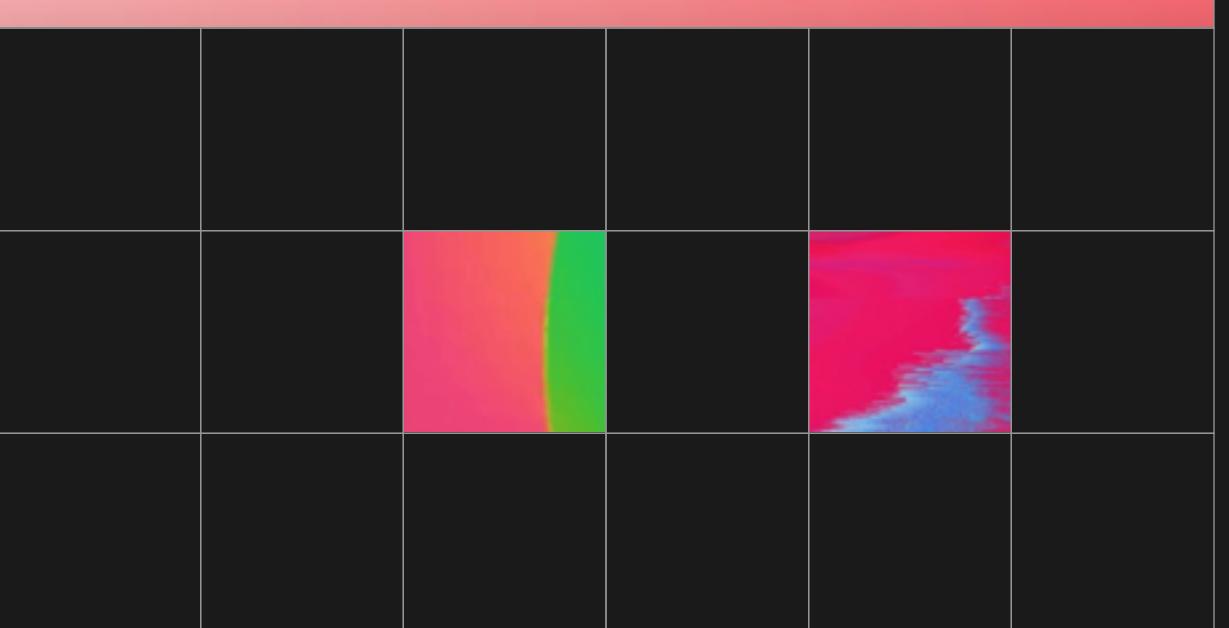
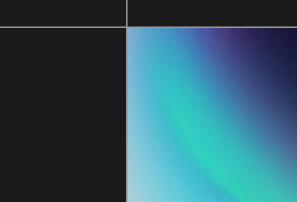
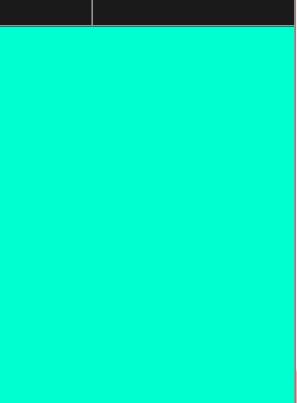
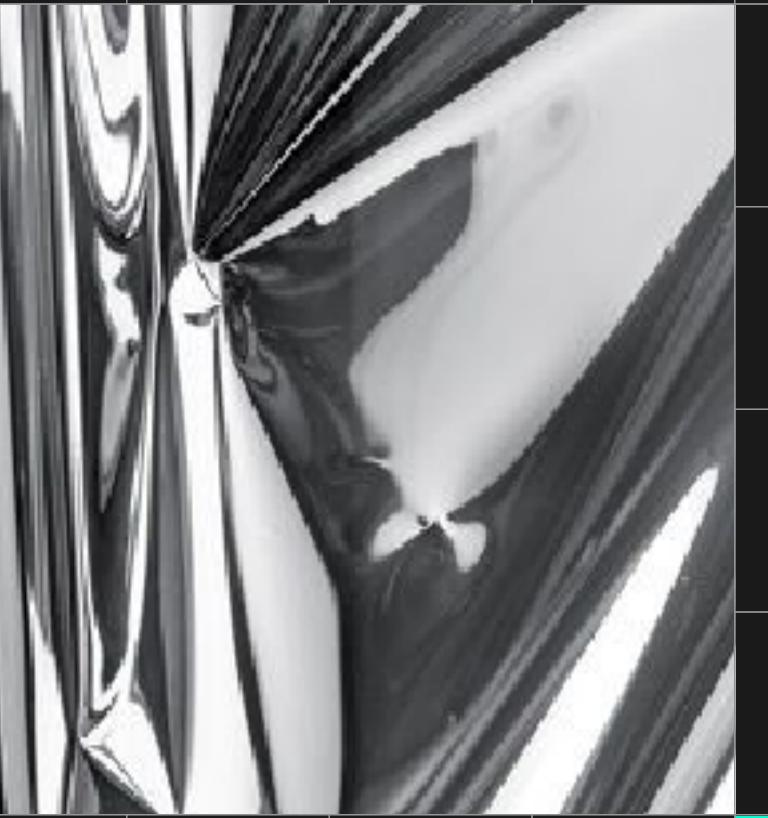
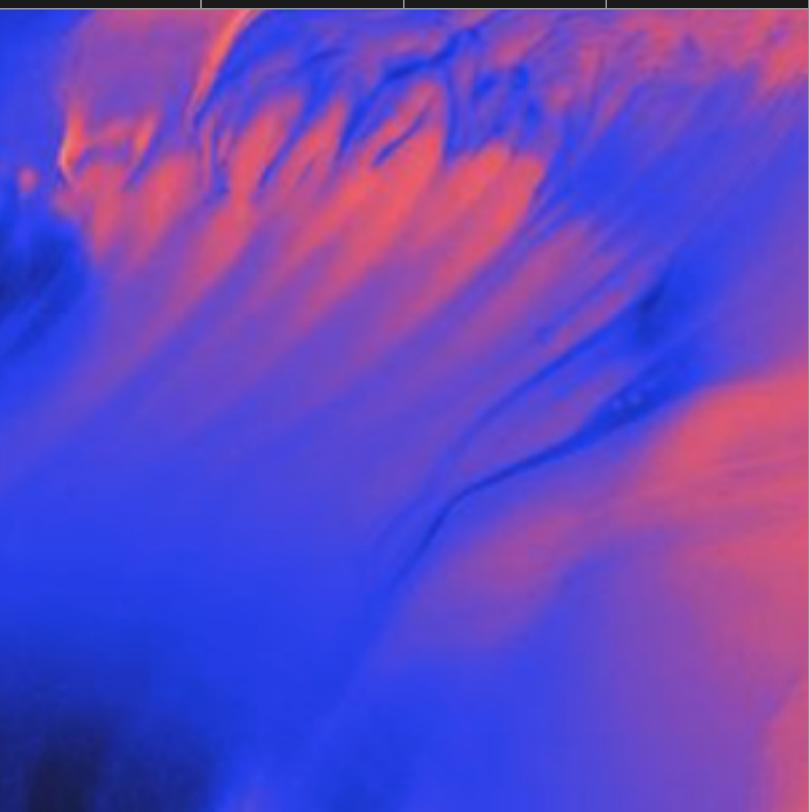




# tea.



Brand Guidelines

Confidential + Proprietary.

