



**BRAND GUIDE BOOK 2022** 



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## 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.



## **ABOUT US**

## **IMAGERY**

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.



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 logo is used as an favicon for our company web site.

## **LOGO SPACING**

#### **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 put text over



Do not use red back ground



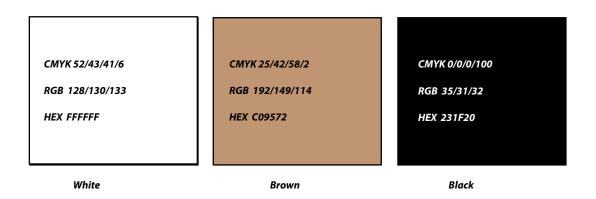
Do not rotate logo

## **BRAND COLORS**

#### **PRIMARY**



#### **SECONDARY**



#### **TYPEFACE**

**LOGO TYPEFACE** 

#### MYRIAD PRO-BOLD-ITALIC USE FOR LOGO FONT

AaBbCcDdEeFfGg HhliJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZZZz

#### **MYRIAD PRO BOLD USE FOR SUB HEADER**

AaBbCcDdEeFfGg HhliJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZZZz

MYRIAD PRO - REGULAR USE FOR BODY COPY

AaBbCcDdEeFfGg HhIiJjKkLlMmNnOo PpQqRrSsTtUuVvWwXxYyZZZz

#### **STATIONARY**





#### Business card front

Size 3.5" x 2"



Size 8.5"x 11"

Letter head

Business card back

Size 3.5" x 2"

### **BACKDROP**

### **FLYER**



Backdrop

Size 10' x 8'



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

Home Nenu About Shop Contact

Welcome to Bai Cha the best of Thai in your cup





www.baicha.com

1234 Main St Vancouver



# BaiCha

The best of Thai in your cup