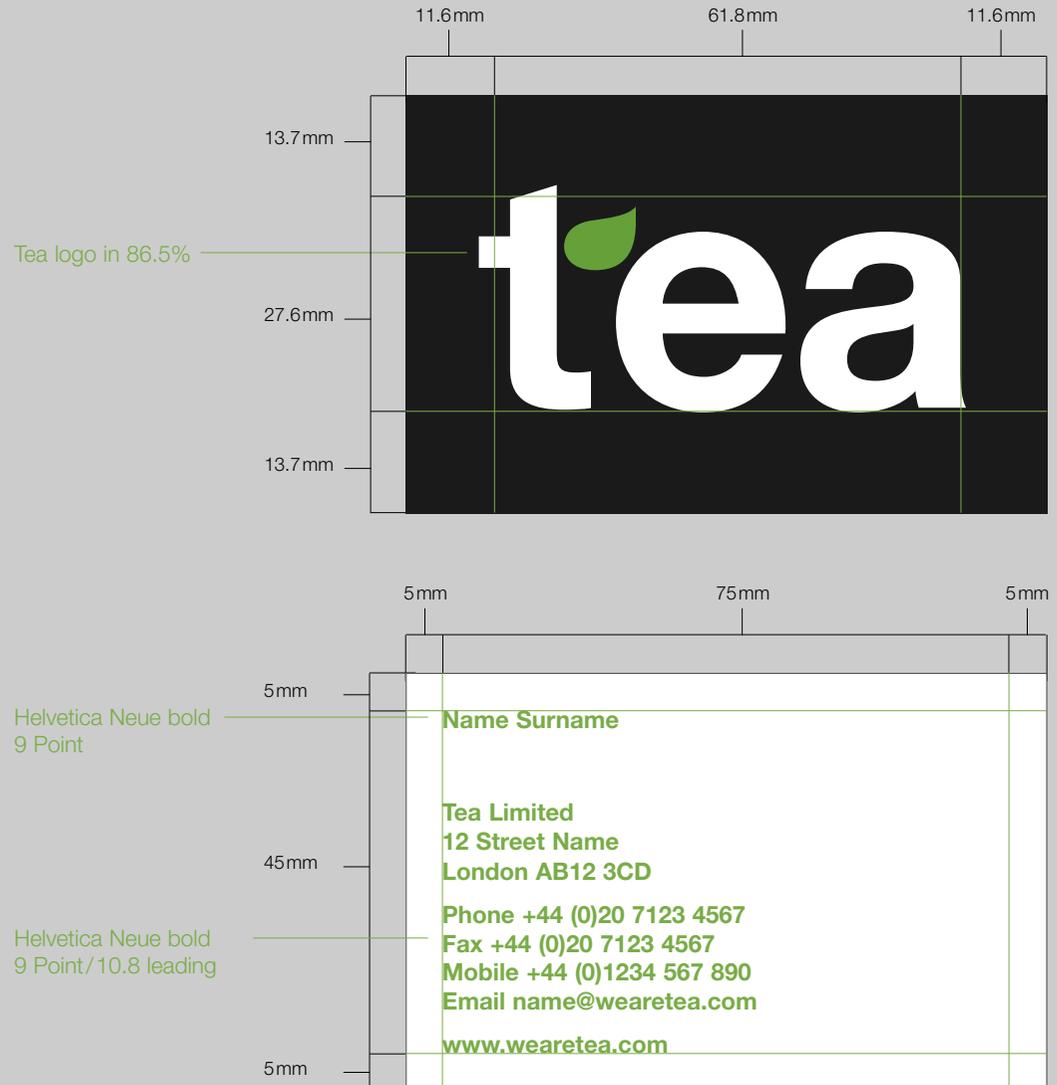
5.1 Business card

The Tea business cards should be used by all employees of the company. In order to appear more friendly and avoid thinking in hierarchy no job titles are printed on the card. Everyone at Tea is part of the same 'Tea-m'.

The design of the business card should remain consistent but personal mobile phone numbers can be removed. In this case the contact details move one line closer to the bottom edge of the card. The name stays in the same position.

Business cards are printed on Conqueror Connoisseur (soft white) 300gsm (350gsm if available)

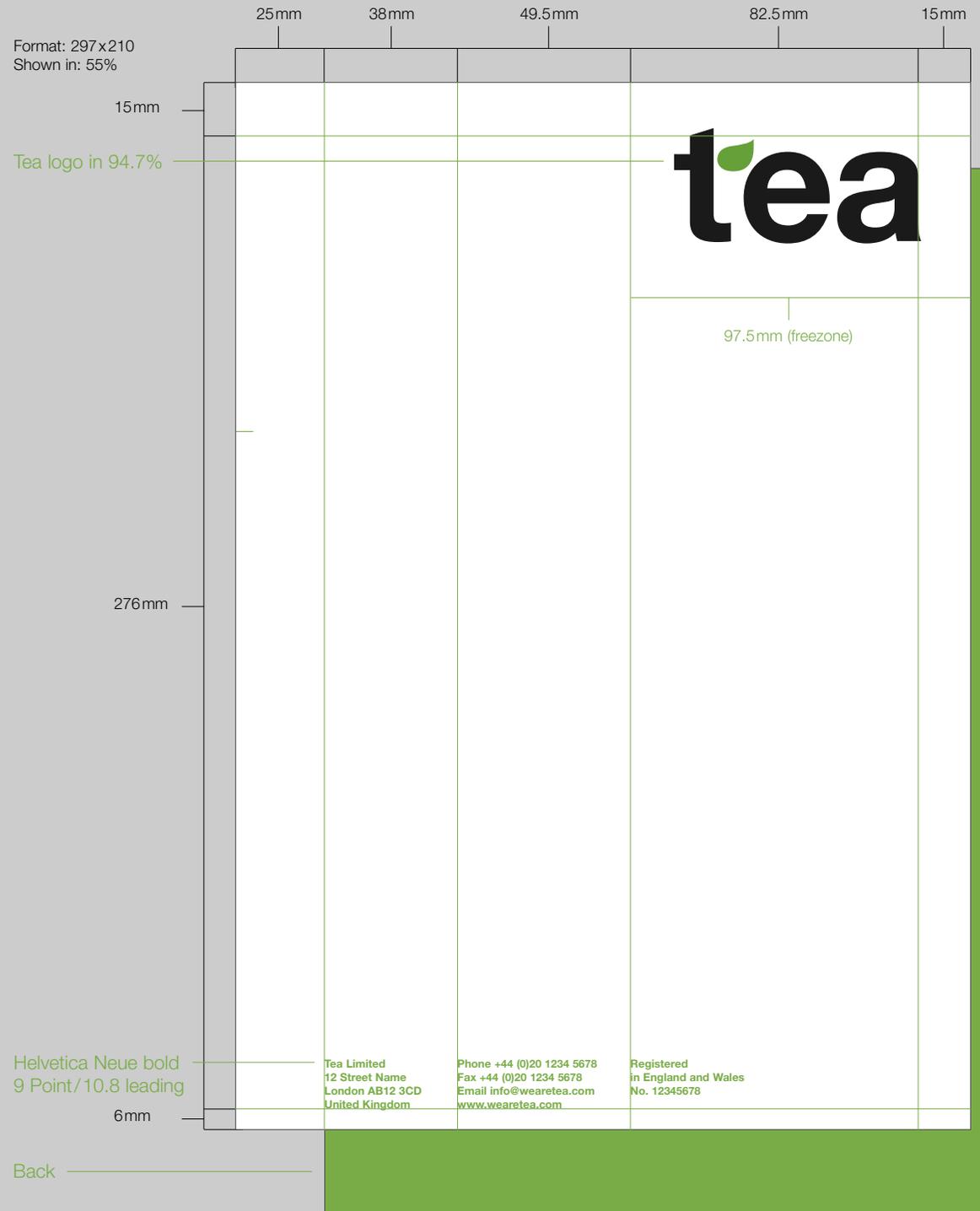
Format: 85 x 55
Shown in: 100%



5.2 Letterhead

The letterhead should be used in combination with a DL window envelope to avoid address labels. Letters should be folded into three parts at the folding line measured 99mm from the top.

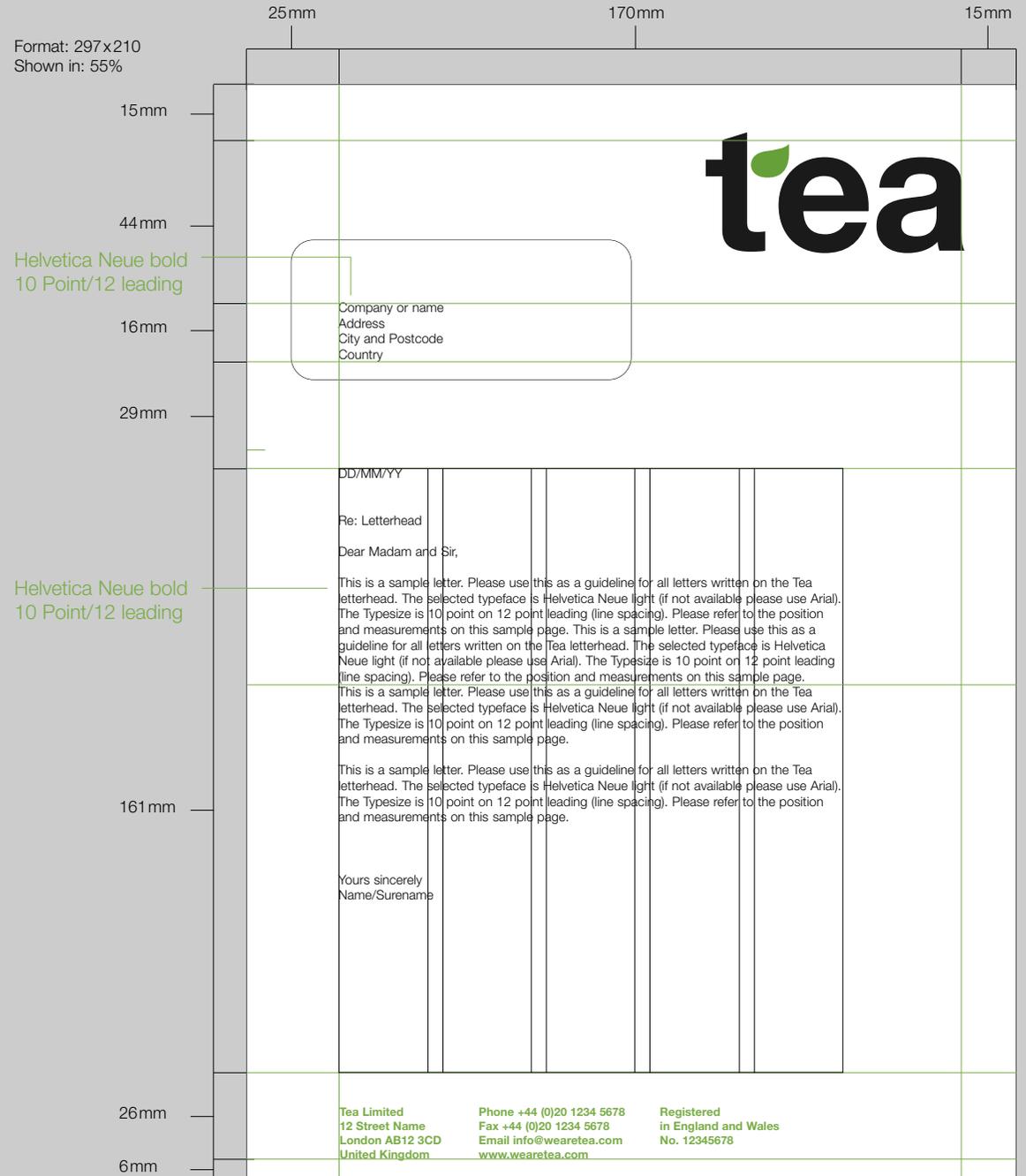
The letterhead is printed on Conqueror Connoisseur (soft white) 110gsm (laser compatible), without watermark.



5.3 Letterhead text guidelines

All letters should be typed according to the positions and measurements specified and only within the designated type area.

The typeface suggested is Helvetica Neue light (if not available please use Arial instead). The typesize is 10 point on 12 point line leading.

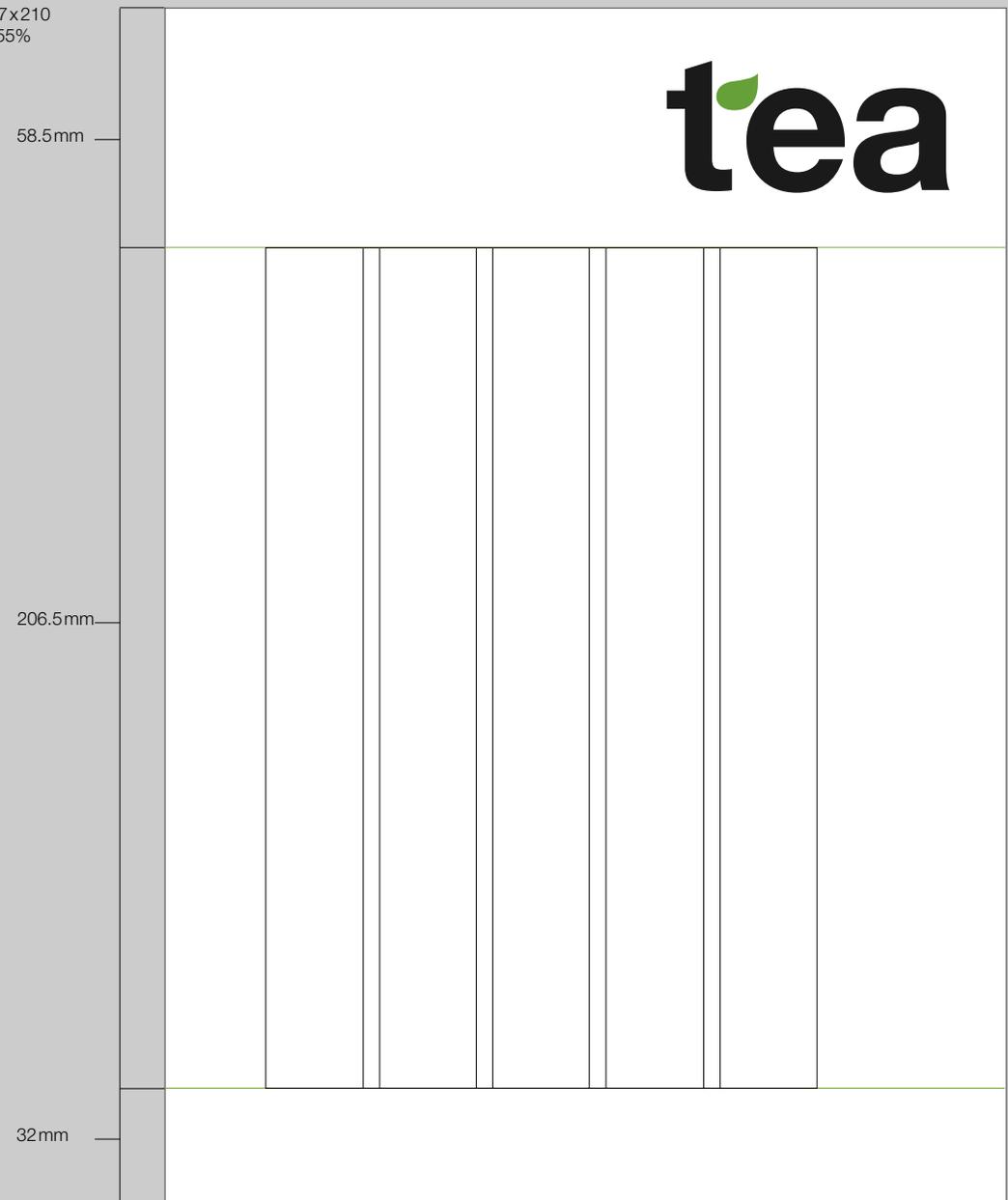


5.4 Following page

The following page repeats the design of the letterhead without the address.

It is used for external communications, if the letter is more than one page long. Text written on the following page starts at the same line as the address on the first page. The following page can also be used internal communications, hand-written notes and temporary menus for special occasions or catering events.

Format: 297x210
Shown in: 55%

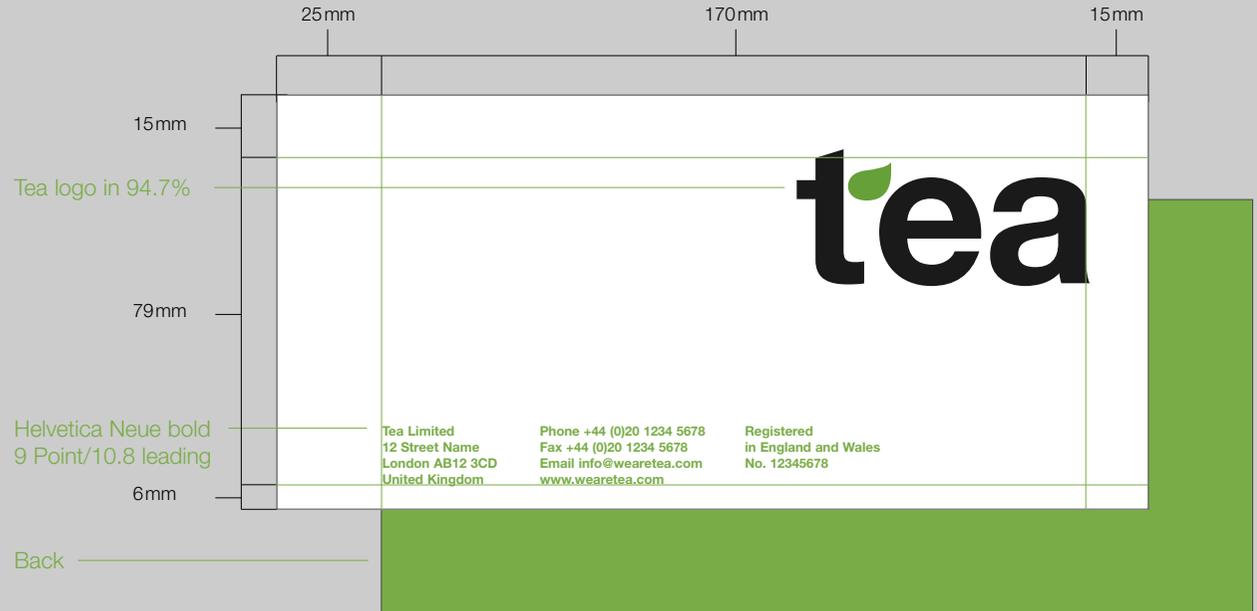


Format: 210x100
Shown in: 55%

5.5 Compliment slip

The compliment slip repeats the design of the letterhead. It is used to accompany a document or file when there is no need to write a full letter.