August 2022



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Brand Toolkit

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Typography

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Iconography

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Design System

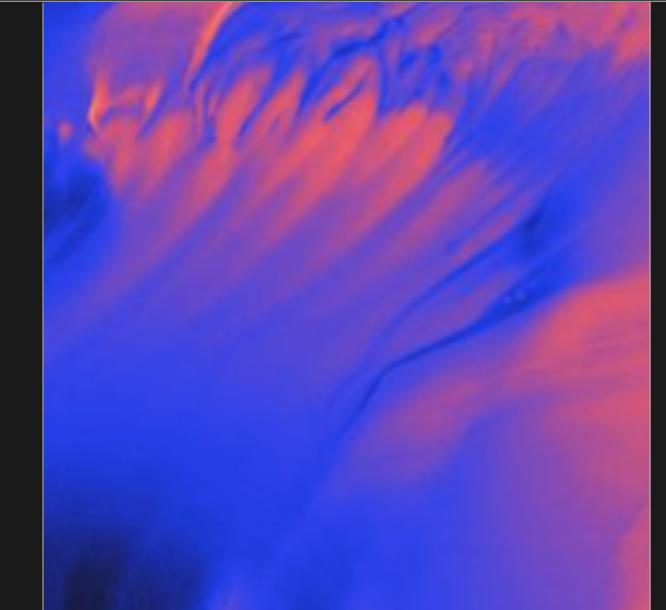
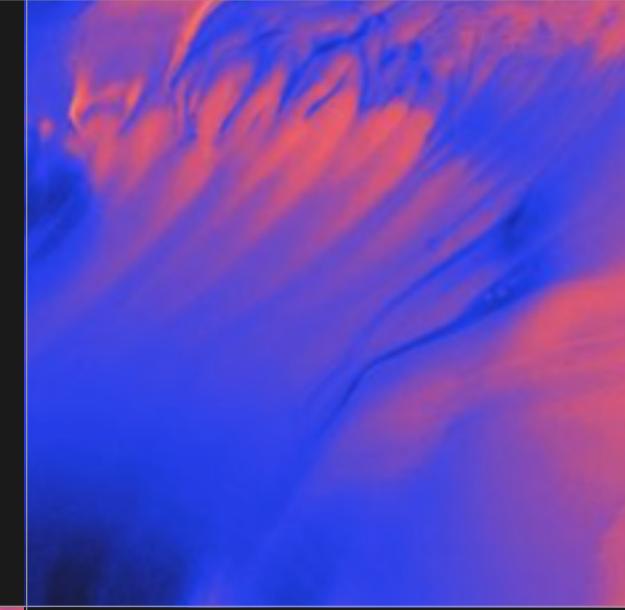
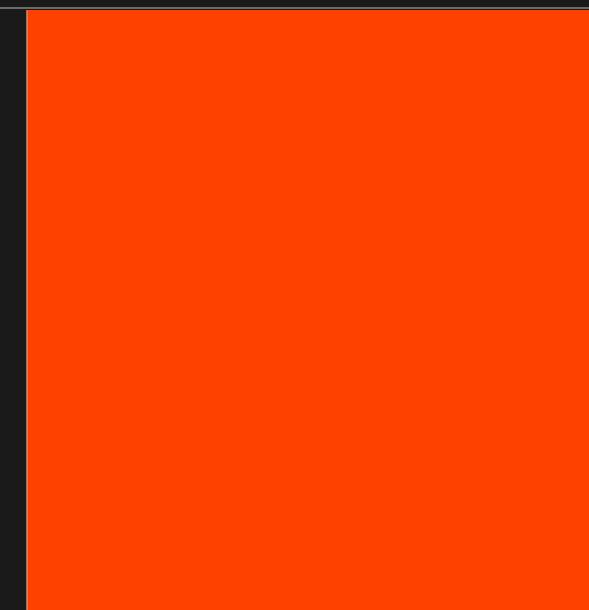
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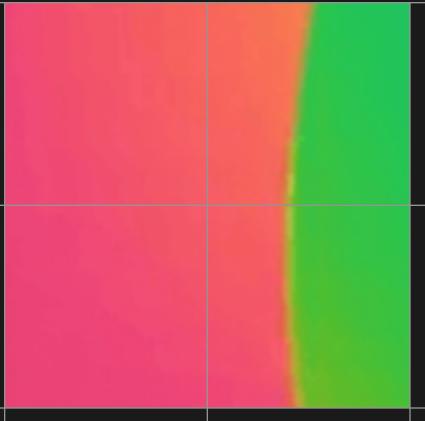
# Brand Purpose



The tools that built the internet have steeped too long. For the past two decades, big tech has made trillions off the generosity of visionary developers and web pioneers... never thanking, never mentioning, and certainly never paying. At tea, we're brewing something to change that by enabling developers (you) to continue doing what you love, while earning what you deserve.

For more than twenty years the Internet has been built upon the fruits of freely available open source. Whenever a project enabled new functionality it was (whether desired or not) added as a new brick in the tower of infrastructure; giving the Internet new powers and capabilities; becoming a new foundation for all the innovations that followed. The maintainers of these new bricks became thanklessly unpaid volunteers.

And so tea is revolutionizing the future of how the internet is built.



# A HIGH CONTRAST LOOK + FEEL

The ability to be future-focused and evolve should be reflected in the brand's appearance. The brand should appear as visually impactful as the bold, progressive change brought on by web 3.0. It's not traditionally techy... it's ultra modern, brutalist and designed to be intriguing. A balance of smart and fun.



## Design Principles

While not exhaustive, these principles should be considered and used as a guide when generating these branded design materials.

High contrast in scale

Bold use of color

Neatly organized in layout

Modern and smart in execution

# Core Brand Elements

The examples on this page highlight the core design elements.

## GRIDDED LAYOUTS:

The entire layout should be held together by a square, responsive grid system. The grid should adapt itself to whatever content it is framing but all content should align to the grid.

## BACKGROUND COLOR:

The majority of backgrounds should lean either black or white in order to add balance to the vivid nature of the photography.

## PHOTOGRAPHY:

Striking AI rendered art intended to stimulate thought and intrigue.

Logomarks →

Headlines →

Grids →

AI Generated Art →

Large Playful Iconography →

Cover Art →

Tickers + Tables →

**KEEP WHAT IS YOURS**

The revolution is here.  
We're calling on all open-source devs to authenticate their Github with tea.

PACKAGES:

▼ ALL BY AUTHOR ▼ SEARCH Q

gluemotion  
mohawk.69

mp3wrap  
grz2003

soundtoys  
craig\_d

V2.35 > x45 installs DETAILS

V7.25 > x32 installs DETAILS

V1.08 > x21 installs DETAILS

SHOW MORE (26)

ITION IS HERE: 1963 total developers authenticated with tea ---> 06.07.22 / 10.44am [GMT] + THE REVOL

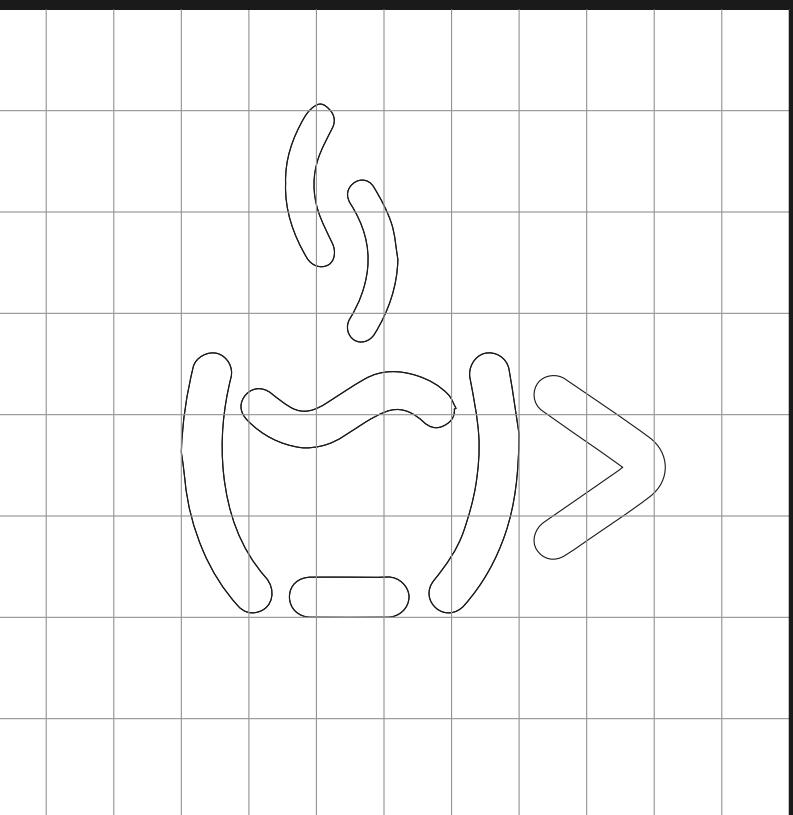
# Teacup Logomark

The teacup logomark is the hero brand design element.

