

# chapter 1

LOGO

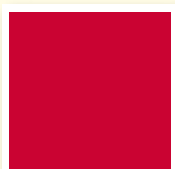
## 1.1 | LOGO

# 4 Colour

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 (see examples in Chapter 7).

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

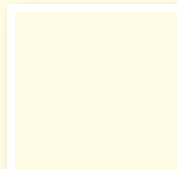
The use of the tagline is optional and it's wording should reflect the language of the target market (eg. German = "BIOLOGISCH", English = "ORGANIC").



Yogi Red  
C=0 M=100  
Y=70 K=15



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



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

Graduation used in gold Shield



Darkest Tone  
C=33 M=38 Y=75 K=21

Lightest Tone  
C=0 M=0 Y=30 K=10

**Open-Shield**  
(for alignment  
to the top edge)

Open-Shield

YOGI TEA®

BIOLOGISCH

Wordmark

Tagline

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

Closed-Shield

YOGI TEA®

ORGANIC

Wordmark

Tagline

## 1.2 | LOGO

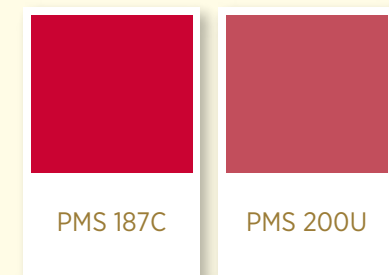
# Single Colour

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 non-flavour specific applications (eg. SPR and T-shirt) and are always coloured PMS 178 for COATED MATERIAL and PMS 200 for UNCOATED MATERIAL (although the Wordmark can appear as white on a PMS 187C or a PMS 200U background). The Secondary logo is used when there is a need to convey a specific flavour (eg. Envelope) and coloured accordingly.

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

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



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

Open-Shield Primary



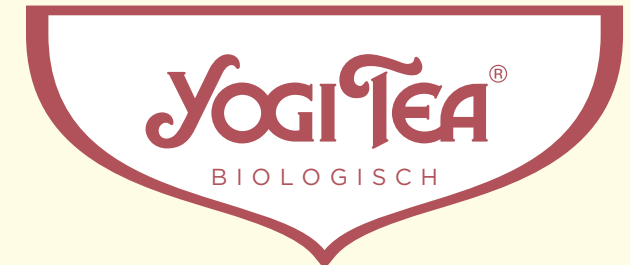
Open-Shield Secondary



Wordmark



Closed-Shield Primary



Closed-Shield Secondary



Wordmark white on PMS 187C background



Wordmark white on PMS 200U background





YOGI TEA®

## 1.3 | LOGO

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# Exclusion Zone

Calculate the exclusion zone by using the width of the “I” in the “YOGI TEA®” 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).

Extra small  
single colour logo



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



## 1.5 | LOGO

# Colour Palette

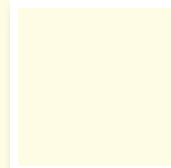
Pantone



Yogi Red  
PMS 187 C  
PMS 200 U



Yogi Gold  
PMS 872 C  
PMS 872 U



Yogi Cream  
PMS 9064 C  
PMS 9064 U

CMYK



Yogi Red  
C=0 M=100  
Y=70 K=15



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



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

## 1.6 | 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

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### Font

BLT-Heriloom Regular - Used for product names, 3-note, headline of the yoga pose and the romance copy, flavor description, net weight, otherwise as Headline & Highlighting typeface for trade/POS materials

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

BLT-Heriloom Bold - Used for headings and to highlight information in text body / promotional flash

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

BLT-Heriloom Light - **xxxxx**

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 94% 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.

abcdefghijklmnopqr**st**uvwxyz

Satisfy Regular - Used for YOGI TEA Philosophy

*Serve your spirit.*

National Code Pi Std Universal - Used for Country codes

(BG) (CZ) (D) (DK) (ES) (FIN) (FR) (GB) (GR) (HU) (I) (N) (P)  
 (PL) (RO) (S) (TUR)

## 2.1 | TYPOGRAPHY

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### Font GOTHAM - THE YOGI TEA "HOUSE FONT"

Gotham Narrow Book - Used for the continuous text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Gotham Narrow Medium - Used for continuous text to highlight informations & title