The compliment slip is printed on Conqueror Connoisseur (soft white) 110gsm (laser compatible), without watermark.



Format: 297 x 210
Shown in: 55%

5.6 Fax sheet

The fax sheet repeats the design of the letterhead but the address registration numbers are half a point size larger than on the letterhead for better readability. They are also moved slightly higher as some fax machines cut the paper at the bottom.

The fax sheet can be run out from a Laserprinter and does not have to be printed offset.

A letter typed on the fax sheet should use the same layout as the letterhead but instead of the full address of the recipient it should state his fax number and the number of pages sent.



Helvetica Neue bold
9.5 Point/11.3 leading

Tea Limited
12 Street Name
London AB12 3CD
United Kingdom

Phone +44 (0)20 1234 5678
Fax +44 (0)20 1234 5678
Email info@wearatea.com
www.wearatea.com

Registered
in England and Wales
No. 12345678

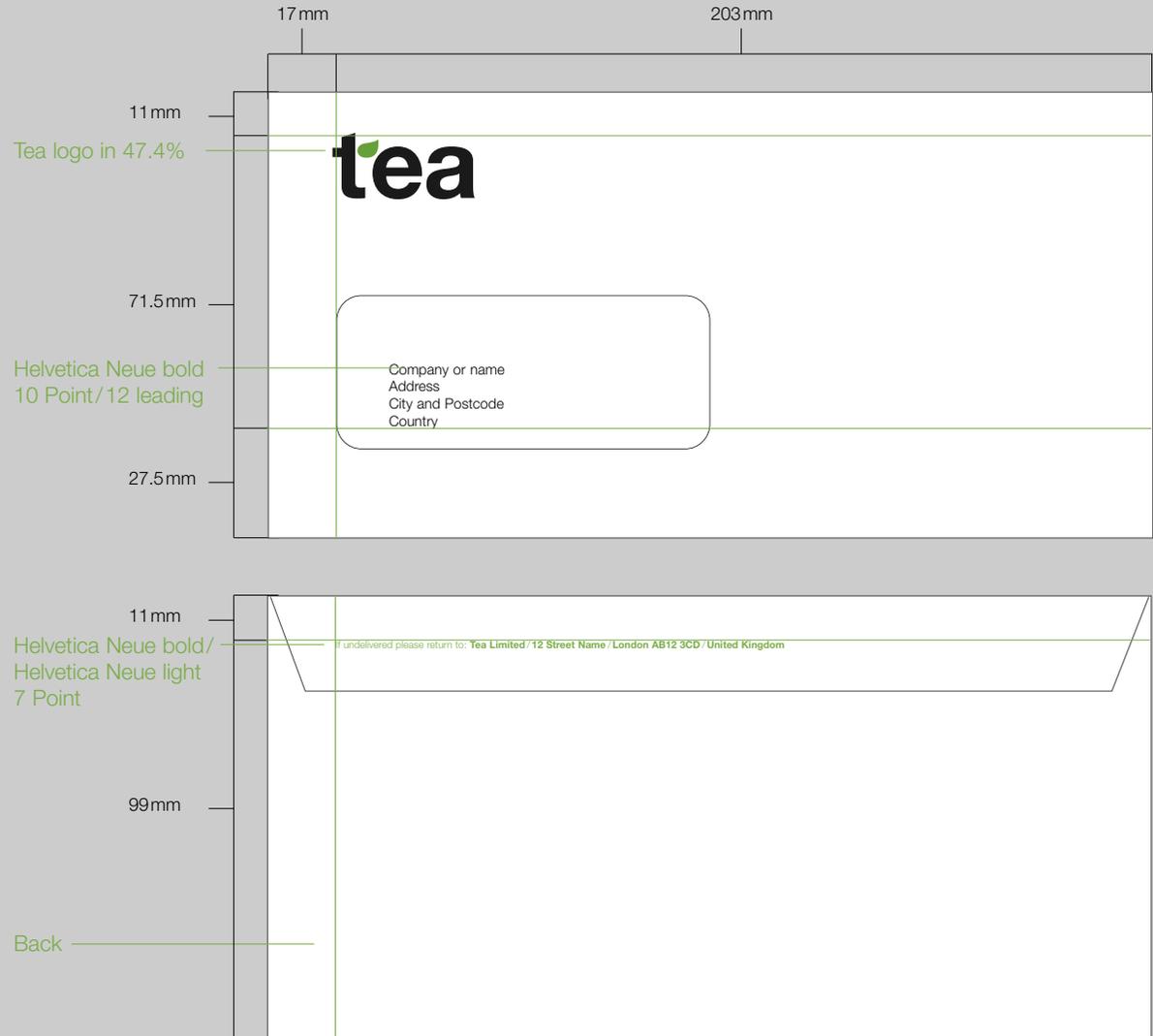
Format: 220x110
Shown in: 55%

5.7 DL envelope

Standard DL window envelopes should be used to send letters. Self printed address labels should be avoided.

The window envelope should be from the same Conqueror paper range as the letterhead (Conqueror Connoisseur).

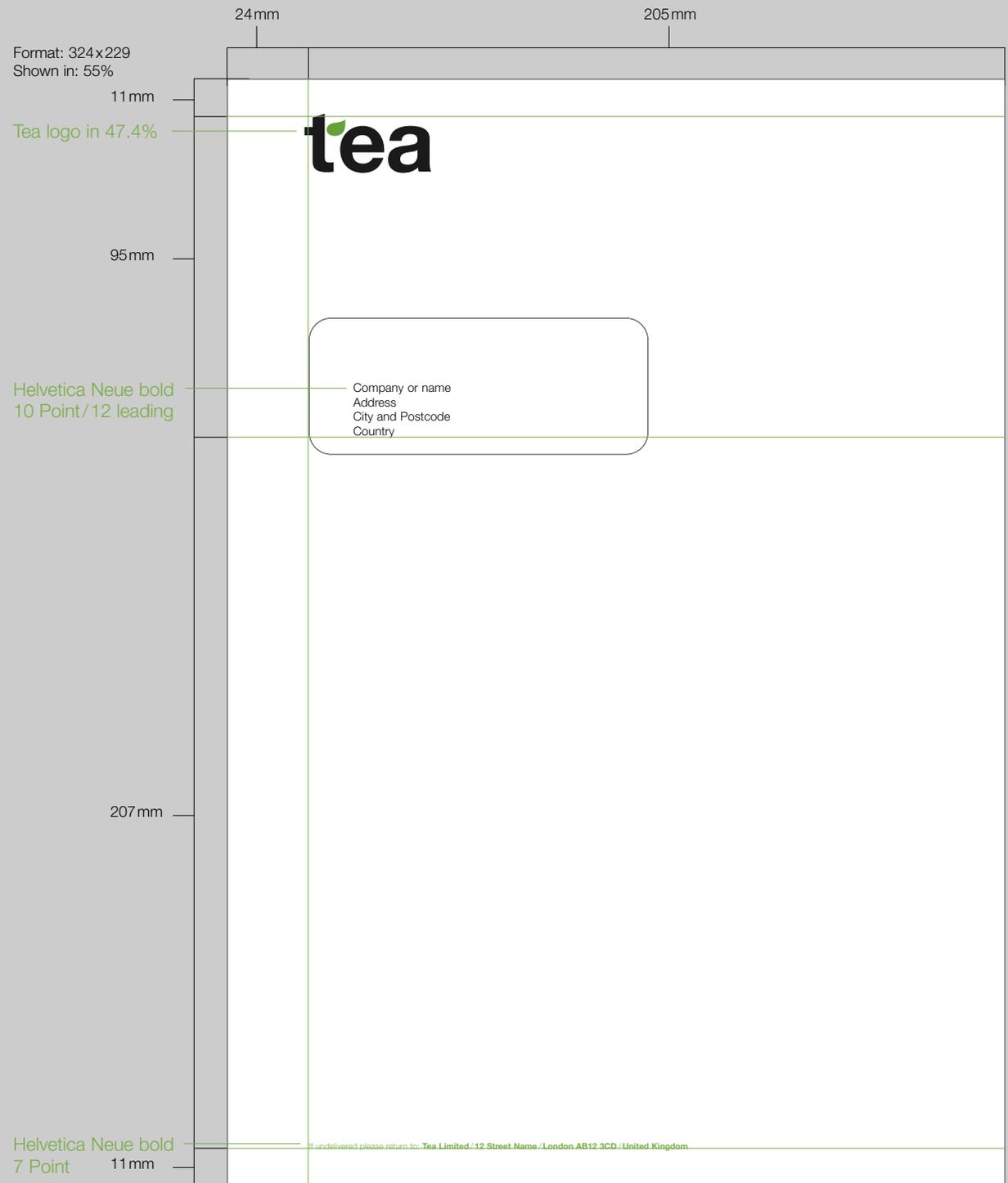
The logo and the small address line on the back of the envelope needs to be at least 10mm away from the edge following printing requirements for envelopes.



5.8 Din A4 envelope

For sending large documents such as price lists, business proposals or documents that should not be folded Din A4 size envelopes should be used.

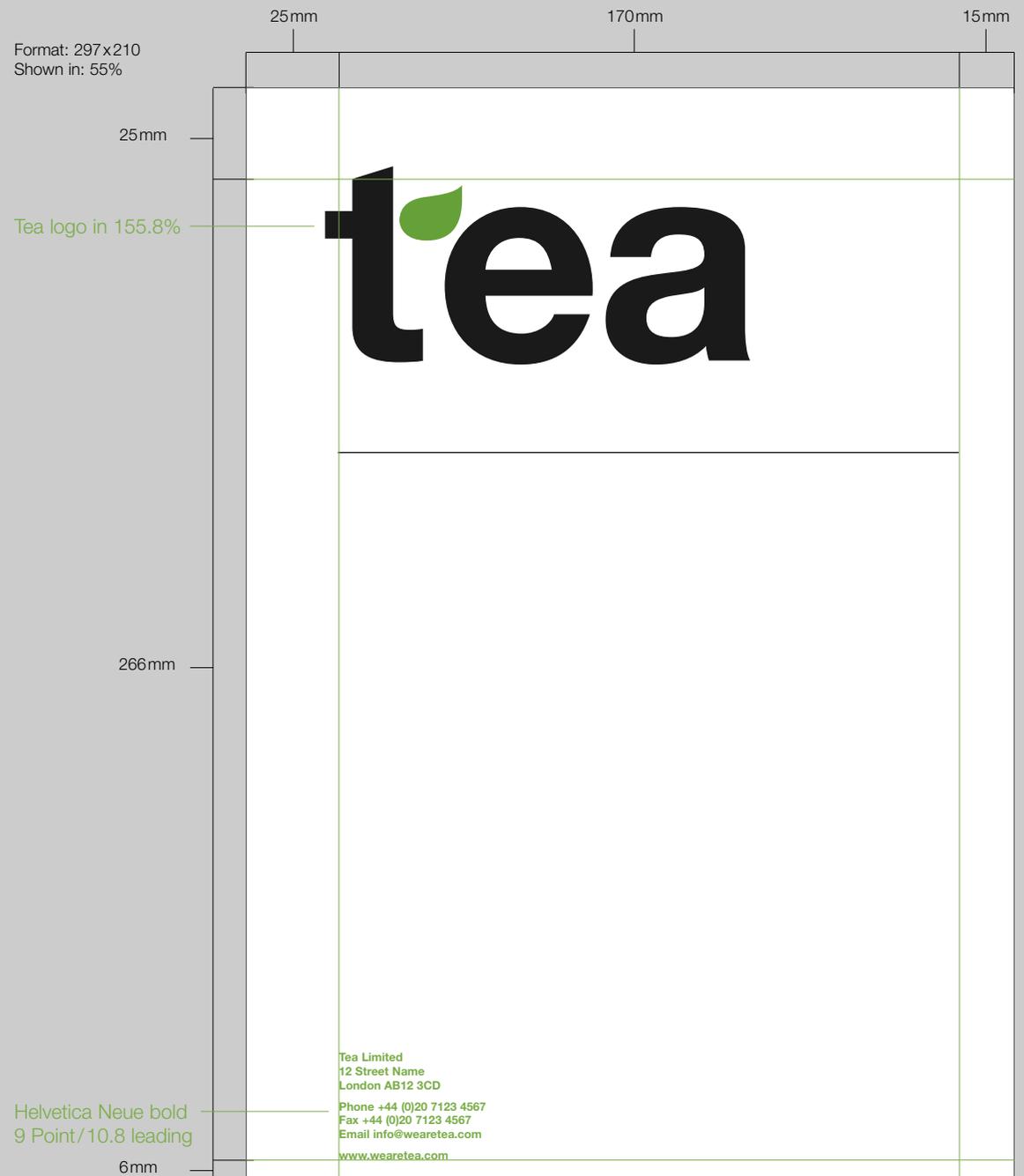
Din A4 envelopes should only be produced if there is a regular demand (for example sending out documents with online sales), otherwise address labels (section 5.11) can be used for non-branded A4 envelopes. The envelope is closed using a self-adhesive flap with protective strip.



5.9 Binding cover

The document cover should be used for ring bound presentations or proposals. The title or subject of the presentations or proposal should be typed below the line under the logo.

It can be printed digitally on standard white paper (ideally 300gsm) and cover by a protective acetate.

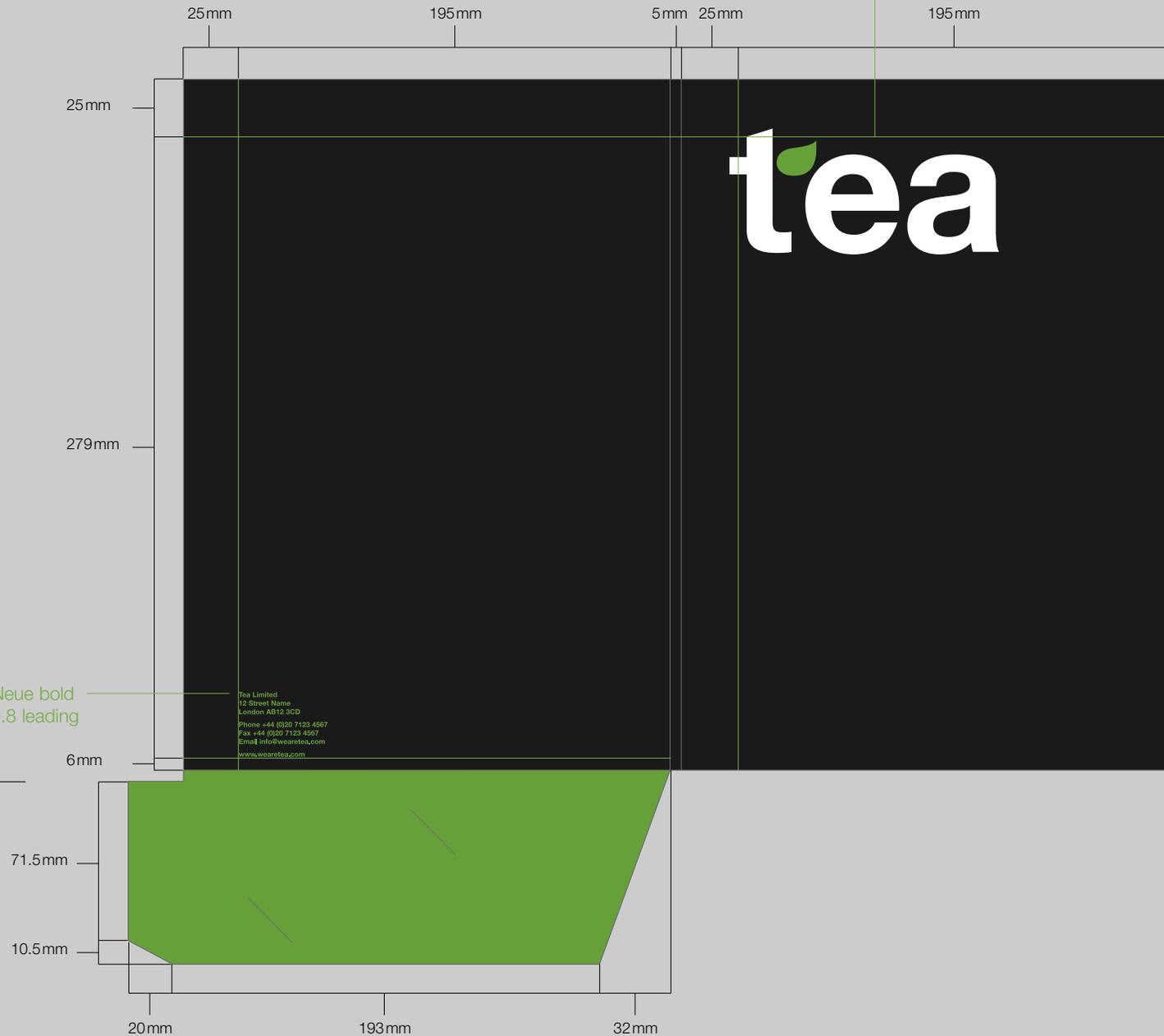


5.10 Folder with flaps

Like the binding cover, the folder with flaps can be used for bulky documents. The difference is that the folder offers a more elegant form of presentation. As it is more expensive than the binding cover, the folder must only be used for contacts with customers and official bodies. It can also be used for sending press releases.

Format: 470x397
Shown in: 35%

Tea logo in 158%



A business card can be inserted in the slots on the front flap.

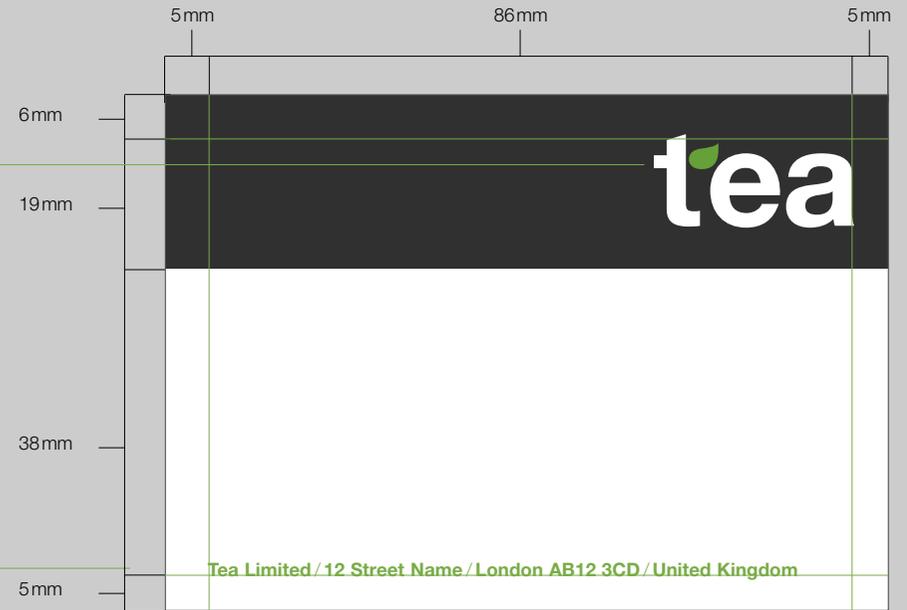
5.11 Address labels

Address labels are used when sending out small packages, especially in connection with online sales. They are printed on adhesive paper.