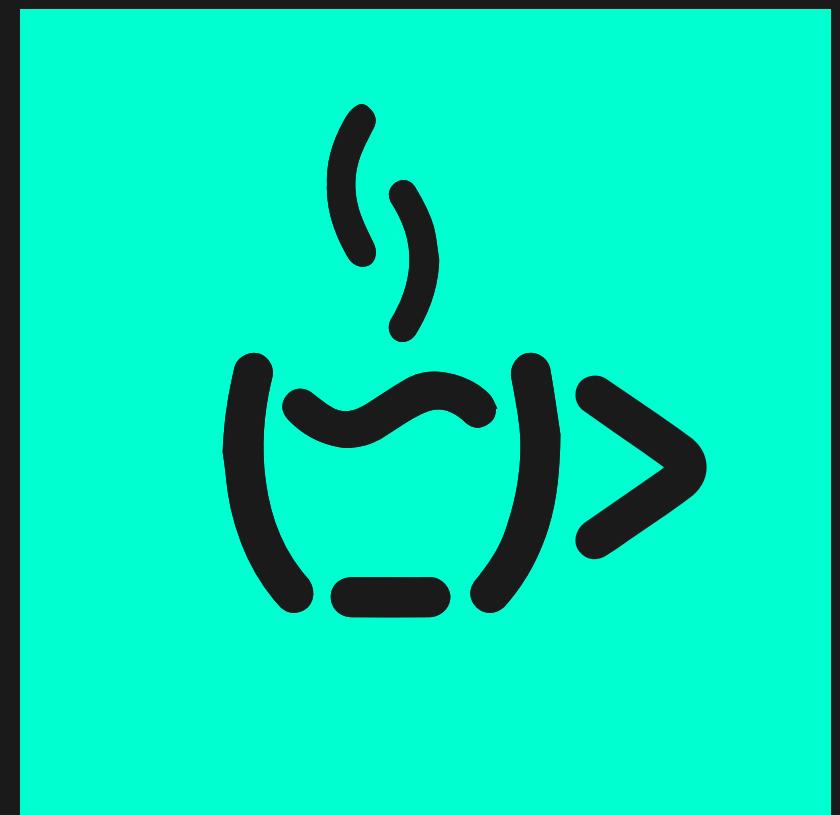
This logo should always be presented within the construct of a square.

The background of the square container can and should be filled with organic, animated textures inspired by our photography and color palette.

The teacup may be presented on its own without the wordmark so long as the word “tea” exists somewhere else within the layout.



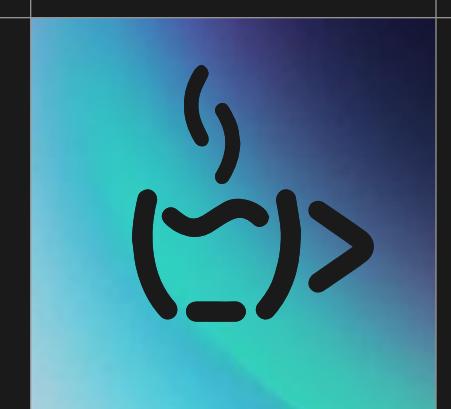
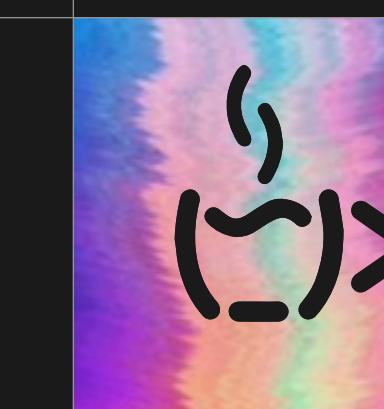
PROPER SPACING



LIGHT BACKGROUND USAGE



DARK BACKGROUND USAGE



## Wordmark

The “tea.” wordmark is considered a secondary mark. If the word “tea.” is presented elsewhere within the design (such as a headline or a URL), it’s not necessary to include this mark.

The wordmark does not need to be locked up with the teacup logo if the layout space allows for them to be placed separately.

Lockups should only be used in layouts with extremely limited real estate such as web banners and small scale products like pencils.

## Wordmark Color Treatments



**tea.**

LIGHT BACKGROUND USAGE



**tea.**

DARK BACKGROUND USAGE

Avoid using a lockup wherever possible.

Always hero the teacup logomark.



## Lockup Treatments

Only use the lockup in placements where design space is extremely limited.



# Typefaces

The core brand fonts are PP Neue Machina Light and Sono Light.

PP Neue Machina is the primary brand font. It should be used to lead communications. All headlines and large scale text should use this typeface.

Sono light should be considered a support font. At smaller scales, it is more legible than PP Neue Machina. It should be used for all body copy, labels and other small scale text.

PP NEUE MACHINA – LARGE TEXT / HEADLINES

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 1 2 3 4 5 6 7 8 9 0 ? ! @ # \$ % & +

SONO LIGHT – SMALL TEXT / BODY COPY

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj	Kk	Ll	Mm					
Nn	Oo	Pp	Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz					
1	2	3	4	5	6	7	8	9	0	?	!	@	#	\$	%	&	+

# Tone + Personality

## PERSONALITY OF TYPE

The typesetting should be highly organized and inspired by Swiss design.

The hierarchy of type should be determined by scale, not weight. While the number of different point sizes are best kept to a minimum, the difference between the point sizes should be extreme.

Avoid using bold weights.

**TONE**  
We inspire action with truth.  
We speak practically, irreverently, and with urgency based on first-hand experience.

**BEHAVIOR**  
We're leading a revolution by exposing injustice, galvanizing a community of inventors and artists, and educating the masses.

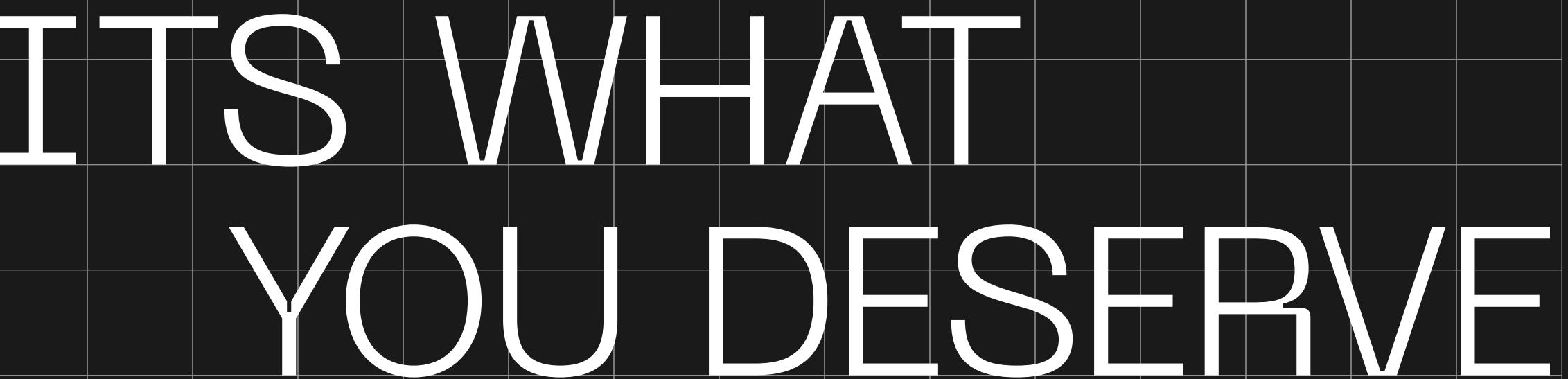
HEADLINE TREATMENT  
FONT: PP NEUE MACHINA  
Leading: 100% of Pt Size  
Tracking: -20 Metric

Case: Can be Sentence-Case or All Caps

To ensure the text baselines align with the grid, pt size and leading should be exactly 100%, 200% or 300% of the height of one grid box.

BODY COPY TREATMENT  
FONT: SONO LIGHT  
Leading: Auto – 5/6 of Pt Size  
Tracking: 0 – Auto

Icon Integration



A VISION FOR THE FUTURE:

## TOKEN REWARDS

Through tea, open-source contributors are rewarded with our flagship token relative to aggregate usage and sweat equity. Now, devs are able to monetize their generosity.

