



YOGI Design Manual

esp. designed for the retail



Chapter 1

Logo



1.1 | LOGO

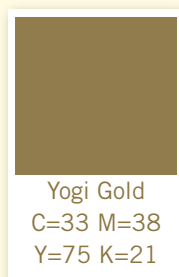
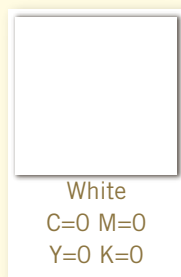
4 Colour

A new logo has been developed for the Mass Market.

There are two styles of logo; Open-Shield (for alignment to the top edge) and Closed-Shield (for 'free-floating' alignment). Packs should only use the Open-Shield logo, whereas off-pack material can use either logo.

The 4 colour logo should be used whenever the print process allows.

The use of the tagline is optional and it's wording should reflect the language of the target market (eg. German = "BIOLOGISCH", English = "ORGANIC").



Graduation used in gold Shield



Open-Shield
(for alignment
to the top edge)

Open-Shield



Wordmark

Tagline

Closed-Shield
(for 'free-floating'
alignment)

Closed-Shield



Wordmark

Tagline

1.2 | LOGO

Single Colour

The single colour logo should be used when the print process is limited to one colour.

Both the Open-Shield and Closed-Shield logos are available in two styles; Primary and Secondary. The Wordmark can also be used as a separate logo when needed (but only on off-pack material).

The Primary and Wordmark logos are used for all applications and are coloured Black with a 50% tint for the outline for overall brand applications or coloured specifically when there is a need to convey flavour (eg. Envelope). The Secondary logo is used when a tint is not available.

The use of the tagline is optional and it's wording should reflect the language of the target market (eg. German = "BIOLOGISCH", English = "ORGANIC").

Open-Shield Primary



Closed-Shield Primary



Open-Shield Secondary



Closed-Shield Secondary



Wordmark



Wordmark white on Black background



Examples of the Open-Shield Secondary logo with flavour specific colours (Envelopes).

1.3 | LOGO

Exclusion Zone

Calculate the exclusion zone by using the width of the “I” in the “YOGI” text within the logo and apply this to all sides (as shown). No other graphic element should enter the exclusion zone.



1.4 | LOGO

Size Limitations

The minimum size that the logo can be used is dependant on it's legibility and any technical restrictions in the printing process.

There is an adjusted version of the single colour logo (extra small single colour logo) available for use on very small applications (eg. Tea Tag) which has the "ORGANIC" text removed.

Example of the
4 colour logo used on
the Loose Tea Box SOP



34mm

(Can be reduced further
if technically feasible)

1.6 | LOGO

Colour Palette

Pantone



Yogi Red
PMS 1795 C
PMS 1795 U

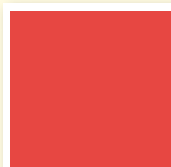


Yogi Gold
PMS 872 C
PMS 872 U



Yogi Cream
PMS 9064 C
PMS 9064 U

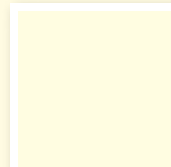
CMYK



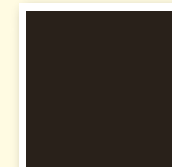
Yogi Red
C=00 M=90
Y=85 K=00



Yogi Gold
C=33 M=38
Y=75 K=21



Yogi Cream
C=0 M=0
Y=14 K=0



Yogi Black
C=0 M=0
Y=0 K=100

1.7 | LOGO

Misuse

Here are some examples of how the logo should not be used:



