



BRAND GUIDE BOOK 2022

CONTENTS

03	CONTENTS
04	INTRODUCTION
06	ABOUT US
07	IMAGERY
08	PRIMARY LOGO
09	SECONDARY LOGO
10	LOGO CLEAR SPACE
11	LOGO WITH BACKGROUND
12	LOGO MISUSE
13	BRAND COLOUR
14	TYPEFACE
15	STATIONARY
16	BACKDROP
17	FLYER
18	POSTCARD
19	COMPANY SWAG
20	COMPANY SWAG
21	WEBSITE

INTRODUCTION

Tea is the oldest and most popular drink in the world. Tea was discovered in China around 2737 B.C. Containers of tea leaves have been found in tombs dating back to the Han Dynasty of 206 B.C. Over the years tea has become an important part of many cultures. Japanese, Chinese, Korean, and Thai cultures have tea pouring ceremonies as part of their family gatherings and weddings etc. Modern teas have evolved into many different types such as: Matcha, Sencha, White and Oolong. They have become organically grown as they have been accepted as being a very healthy drink for family members any time of the day or night.



TEA PLANTATIONS
IN THAILAND

ABOUT US

Bai Cha is a specialty tea and coffee retailer. Our products are grown in the tropical mountains of Chang-Mai in northern Thailand. Our products are organically grown and ethically farmed and packaged. Our farms grow many different types of premium teas and several different types of coffee. We offer loose leaf teas, prepackaged teas, such as: Green tea, Matcha, Oolong, Black, and several herbal teas. Specialty Thai desserts that are made in Thailand are prepackaged and shipped to any address that Fed Ex ships to.

IMAGERY



Having Tea
Cha start your morning with our Bai Cha



Matcha
The best way to prepare your Matcha like a pro



Dessert
Enjoy delicious desserts with our Bai cha

LOGO

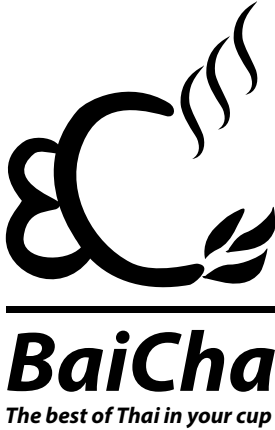
PRIMARY LOGO



The Bai Cha logo translated from Thai to English is: Bai means leaf and Cha means tea. The meaning is “tea leaf”. The “B” in Bai is reversed to look like a cup handle and the “C” in Cha is drawn to look like a cup with gold coloured steam coming from the tea. A black line between the text and the “BC” represents a plate for the cup.

LOGO

SECONDARY LOGO USE



This secondary logo is used for colour contrast when the primary logo does not have a contrasting background.



This logo with no text is used for swag and shipping items .



This small logo used for an icon on our company web site.

LOGO CLEAR SPACE

CLEAR SPACE



Clear space Is used to make sure the logo is well isolated. The sizing for the clear space borders is done by using the letter “B” from the Bai Cha logo.

LOGO

LOGO WITH BACKGROUND

These are the four colour variations of the logo.



Primary logo
Brown background



Secondary logo
Green background



Primary logo
Black background



Secondary logo
Gray background

LOGO MISUSE

- 1. Do not use red background
- 2. Do not rotate logo
- 3. Do not squeeze the logo any way
- 4. Do not put text over logo
- 5. Do not change the colour of any part of logo



Do not squeeze



Do not put text over



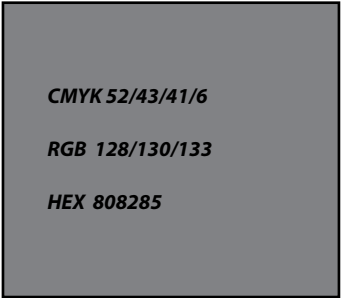
Do not use red background



Do not rotate logo

BRAND COLORS

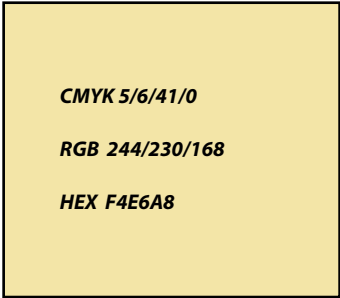
PRIMARY



Gray

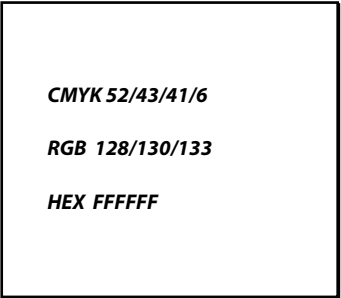


Green

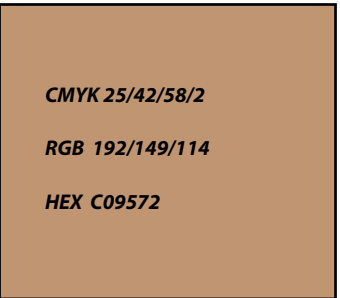


Yellow

SECONDARY



White



Brown



Black

TYPEFACE

LOGO TYPEFACE

MYRIAD PRO-BOLD-ITALIC USE FOR LOGO FONT

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZzzz

MYRIAD PRO BOLD USE FOR SUB HEADER

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZzzz

MYRIAD PRO - REGULAR USE FOR BODY COPY

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZzzz

STATIONARY



Letter head
Size 8.5"x 11"



Business card front
Size 3.5" x 2"



Business card back
Size 3.5" x 2"

BACKDROP



Backdrop
Size 10' x 8'

FLYER



Flyer
Size 8.5" x 11"



Banner
Size 10' x 2.5'

POSTCARD



Postcard front
Size 7" x 5"



Postcard back
Size 7" x 5"

COMPANY SWAG



Coffee Mug
Secondary logo on cream materials



Coffee Mug
Secondary logo on white materials



Water bottle
Secondary logo on white materials

COMPANY SWAG



Backpack
Logo on black coloured materials



T-Shirt
Main logo on front of white T-Shirt
Secondary logo on back of white T-Shirt

WEBSITE

This is the sample landing page for our website