UTION IS HERE: 1963 total developers authenticated with tea ---> 06.07.22 / 10.44am [GMT] +

OPEN-SOURCE  
↓ INSTALL

## DE-CENTRALIZED

web3 turns the “Jenga” game back into a tower of stable bricks. By putting everything on-chain, we’re ensuring that entire stacks will no longer sit at the mercy of sole developers.

↳ SHOW MORE

# Tables

Our typographic principles also apply to tables and infographics.

Scale and placement should be used to lead visual contrast before scale and weight.

All tables and infographics should be highly organized, and inline with the larger grid system.

PACKAGES:

▼ ALL BY AUTHOR ▼ SEARCH Q

Grid  List  Thumbs

package	version	installs	last update
gluemotion	v2.35	> x45 installs	
mp3wrap	[UPDATED NOW] v7.25	> x45 installs	
soundtoys	v1.08	> x32 installs	
heatshrink	v17.5	> x21 installs	
demanitestowall	6 installs	v1.1 ----> 26.05.22	
zerograv	5 installs	v3.0 ----> 26.05.22	
wraplens.tester	3 installs	v4.5 ----> 26.05.22	
mxcl notes	v1.1 ----> 26.05.22		
various	v1.1 ----> 26.05.22		
 studiojudge	Joined 14.05.22	↳ (01)	
 grzzlr2003	Joined 13.06.21	↳ (15)	
 bobbchay	Joined 17.02.21	↳ (43)	

## Icon Integration

As a nod to the science-forward, techy nature of the brand, iconography can and should be used playfully with the typography.

Tea icons are best presented at a large scale.

They can be used as decorative elements within headlines or as wayfinding elements.

Icon designs should be simple, mono-line and thin in stroke weights.

Stroke weights should optically align to the cap-height of the text they are locked up with.

equitable  
→ open  source  
for web3

OPEN-SOURCE  
 INSTALL

↳ SHOW MORE

SEARCH 

+ ANALYTICS

## Icon Reference Library



# Core Brand Palette

The swatches on this page demonstrate our core brand palette and hierarchy.

**Backgrounds:**  
The majority of backgrounds should use Soft Black or White. Dark and light gray should be used to create differentiation in digital spaces.

Grid grey should be used to colorize all background grids.

Teal should be considered the lead brand color when it comes to highlighting content.

Purple and Orange can be used as secondary highlights in order to provide more differentiation.

## Teal

#00ffd0  
00 255 208  
006 00 042 00  
PMS 3258c

Do not pair with white text

## Soft Black

#1a1a1a  
026 026 026  
10 05 05 100  
PMS Process Black C

## Dark Gray

#4d4d4d  
077 077 077  
00 00 00 85  
PMS Cool Gray 11C

## Grid Gray

#949494  
148 148 148  
00 00 00 50  
PMS 423C

## Light Gray

#e1e1e1  
225 225 225  
00 00 00 12  
PMS Cool Gray 1C

## White

#FFFFFF  
255 255 255  
00 00 00 00  
Paper

Do not pair with Teal backgrounds.

## Purple

#8000ff  
128 000 255  
73 79 00 00

## Orange

#ff4100  
255 065 000  
88 100 00 00

## Tertiary Colors

When designing tea cover art, colors from this tertiary palette may be used, as well as colors from the core palette.

The color chosen should be the one that best complements the background artwork.



Pink

#ff7ba7  
255 123 167  
66 07 00 00  
PMS 204C

Magenta

#ff00ff  
255 000 255  
27 82 00 00  
PMS 675C

Blue

#2675f5  
038 117 245  
78 56 00 00  
PMS 660C

Green

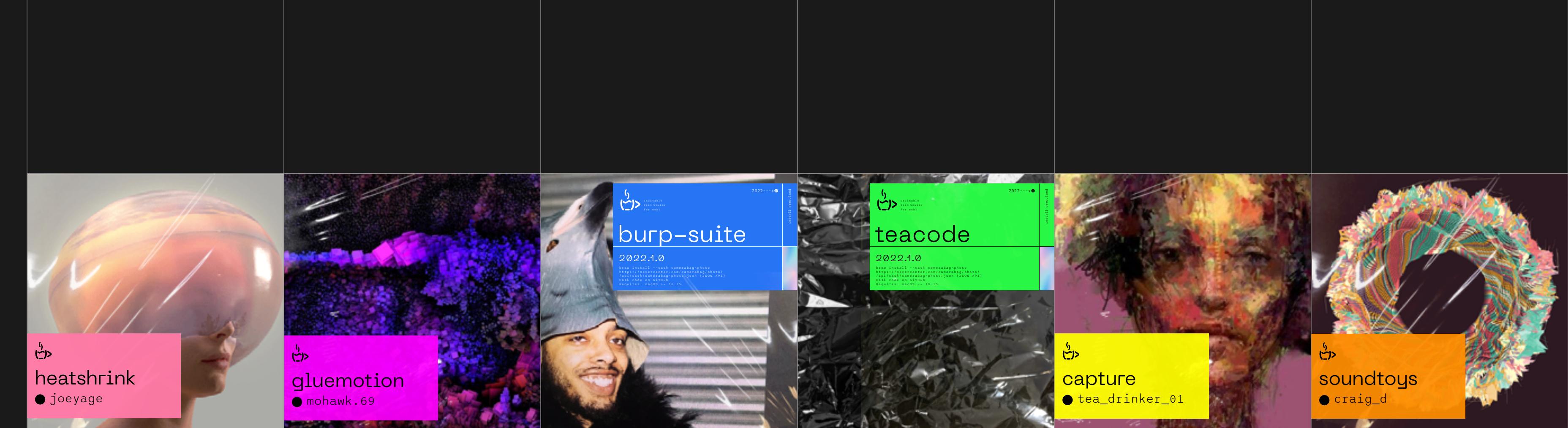
#29f746  
178 255 000  
61 00 100 00  
PMS 360C

Yellow

#ffff00  
255 255 000  
07 00 96 00  
PMS 3945C

Tangerine

#ff8e00  
255 142 000  
00 53 100 00  
PMS 1375C



## Using the Grid

All designs should be driven by a responsive, square grid system.

The grid should be used to bring organization, balance and logic to the design, however; it should never be used in stiff, limiting ways.

To ensure the text baselines align with the grid, pt size and leading should be exactly 100%, 200% or 300% of the height of one grid box.



# Using the Grid

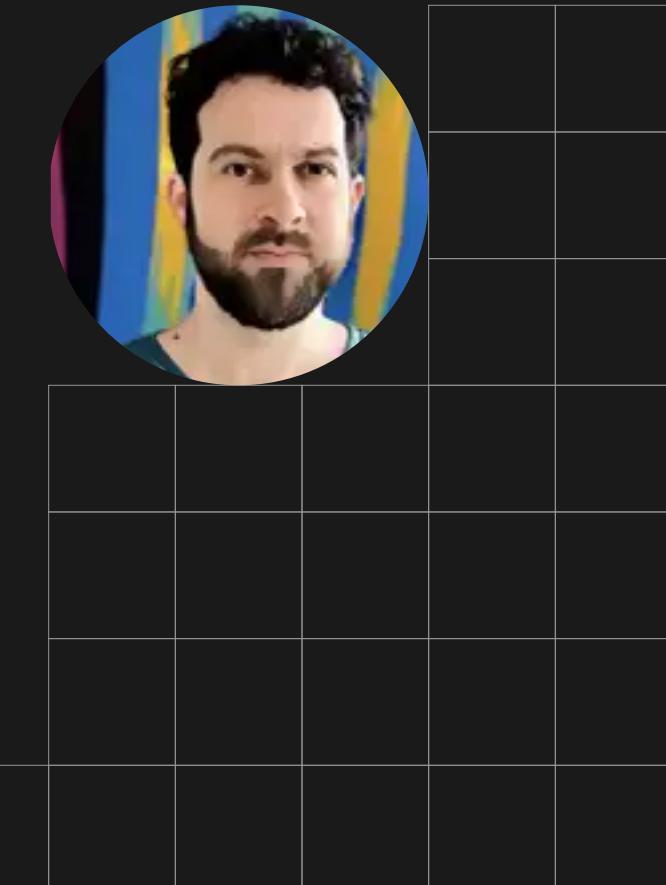
Grids should playfully adapt to and highlight content. They should never constrict the content. They should always maintain a square architecture.

