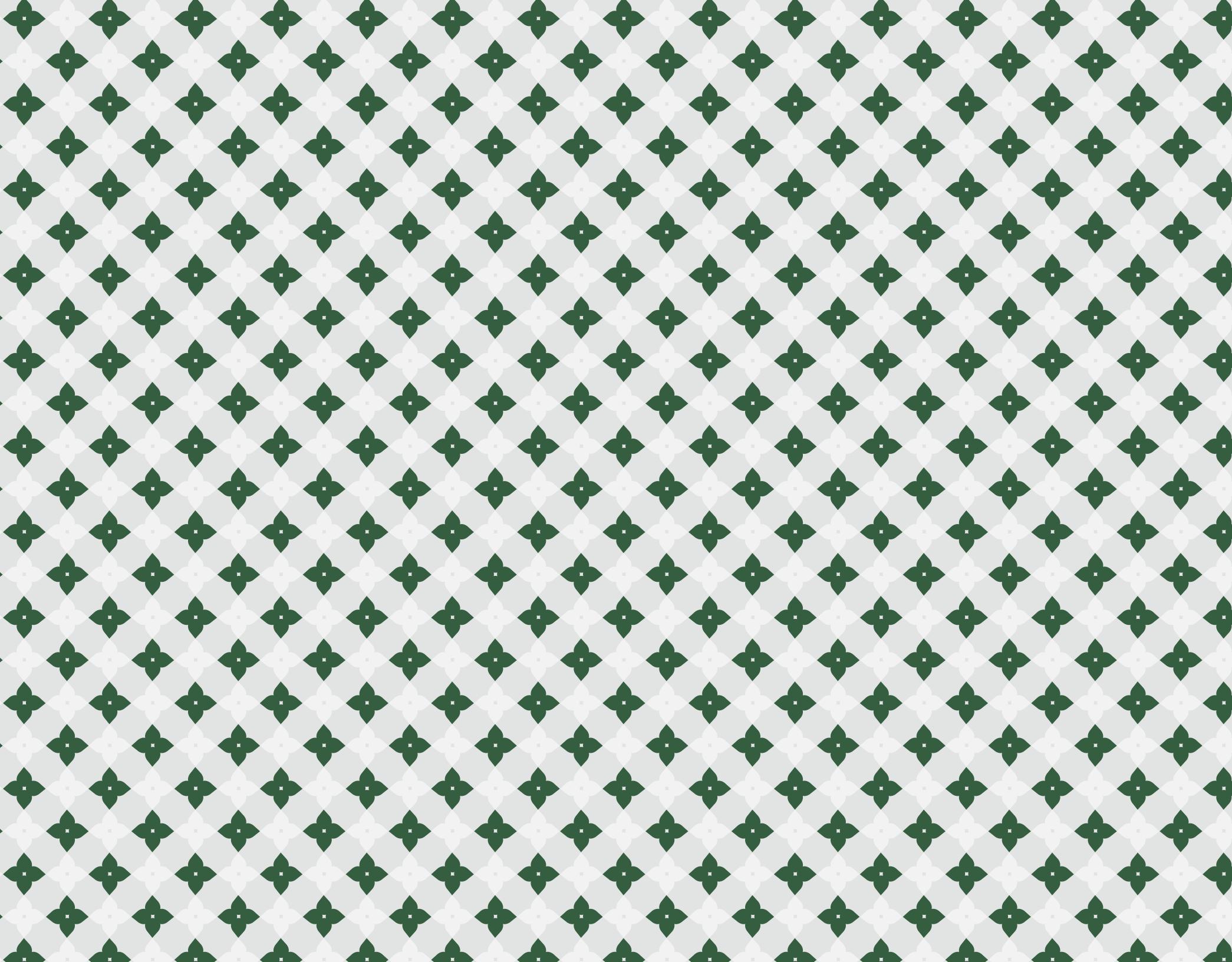


阿嬤涼茶鋪 ah-ma
herbal tea

Brand Style Guide
Dec. 2020



阿嬤涼茶鋪 ah-ma
herbal tea

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Brand story

◆ Who are we?

Ah-Ma Herbal Tea (阿嬤涼茶鋪) is a New York-based Chinese herbal tea pop-up shop, offering a large variety of traditional recipe herbal teas. We're fascinated by the remedy of Leung-cha—a unique bittersweet drink made from traditional medicinal herbs that provide a soothing and comforting healing power. It's natural, healthy, and has a variety of tastes. Preparing Leung-cha can be as complex as discovering the medicinal herbs. Each tea has its specific proportions of each ingredient, time, and temperature for the perfect bowl of herbal tea. Our brand incorporates cultural elements from the old T.V. series *Seventy-Two Tenants* (2008) and *Scavengers' Paradise* (2005), Eastern medicine packaging, artifacts, and everyday life items from the mid-20 century in Guangdong, China.

Our brand vision is to invest time to emulate grandma for health advice, wellness, and medicinal tips. "Ah-ma" means grandma in Cantonese. As the brand icon, Ah-ma tells the story through a cup of herbal tea; which dates back to the old craftsman who was persistent at manually brewing Leung-cha. The manual brewing may take countless days and months to make the old traditional formula happen, and our curative recipes have passed down from generation to generation. However, throughout generations, the value of Leung-cha has lost its traditional value. Therefore, we hope

to share and pass on the Cantonese cultural value and health benefits of Chinese herbal teas. Our brand encourages people to make good healthy herbal teas without experiencing any side effects. The long-term use of natural herbs to stay healthy is thought to strengthen the immune system and overall well-being.

Our audience

We target New Yorkers and tourists between 18 and 29 years old who are from different backgrounds, cultures, and colors. We also welcome those who are interested in Chinese culture, curious or believe there are successful benefits in herbal tea. Our mission is to protect and bring back the disappearing culture of drinking Leung-cha by incorporating contemporary style and traditional Chinese icons to catch young audiences' eyes.

Logo guidelines

◆ Logo symbol

Ah-Ma Herbal Tea's primary symbol is an illustration of our stylish Ah-ma, who is wearing traditional Chinese clothing. The logo also integrated a local symbol of a bowl of herbal tea. Ah-ma's gracious smile conveys our shop's friendly, healthy, and authentic culture. Ah-ma is a well-proportioned figure to express the traditional Chinese medicine wisdom embodied in herbal teas.



◆ Logo lock-up: horizontal stack

In order to promote inclusivity of all communities, our horizontal stack logo contains Chinese and English to welcome the Chinese and non-Chinese communities.



◆ Logo lock-up: vertical stack

The vertical stack is a square version of our logo. This logo is used to place at the center of our design elements throughout our pop-up shop, like stationery and apron. Our vertical stack logo contains our symbol logo and our brand's name, which catches the audiences' eyes quickly in one go.



◆ Mark system

Clear space



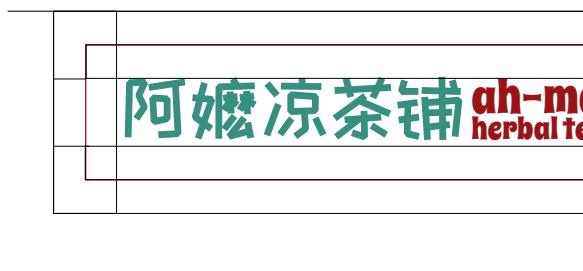
To make the logo consistent, the logo should always be surrounded by a minimum area of space.

◆ Standard logo positions

Top left



Top right



Bottom left



Bottom right



◆ Color usage

阿嬷涼茶舖 ah-ma
herbal tea



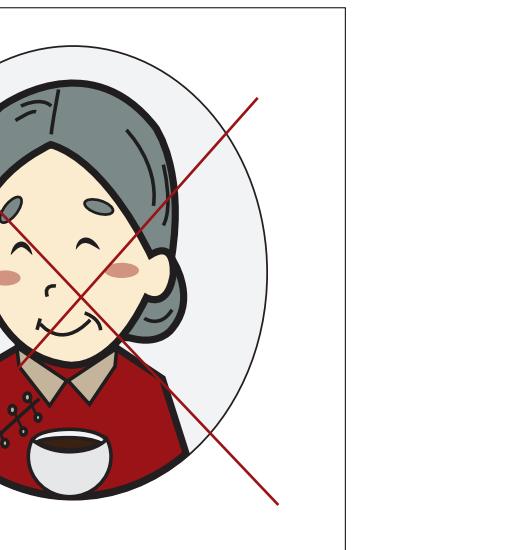
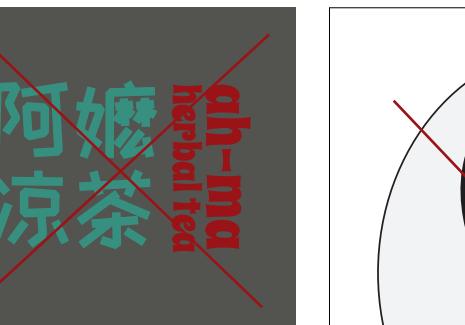
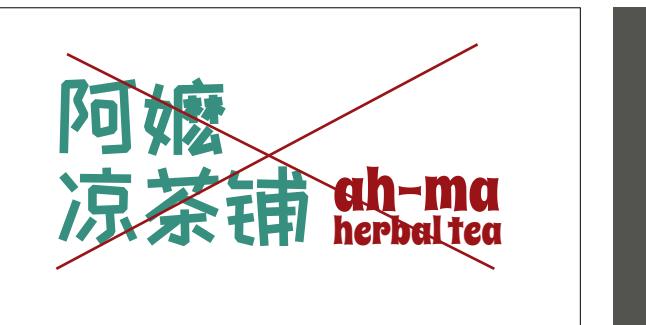
阿嬷涼茶舖 ah-ma
herbal tea



阿嬷涼茶舖 ah-ma
herbal tea

阿嬷涼茶舖 ah-ma
herbal tea

◆ Incorrect logo usage



◆ Logo size

100%
50%
25%
16.6

阿嬷凉茶铺 ah-ma
herbal tea

阿嬷凉茶铺 ah-ma
herbal tea

阿嬷凉茶铺 ah-ma
herbal tea

阿嬷凉茶铺 ah-ma
herbal tea

◆ Minimum size



1.4"