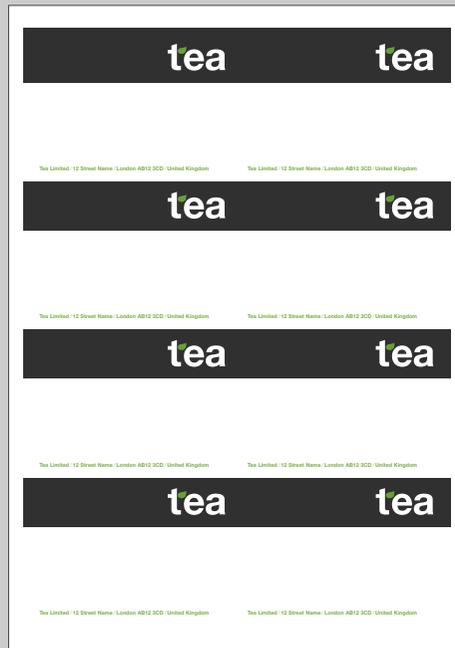
Format: 297x210
Shown in: 100%

Tea logo in 35.6%

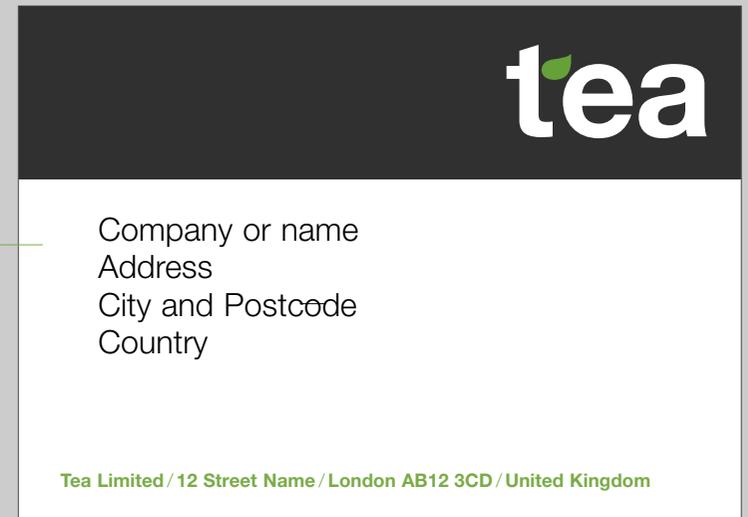
Helvetica Neue bold
7 Point



Eight address labels are printed on an A4 sheet for which a matching Word template has been created. The address label should be run out from the laser printer.



printed address



6

Eat and drink paraphernalia

Eat and drink paraphernalia are items the customers come in contact with every day. They must not always be high quality items but represent a good standard and should be reasonably in-expensive to produce. All items should be branded in a subtle and original way.

6.1 Tea cups

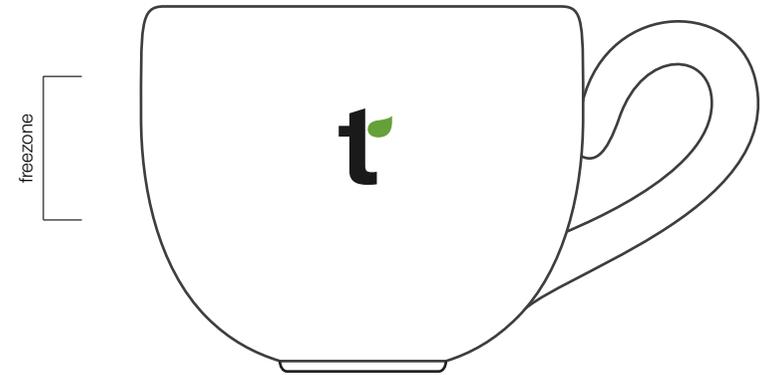
Tea cups are a key element of the shop. They should be produced in real China (white, avoid chreme tones) and ideally feature an original and recognizable shape.

Saucers must match the tea cups. Only one type of cups and saucers should be used

Tea cups and saucers only use the alternative 't' logo as it is more elegant.

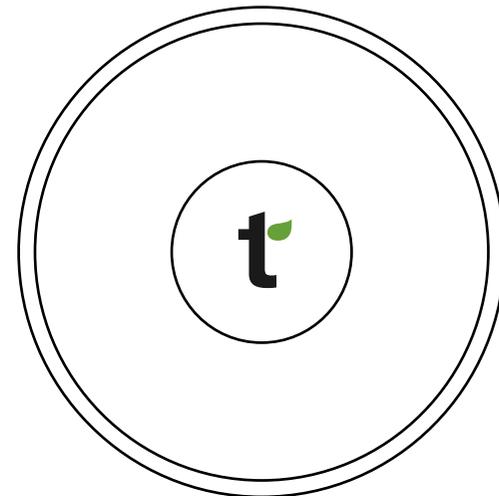
cup with the 't' logo

Regardless the exact shape or dimensions of the tea cup the 't' logo should always be positioned the height of one freezone away from the bottom of the cup and half a freezone from the top. Those measurements also determine the size of the logo.



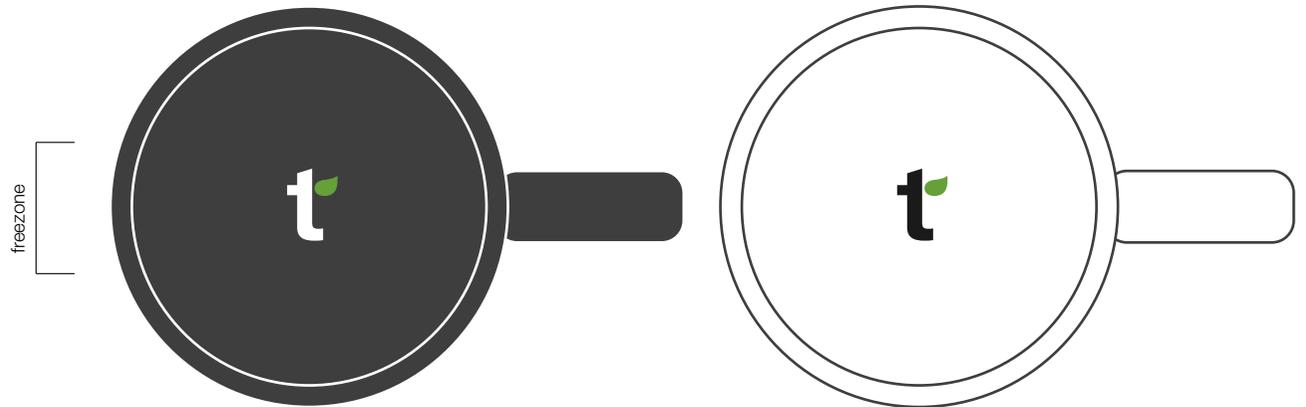
saucer with the 't' logo

The size of the logo on the saucer is determined by the size of the logo on the cup. They should always be the same size. This can mean that the standard 't' logo in a circle (see section 1.11) must be scaled differently.



6.2 Tea mugs

Tea mugs (or a so called 'cuppa') project a more 'working class' image of tea and go well with the brand message. They may not be used in the shop but can be displayed on a shelf and sold as promotional items.



The 't' logo printed at the bottom of the mug of the tea cup measures a third of the overall diameter including the freezone.

The 't' logo on the side of the mug is positioned according to the full length of the freezone. The logo should only be printed on one side of the mug.



black mug with the logo



white mug with the logo

6.3 Paper cups

Branded paper cups are not only suitable for take-away they also provide a good medium for advertising. Paper cups should only be used in one size and only together with the matching wrapper.

All paper cups used in the shop must be made from recyclable material and customers should be encouraged to buy a mug (see section 6.2) and bring it each time they visit the shop.

The 't' logo should be printed on both sides of the paper cup and must be fully covered by the wrapper.



6.4 Wrappers

Branded wrappers should be made from recycable material and customers should include a warning message that the drink is hot.

The wrapper also shows the web address which is not printed on the paper cups.

wrapper option 1:

The black used in printing must be the specified antacid black. The text is and logo is spared out and shows the original colour of the material.



wrapper option 2:

The text and logo is printed in two colours on a natural brown material. It is important to consider if the green tone of the leaf stands out well enough against the colour of the material.



6.5 Insulated paper cups

Insulated paper cups have thicker walls and do not have to be used in combination with a wrapper. A variety of different designs are possible which should always be reproduced in two colours and feature the url as well as a reminder that the drink can be hot.

All insulated paper cups used in the shop must be made from recyclable material and customers should be encouraged to buy a mug (see section 6.2) and bring it each time they visit the shop.



insulated cup option 1



insulated cup option 2



insulated cup option 3



insulated cup option 4

6.6 Coasters

Coasters can be used together with the branded mugs. They should never be used with the China cups.

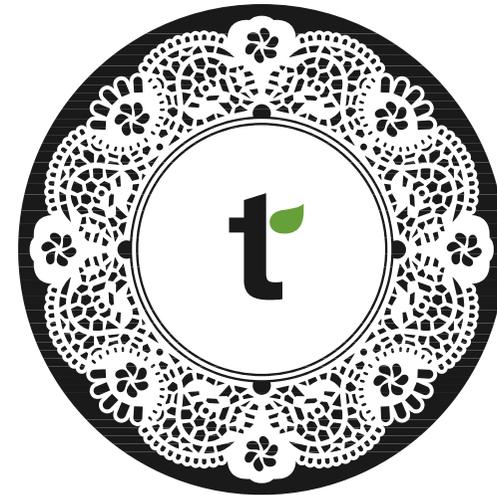
As the wrappers Coaster are a good medium for advertising. The image of a doily which is traditionally often used with tea can be printed on the coaster as an ironic statement and reference to the tradition of tea-drinking in England.

Coaster should be made from recyclable material and only be printed on one side (unless the back is intended to be used for specific advertising messages).

coaster with doily image

the doily image has been specifically designed for the Tea brand and shows the leaf logo in some of the details.

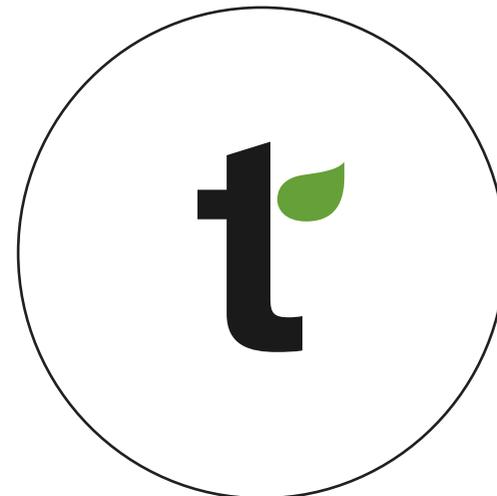
The image could be embossed to give the doily a 3-dimensional impression.



coaster with 't' logo

The logo should be scaled so it is fully covered when a mug is positioned in the centre.

freezone



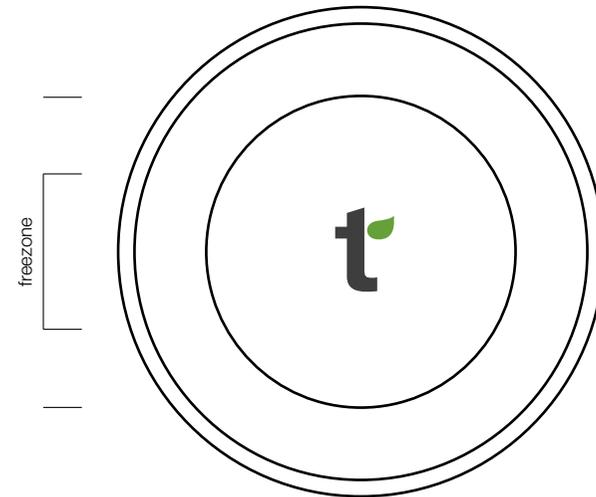
6.7 Plates

Plates are produced from white china and should match the cups and saucers. No paper or plastic plates should be used.

Plates come in two sizes, whereby the smaller plate can be the same size as the saucer. Both plates only use the alternative 't' logo as it is more elegant and visually less disturbing while eating.

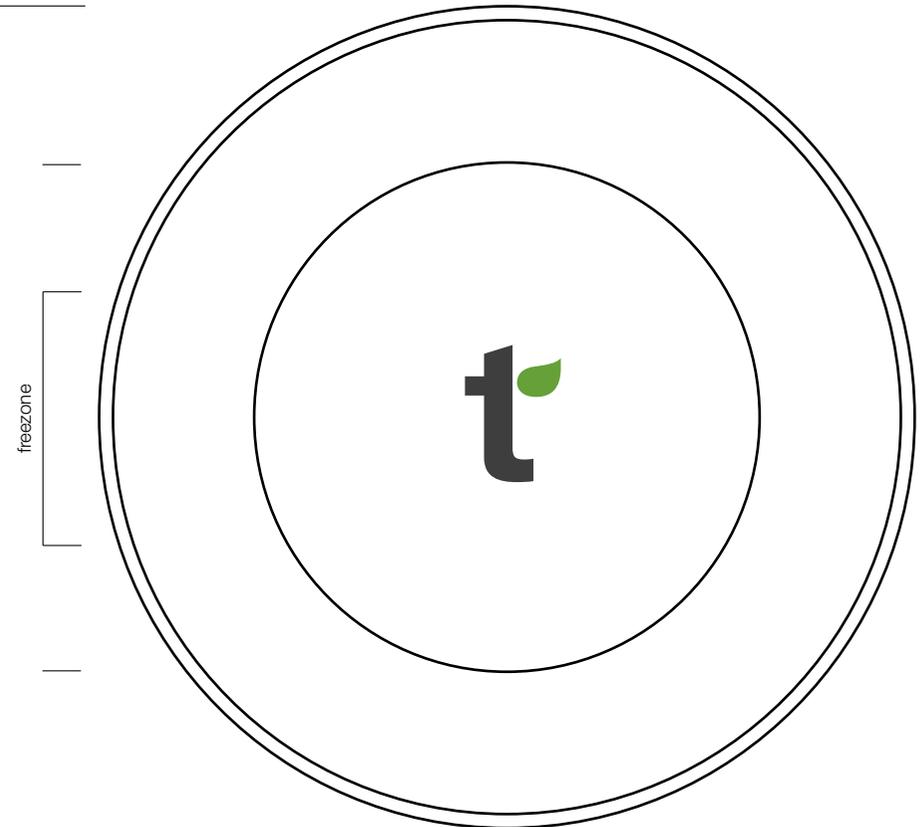
small plate with 't' logo

The height of the logo including the freezone measures half of the inner diameter.



large plate with 't' logo

The height of the logo including the freezone measures half of the inner diameter.

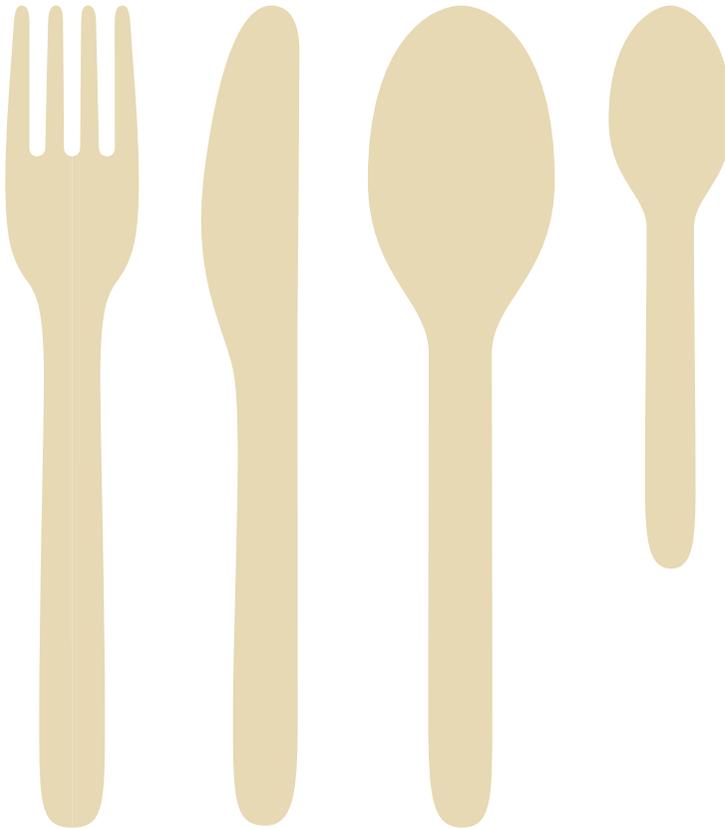


6.8 Crockery

Plastic type crockery should be avoided unless it is made from a bio-degradable material. For eating in the shop stainless steel is preferred. The logo can be engraved on the handle. The crockery should have a modern feel and match the style of the plates.