# KEEP WHAT IS YOURS

For more than twenty years the Internet has been built upon the fruits of freely available open-source. Whenever a project enabled new functionality it was (whether desired or not) added as a new brick in the tower of infrastructure; giving the Internet new powers and capabilities; becoming a new foundation for all the innovations that followed.

The maintainers of these new bricks became thanklessly unpaid volunteers.

A VISION FOR THE FUTURE:



## IMAGERY

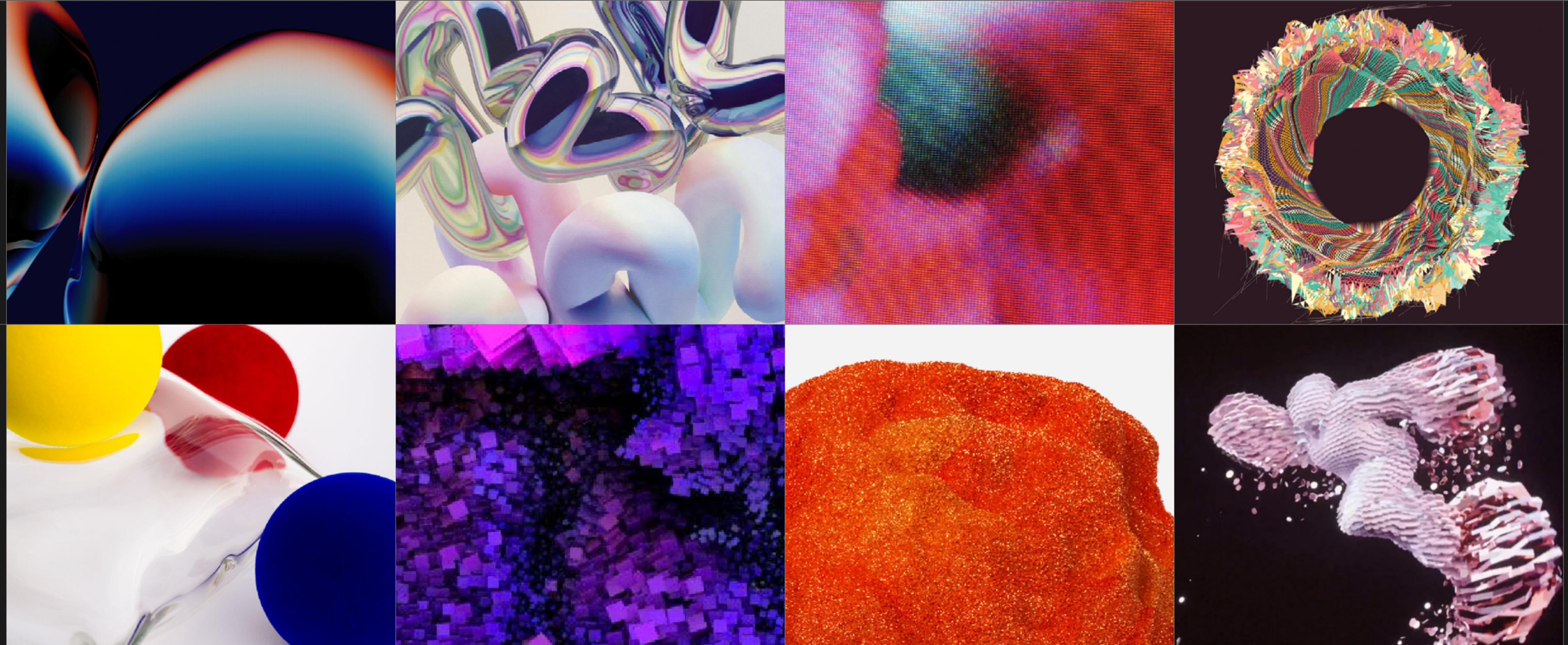
### AI Rendered Art + Photography

The imagery we choose should be bold and impactful in order to balance out and illuminate the gridded backgrounds. The visuals should be unexpected and striking. Use imagery that provokes thought and intrigue.

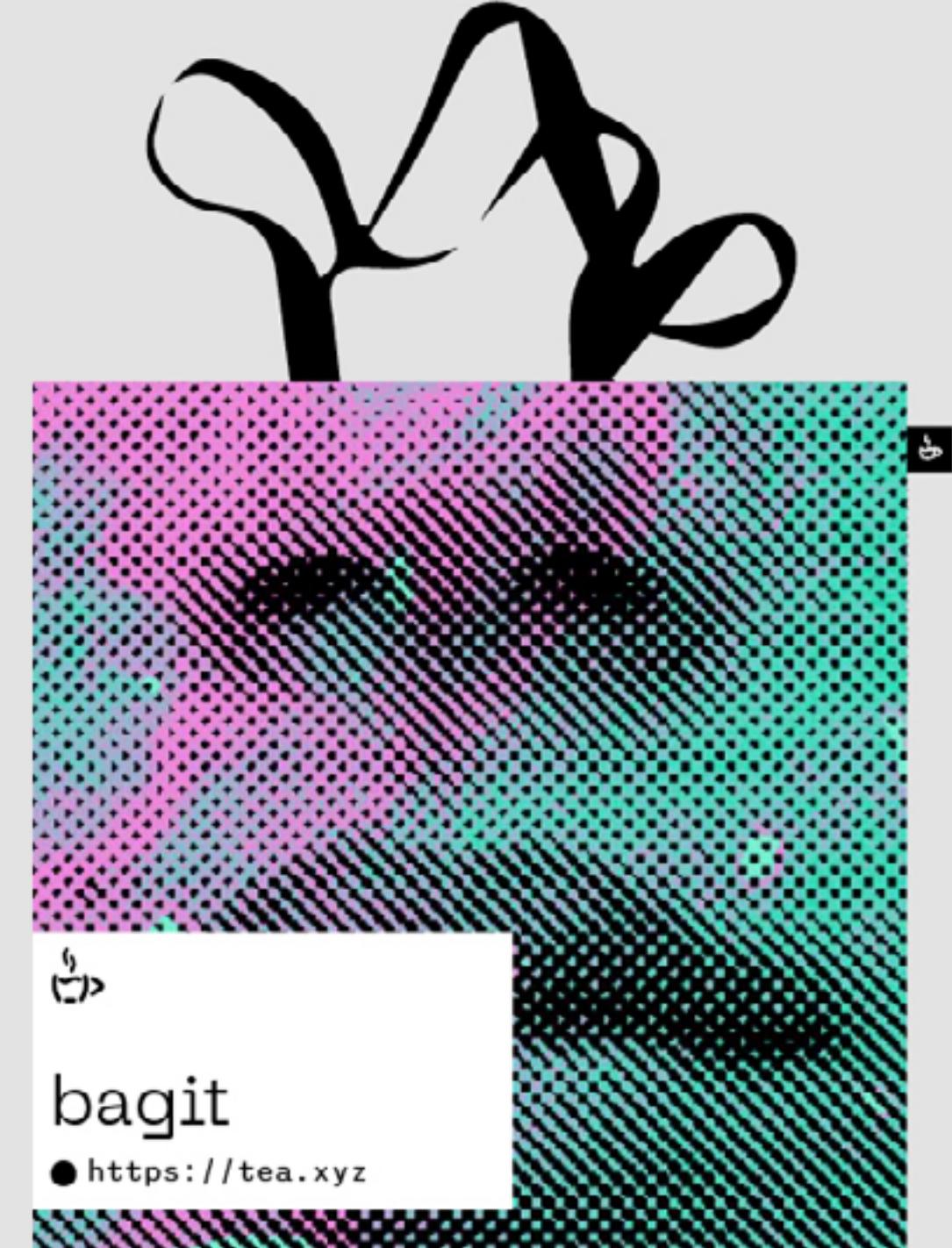
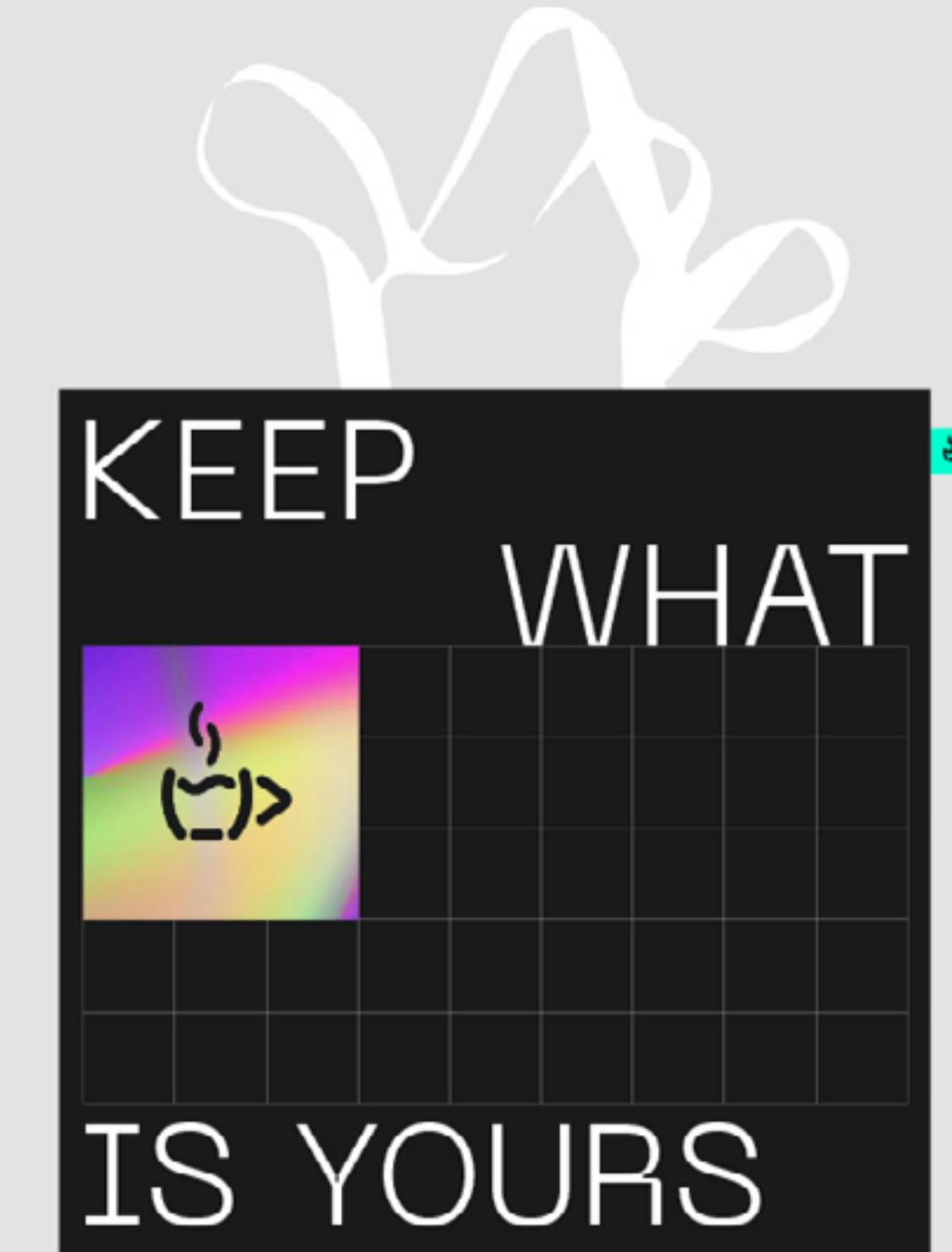