1.4"

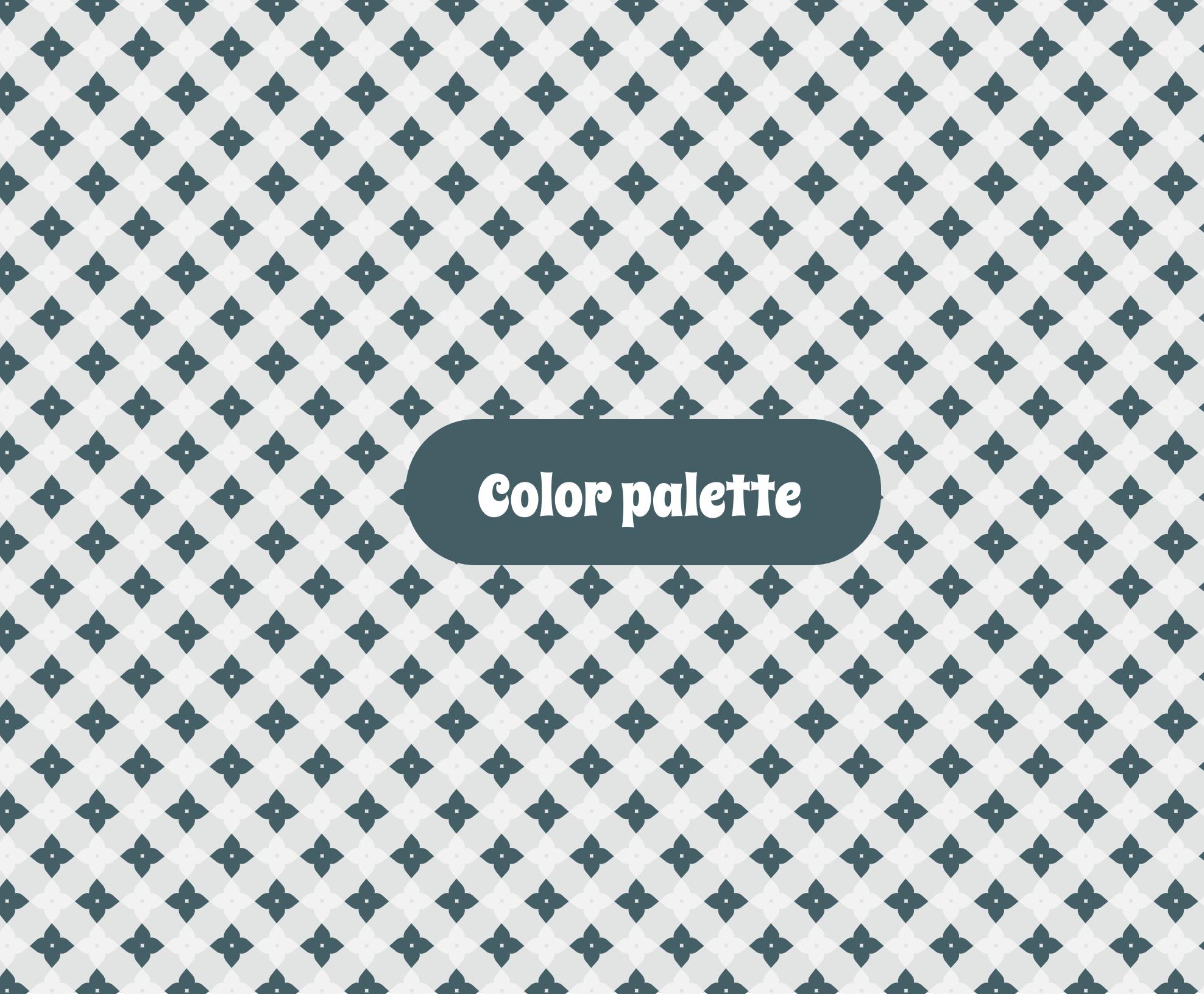


4.2"

Logo symbol:
100 pixels
1.4 inches
3.5 cm

Stacked Logo:
100 pixels
1.4 inches
3.5 cm

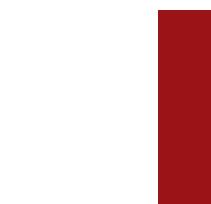
Horizontal logo:
300 pixels
4.2 inches
10.6 cm



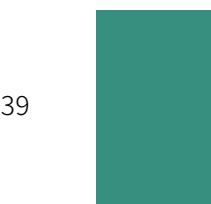
Color palette

◆ Color palette

Primary

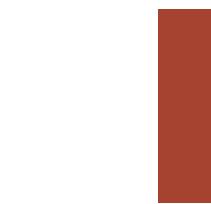


HEX(#): 9b1518
CMYK: 0, 86, 85, 39
RGB: 155, 21, 24

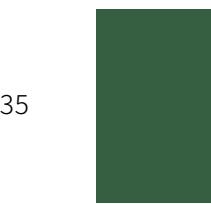


HEX(#): 39907f
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RGB: 57, 144, 127

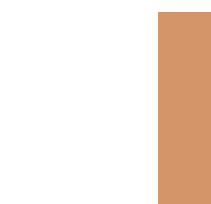
Secondary



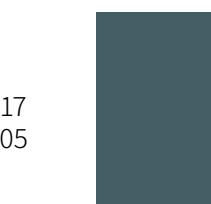
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CMYK: 0, 60, 71, 35
RGB: 166, 66, 48



HEX(#): 365e40
CMYK: 43, 0, 32, 63
RGB: 54, 94, 64



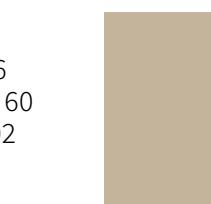
HEX(#): d49669
CMYK: 0, 29, 50, 17
RGB: 212, 150, 105



HEX(#): 455e66
CMYK: 32, 8, 0, 60
RGB: 69, 94, 102



HEX(#): 7b8989
CMYK: 10.2, 0, 0, 46.3
RGB: 123, 137, 137



HEX(#): c2b59b
CMYK: 0.00, 0.07, 0.20, 0.24
RGB: 194, 181, 155



◆ Typefaces

English headline

We are using Spicy Rice-regular for headlines. The extra heavy letterforms give a playful brand visual image. It's a Google font that is designed by Astigmatic. It can be easily accessed throughout digital and printed collaterals.

Spicy rice
Regular

Aa Bb Cc
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
opqrstuvwxyz

Chinese headline

We are using Zcool KuaiLe-regular for Chinese headlines. It's a Google font that is designed by ZCOOL, Liu Bingke, Yang Kang, and Wu Shaojie. It paired well with Spicy Rice.

ZCOOL KuaiLe
Regular

阿嬷凉茶铺
一二三四五六七八九
上中下左右大小春夏
冬东南西北红橙黄绿

◆ Headline rule

Sentence case only

We are your favorite shop

Opens soon!

Download our mobile app!

~~We Are Your Favorite Shop~~

~~OPEN SOON!~~

~~download our mobile app!~~

◆ Body copy

We are using Noto Sans SC-light for body text.
Use this font family in all situations as the main
copy style.

Body text

Noto Sans SC
Light

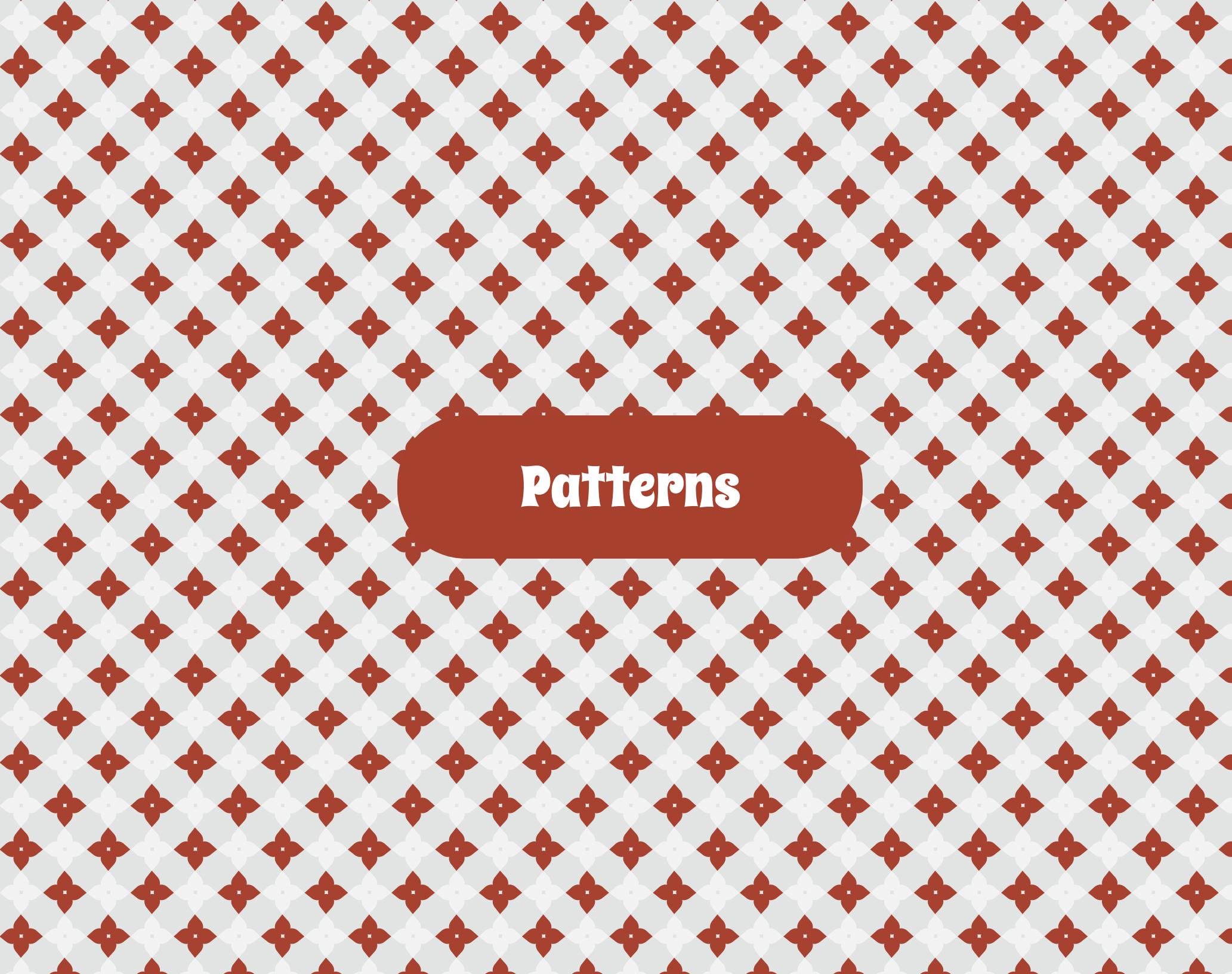
Noto Sans SC, 10 pt, Light, leading 14 pt,
Aspg dvdddatem nonsequi verferi taspeliqui blaut
eaquis cullo tempora sitatquis dolupta quam, cus
reria ipsae eium ulpa ipid que et, sit voletcup tatur?
Arci tet eos simpos as esequibus res essinEcerchilla
cumenessed que derum doluptae corepe sit, at
imus, con parchil et, eserumq uaturi cum valorib