For take-away food wooden crockery is a good alternative. No logo would be used on the wooden crockery.

natural wood crockery



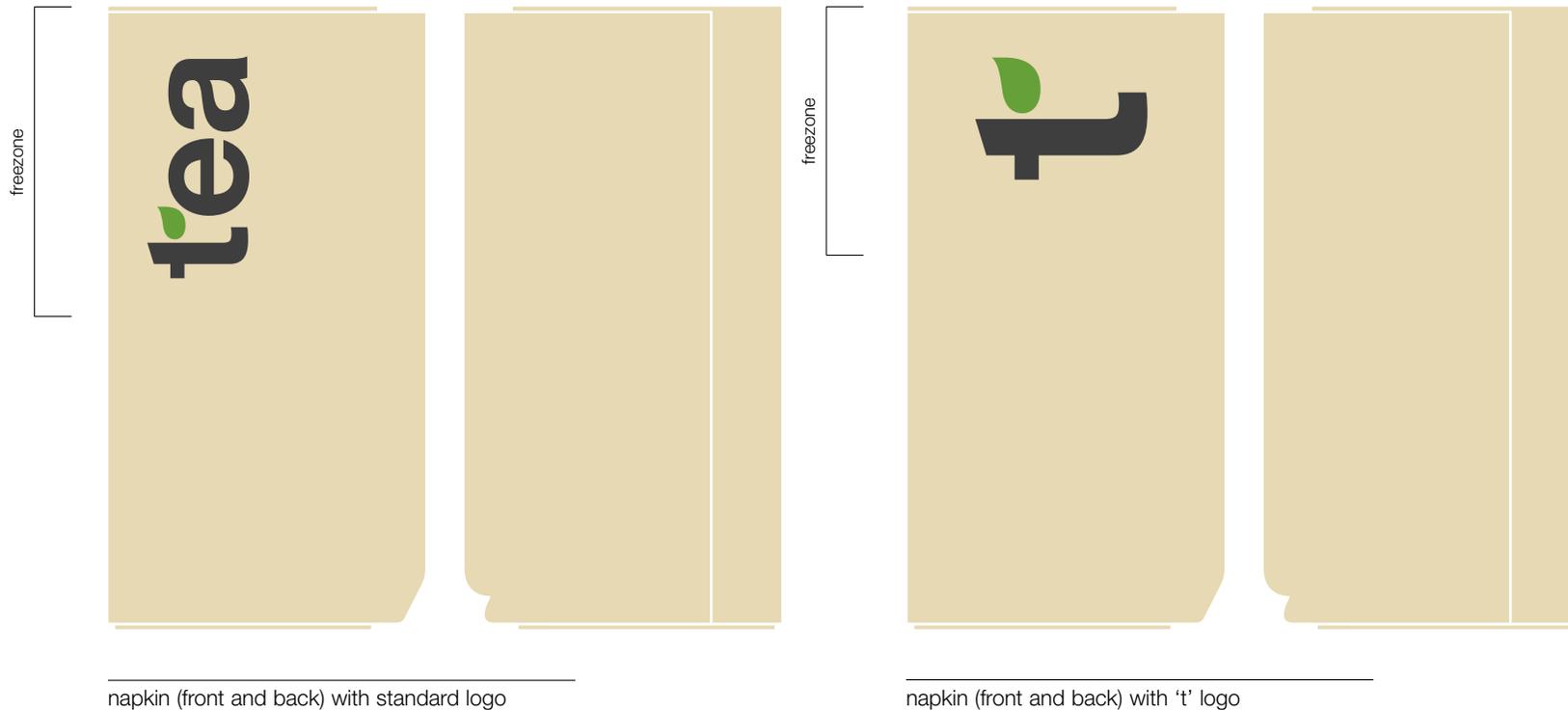
Example: stainless steel crockery with an inlay on the handle featuring the logo.



6.9 Napkins

Napkins can be sourced in a natural brown material and should be given with all take-away food or displayed in the shop near the counter.

Napkins can use either of the two logo versions which should only be printed on one side. The logo should not be printed in the middle of the napkin as customers may find it unpleasant to wipe their mouth with a printed area.



6.10 Sugar, salt and pepper

Small packages containing sugar, salt or pepper can be branded with the logo. The design should always clearly indicate what the package contains in order to avoid customers confusion salt with sugar.

For the design for the sugar and salt packaging an exception can be made and the word can be written using an outline in order to indicate the colour of the product.

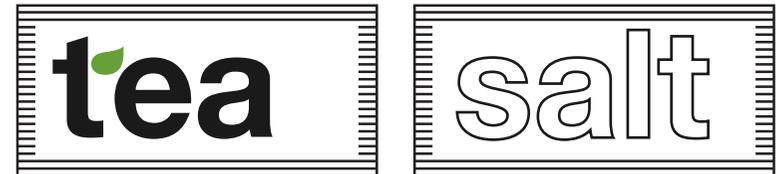
Sugar, salt and pepper should be displayed in small containers next to the napkins.

sugar with logo



front and back

salt with logo



pepper with logo



front

back

7 Retail elements

This section includes the packaging and labelling for most products that can be purchased from the shop or food consumed on the premises. It also outlines the design for related items such as menus and loyalty cards.

Most packaging and product labels are produced in large quantities and with changing descriptions. It is therefore very important to consider how those are used on a day-to-day basis, how they can be changed or updated easily, how new products can be added, etc.

Considering those demands, the overall design should always remain consistent and functional.

7.1 Menu structure

The menus for tea and for food are clearly structured. The background colour of the tea menu should always be black, and a white background should be used for the food menu.

the colour of the tea names and descriptive text changes according to the individual tea category while the colour on the food menu is always green (for headings and general descriptions) and black (for all food names and individual descriptions)

Type sizes, leading and column width are the same in both menus.

tea type (always used in combination with the logo)

food is always written in black on a white background while the tea types are written on a black background

explanatory text about the type of tea / food in the section (for tea in the relevant colour of the section and for food always in green)

name of individual tea / food

explanation of the individual tea or ingredients of food

blacktea
oolongtea
greentea
whitetea
infusiontea
supertea

A general description of the tea in this category goes here and continues here. A general description of the tea in this category goes here and continues here.

tea name here **£1.99**
 Description text goes here, and continues here

tea name here **£2.39**
 Description text goes here, and continues here, description text goes here

tea name here **£1.99**
 Description text goes here, and continues here

tea name here **£1.59**
 Description text goes here, and continues here, description text goes here

food

A general text about food goes here and continues here. A general text about food goes here and continues here. A general text about food goes here and continues here.

soups and salads

A general description of the food in this category goes here and continues here. A general description of the food in this category goes here and continues here.

salads

food name here **£1.99**
 Description text goes here, and continues here

food name here **£2.39**
 Description text goes here, and continues here, description text goes here

food name here **£1.99**
 Description text goes here, and continues here

food name here **£1.59**
 Description text goes here, and continues here, description text goes here

7.2 Superteas

Superteas are a special category of infusions and other natural ingredients that add specific qualities to the tea. Each of those qualities is represented and explained by one of the 'leaf characters' (see section 4.4) which are mostly used in this category.

The names of all superteas are always made up of a word combination that relates to the specific quality and includes the word tea. Although this word combination becomes more visible if both words are set in a different colour the individual names are represented on packaging labels and on the menu in the same way as other teas.



The individual superteas should visually be treated in the same way as all other teas in other categories. Although the combination of two words appears more obvious when the name is set in two colours, categories and individual could be confused.

individual superteas and matching
'leaf characters'

visual treatment of individual
superteas on all packaging labels

puritea
daintea
immunitea
revitealise
activitea
serenitea
tranquillitea
felicitea
fidelitea
charitea
ingenuitea

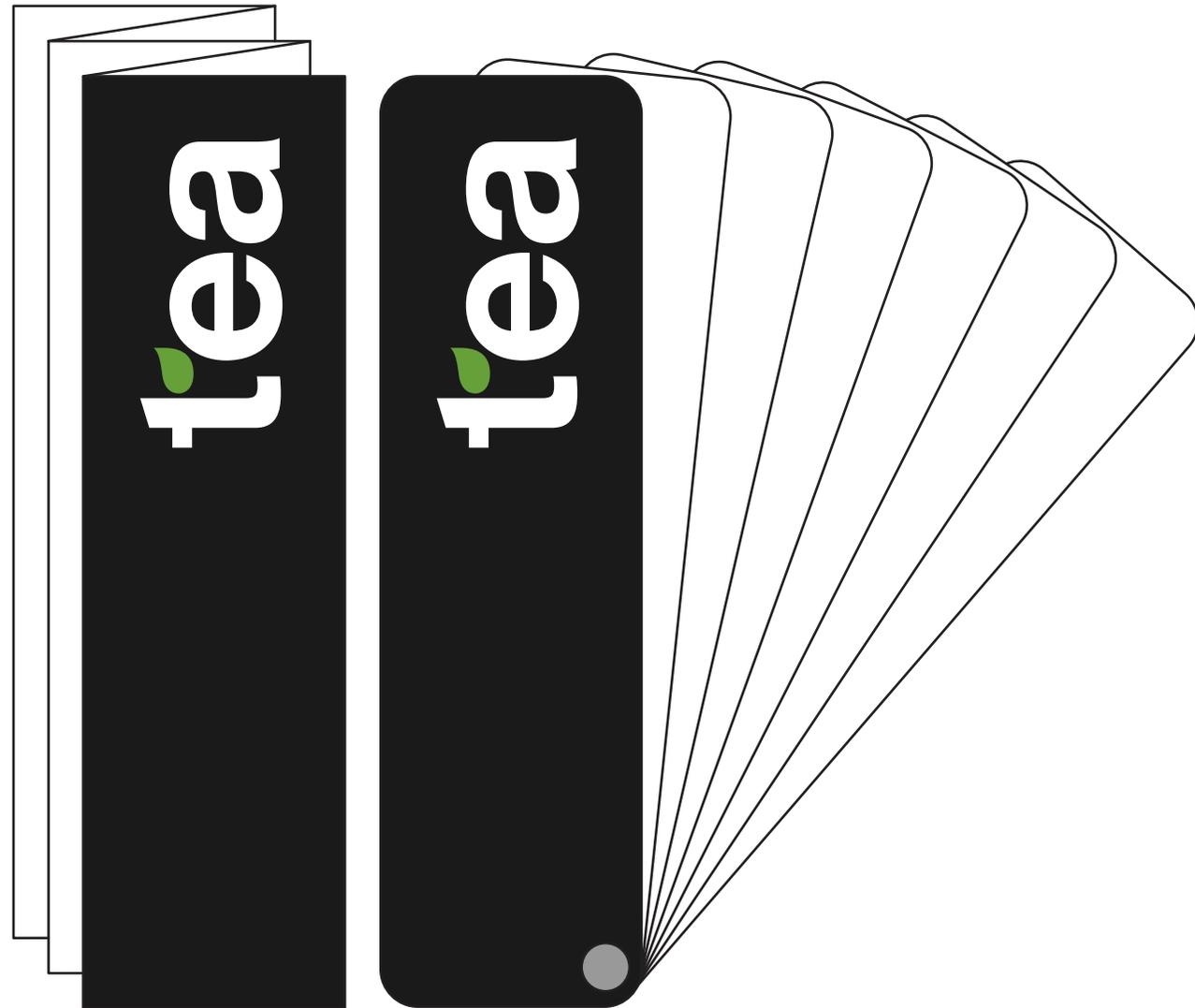


7.3 Take-away menu formats

The take-away menu has been designed in two variations, as a simple concertina and as a swatch.

The concertina is relatively cheap to print and can be produced in large quantities. The swatch menu refers to colour swatches since all teas are colour coded. This menu may be produced in lower quantities and only be used for special occasions (such as the launch of a new shop). It is also a more valuable item that could be sent with press-releases or be given to regular customers.

The layout for both menus is the same and can be easily adapted to the one or the other format.



concertina folded A4 menu

swatch menu

7.4 Take-away menu - teas

The take-away format is small and fits into every pocket. Unfolded it is designed in an A4 format which is economic to print. Folded as a concertina it is smaller than usual menus (that are often folded in three parts), which makes it interesting.

The take-away menu should always include the address of the main shop and the website address. As long as only one shop has opened it also shows a map of the location. Once further shops exist only the individual addresses are listed.

<p>welcome</p> <p>Our menu uses a colour-coding system to help you differentiate between the different types of tea and ultimately assist you in exploring the wonderful world of tea without the pomp and ceremony associated with some tea establishments. As a general rule, the darker the colour, the more robust the tea and the more it is to be overpowered by strong food flavours or by adding milk, dunking biscuits etc.</p>	<p>blacktea</p> <p>The most commonly consumed tea in the UK. The tea is oxidised more than the other, which is where the fuller flavour and additional caffeine comes from.</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £2.39 Description text goes here, and continues here</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p>	<p>oolongtea</p> <p>Sitting somewhere between un-oxidised green tea and fully-oxidised black tea, oolong teas are often referred to as semi-oxidised and are mainly grown in China and Taiwan.</p> <p>tea name here £1.59 Description text goes here, and continues here, description text goes here</p> <p>tea name here £1.59 Description text goes here</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p>	<p>greentea</p> <p>This tea is picked very early and only allowed to oxidise for a very short period of time before being fired to stop the process.</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £2.39 Description text goes here, and continues here, description text goes here</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p>	<p>Tea Limited 12 Street Name London AB12 3CD</p> <p>Phone +44 (0)20 7123 4567 Fax +44 (0)20 7123 4567 Email info@wearetea.com</p> <p>www.wearetea.com</p> 	<p>food</p> <p>Our philosophy is to offer fresh, wholesome and tasty foods that compliment our teas.</p> <p>As with our teas, the provenance of our ingredients is very important to us. We offer wholesome foods of the highest quality which, like our tea range, are inspired by the rich traditions and diverse cultures of the major tea-drinking countries.</p> <p>Our food offering is not only very tasty but is also very good for you. The range includes a selection of super foods which are guaranteed to make you feel good from the inside out. Many of our foods are prepared daily on site with tender loving care by one of our team.</p> <p>Whenever possible, our foods will be seasonal, organic and free range, and sourced from people with the same beliefs and ethos to us.</p>	<p>whitetea</p> <p>The most delicate leaves picked from the top of the plant and usually at first harvest in spring. The leaves are fired immediately to stop the oxidation process.</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £2.39 Description text goes here, and continues here, description text goes here</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.99 Description text goes here, and continues here</p>	<p>infusioneer tea</p> <p>Fruit and herb infusion make a great tea but do not come from the <i>Camellia Sinensis</i> (tea) plant.</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £2.39 Description text goes here, and continues here</p> <p>tea name here £1.99 Description text goes here, and continues here, description text goes here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p>	<p>supertea</p> <p>To create our range of superteas, we have lovingly blended our teas and infusions with other natural ingredients which are really good for you.</p> <p>tea name here £1.59 Description text goes here, and continues here, description text goes here</p> <p>tea name here £1.59 Description text goes here</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p> <p>tea name here £1.99 Description text goes here, and continues here</p> <p>tea name here £1.59 Description text goes here, and continues here</p>	
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7.5 Take-away menu - food

While the tea take-away menu is designed on a black background, the food menu uses a white background. Both menus can be differentiated easily. All headings and general introduction text to certain sections in the food menu are green while

the items listed are black. The food menu uses the exact same column grid as the tea menu which makes it very easy to update both menus at the same time or to make changes.

<p>welcome</p> <p>Our philosophy is to offer fresh, wholesome and tasty foods that compliment our teas.</p> <p>As with our teas, the provenance of our ingredients is very important to us. We offer wholesome foods of the highest quality which, like our tea range, are inspired by the rich traditions and diverse cultures of the major tea-drinking countries.</p> <p>Our food offering is not only very tasty but is also very good for you. The range includes a selection of super foods which are guaranteed to make you feel good from the inside out. Many of our foods are prepared daily on site with tender loving care by one of our team.</p> <p>Whenever possible, our foods will be seasonal, organic and free range, and sourced from people with the same beliefs and ethics to us.</p>	<p>breakfast</p> <p>At Tea we agree that breakfast is the most important meal of the day. Accordingly, we have put together a breakfast offering which is guaranteed to help get your day off to a good start.</p> <p>hot buttered toast (choice of bread) with Jam / Marmalade / Honey £1.99</p> <p>toasted bagels £2.39 crumpets £2.39 muffins £2.39 teacakes £2.39</p> <p>organic muesli £1.99 porridge £1.99 fresh fruit salad £1.99</p> <p>pastries £1.59 plain croissants £1.59 chocolate croissant £1.59 ham and cheese £1.59 croissant £1.59 pain au chocolate £1.59 pain au raisin £1.59</p> <p>fresh fruit / red berries £1.59 topped with yogurt and Granola</p> <p>fresh fruit smoothies £1.99 freshly squeezed orange juice £1.59</p> <p>'elevensies' For those of you whom either missed breakfast or are going to miss lunch, we have brought back 'elevensies' to help fill the void.</p> <p>Choose from our selection of hot toasted crumpets, tea cakes and muffins with a choice of our delicious toppings and a cup of your favourite tea.</p>	<p>lunch</p> <p>Our lunch menu has been designed to offer something to suit all shapes and sizes. From our delicious classic sandwiches with a twist to our tasty and wholesome salads and soups.</p> <p>afternoon tea</p> <p>This truly British institution started in the 19th Century and is credited to the seventh Duchess of Bedford who, in an attempt to quell the sinking feeling associated with mid-afternoon, decided to have friends round for tea and refreshments. Need we say more?</p> <p>assorted sandwiches, freshly-baked fruit scones with strawberry jam and clotted cream selection of cakes choice of teas</p> <p>freshly baked fruit scones with strawberry jam and clotted cream choice of teas</p>	<p>drinks and sundries</p> <p>drinks</p> <p>home made fruit smoothies and freshly squeezed juices £1.59</p> <p>home made iced teas £1.59 perfect peach / tangy lemon / blueberry blast</p> <p>fruit drinks and yoghurt £1.99 pro biotic drinks Mineral waters</p> <p>sundries</p> <p>hand fried crisps £1.59 dried fruits and nuts £1.59 cereal bars £1.59 nuts and seeds £1.59 cake portions £1.99 flap jacks £1.99 shortbread £1.99 pots of fruit £1.99 cookies £1.99</p>	<p>Tea Limited 12 Street Name London AB12 3CD</p> <p>Phone +44 (0)20 7123 4567 Fax +44 (0)20 7123 4567 Email info@wearatea.com</p> <p>www.wearatea.com</p> 	<p>teas</p> <p>We understand that the world of tea can appear complex and daunting to the uninitiated. At Tea, we don't like complex and daunting, so we have tried to make our tea menu as accessible and as user-friendly as possible.</p> <p>Our menu uses a colour-coding system to help you differentiate between the different types of tea and ultimately assist you in exploring the wonderful world of tea without the pomp and ceremony associated with some tea establishments. As a general rule, the darker the colour, the more robust the tea, the less inclined it is to be overpowered by strong food flavours or by adding milk, dunking biscuits etc.</p>	<p>sandwiches, wraps and baguettes</p> <p>sandwiches</p> <p>hot smoked salmon £1.99 with caper yogurt and salad</p> <p>thick cut Aberdeen Angus beef £2.39 with horseradish sauce</p> <p>classic free range egg £1.99 with mustard cress (v)</p> <p>Wiltshire ham and mature cheddar £1.59 with organic pickle or old English mustard (hot or cold)</p> <p>Welsh lamb £1.59 with organic mint jelly</p> <p>smoked trout salad £1.99 with caper yogurt</p> <p>roast chicken breast £1.59 with sage and onion stuffing</p> <p>hummus £1.59 with spinach and pine nuts (v)</p> <p>roast pork £1.59 with Bramley apple sauce</p> <p>tuna mayonnaise £1.59 with salad</p> <p>crayfish £1.59 with lemon crème fraiche and spring onion</p> <p>peppered smoked mackerel £1.59 with creamy avocado</p>	<p>baguettes</p> <p>mature cheddar ploughman's £1.99 with Branston pickle (v)</p> <p>classic tuna sweet corn crunch £2.39</p> <p>wraps and flatbread</p> <p>green Thai chicken salad £1.99</p> <p>Hoi sin duck £1.59 with cucumber and spring onion</p> <p>tiger prawn and Asian slaw £1.59</p> <p>chicken Tikka (flatbread) £1.99</p> <p>coronation chicken £1.59 (v) = vegetarian</p>	<p>soups and salads</p> <p>soups</p> <p>We make two soups a day. Please have a look at the blackboard for today's choice.</p> <p>salads</p> <p>smoked mackerel £1.99 with a horseradish crème fraiche, lentils, peas, broccoli, beans, spinach, asparagus and toasted pine nuts</p> <p>oriental chicken £2.39 sliced chicken breast, rice noodles, mange tout, sugar snaps, cucumber, spring onion, water chestnuts, lime juice and coriander dressing</p> <p>super salmon £1.99 hot smoked salmon fillet with baby new potatoes, broad beans, peas, rocket, cucumber, lemon juice dressing and fresh mint</p> <p>chunky cheeses £1.59 British territorial cheeses, pickles, chutney, tomato and mixed salad</p> <p>Moroccan chicken £1.59 Moroccan chicken pieces, cous cous, apricots, dates, chick peas, vegetables and salad</p> <p>summer vegetable £1.99 asparagus, cherry tomatoes, new potatoes, courgettes, roasted peppers, basil and dressing</p>	<p>tea</p>
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7.6

A3 menu

The A3 menu is mainly used for the window. It has been designed on a black and on a white background. The A3 menu uses the exact same

column grid as the take-away menu which makes it very easy to update both menus at the same time or to make changes.