## AI Rendered Art + Photography

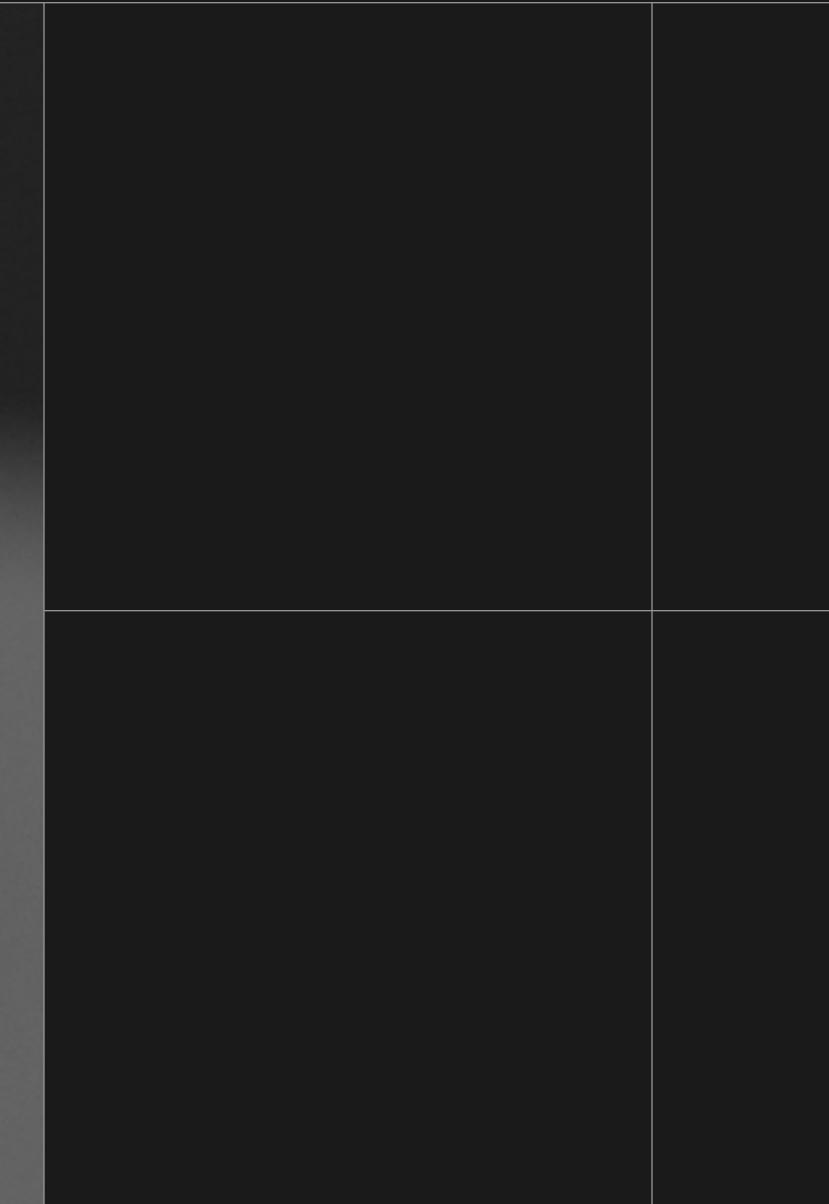
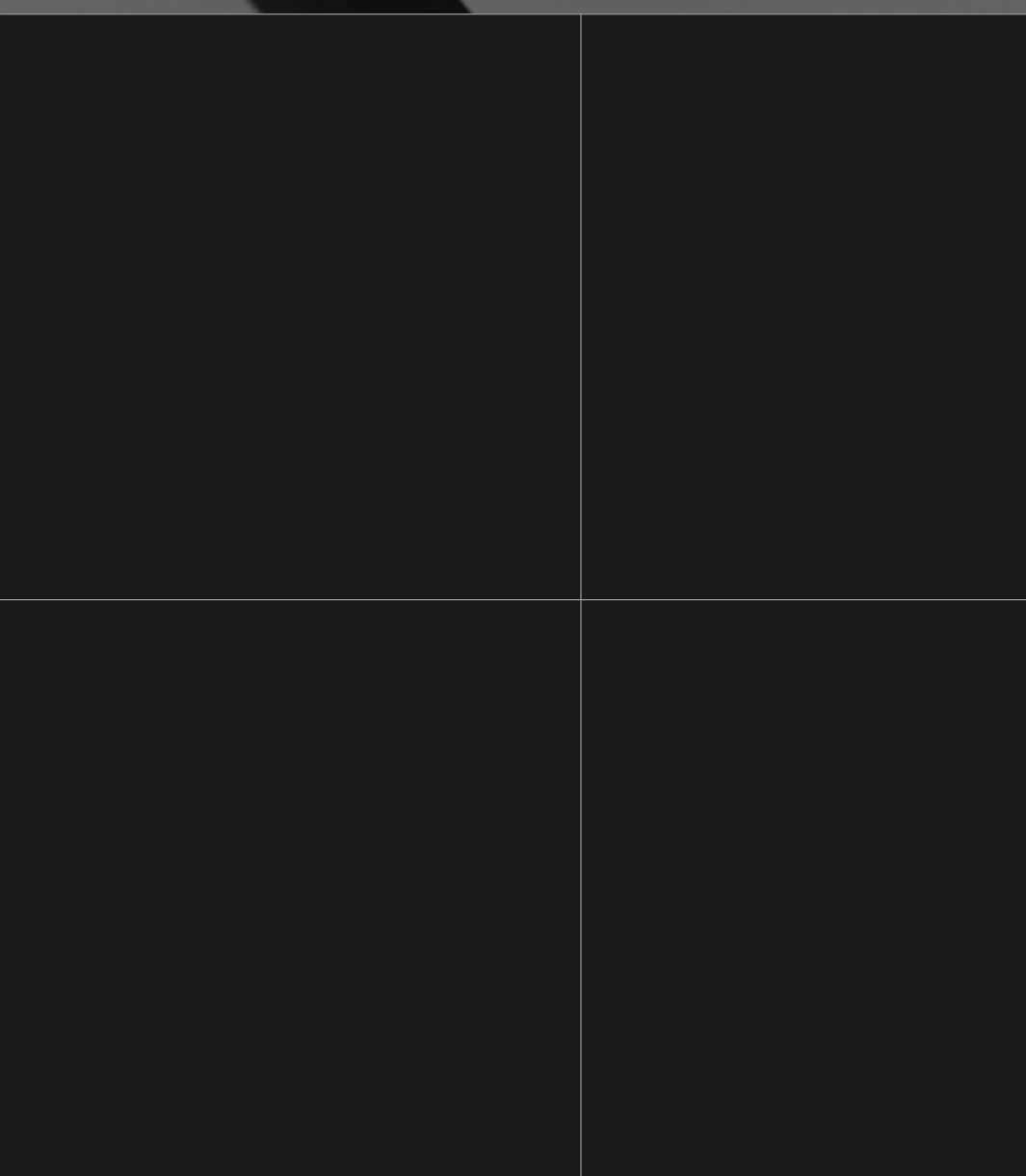
Simple abstract shapes and patterns, although artificially rendered should still feel organic and alive.



