

# 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

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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