Welcome to Tea

We understand that the world of tea can sometimes appear complex and daunting to the uninitiated. At Tea, we don't like complex and daunting, so we have tried to make our tea menu as accessible and as user-friendly as possible.

Our menu uses a colour-coding system to help you differentiate between the different types of tea and ultimately assist you in exploring the wonderful world of tea without the pomp and ceremony associated with some tea establishments. As a general rule, the darker the colour, the more robust the tea and the more robust the tea, the less inclined it is to be overpowered by strong food flavours or by adding milk, dunking biscuits etc.

All our teas can be ordered online at: www.wearetea.com

blacktea

The most commonly consumed tea in the UK. The tea is oxidised more than the other, which is where the fuller flavour and additional caffeine comes from.

oolongtea

Sitting somewhere between un-oxidised green tea and fully-oxidised black tea, oolong teas are often referred to as semi-oxidised and are mainly grown in China and Taiwan.

greentea

This tea is picked very early and only allowed to oxidise for a very short period of time before being fired to stop the process.

whitetea

The most delicate leaves picked from the top of the plant and usually at first harvest in spring. The leaves are fired immediately to stop the oxidation process.

infusioantea

Fruit and herb infusion make a great tea but do not come from the *Carnelia Sinensis* (tea) plant.

supertea

To create our range of superteas, we have lovingly blended our teas and infusions with other natural ingredients which are really good for you.

food

Our philosophy is to offer fresh, wholesome and tasty foods that compliment our teas.

As with our teas, the provenance of our ingredients is very important to us. We offer wholesome foods of the highest quality which, like our tea range, are inspired by the rich traditions and diverse cultures of the major tea-drinking countries.

Our food offering is not only very tasty but is also very good for you. The range includes a selection of super foods which are guaranteed to make you feel good from the inside out. Many of our foods are prepared daily on site with tender loving care by one of our team.

Whenever possible, our foods will be seasonal, organic and free range, and sourced from people with the same beliefs and ethos to us.

tea name here £1.99
Description text goes here, and continues here

tea name here £2.39
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The A3 menu has been designed with a black and with a white background. When it is used in an illuminated lightbox the version with the white background should be used (see section 8.8)

7.7 Table menu format

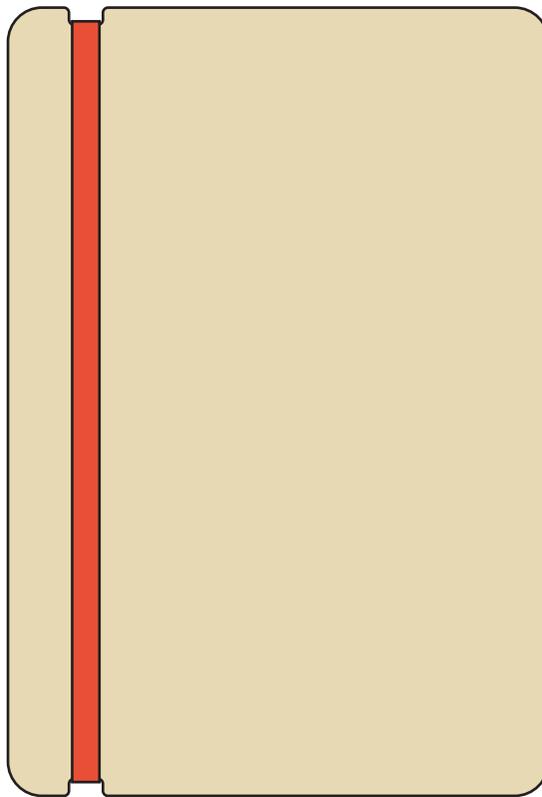
The table menu is used in combination with a small wooden board and held in place by a rubber band. The board gives it stability and makes lamination unnecessary.

The wooden board is custom-made, while for the rubber band a standard red or white one can be used. The menu can be easily exchanged when it is updated.

wooden board
dimensions: 159x230
(rounded corners)

rubber band:
8mm wide, 180mm
long (unstretched)

slots:
4mm deep
(rounded corners)



wooden board with rubber band



tea table menu



food table menu

7.9 Table menu - food

The table menu folds into three parts whereby the middle part is slightly wider to allow space for the rubber band.

The table menu uses the same column grid as the take-away and A3 menu which makes it easy to adapt all menus at the same time when changes are being made.

When folded up the part of the green page which says 'our food' remains visible.

The food menu always uses a white background while the tea menu (see section 7.7) uses a black background.

welcome

Our philosophy is to offer fresh, wholesome and tasty foods that compliment our teas.

As with our teas, the provenance of our ingredients is very important to us. We offer wholesome foods of the highest quality which, like our tea range, are inspired by the rich traditions and diverse cultures of the major tea-drinking countries.

Our food offering is not only very tasty but is also very good for you. The range includes a selection of super foods which are guaranteed to make you feel good from the inside out. Many of our foods are prepared daily on site with tender loving care by one of our team.

Whenever possible, our foods will be seasonal, organic and free range, and sourced from people with the same beliefs and ethos to us.

our food

tea

breakfast

At Tea we agree that breakfast is the most important meal of the day. Accordingly, we have put together a breakfast offering which is guaranteed to help get your day off to a good start.

hot buttered toast (choice of bread) with Jam/ Marmalade/Honey	£1.99
toasted bagels	£2.39
crumpets	£2.39
muffins	£2.39
teacakes	£2.39
organic muesli	£1.99
porridge	£1.99
fresh fruit salad	£1.99
pastries	£1.59
plain croissants	£1.59
chocolate croissant	£1.59
ham and cheese	£1.59
croissant	£1.59
pain au chocolate	£1.59
pain au raisin	£1.59
fresh fruit / red berries topped with yogurt and Granola	£1.59
fresh fruit smoothies	£1.99
freshly squeezed orange juice	£1.59

'elevensies'

For those of you whom either missed breakfast or are going to miss lunch, we have brought back 'elevensies' to help fill the void.

Choose from our selection of **hot toasted crumpets, tea cakes and muffins with a choice of our delicious toppings and a cup of your favourite tea.**

lunch

Our lunch menu has been designed to offer something to suit all shapes and sizes. From our delicious classic sandwiches with a twist to our tasty and wholesome salads and soups.

afternoon tea

This truly British institution started in the 19th Century and is credited to the seventh Duchess of Bedford who, in an attempt to quell the sinking feeling associated with mid-afternoon, decided to have friends round for tea and refreshments.

Need we say more?
assorted sandwiches, £1.99
freshly-baked fruit scones
with strawberry jam and
clotted cream
selection of cakes
choice of teas

freshly baked fruit scones £2.39
with strawberry jam and
clotted cream
choice of teas

Please see our
tea menu for a great
choice of teas!



sandwiches, wraps and baguettes

sandwiches

hot smoked salmon with caper yogurt and salad	£1.99
thick cut Aberdeen Angus beef with horseradish sauce	£2.39
classic free range egg with mustard cress (v)	£1.99
Wiltshire ham and mature cheddar with organic pickle or old English mustard (hot or cold)	£1.59
Welsh lamb with organic mint jelly	£1.59
smoked trout salad with caper yogurt	£1.99
roast chicken breast with sage and onion stuffing	£1.59
hummus with spinach and pine nuts (v)	£1.59
roast pork with Bramley apple sauce	£1.59
tuna mayonnaise with salad	£1.59
crayfish with lemon crème fraiche and spring onion	£1.59
peppered smoked mackerel with creamy avocado	£1.59

baguettes

mature cheddar ploughman's with Branston pickle (v)	£1.99
classic tuna sweet corn crunch	£2.39
wraps and flatbread	
green Thai chicken salad	£1.99
Hoi sin duck with cucumber and spring onion	£1.59
tiger prawn and Asian slaw	£1.59
chicken Tikka (flatbread)	£1.99
coronation chicken with salad (flatbread)	£1.59
(v) = vegetarian	

soups and salads

soups

We make two soups a day.
Please have a look at the
blackboard for today's choice.

salads

smoked mackerel with a horseradish crème fraiche, lentils, peas, broccoli, beans, spinach, asparagus and toasted pine nuts	£1.99
oriental chicken sliced chicken breast, rice noodles, mange tout, sugar snaps, cucumber, spring onion, water chestnuts, lime juice and coriander dressing	£2.39
super salmon hot smoked salmon fillet with baby new potatoes, broad beans, peas, rocket, cucumber, lemon juice dressing and fresh mint	£1.99
chunky cheeses British territorial cheeses, pickles, chutney, tomato and mixed salad	£1.59
Moroccan chicken Moroccan chicken pieces, cous cous, apricots, dates, chick peas, vegetables and salad	£1.59
summer vegetable asparagus, cherry tomatoes, new potatoes, courgettes, roasted peppers, basil and dressing	£1.99

drinks and sundries

drinks

home made fruit smoothies and freshly squeezed juices	£1.59
home made iced teas perfect peach/tangy lemon /blueberry blast	£1.59
fruit drinks and yoghurt pro biotic drinks Mineral waters	£1.99
sundries	
hand fried crisps	£1.59
dried fruits and nuts	£1.59
cereal bars	£1.99
nuts and seeds	£1.59
cake portions	£1.59
flap jacks	£1.99
shortbread	£1.99
pots of fruit cookies	£1.99

7.10 Tea labels

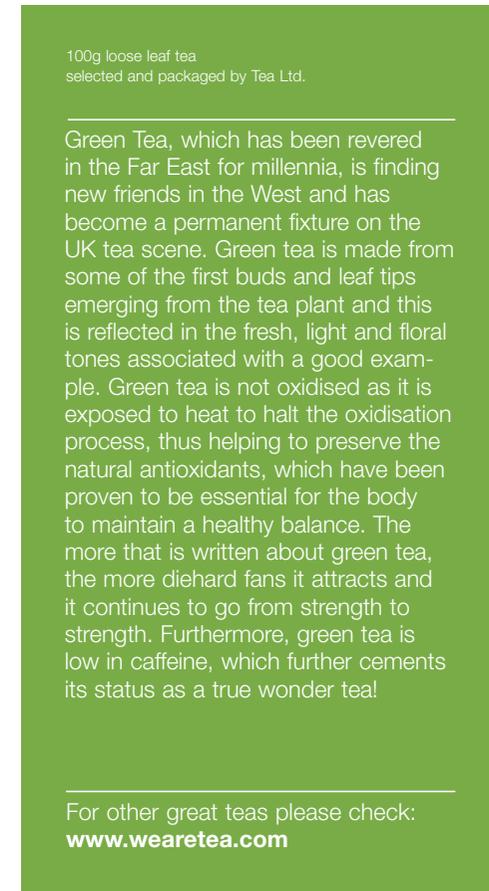
Tea labels follow the colour coding of the six different types of tea. Individual teas within each category show the different names and an individual descriptions on the front. The back of the label is always the same within each category except for the super tea category which features the 'leaf character' on the back who explains the qualities of the individual tea in detail.

The tea labels have been designed as stickers in one size only which fits the tea packets and the tea tins (the only difference is the weight).

example for a individual tea label
within the green tea category



label for front of packaging



label for back of packaging

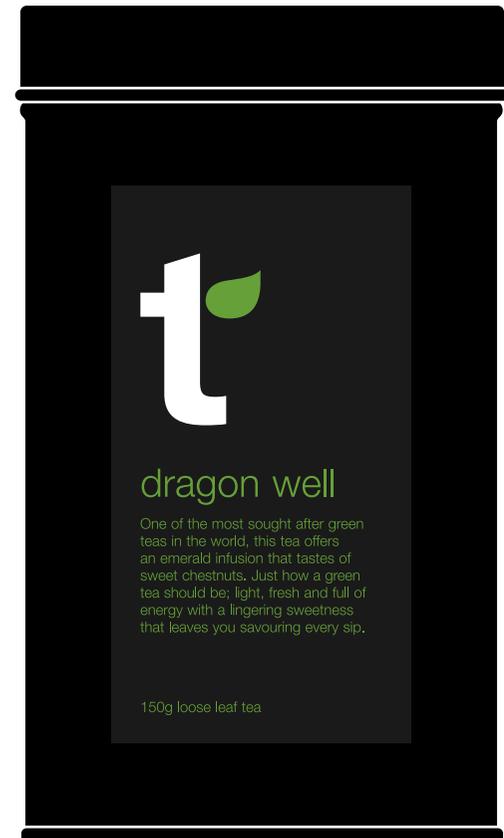
7.11 Tea tins

The branded tins should be made from aluminium with a mat black (or silver) finish. They contain 150 gram of tea in a sealed vacuum pack. Those smaller tins are intended for retail while larger tins are displayed in the shop.

All tins are labelled on the front, on the back (see section 7.10) and on top of the lid with a round sticker that shows the alternative 't' logo.

The finish and the black tone of the tin should be slightly different from that of the printed label and it must be ensured that the label sticks properly to the tin. Although the round sticker on the lid is used for other purposes as well it must be ensured that the stock it is printed on matches that of the labels on the front and back.

sticker on the lid



7.12 Tea packets

The branded tea packets contain 100 gram of tea. They should be made from a mat black paper to match the tins or if not available from a natural brown paper. If the tins have a silver finish, a mat silver paper can be used for the tea packs as well.

All tea packets are labelled on the front on the back (see section 7.10) in the same way as the tins using the same stickers. However, please make sure that you not confuse the stickers for tins and packets as the weight is different.



option: black packaging



option: natural brown packaging

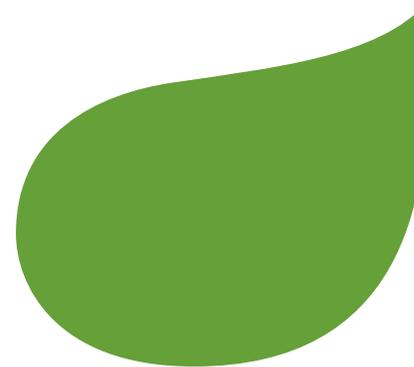
7.13 Stickers

Different types of stickers have different functions, they can either be used for branding purposes or for labelling packaged tea or food.

All stickers are kiss-cut and printed on A4 sheets which can be overprinted with an office laser printer using matching word templates. Please note that all stickers should only be overprinted with text in black as the green can not be reproduced accurately on a laser printer.

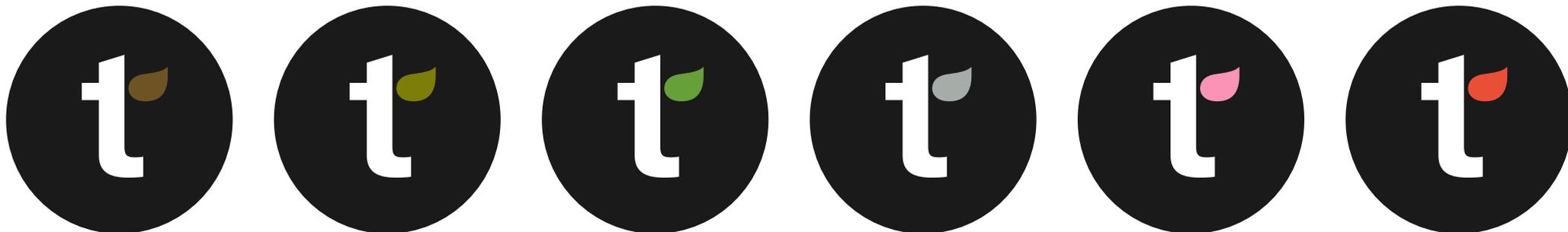
Sticker 1

This sticker can be overprinted and should only be used when the text is very short and for decorative reasons.



Sticker 2

This sticker can be overprinted and should be used for labelling food that requires additional information.