SAMPLE LAYOUTS



## SAMPLE LAYOUTS



PACKAGE TITLE:  
**soundtoys**

Created by: [craig\\_d](#)

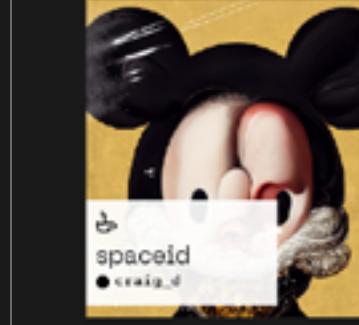
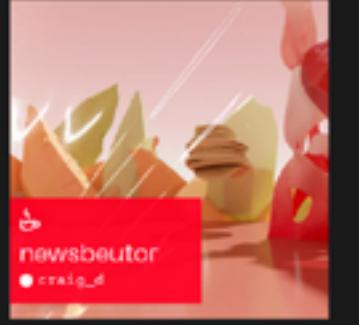
Audio Effects Plugins  
<https://www.soundtoys.com/product/soundtoys/>  
/api/cask/soundtoys.json (JSON API)

v5.3.7.16421

[INSTALL](#) + ANALYTICS

BY SAME AUTHOR:

Grid  List  Thumbs

v2.35 > x19 installs DETAILS v2.35 > x19 installs DETAILS v2.35 > x21 installs DETAILS



2022 →   
Available Open-Source Per web

**soundtoys**  
2022.1.0

brew install --cask camerabag-photo  
<https://nevercenter.com/camerabag-photo/>  
/api/cask/camerabag-photo.json (JSON API)

cask code on GitHub  
Requires: macOS ≥ 10.15

Install download

Welcome back Bayonetta\_93

Home Features Community Blog Careers

**KEEP WHAT IS YOURS**

The revolution is here.  
We're calling on all open-source devs to authenticate their Github with tea.

  Welcome back Bayonetta\_93

[JOIN](#)

PACKAGES: [▼ ALL](#) [BY AUTHOR ▾](#) [SEARCH Q](#)

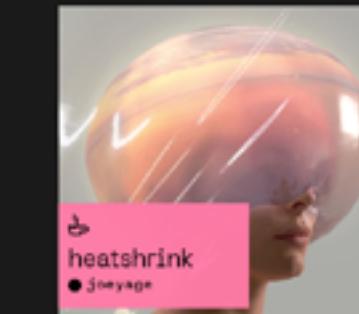
Grid  List  Thumbs

v2.35 > x45 installs DETAILS v2.35 > x32 installs DETAILS v1.08 > x21 installs DETAILS