1. Do not use the 4 colour logo without the drop shadow.



2. Do not mis-scale the logo



3. Do not use colours not specified in the guidelines



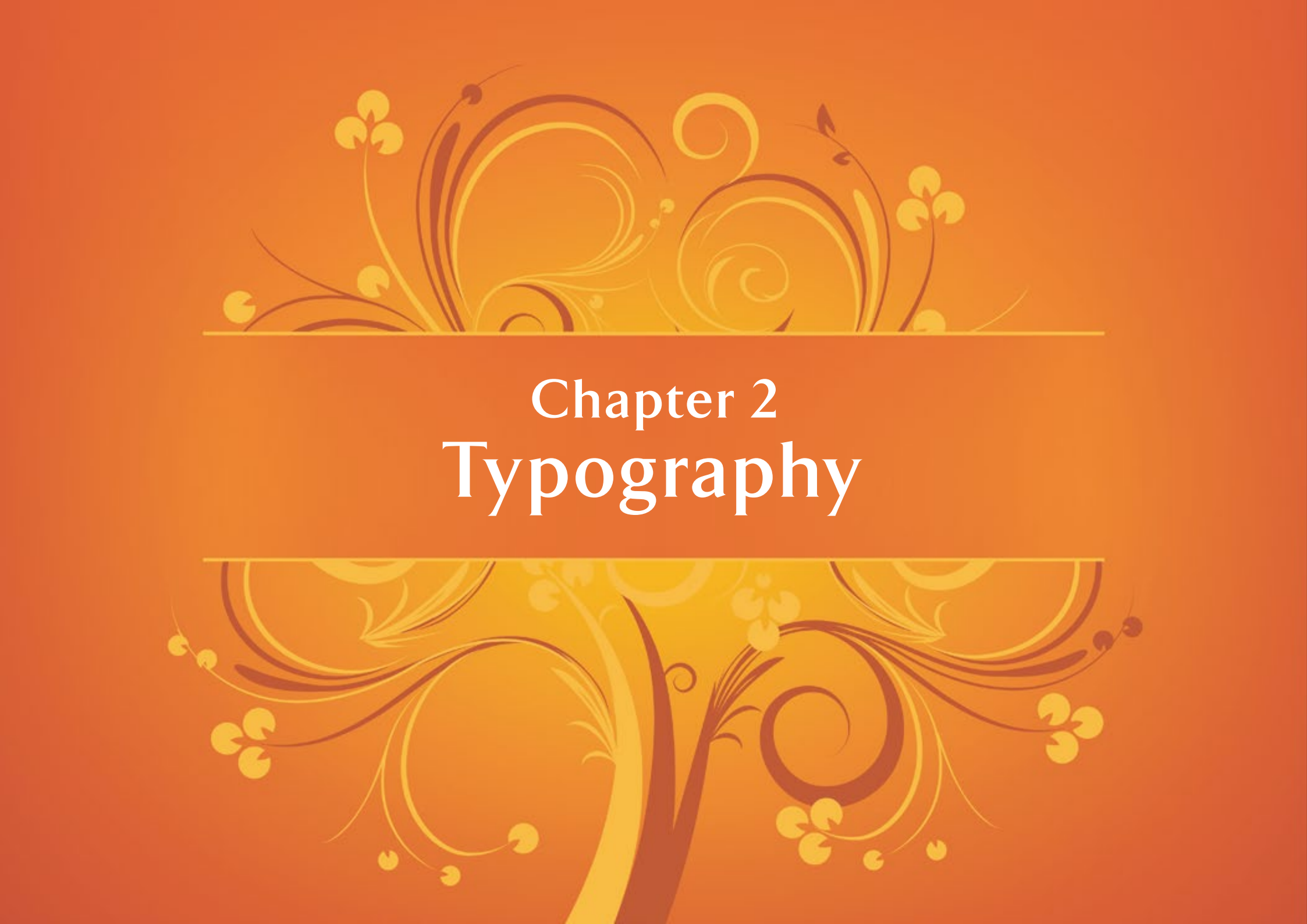
4. Do not reposition any of the elements within the logo



5. Do not angle the logo in any way



6. Do not mis-scale any of the elements within the logo



Chapter 2
Typography

2.1 | TYPOGRAPHY

Font

Arrow Bold – Used for product names

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic Bold Condensed No.20 – Used for front of pack descriptors

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic Medium – Used for ingredients copy/BOP copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic No.18 – Used for the romance copy information

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trade Gothic Bold No.2 – Used for ingredients copy / to highlight information

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Agenda Bold – Used for the ‘original Yogi Tea’ roundal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Bold – Used for the Organic copy underneath the Yogi logo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

When creating a product name the vertical scale of any character with a ‘descender’ (“g, j, p, q, y”) is set to 90% and the baseline raised so that it’s top aligns with the top of the other characters. This ensures that there is no clash between the copy and any elements below.

abcdefghijklmnopqrstuvwxyz