No align center

~~Noto Sans SC, 10 pt, Regular, leading 15.2 pt, Aspg
dvdddatem nonsequi verferi taspeliqui blaut
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reria ipsae eium ulpa ipid que et, sit voletcup tatur?
Arci tet eos simpos as esequibus res essinEcerchilla
cumenessed que derum doluptae corepe sit, at
imus, con parchil et, eserumq uaturi cum valorib~~

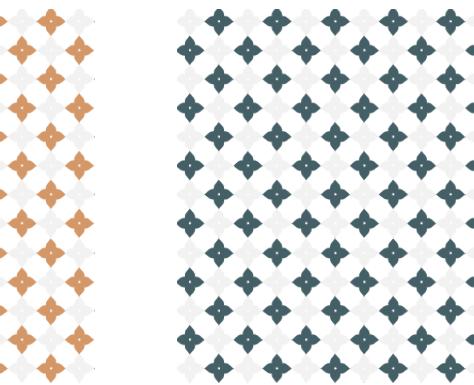
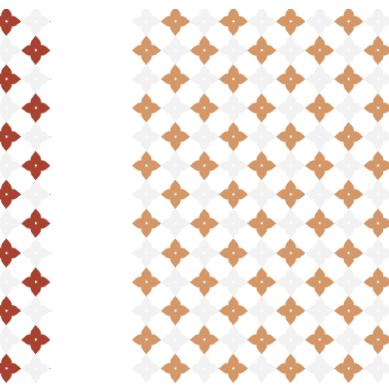
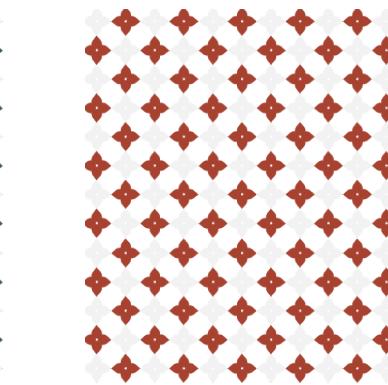
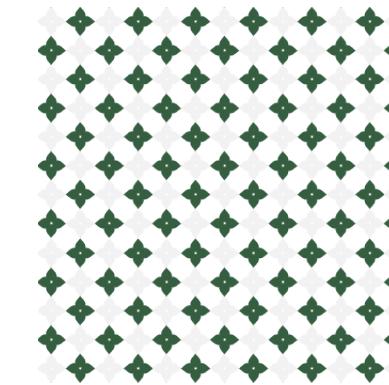
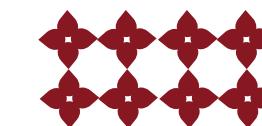
No align right

~~Noto Sans SC, 10 pt, Regular, leading 15.2 pt, Aspg
dvdddatem nonsequi verferi taspeliqui blaut
eaquis cullo tempora sitatquis dolupta quam, cus
reria ipsae eium ulpa ipid que et, sit voletcup tatur?
Arci tet eos simpos as esequibus res essinEcerchilla
cumenessed que derum doluptae corepe sit, at
imus, con parchil et, eserumq uaturi cum valorib~~



❖ Patterns

Our brand pattern is rooted in a droplet shape and transforms into Ah-ma's favorite flowers. These flowers transform into Hong Kong-style floor tiles patterns, which are often used in Canton tea shops and restaurants.



Digital collaterals

◆ Web icons and symbols

The droplet can transform into the copper gourd, herbal leaves, flower, and floor tiles patterns. Our icon system is especially associated with Ah-ma and is rooted in Cantonese cultural identity.



Water/ tea



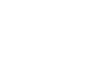
Hot/cold



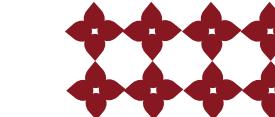
Herbal leaves



The copper gourd



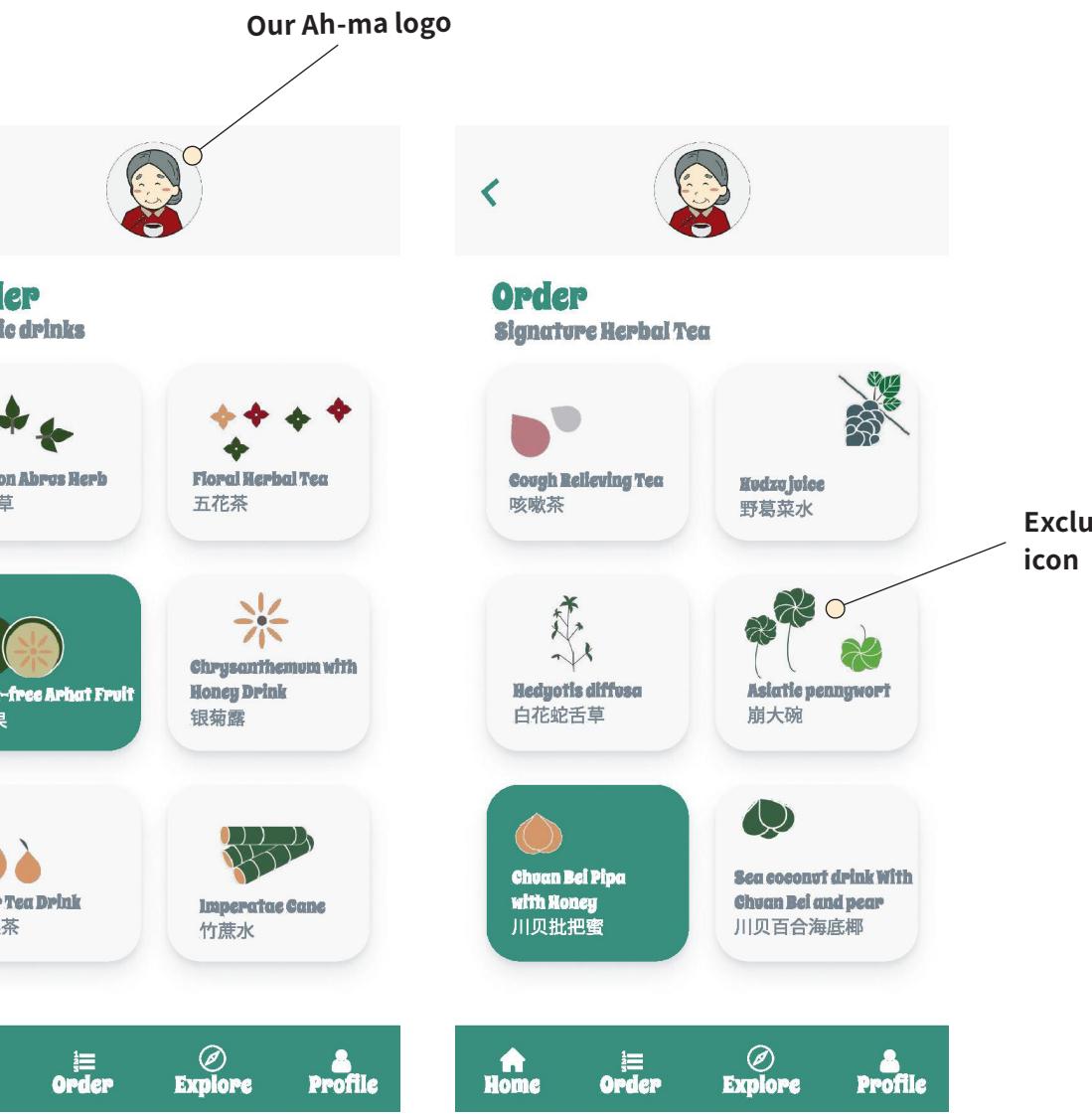
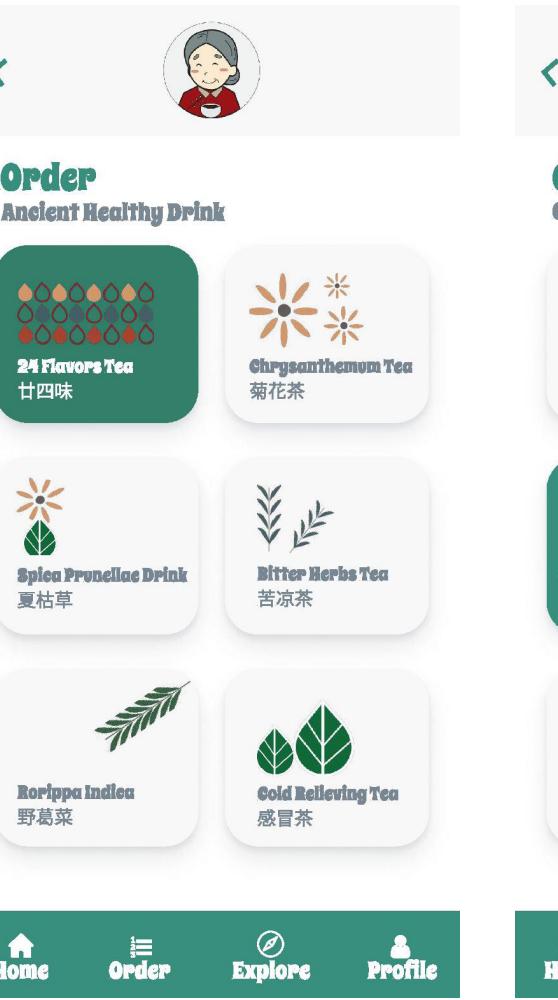
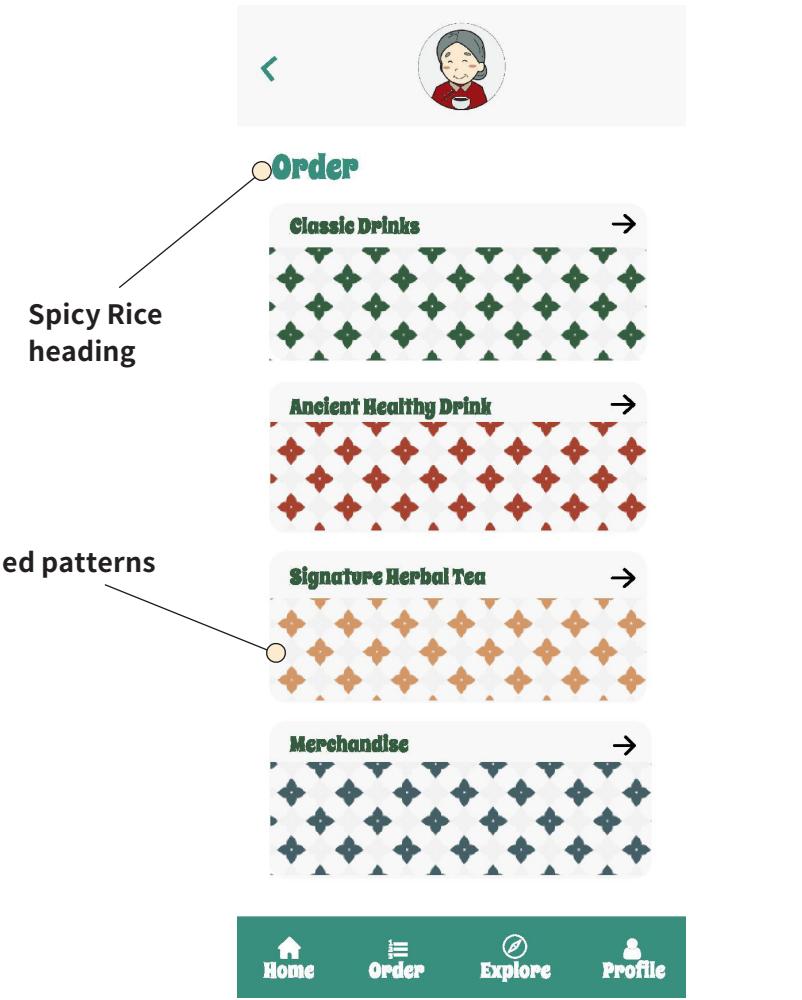
Flower