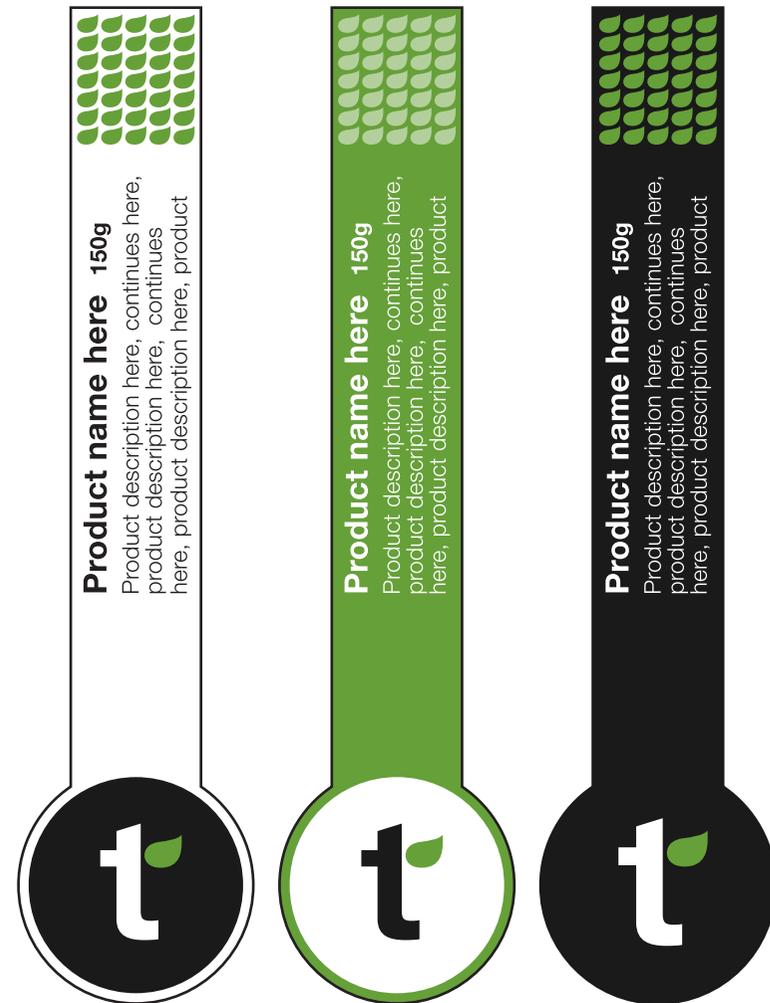
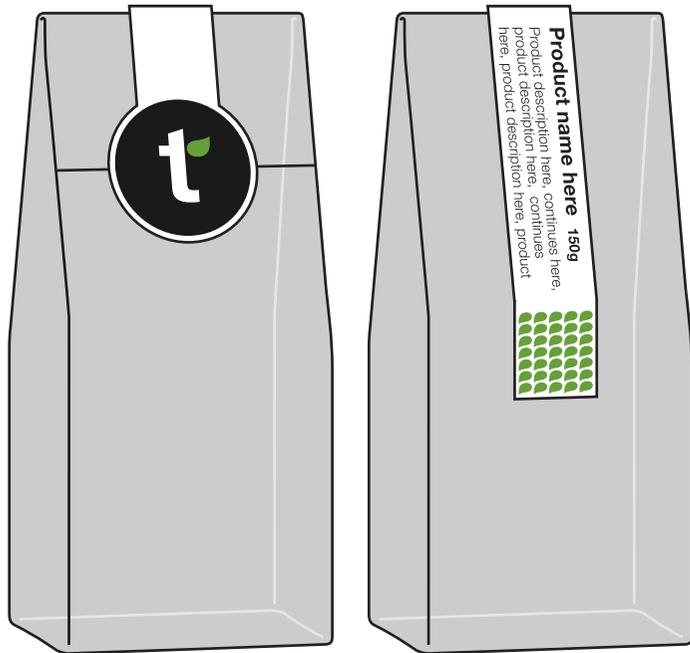


Sticker 3

Stickers used for the tea tins. only the green sticker is also used for other items of packaging.

7.16 Long packaging stickers

Long packaging stickers are intended to be used for labelling small clear plastic bags containing dried fruits, seeds or nuts. They can either be printed with the product information or blank and overprinted with an office laser printer.



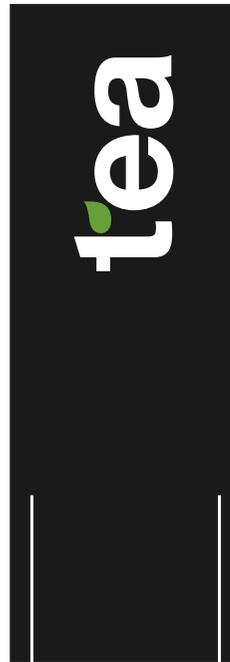
Only this sticker can be overprinted with different information.

7.17 Dispenser box

The dispenser box can be used for the take-away menus or for advertising leaflets and postcards.

The printing on the box and the dimensions can change according to its function but the basic design should remain consistent and should always feature the curved leaf shape on the front.

The box should only use the corporate colours and not the colours from the secondary palette but outline pattern can be used in tints for decoration.



dispenser box flat



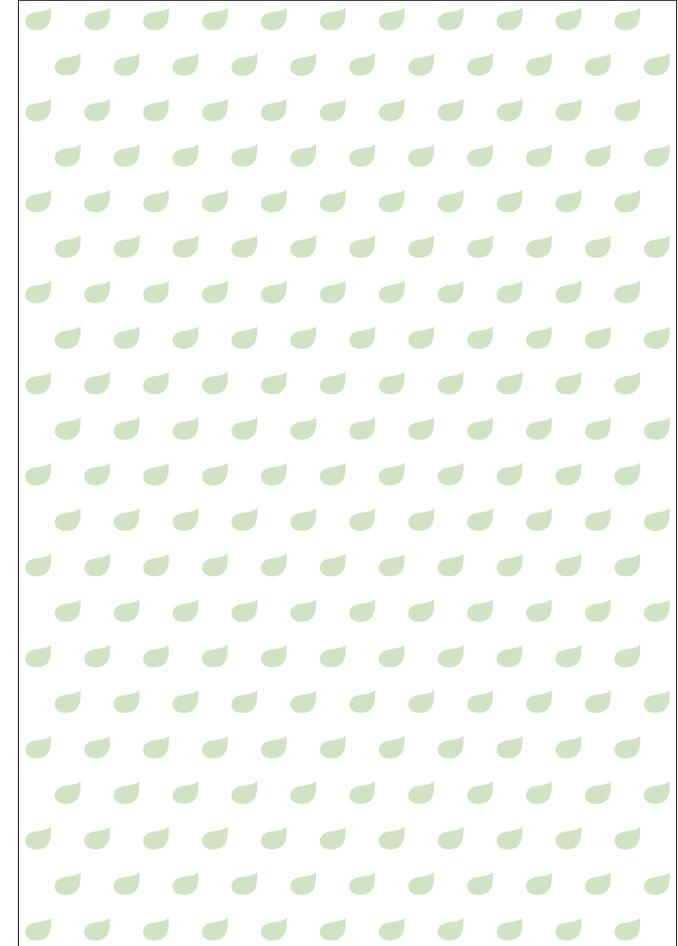
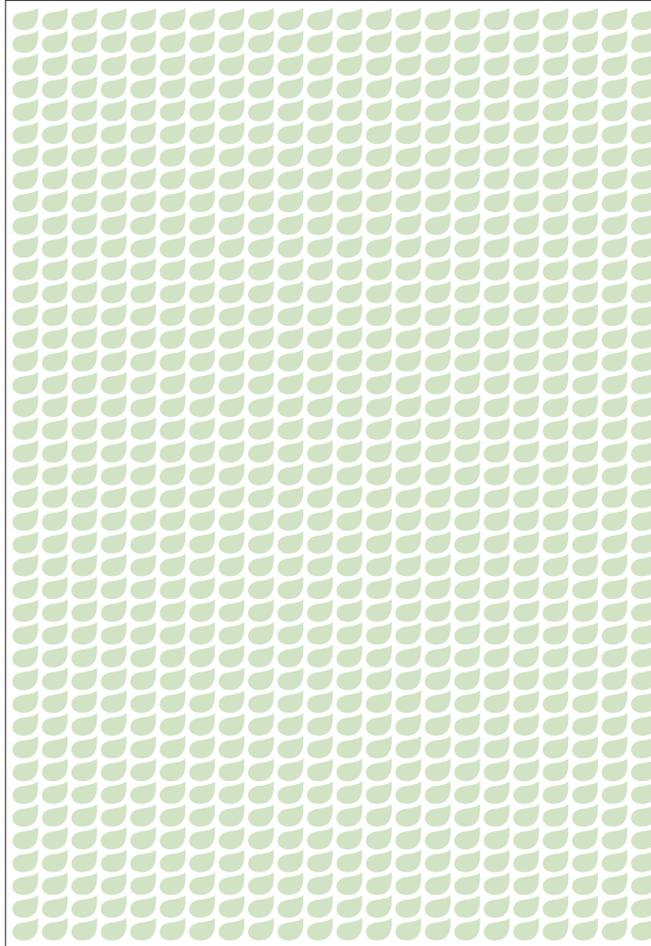
dispenser box folded containing the take-away menu

7.18 Packaging paper and band

Thin packaging paper can be used for wrapping individual food items. It features the leaf pattern screenprinted in a light tint and should be produced as large individual sheets or on a roll.

The packaging band can be used as decoration or for closing small transparent plastic bags instead of the long stickers shown in section 7.16. The packaging band should be produced in a slightly shiny fabric with a screenprinted logo.

thin packaging paper



packaging band

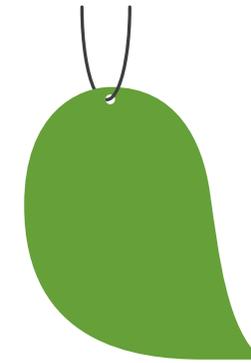


7.19 Display labels

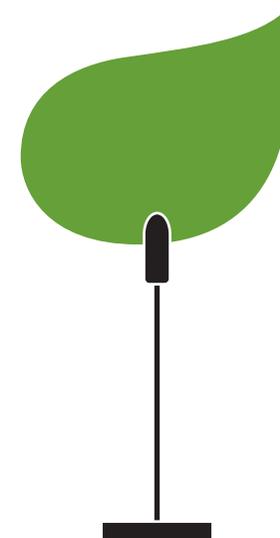
Display labels in leaf shape can either be attached to a packaged product using a thin thread or being displayd on a small clip stand on the counter.

Display labels can be overprinted with an office laser printer using a matching word template or if the stock is too thick for the laserprinter they can be used in combination with small round stickers.

round stickers in
combination with
pre-cut leaf shaped
label



pre-cut leaf shaped
label overprinted with
a laser printer



7.20 Multideck labels

Food labels to be used in combination with the multideck shelving system should have the same height as the panel on front of the shelf and the same background colour. The labels can be printed on a good laser printer as they change very often and new products may be added regularly. It is important that the green tone matches the specified corporate colour as close as possible.

Multideck labels can also be printed out on thicker paper and either folded or displayed using small transparent plastic holders.



folded freestanding label

small transparent plastic holders can be used to hold the labels on the counter

option 1



option 2



option 3



small label



7.21 Tape

Branded packaging tape can be used when sending out small parcels as part of the online business of Tea.

The logo is positioned according to the freezone and the width of the tape and repeated in an equal pattern.

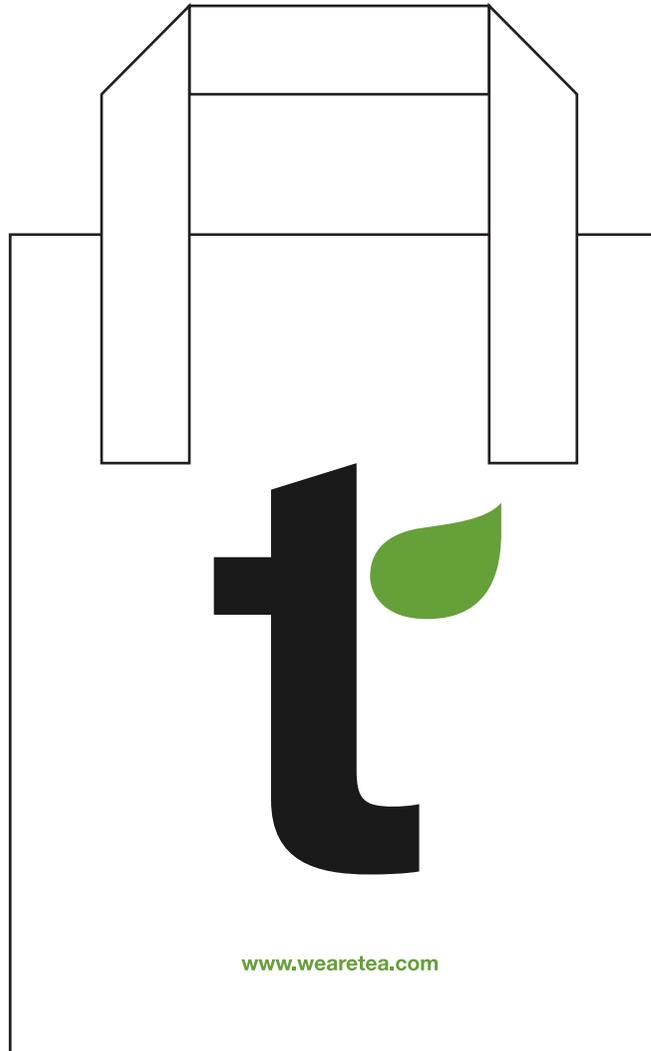


7.22 Paper bags

Paper bags can be produced with the alternative 't' logo positive on a white background or reversed out of a black background. If the background is black the colour must be printed as bags are usually not available in black. Natural brown paper bags should be avoided as the green tone in the logo does not stand out well against brown.

The paper bags show the website address but no shop address as it would not be economic to print new bags when a new shop opens. The side of the bags can be printed in the corporate green tone.

option white and black bag with 't' and website address



7.23 T-shirts

Branded t-shirts should be worn by every member of staff serving customers. They must be 100% cotton with the alternative 't' logo screen printed

on the front and the word 'team' (a word play including the standard logo) large on the back.



t-shirt front

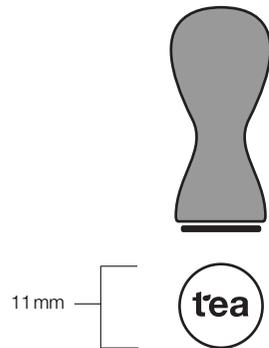


t-shirt back

7.24 Loyalty card

Loyalty cards should be given to every customer and be stamped each time a regular customer orders a tea. The custom made stamp matches the size of the leaf shapes printed on the cards.

It is important that the loyalty card is printed on uncoated stock as otherwise the ink used with the stamp will wipe off.



loyalty card front



loyalty card front



8 Shop elements

The design of the shop interior and shop front may vary depending on size, local requirements and the architecture of the individual building.

This makes it even more important that the brand identity appears consistent in different environments. Although this section gives various alternatives for different requirements a high standard should be maintained using the same colours and materials for applications in all shops.

8.1 Shopfront signage

The design of the shopfront signage may be slightly different for each shop depending on its architecture and local regulations.

As this is the case it is even more important to be consistent with the materials used and to consider positioning and dimensions carefully.

If possible, the main sign should always be on the left or right (it may only be centred if it appears several times in a row above individual windows), produced in 3 dimensional mat perspex and illuminated from the inside.

It is essential that the green of the leaf always matches, even if other materials are being used.

The logo in the window is produced in vinyl and applied from the inside. It should only be used if the main shop signage is relatively small. The decals (see section 8.5) can be used here instead if the main signage is larger.

For the logo in the window in window only half the freezone space is used. The logo should not be larger than half the window height (including half of the freezone space).

The logo on the front of the shop should ideally be made of mat perspex illuminated from the inside. Only if this is not possible due to local regulations they can be made of painted metal fixed on small rods.

The height of the logo including the freezone can match the height of the front panel. The thickness of the letters should not be more than half the width of the stem of the letter 't'.



On the door the following should be displayed in vinyl lettering: the house number, the phone number, the opening times and the wi-fi logo (if this facility is available).

8.2 'Opening soon' window

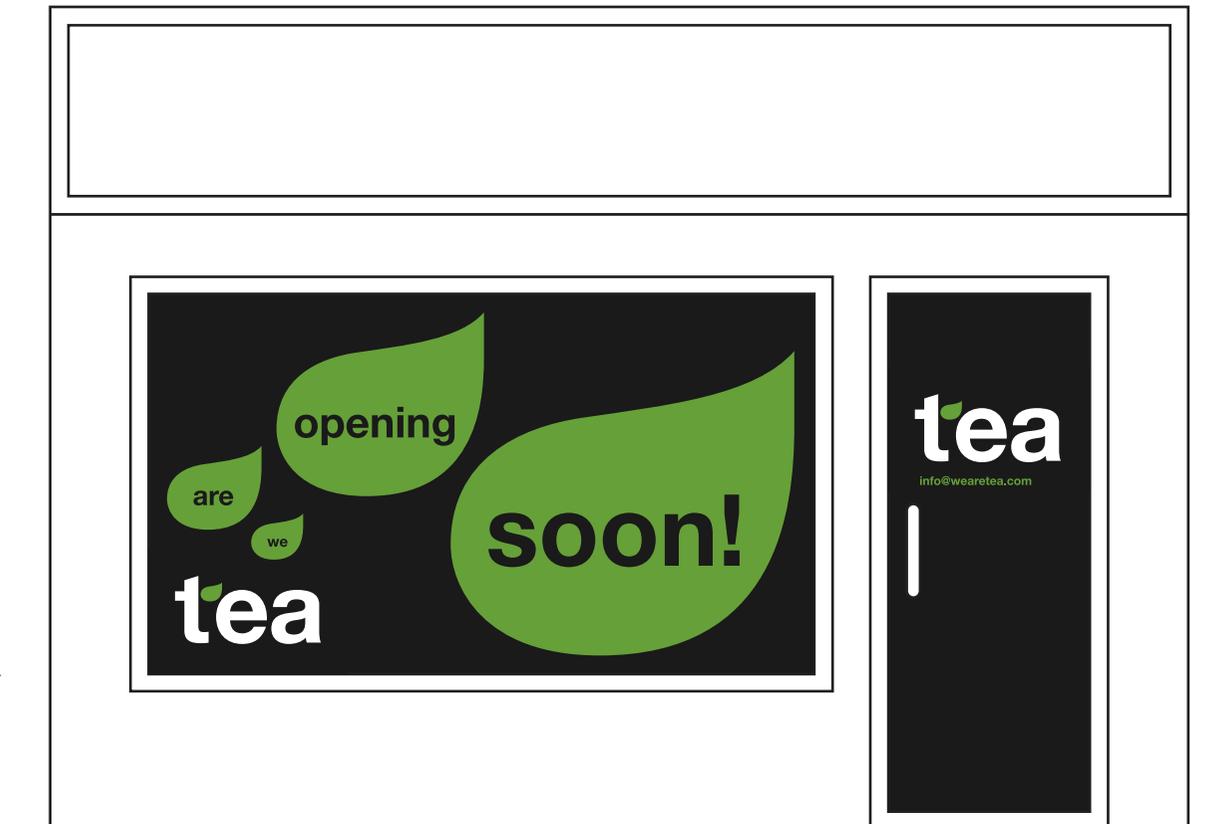
The display in the window before the shop opens is only temporary but provides a good opportunity for advertising. Its function also is to block the view to the inside of the shop while building work is going on.

