

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.

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

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

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&'()*+,-./

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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