Floor tiles patterns

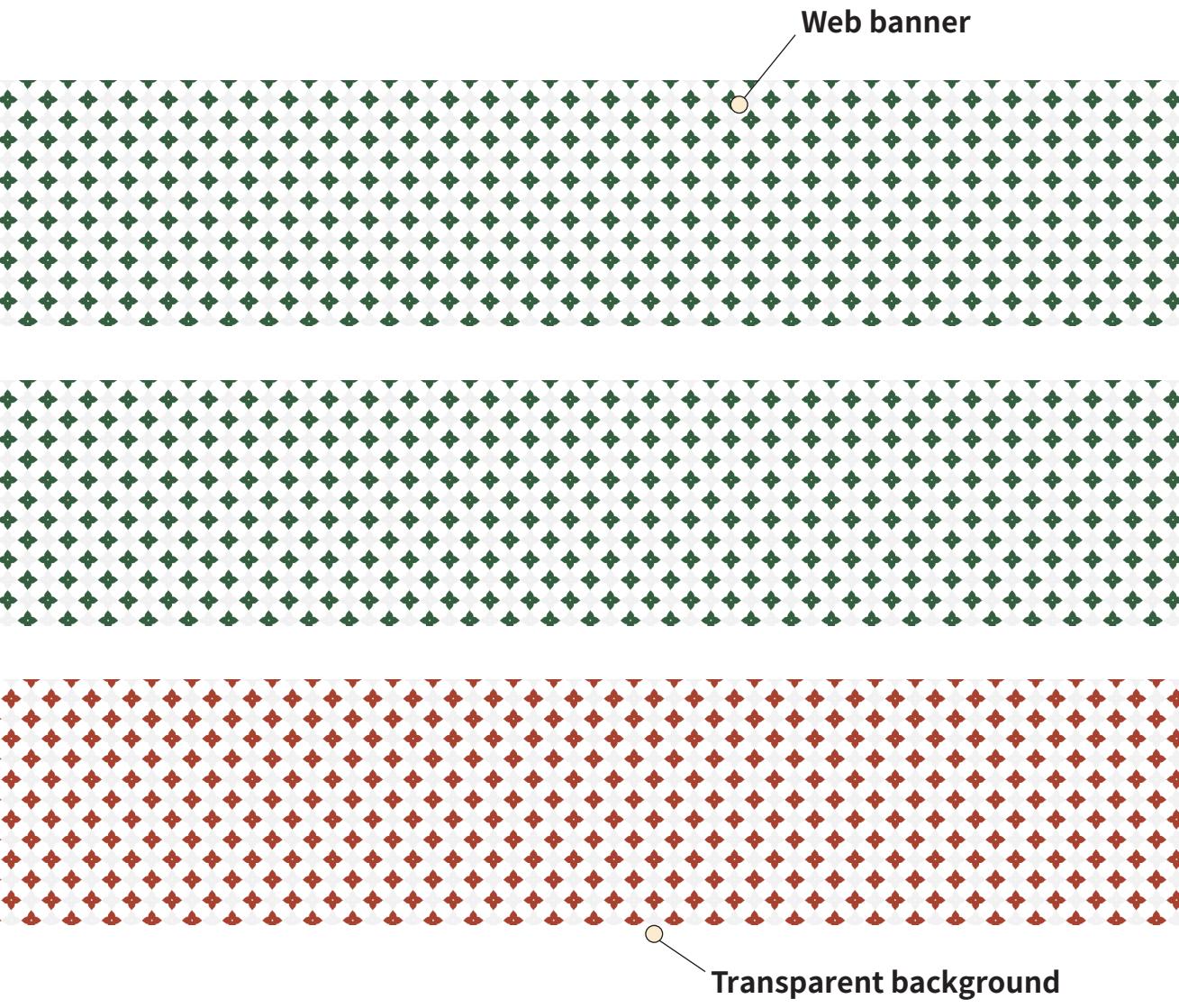
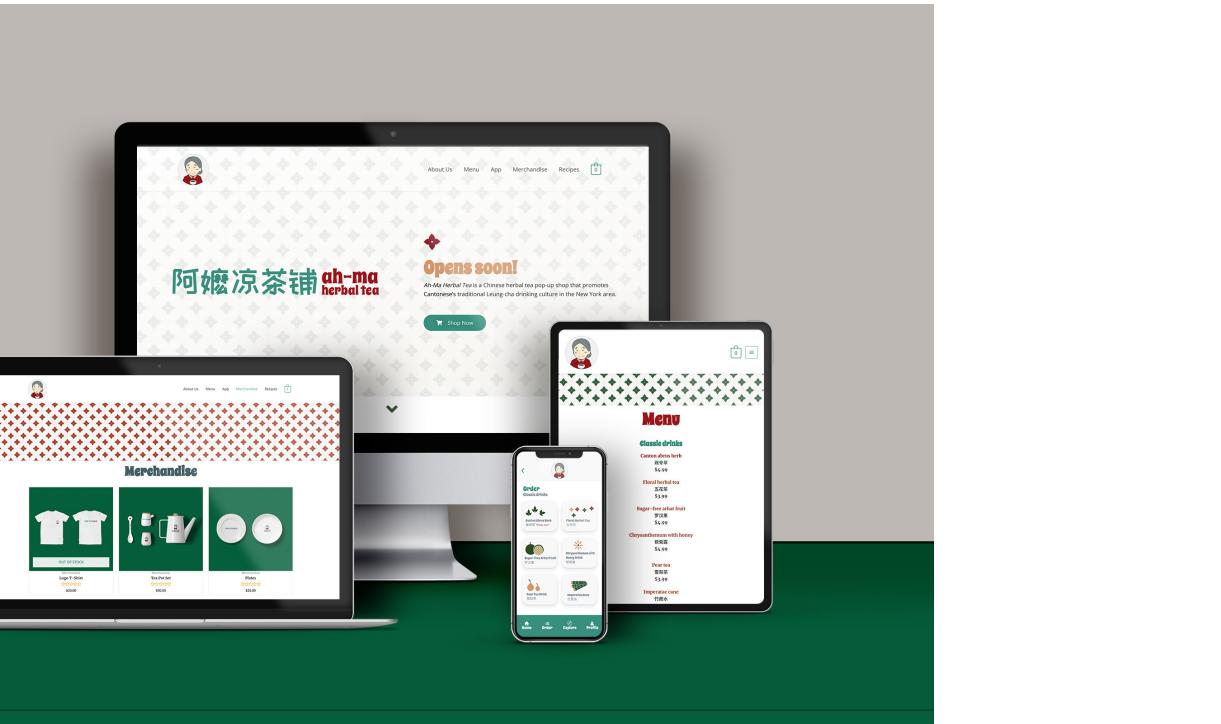
◆ Mobile app

Our mobile app includes personalized Chinese herbs icons and enjoyable lessons about history and culture.