It is recommended to produce the 'opening soon' display as cost-effective as possible. Large digital prints can be more expensive than graphics in vinyl applied in an interesting way.

The display should always include an e-mail address where potential job applicants for the new shop can get in touch.

The logo in the window can be the same size as on the door if other graphics are used large.

All graphics and the logo are produced in vinyl, applied from the inside of the shop. The window and door are painted black from the inside.



8.3 Projection sign

The logo should always be on both sides of the projection sign and the sign should be illuminated if possible.

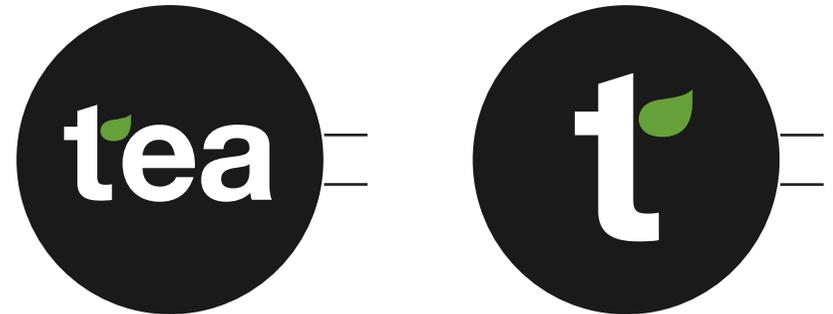
If the main sign is illuminated from the inside the projection sign should be illuminated as well. If it is lit from above the projection sign should be lit in the same way.

The round sign is preferred to square sign but this can depend on the general style of signage used in the area. Often a sign has to match that of other shops (for example in a shopping mall).

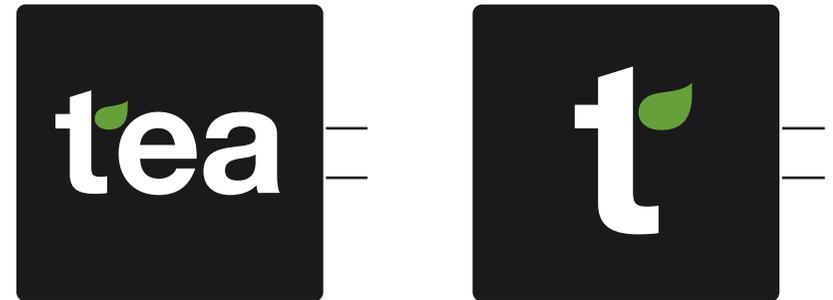
If the sign is in combination with a panel on the front, the height of the sign should match that of the panel.

If no illumination of a projection sign is allowed a banner can be used as well. The banner is fixed between two metal poles.

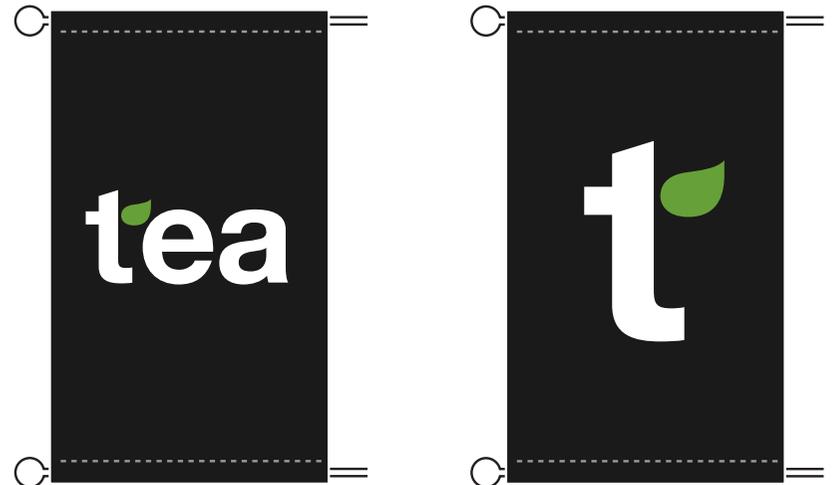
projection sign round



projection sign round



banner using the same fabric as the awning (see section 8.4)



Only use the alternative 't' logo if the standard logo is used large on the shop front or if the projection sign must be small due to regulations.

8.4 Awning

The primary function of the awning is to protect products that are displayed in the window. It also has an aesthetic and advertising role (allowing the shop to be seen from a distance and reinforcing the identity).

The logo should always be positioned on the left side of the awning and not be centered. The awning should be produced in durable mat black fabric. It should never be produced in a plastic material. The logo, as well as the phone number of the shop and the url should be screenprinted.

The size of the logo including the freezone equals the height of the awning but it is positioned closer to the bottom by one third of the freezone space (measured from the top of the awning) in order to be visible when the awning is rolled in slightly.

The phone number and the url are centered on the overhang of the awning. The cap height of the letters equals a quarter of the overhang.



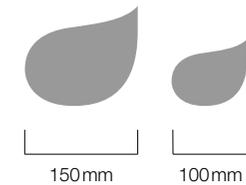
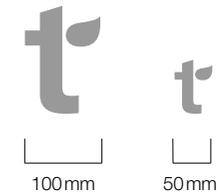
8.5 Decals

Decals in the window can be used to block the view to certain sections and to enhance the identity of the shop.

According to the individual architecture of the shop and the dimensions of the window they can be positioned in different ways. The design of the pattern or the 't' logo can not be changed.

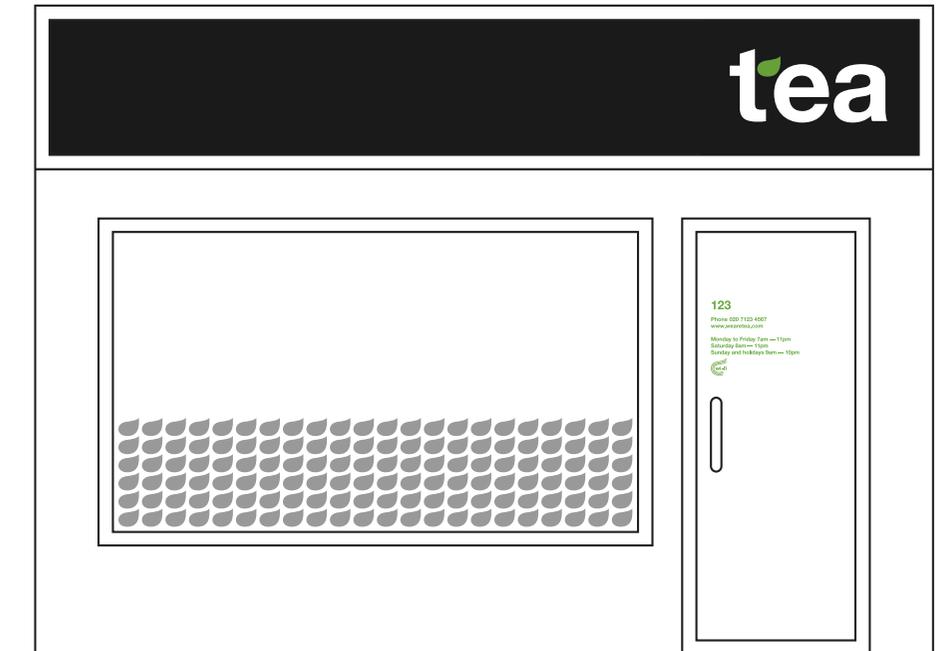
The decals are produced in frosted vinyl and should be applied to the window from the inside. Two different decal pattern are available.

The space between the 't' logo decals should always be consistent and the same on all shop windows.



Both decals are available in two sizes.

The tea leaf decal is provided on the CD as a section of a continuous pattern.



option 1:
The leaf pattern should be used mainly to block the view to certain areas of the shop.



option 2:
The 't' logo should be used mainly for decorative reasons and to enhance the company's identity.

8.6 A-board

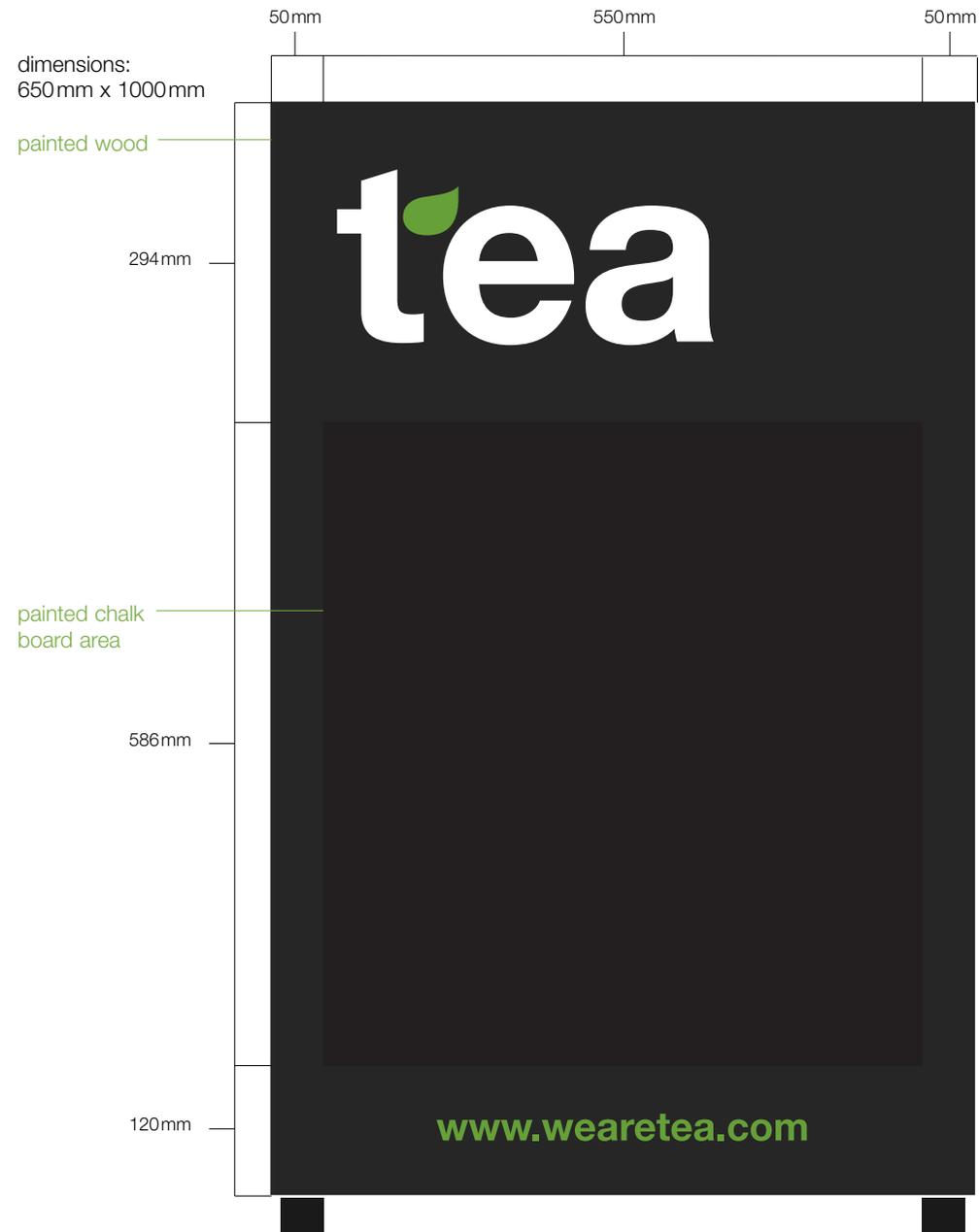
The A-board is used to advertise the daily food menu, special offerings or aspects of the general company message. It is an important part of the shop's advertising.

The A-board should be produced in solid wood painted mat black (to match the corporate antacid colour) with a chalk area to write on.

The logo and the url address are produced in permanent vinyl.

No additional A-boards (often provided free by suppliers of food sold in the shop), especially not ready made ones, using a perspex within a metal or plastic frame should be used outside the shop environment.

A file with the A-board construction in the dimensions to scale, including the vinyl graphics is provided on the CD.



8.7 Menu shop display

The menu display above or behind the counter should be constructed using a frame with six individual sections for each type of tea. The frame should always match the shop interior and can be lit from above.

The menu is split into six individual panels which are produced as high quality digital print. This way the menu can be changed or adjusted in a cost effective way.

Food is labelled individually on the counter or on shelves using the labels shown in section 7.20.

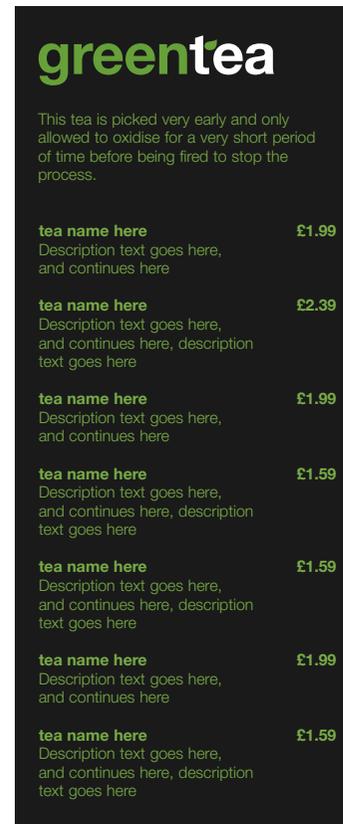
The daily food menu (mainly soups) is handwritten on a blackboard. The blackboard should be designed with a matching frame system.

Menu panel

All text must be clearly readable from a two metre distance and be at least 60 point.

The menu panels should not be used behind glass or transparent perspex to avoid reflections.

The menu can be easily updated using the file provided on the CD.

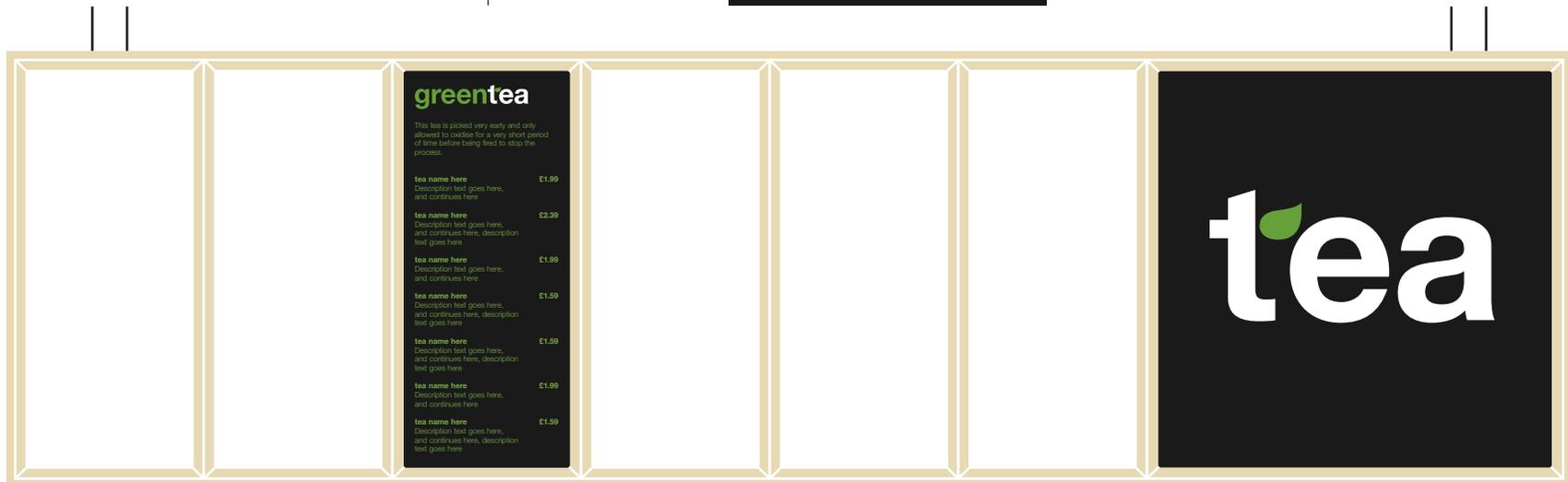


Blackboard / food menu

General text is applied to the blackboard using vinyl lettering. The daily menu is handwritten.

Menu display

The dimension of the menu display can be scaled according to the architecture of the shop but the proportion of the panels should not be changed.



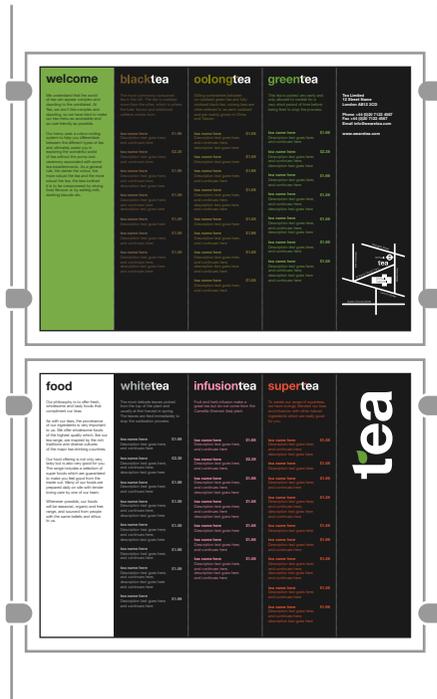
8.8 Window menu

The menu should be displayed in the window or in a frame next to the door. The exact method of the display depends on the individual architecture of the shop and the local requirements.

For the window the A3 menu should be used. Depending on the colour of the shop facade and the lighting situation it can be produced on a white or black background. The window menu should always be printed digitally as it is only needed in small quantities.

option 1:
The window menu is enclosed in two sheets of clear perspex and displayed on a metal wire system.

In case the display holds an A4 format, the take-away menu can be used.

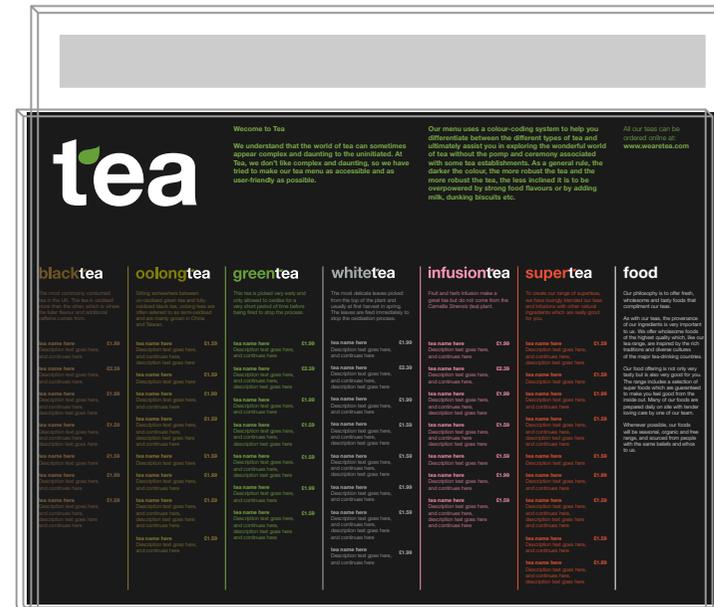


option 2:
The window menu can be displayed in a metal frame or box.

