

Brand system quick guide

FEB 2024

ORGANIC TEA



Color Palette

Primary brand colors

Our primary brand colors are Brown and Green. They are used to provide accessibility, simplicity, and consistency throughout all brand communications.

Brown

RGB — 176 139 49

CMYK — 0 28 97 14

HEX — #B08B31

Green

RGB — 1 171 76

CMYK — 81 0 46 43

HEX — #01AB4C

Yellow Green

Yellow green is an important color that is unique to Organic and should be used sparingly for moments of support, assurance, and delight at moments of interaction between a user and the brand

Yellow Green

RGB — 204 214 46

CMYK — 5 0 79 16

HEX — #CCD62E

Typography

Open Sans

Typography is one of the most recognizable elements of identity and helps portray the personality of an organization.

Font Sets

Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & ' () * + , - . /

Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! " # \$ % & ' () * + , - . /

Pairings – Display

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications.

Medium weight should be paired with Light weight, and Bold weight should be paired with Regular weight.

Option 1

Bold

Title

Option 3

Regular

Paragraph

Option 2

Medium

Subtitle

Option 4

Light

Text



Thank you.

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