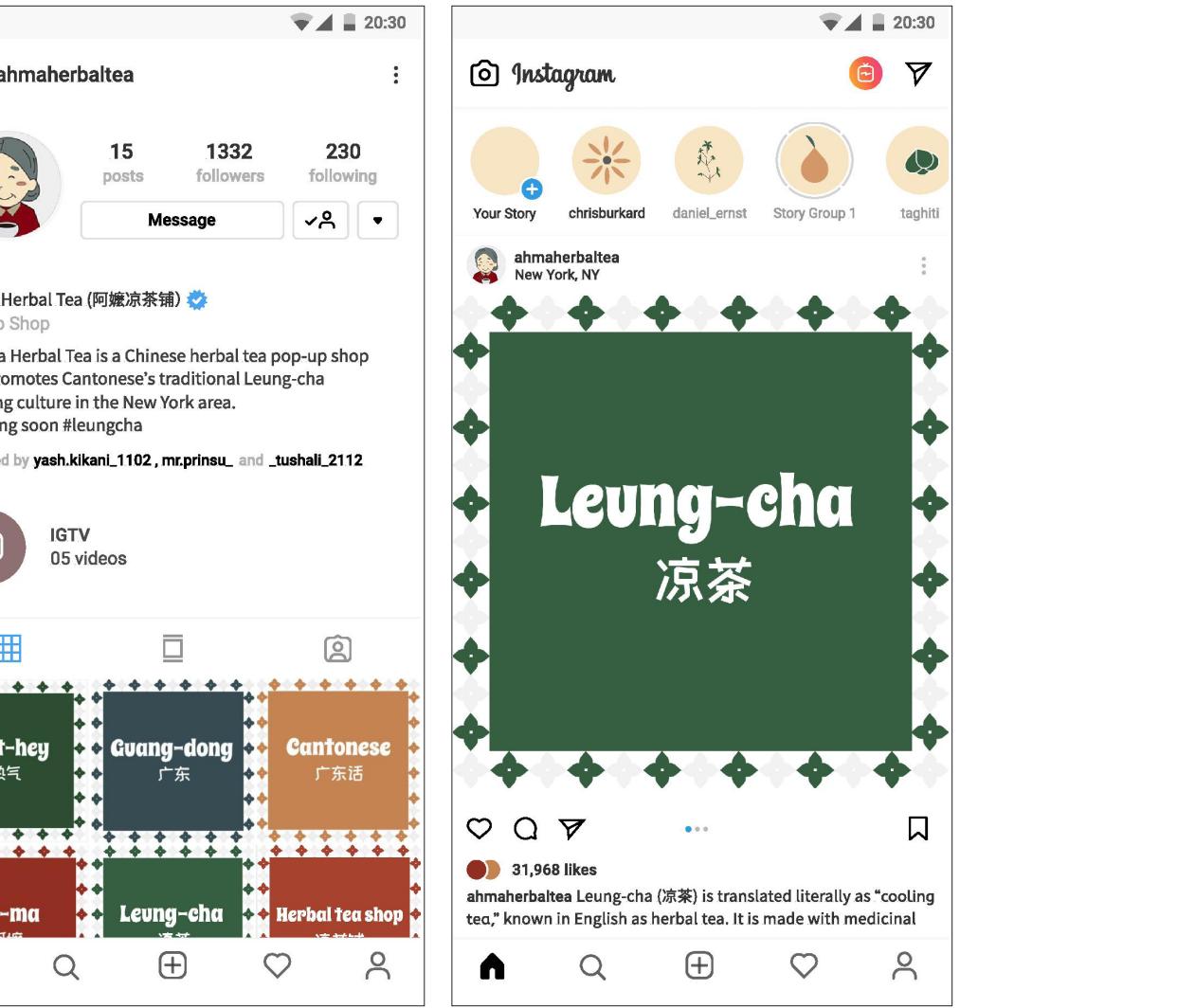
◆ Website

Our website consists of a few sections: a landing page, About us, Menu, App, Merchandise, and Recipes. Each section's web banner must use a transparent branding pattern and alternating color. The website will be accessible through mobile, tablet and desktop.

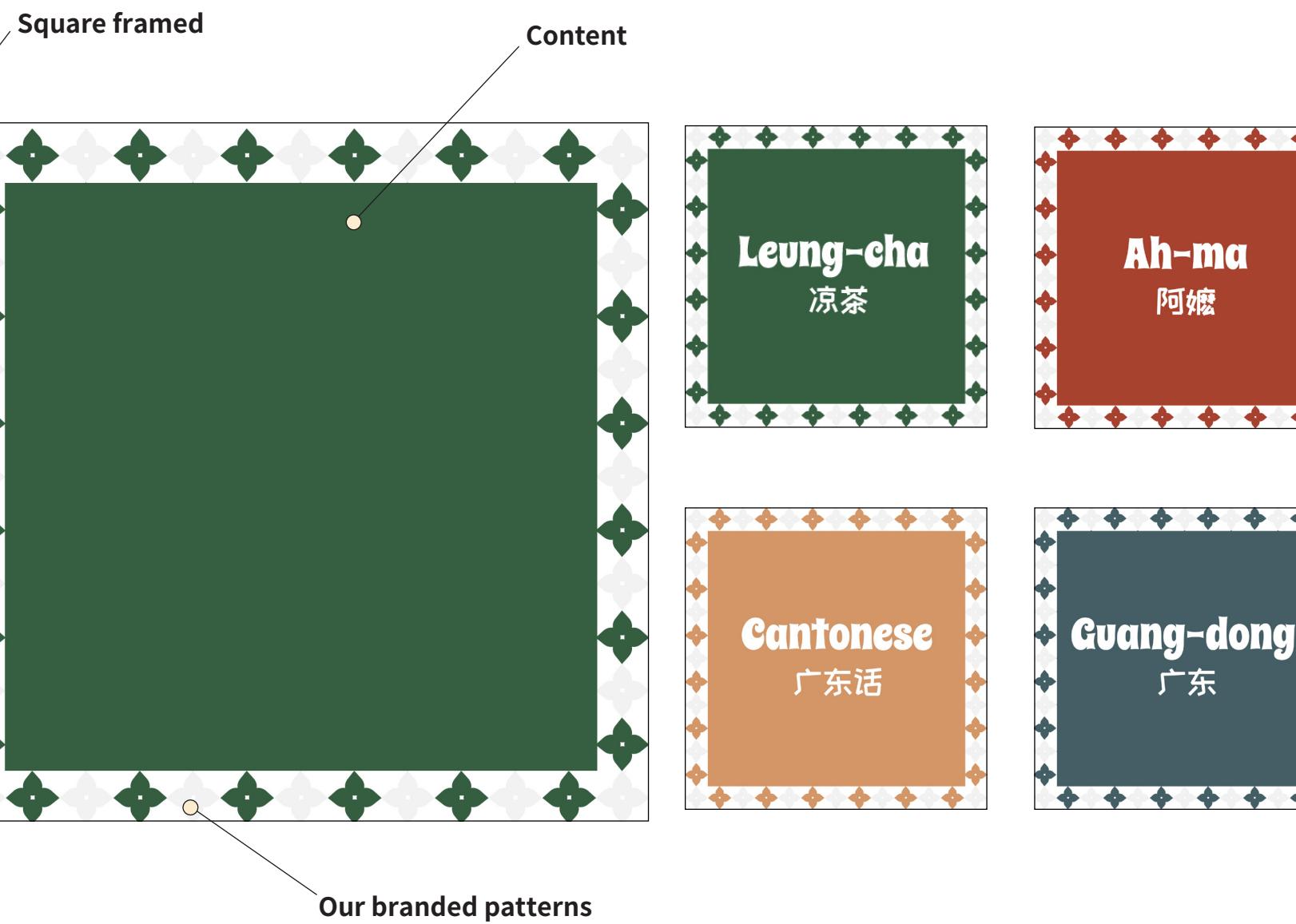


❖ Instagram

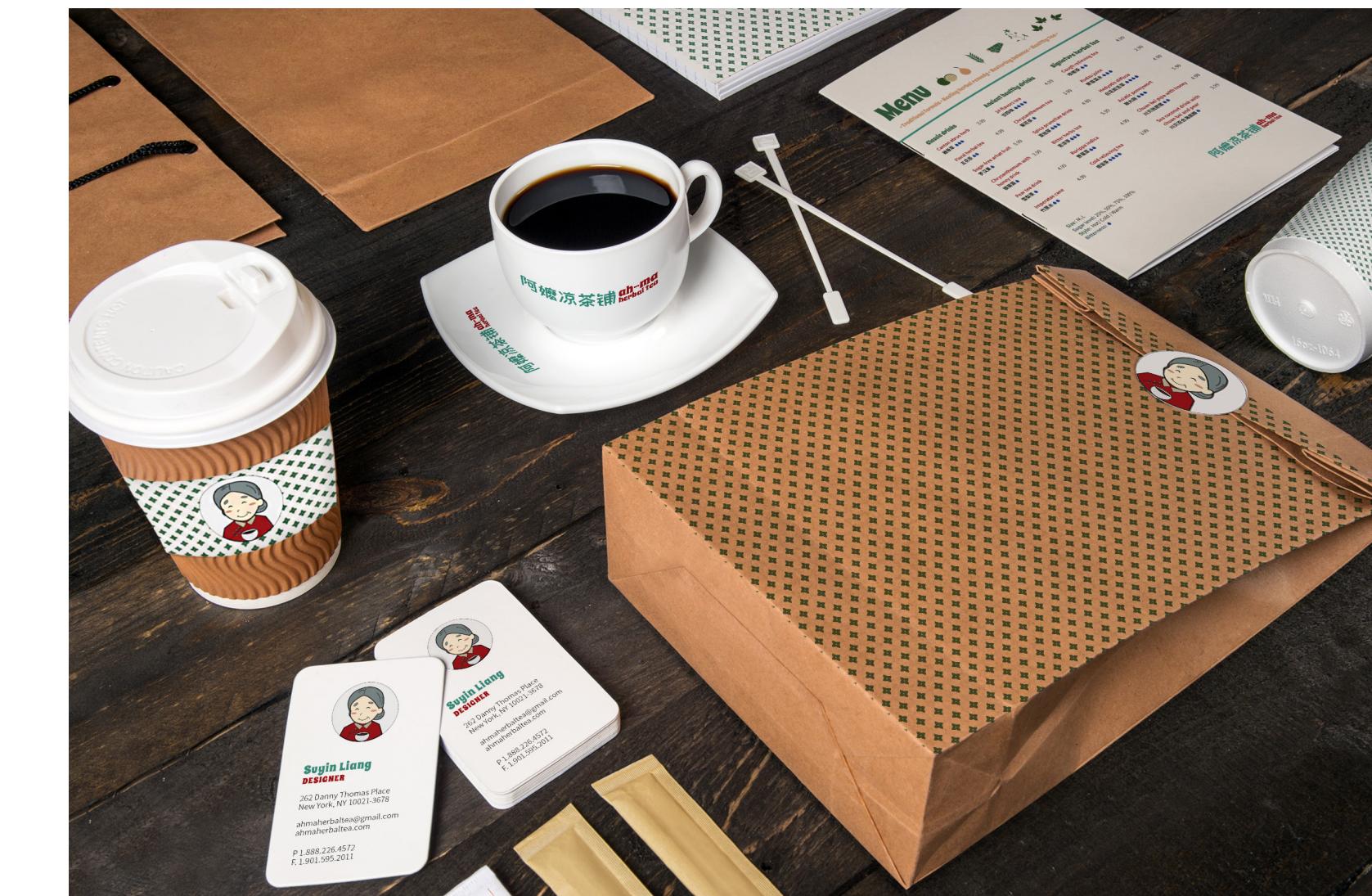
Our Instagram account will follow our branded color palette, typography, patterns, and layout.



