

**ROOTED**

RAW & REAL



**BRAND GUIDELINES**

# TABLE OF CONTENTS

---

BRAND ATTITUDE AND VALUES	4
MISSION	5
MOODBOARD	6
LOGO PROCESS	7
PRIMARY LOGO PROCESS	8
SECONDARY LOGO PROCESS	9
TYPOGRAPHY	10
COLOR	11
BUSINESS CARDS	12
PRODUCT PACKAGING	13
INSTAGRAM AD	14

---

## BRAND ATTITUDE & VALUES

---

RAW  
HONESTY

REAL  
FLAVOR

ROOTED  
LIVING

## MISSION

---

Rooted has one ingredient: **raw tea leaves**. That's it.  
No junk. No additives. No lies.  
We're here to provide real tea that tastes good and  
fuels your body, not poison it.

**GRUNGE | GRITTY | EARTHY | PUNK**

# MOODBOARD



# LOGO PROCESS



# PRIMARY LOGO

---



It's bold. Its sharp. And it's not perfect. Because guess what? Raw and Real is never perfect. Our logo is grounded and represents our rebellious but authentic spirit, just like our tea leaves. Inspired by punk and grunge culture, we are rooted in an honesty you just can't ignore.

# SECONDARY LOGOS

---



Alternate versions of the logo that adapt to different size/color restraints or purposes, while maintaining a gritty vibe and brand imagery. Stay Rooted no matter what, no excuses.

# TYPOGRAPHY

---

GRAVEBLADE

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

NEXA RUST SANS

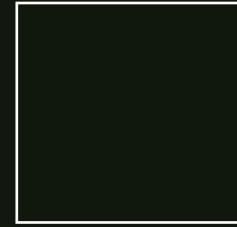
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

SOURCE SANS VARIABLE

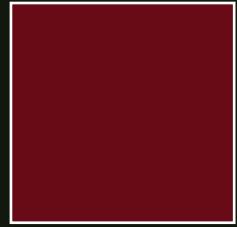
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

# COLOR

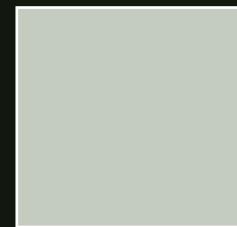
---



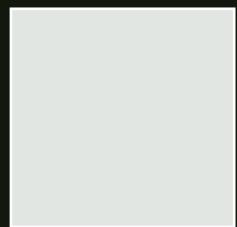
HEX: #141a0d  
RGB: 20, 26, 13  
CMYK: 23,0,50,90



HEX: #690e17  
RGB: 105, 14, 2  
CMYK: 0,87,78,59



HEX: #c5cdc0  
RGB: 197, 205, 192  
CMYK: 4,0,6,20

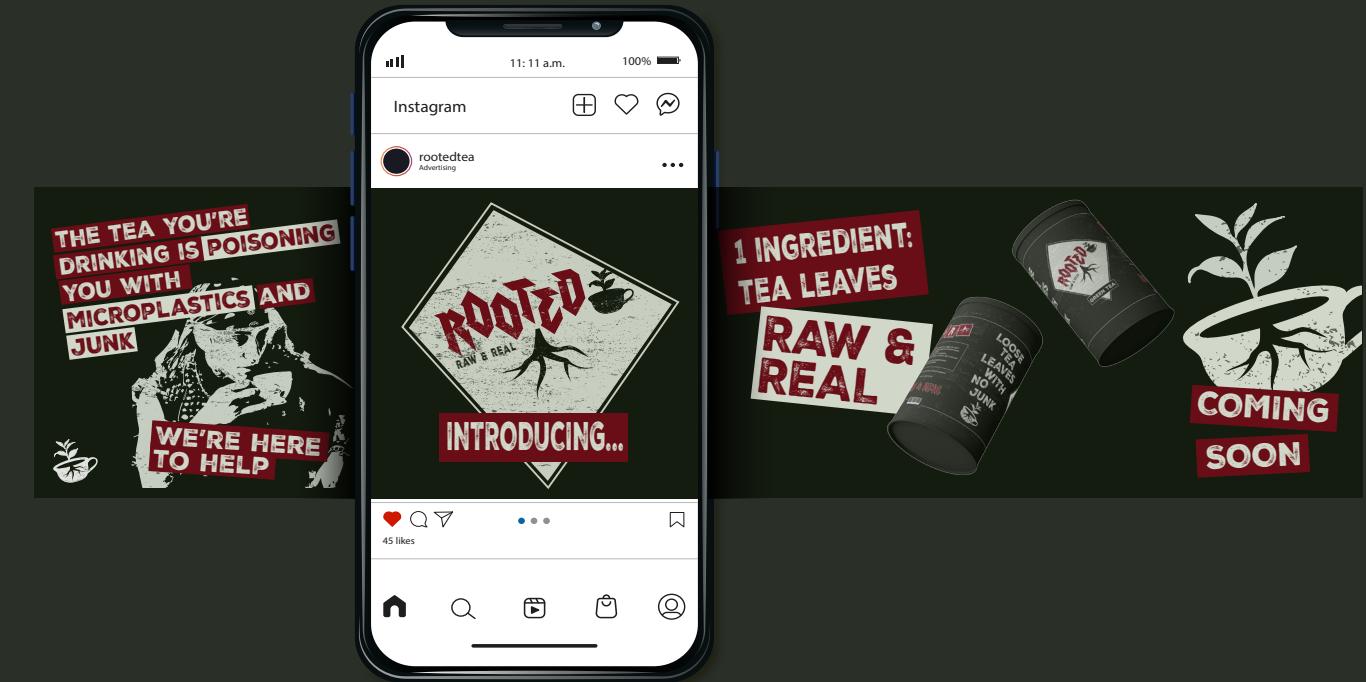


HEX: #e3e5e1  
RGB: 227,229,225  
CMYK: 1,0,2,10

# BUSINESS CARDS



# INSTAGRAM AD



# PACKAGING LABEL



# PACKAGING MOCKUP