If the menu is illuminated from the inside, the version on the white background should be used. If from the top, the version on the black background.



option 3:
The window menu held inbetween a standard double-sided perspex holder which is attached to the inside of the window with clear tape.

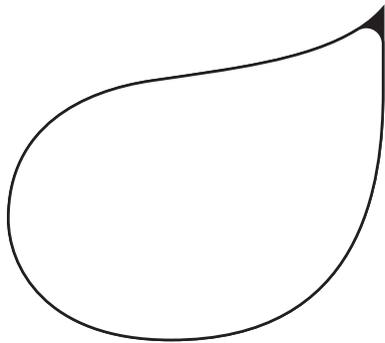


8.9 Display graphics

Signs inside of the shop can be produced in mat perspex with vinyl lettering. The signs can be attached directly to a wall or door.

Smaller signs can be made from strong card and displayed on the counter using a stand or clip system.

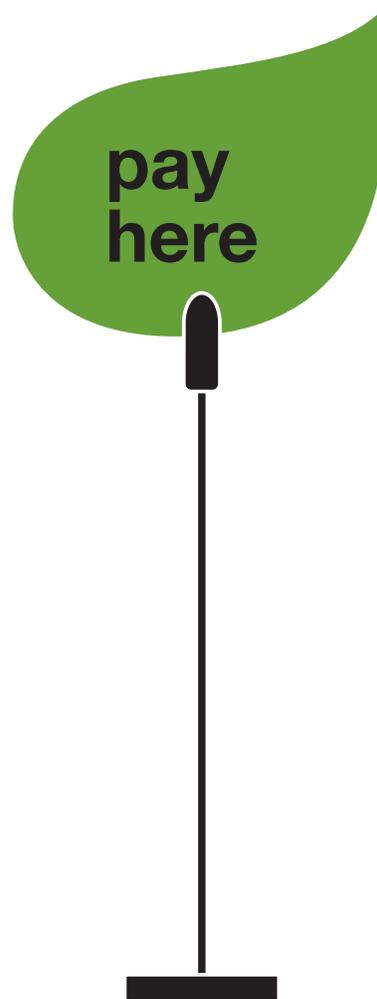
All signs should be produced with a mat or uncoated finish and never be laminated.



If larger signs made from perspex are free standing the sharp edge at the top of the leaf should be rounded off for safety reasons.

perspex:
4mm/mat
Pantone 375 U (green)
Pantone 3 U (black)

vinyl letters:
Pantone 3 U (black)
white



8.10 Vehicle graphics

Vehicles are an efficient communication tool and a free medium.

The logo can be shown on vehicles in different sizes depending on the dimensions and body of the vehicle. If possible the logo should be used on an area that is not interrupted by gaps of other structural elements of the car.

The logo and all lettering should be produced in permanent mat vinyl.

example: Smart



On the back of the vehicle the url of the website and the telephone number should be shown in combination with a smaller logo.

tea

Phone 020 7123 4567
www.wearetea.com

Ideally the body of the vehicle should be black or white (black cabs are ideal). If this is not the case the logo may be used in a circle.



9 Appendix

IV

File names

The Tea logo and all logo variations are provided on CD in three different colour modes (CMYK, RGB and Pantone) for different types of printing.

When sending the logo to external users it is important to clarify how it will be printed in order to provide them with the correct file.

Pantone colours are precise spot colours which are used when the amount of colours is limited (usually less than four) or if a very precise colour match is needed. They are also often referred to by vinyl and sign companies.

CMYK colours are used in standard offset printing. The CMYK logo should always be selected if more than four colours appear in the design or if more than four colours are combined on the printing film. CMYK colours also work best for digital printing.

RGB colours are used for all on-screen designs such as pdf's and websites.

The CD includes all logos in 144 point, shown on the following pages in 25%.

1.1_tea_positiv.eps



1.1.1_tea_small_positiv.eps
(shown at 100%)



2.1_tea_positive_black.eps



2.1.1_tea_negative_black.eps



1.2_tea_negative.eps



1.1.2_tea_small_negative.eps
(shown at 100%)



2.2_tea_positive_oolong.eps



2.2.1_tea_negative_oolong.eps



1.3_tea_transparent.eps



1.1.3_tea_small_transparent.eps
(shown at 100%)



2.3_tea_positive_green.eps



2.3.1_tea_negative_green.eps



1.4_tea_positiv_grey.eps



1.1.4_tea_small_positive_grey.eps
(shown at 100%)



2.4_tea_positive_white.eps



2.4.1_tea_negative_white.eps



1.5_tea_negative_grey.eps



1.1.5_tea_small_negative_grey.eps
(shown at 100%)



2.5_tea_positive_infusion.eps



2.5.1_tea_negative_infusion.eps



1.6_tea_positiv_black.eps



1.1.6_tea_small_positive_black.eps
(shown at 100%)



2.6_tea_positive_super.eps



2.6.1_tea_negative_super.eps



1.7_tea_negative_black.eps



1.1.7_tea_small_negative_black.eps
(shown at 100%)



3.1_t_positive.eps



3.1.1_t_small_positiv.eps
(shown at 100%)



4.1_t_positive_black.eps



4.1.1_t_negative_black.eps



3.2_t_negative.eps



3.1.2_t_small_negative.eps
(shown at 100%)



4.2_t_positive_oolong.eps



4.2.1_t_negative_oolong.eps



3.3_t_transparent.eps



3.1.3_t_small_transparent.eps
(shown at 100%)



4.3_t_positive_green.eps



4.3.1_t_negative_green.eps



3.4_t_positive_grey.eps



3.1.4_t_small_positive_grey.eps
(shown at 100%)



4.4_t_positive_white.eps



4.4.1_t_negative_owhite.eps



3.5_t_negative_grey.eps



3.1.5_t_small_negative_grey.eps
(shown at 100%)



4.5_t_positive_infusion.eps



4.5.1_t_negative_infusion.eps



3.6_t_positive_black.eps



3.1.6_t_small_positive_black.eps
(shown at 100%)



4.6_t_positive_super.eps



4.6.1_t_negative_super.eps



3.7_t_negative_black.eps



3.1.7_t_small_negative_black.eps
(shown at 100%)



5.1_tea_square_
positive.eps



6.1_tea_circle_
positive.eps



5.2_tea_square_
negative.eps



6.2_tea_circle_
negative.eps



5.3_tea_square_
transparent.eps



6.3_tea_circle_
transparent.eps



7.1_t_circle_ positive.eps



7.1.1_t_circle_positive_ black.eps



7.1.2_t_circle_negative_ black.eps



7.2_t_circle_ negative.eps



7.2.1_circle_positive_ oolong.eps



7.2.2_t_circle_negative_ oolong.eps



7.3_t_circle_ transparent.eps



7.3.1_circle_positive_ green.eps



7.3.2_t_circle_negative_ green.eps



7.4.1_circle_positive_ white.eps



7.4.2_t_circle_negative_ white.eps



7.5.1_circle_positive_ infusion.eps



7.5.2_t_circle_negative_ infusion.eps



7.6.1_circle_positive_ super.eps



7.6.2_t_circle_negative_ super.eps



8.1
_leaf_positive.eps



9.1_leaf_positive_
black.eps



9.1.1_leaf_negativ_
black.eps



8.2_leaf_negative.eps



9.2_leaf_positive_
oolong.eps



9.2.1_leaf_negativ_
oolong.eps



8.3_leaf_transparent_
white.eps



9.3_leaf_positive_
green.eps



9.3.1_leaf_negativ_
green.eps



9.4_leaf_positive_
white.eps



9.4.1_leaf_negativ_
white.eps



9.5_leaf_positive_
infusion.eps



9.5.1_leaf_negativ_
infusion.eps



9.6_leaf_positive_
super.eps



9.6.1_leaf_negativ_
super.eps



10.1_type_positive_black.eps

blacktea

10.1.1_type_negative_black.eps

blacktea

10.2_type_positive_oolong.eps

oolongtea

10.2.1_type_negative_oolong.eps

oolongtea

10.3_type_positive_green.eps

greentea

10.3.1_type_negative_green.eps

greentea

10.4_type_positive_white.eps

whitetea

10.4.1_type_negative_white.eps

whitetea

10.5_type_positive_infusion.eps

infusiontea

10.5.1_type_negative_infusion.eps

infusiontea

10.6_type_positive_super.eps

supertea

10.6.1_type_negative_super.eps

supertea

11.1_label_positive_black.eps



11.1.1_label_negative_black.eps



11.2_label_positive_oolong.eps



11.2.1_label_negative_oolong.eps



11.3_label_positive_green.eps



11.3.1_label_negative_green.eps



11.4_label_positive_white.eps



11.4.1_label_negative_white.eps



11.5_label_positive_infusion.eps



11.5.1_label_negative_infusion.eps



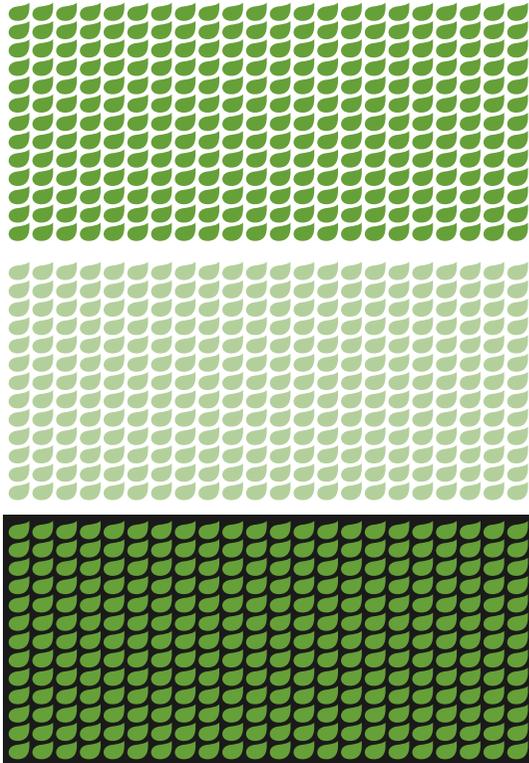
11.6_label_positive_super.eps



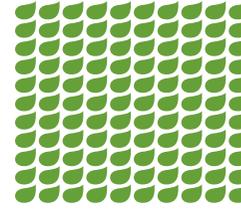
11.6.1_label_negative_super.eps



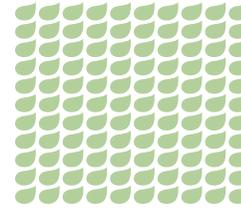
12.1_pattern_regular_
all.eps



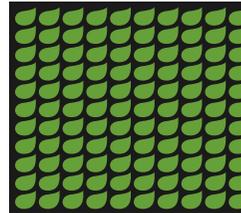
12.2_pattern_regular_
1.eps



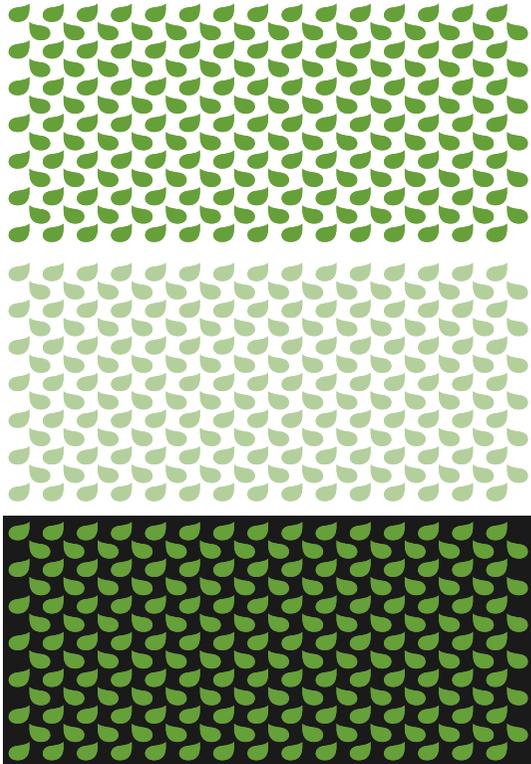
12.3_pattern_regular_
2.eps



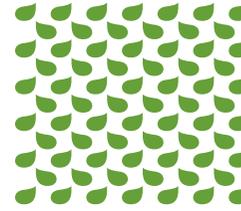
12.4_pattern_regular_
3.eps



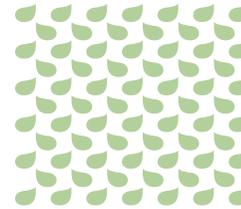
12.1.1_pattern_
unregular_all.eps



12.2.1_pattern_
unregular_1.eps



12.3.1_pattern_
unregular_2.eps



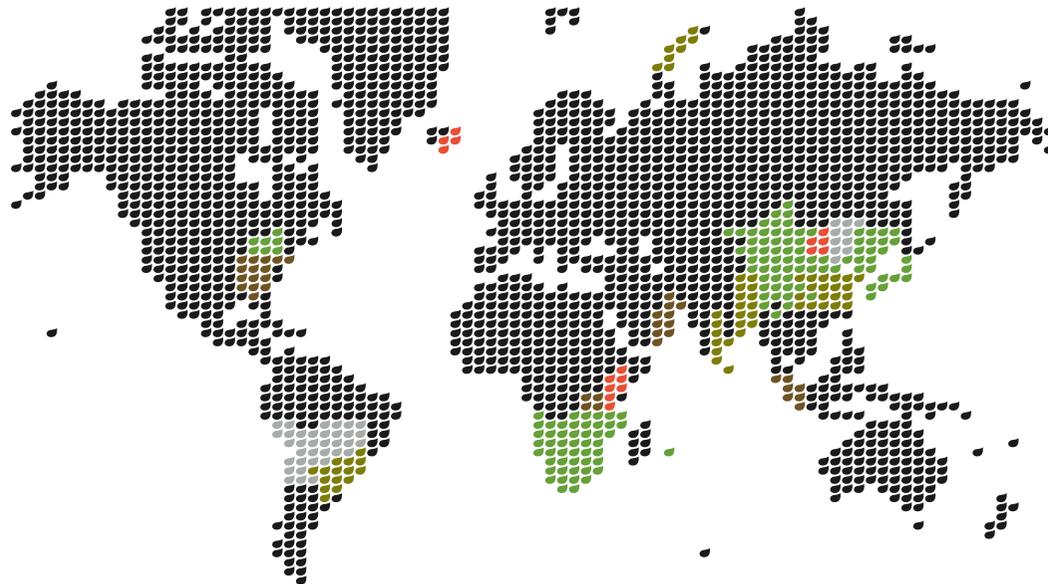
12.4.1_pattern_
unregular_3.eps



13.1_tea_map.eps
(shown at 50%)



13.2_tea_map_
coloured.eps
(shown at 50%)



14.1_wi-fi_
positve.eps



14.3_wi-fi_positive_
black.eps



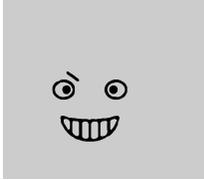
14.2_wi-fi_
negative.eps



14.4_wi-fi_negative_
black.eps



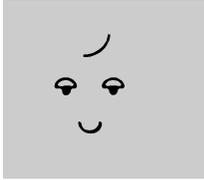
15.1_character_energisng.tif
(shown at 50%)



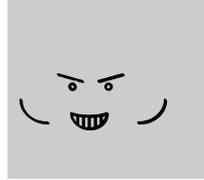
15.5_character_sleeping.tif
(shown at 50%)



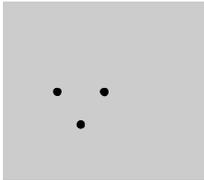
15.2_character_relaxing.tif
(shown at 50%)



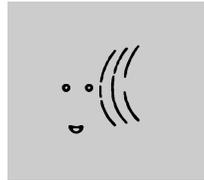
15.6_character_strengthening.tif
(shown at 50%)



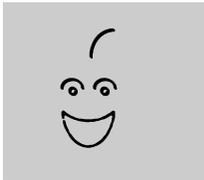
15.3_character_cleansing.tif
(shown at 50%)



15.7_character_slimming.tif
(shown at 50%)



15.4_character_happyness.tif
(shown at 50%)



15.8_character_bright_spark.tif
(shown at 50%)



16.1_icon_
contact.eps
(shown at 50%)



16.9_icon_
in_basket.eps
(shown at 50%)



16.17_icon_
arrow_1.eps
(shown at 50%)



16.25_icon_
toilet_unisex.eps
(shown at 50%)



16.2_icon_
mail.eps
(shown at 50%)



16.10_icon_
notepad.eps
(shown at 50%)



16.18_icon_
arrow_2.eps
(shown at 50%)



16.26_icon_
toilet_men.eps
(shown at 50%)



16.3_icon_
phone.eps
(shown at 50%)



16.11_icon_
note.eps
(shown at 50%)



16.19_icon_
arrow_3.eps
(shown at 50%)



16.27_icon_
toilet_women.eps
(shown at 50%)



16.4_icon_
pen.eps
(shown at 50%)



16.12_icon_
list.eps
(shown at 50%)



16.20_icon_
arrow_4.eps
(shown at 50%)



16.28_icon_toilet_
disabled.eps
(shown at 50%)



16.5_icon_
info.eps
(shown at 50%)



16.13_icon_
forward.eps
(shown at 50%)



16.21_icon_
arrow_5.eps
(shown at 50%)



16.6_icon_
glossary.eps
(shown at 50%)



16.14_icon_
back.eps
(shown at 50%)



16.22_icon_
arrow_6.eps
(shown at 50%)



16.7_icon_
search.eps
(shown at 50%)



16.15_icon_
correct.eps
(shown at 50%)



16.23_icon_
arrow_7.eps
(shown at 50%)



16.8_icon_
basket.eps
(shown at 50%)



16.16_icon_
incorrect.eps
(shown at 50%)



16.24_icon_
arrow_8.eps
(shown at 50%)



V **Credits and support**

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Mind Design

For support and queries
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