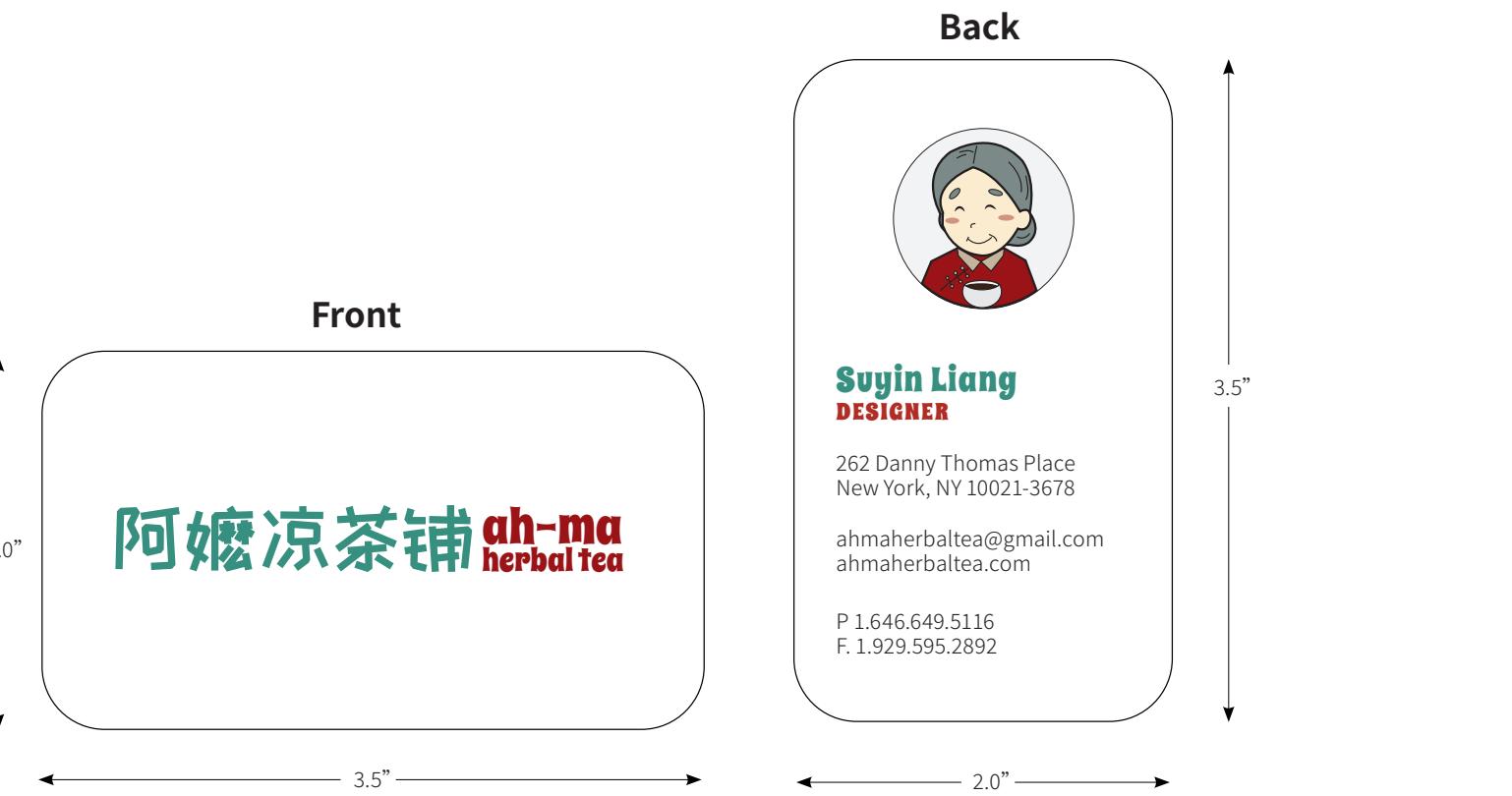
Alternateing
the color



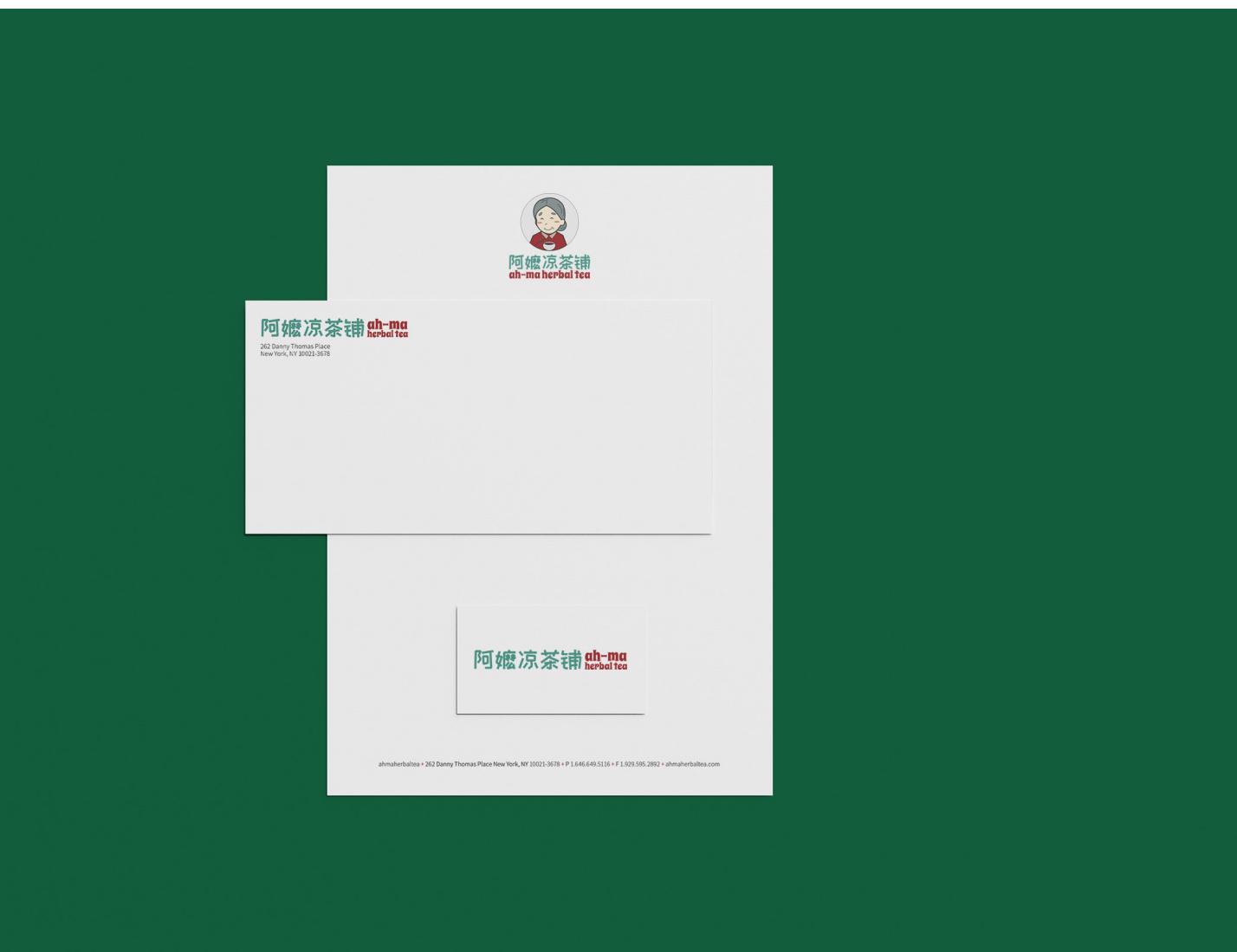
Printed collaterals



◆ Business card



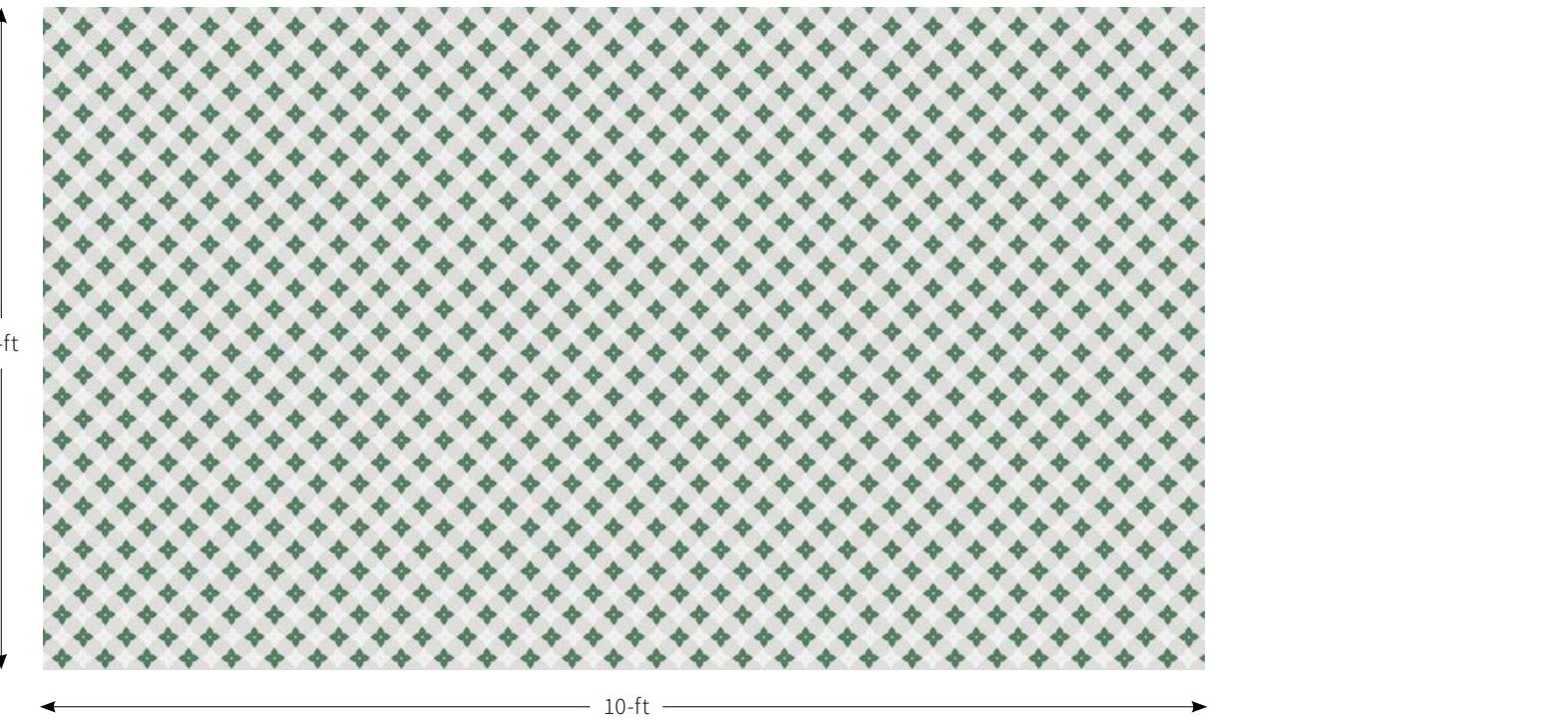
◆ Stationary