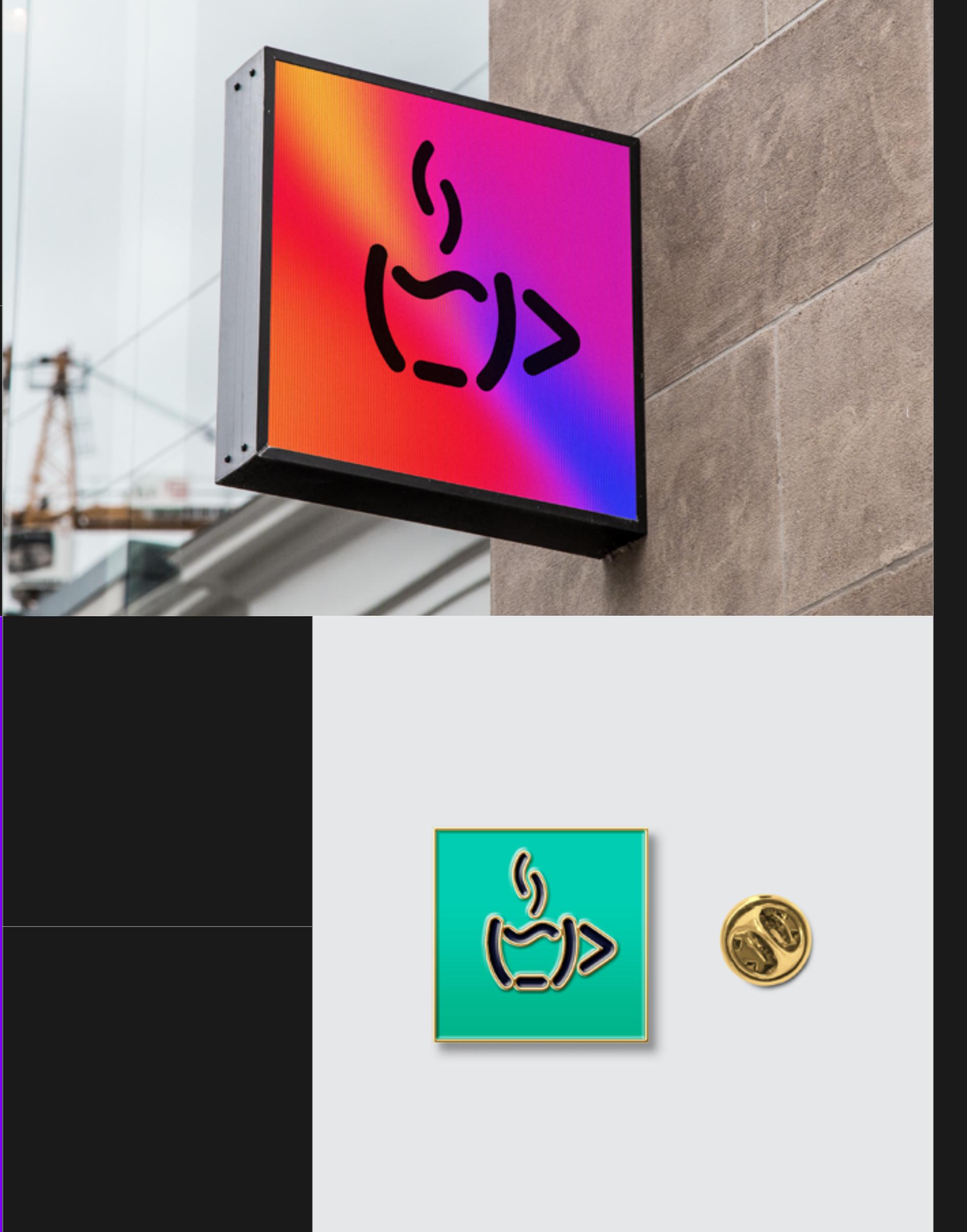
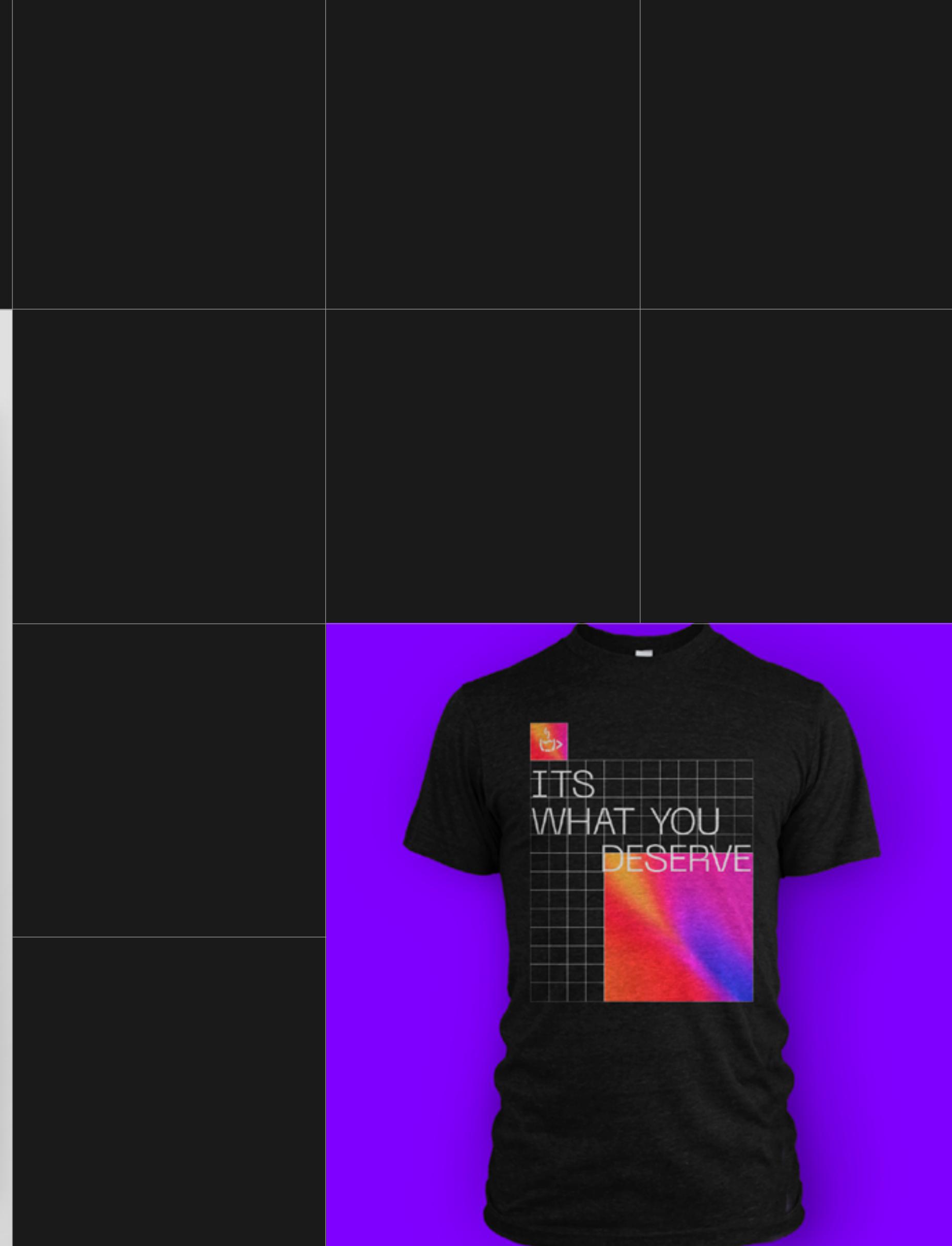
  

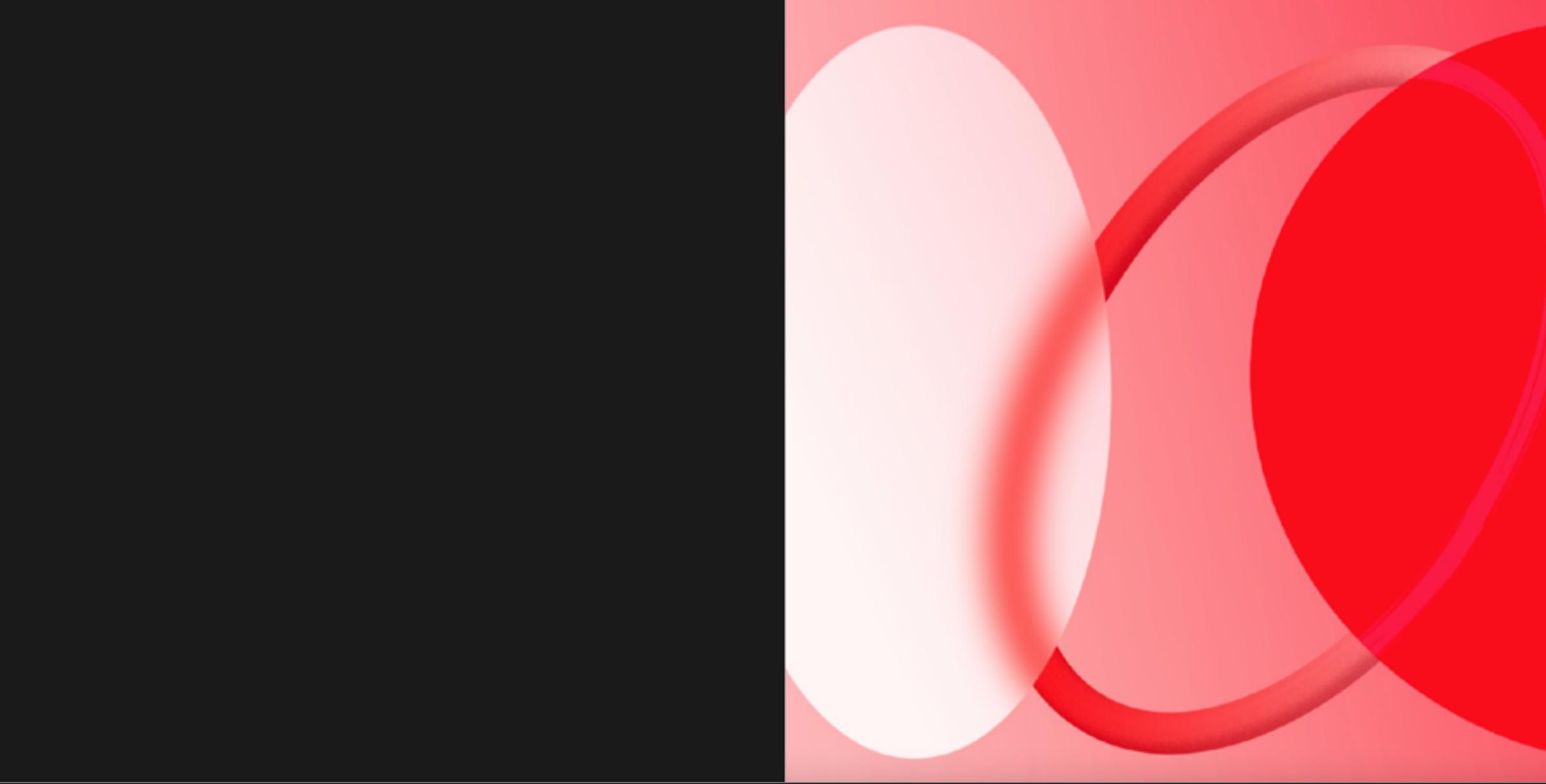
v1.5 > x19 installs DETAILS v2.35 > x13 installs DETAILS v2.35 > x11 installs DETAILS

v2.35 > x9 installs DETAILS v2.35 > x8 installs DETAILS v2.35 > x8 installs DETAILS

## SAMPLE LAYOUTS





For more information please contact:

Nick Froehlich  
[nick@tea.xyz](mailto:nick@tea.xyz)  
+1 (513) 375-2137

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