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Narrow Bold - Used for continuous text to highlight informations & title (On Packaging: used for negative text - white text on dark ground)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Book - Trade description on Box Front & Top

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Gotham Narrow light - Used for history text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

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ADDITIONAL TYPEFACE

Gotham Narrow Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

Gotham Narrow Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

When creating a trade description on Box Front the letters are bolded by a 0.1 pt outline. (used for negative text)

**AYURVEDISCHE GEWÜRZTEEMISCHUNG  
 MIT ZIMT, KARDAMOM, INGWER**

## 2.1 | TYPOGRAPHY

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# Font

## GOTHAM AND SUBSTITUTE FONTS

Gotham Condensed Medium – used for continuous text body & ingredients lists when space is limited

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Gotham Condensed Bold – used for ingredients & text body lists to highlight informations & title when space is limited

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### ADDITIONAL TYPEFACE

Gotham Condensed Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

Gotham Condensed Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

Gotham Condensed Book Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

Gotham Condensed Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789*

Gotham Condensed Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

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Myriad Pro Regular – Used for EEU or SCAN text bodys because of missing font characters in the Gotham font family

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

# chapter 3

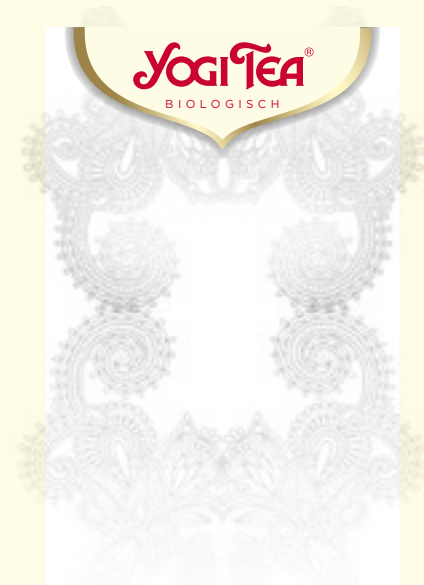
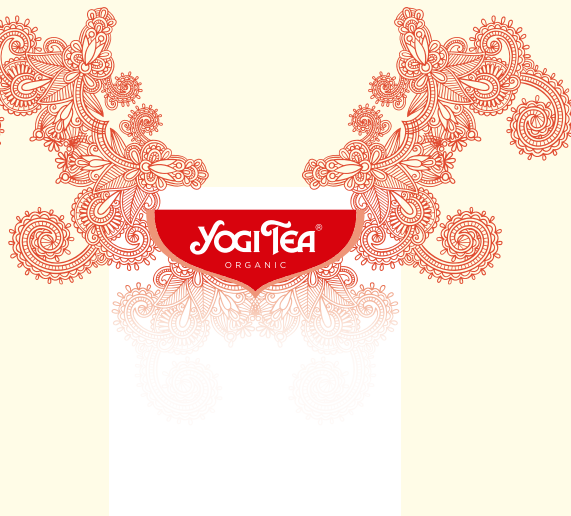
## IMAGERY

### 3.1 | IMAGERY

## Background Pattern

The henna background pattern sits in a fixed position to the logo on pack. When applying the pattern it needs to originate from the YOGI TEA® logo and wrap around the pack. Try to preserve the scale of the pattern to the YOGI TEA® logo so that it doesn't become too dominant.

coming soon



## 3.2 | IMAGERY

# Background Pattern Colour

When applying the pattern to a coloured background it needs to be set as a darker tint of the pack background colour, graduating off at the bottom wrapping around the sides. The intensity of the tint depends on how intense the packaging color is.

Exception here is the CHAI range, this uses a lighter tint.

The aim is to achieve a similar visual intensity across the range (see examples to the right).

When applying the pattern to a white background (eg. Envelopes, SRP, Cases) and only one colour is used the pattern is either set as a solid colour (eg. SRP and Loose Tea Box Outer Case) or as a tint of the single colour in use (eg. Envelopes).

Classic pack



Frauen Tee pack



Ingwer Zitrone pack



Black Chai pack



Classic envelope



Ingwer Zitrone envelope



Green Tee envelope



Black Chai envelope