◆ Logo T-shirt



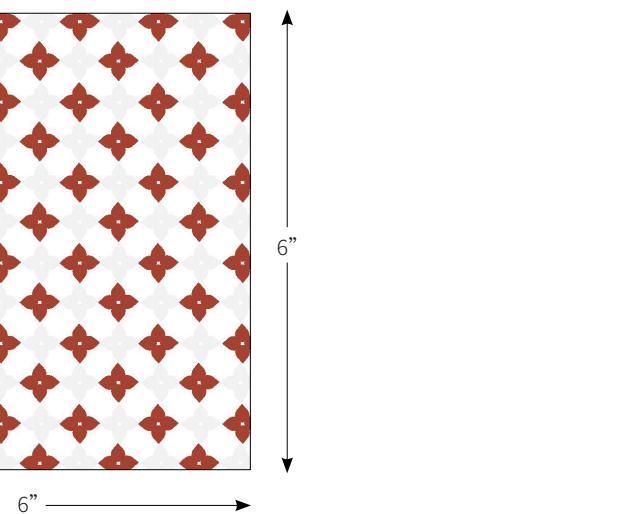
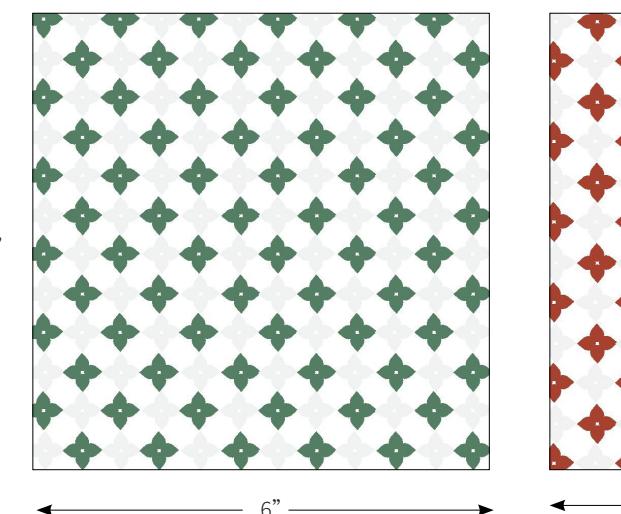
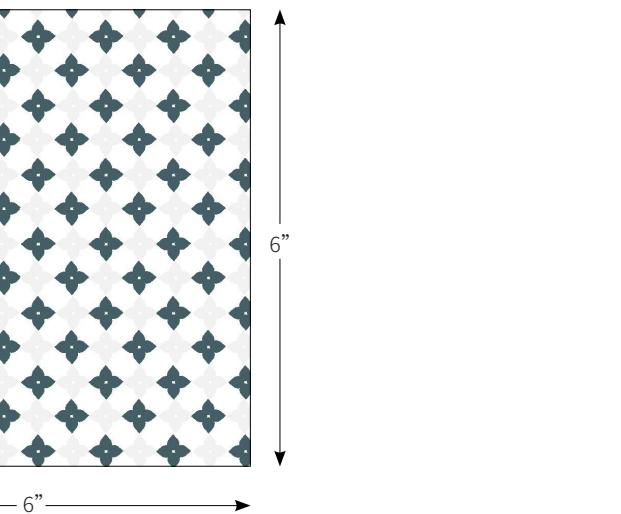
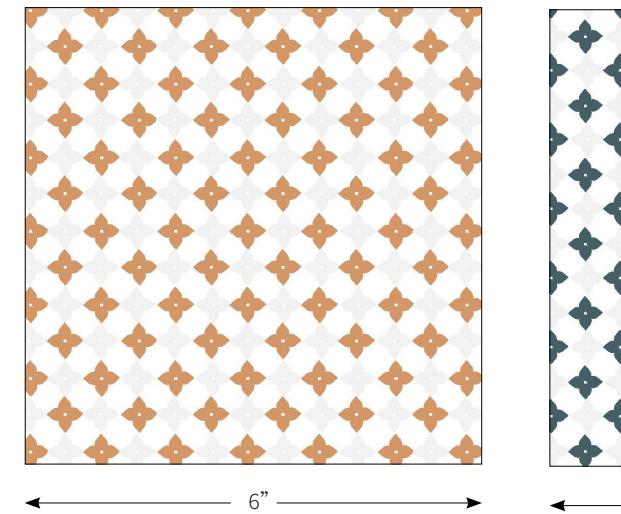
❖ Wallpaper



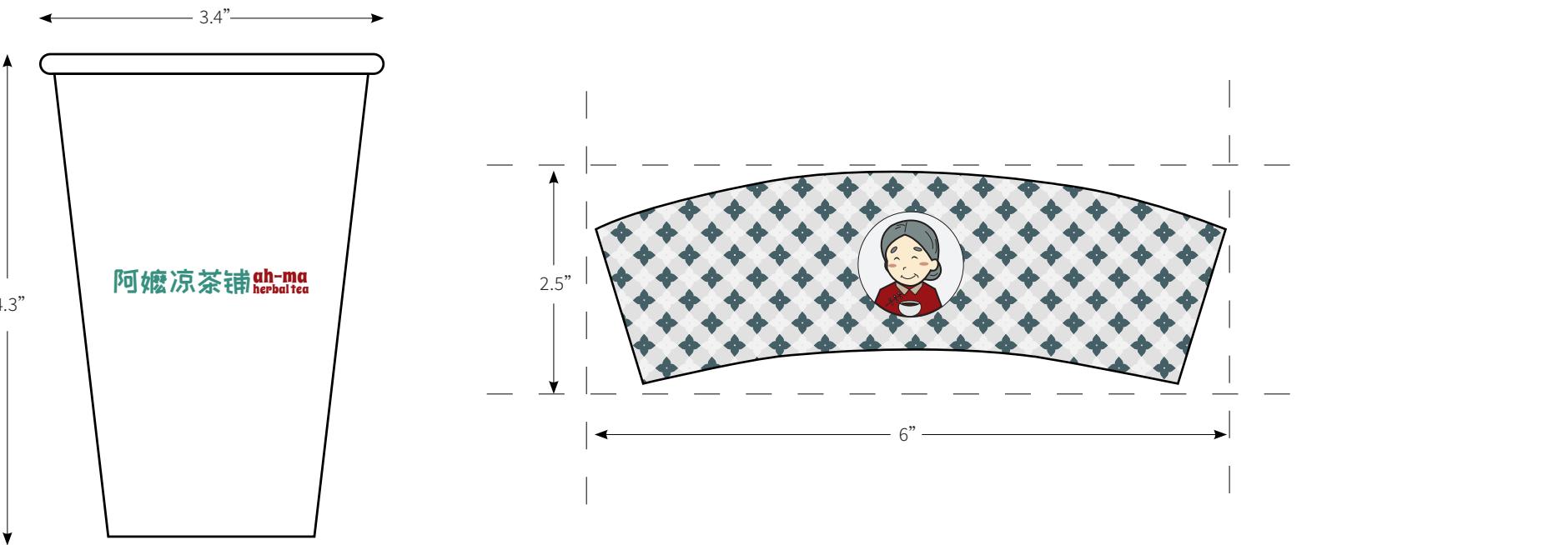
◆ Packaging bags



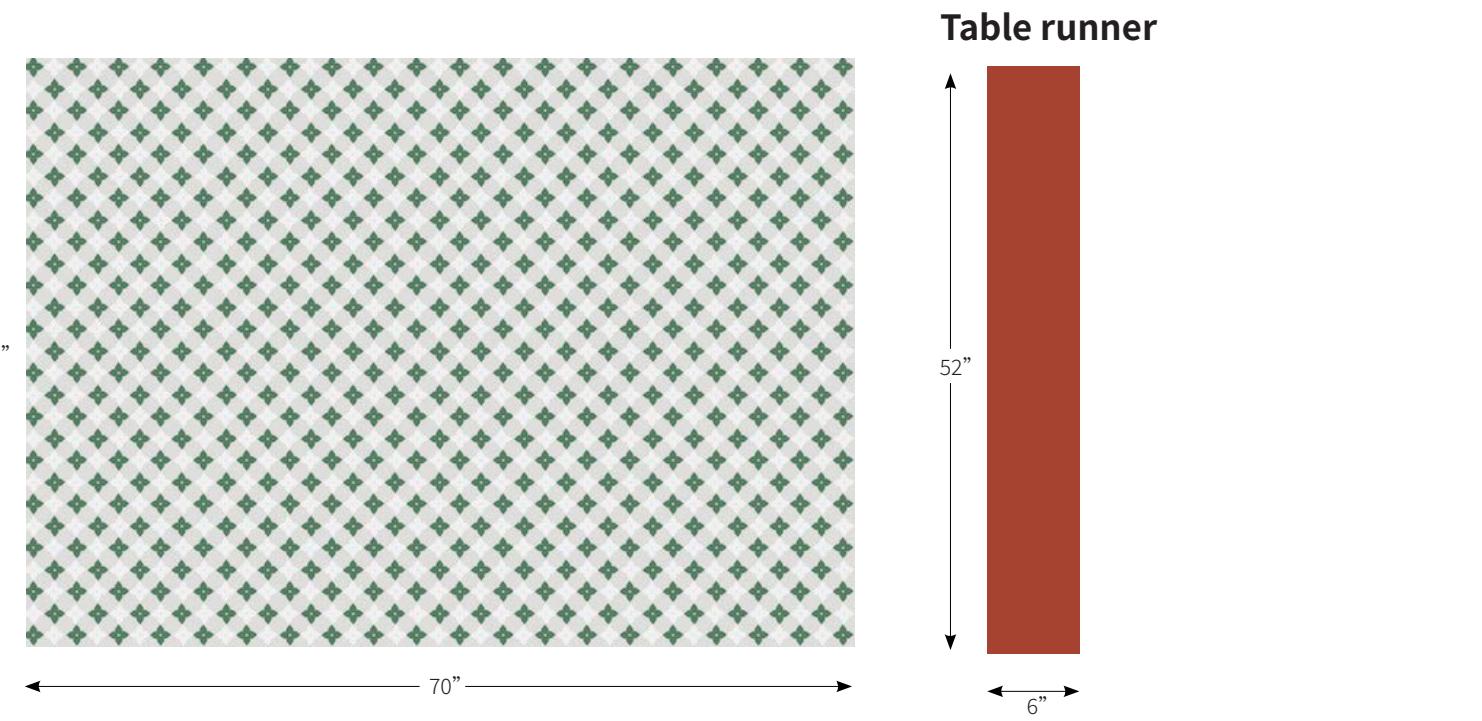
◆ Napkins



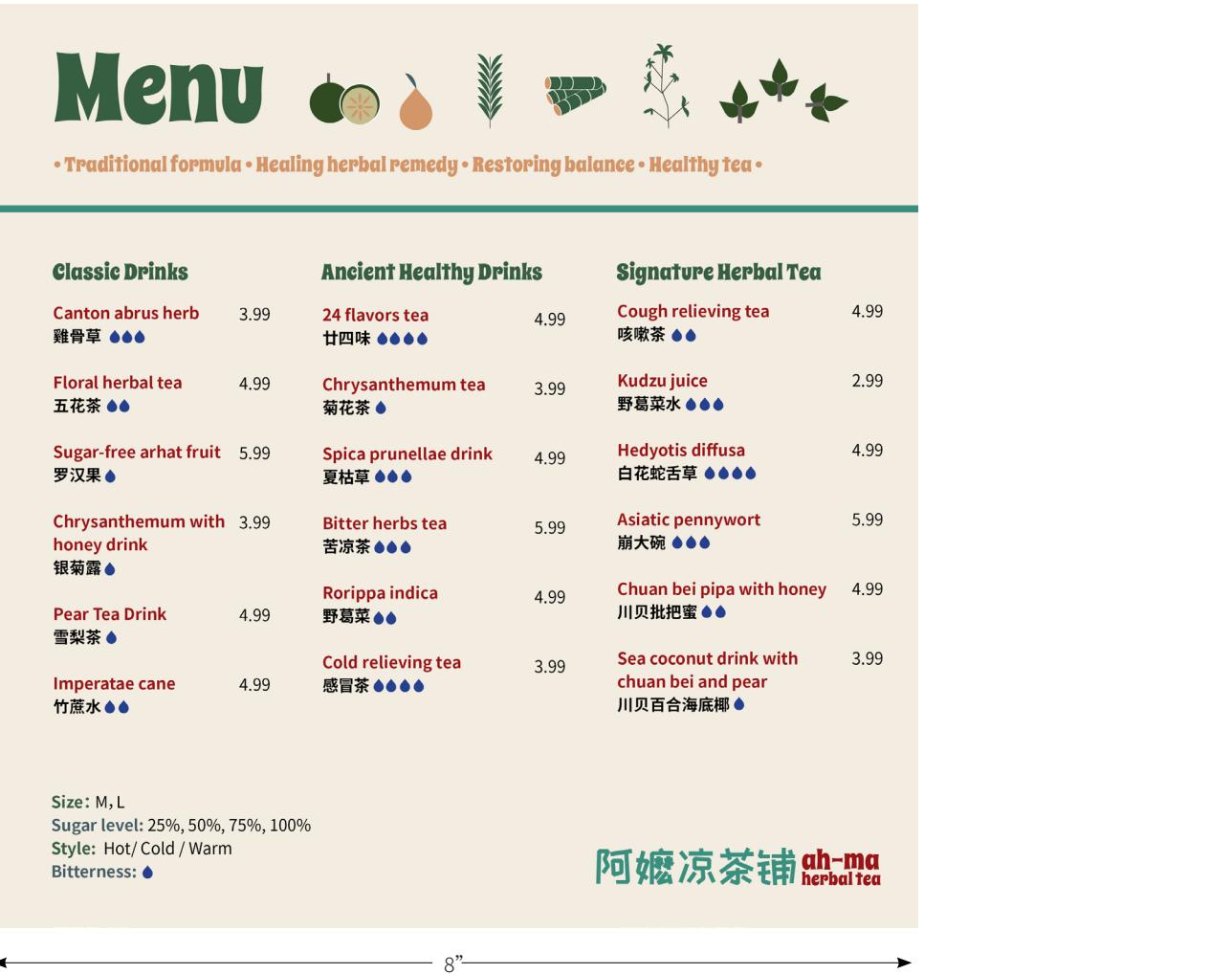
◆ Cups and sleeves



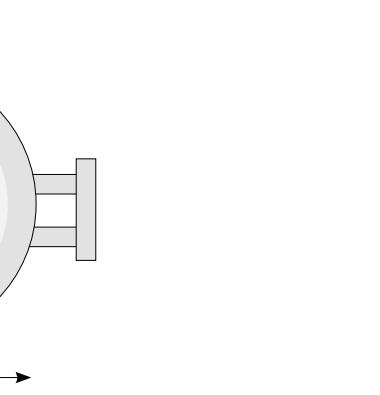
◆ Tablecloths



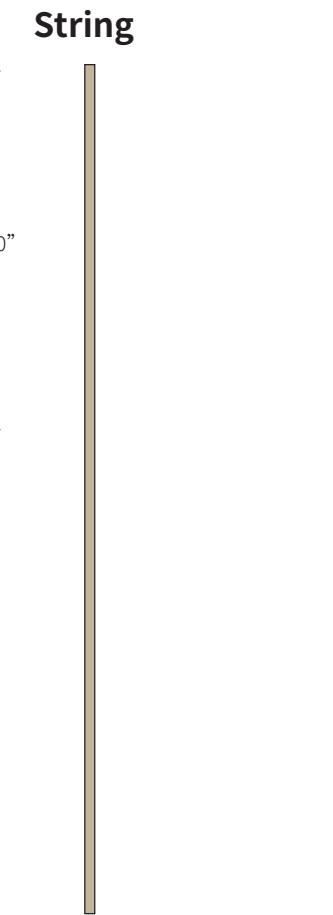
♦ Menu



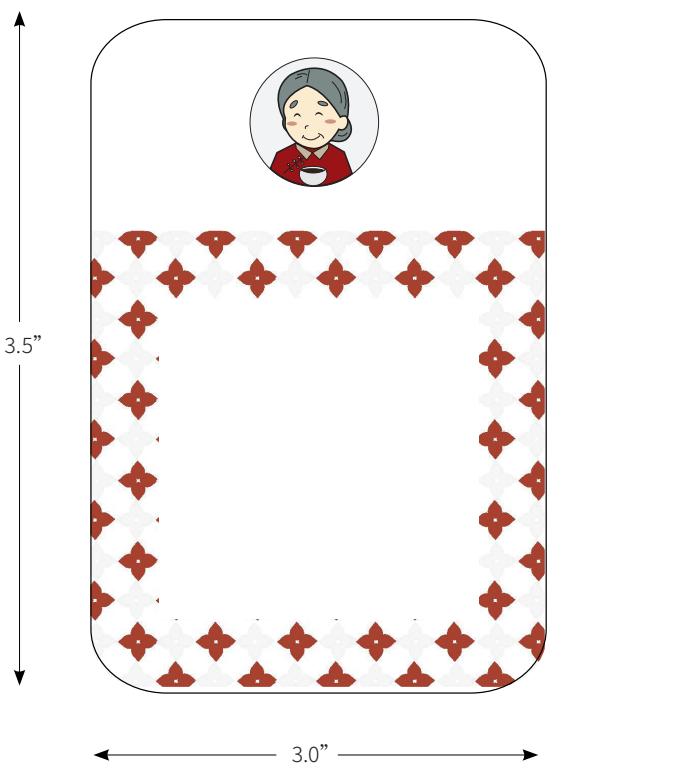
◆ Signage



◆ Herbal tea set



◆ Enamel pin



◆ Stickers



◆ Tote bags



◆ Plates



◆ Tea pot set



◆ Pop-up shop cart





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