

CHOICE®

ORGANIC SINCE 1989

BRAND GUIDELINES

2022





MASTER BRAND

TYPOGRAPHY

CHOICE LOGO

SCALE OF CHOICE LOGO OFF-PACK

COLOR PALETTE

TYPOGRAPHY

Brandon Grotesque Black– Used for product names and headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Big Vesta Pro Medium – Used in body copy, headings in body and description of the tea type

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Big Vesta Pro SemiBold – Used in body copy, headings in body and description of the tea flavour

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Brandon Grotesque Black is always used in all capital letters. The kerning and spacing can be adjusted flexibly depending on the use.

TEA NAME ON PACKAGING
SMALL HEADLINE OR HIGHLIGHT



LOGO

The CHOICE® logo is bold yet elegant, representing the modern chapter in the brand's established history. The word 'Choice' is based on the uppercase letterforms of Mark Pro. The tagline 'Organic since 1989' is set in the corporate font Brandon Grotesque.



INTERNATIONAL LOGOS

The wording of the tagline is always in the regional language. The curved Text is centered on "HOIC".



Germany



France



PRIMARY USE

The logo is primarily used in white on a black background and in black on a white background. Whilst the most frequent use of the logo is on the product packaging in white on a black background.

EXCEPTIONAL USE

For merchandise products and other secondary design purpose it is allowed to place the logo in white on one of the SKU colors.

MINIMUM CLEAR SPACE AND SIZES

Minimum clear space around the logo can be measured by the double width of the letter 'I' in the brand name 'CHOICE'.



The minimum width of the Logo with tagline is 15 mm.



Without the tagline the minimum width of the Logo is 10mm.



LOGO – WHAT NOT TO DO

The below indicates a list of ways the logo should not be treated.



Do not place the logo in a color other than black or white.



Do not apply an outline to the logo.



Do not distort the logo. Always scale the logo in proportion.



Do not use the logo in holding shapes.

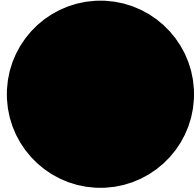


Do not apply additional effects to the logo in.

COLOR PALETTE

PRIMARY BRAND COLORS

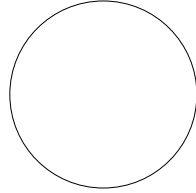
The primary print color of our brand is Black. It is predominately used for floods of backgrounds, while brand elements and copy are usually presented in white. As an accent to the black and white designs, 3 bright and strong basic colours are defined.



CHOICE PRIMARY BLACK

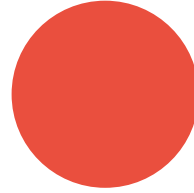
CMYK 40/0/0/100
HEX # 050f17

PANTONE
Black 6 C



CHOICE PRIMARY WHITE

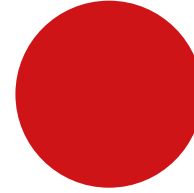
CMYK 0/0/0/0
HEX # ffffff



CHOICE PRIMARY ENGLISH BREAKFAST

CMYK 0/80/75/0
HEX # ea4e3b

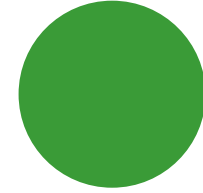
PANTONE
2027 C



CHOICE PRIMARY RED

CMYK 11/100/100/3
HEX # ea4e3b

PANTONE
2027 C

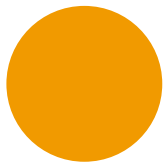


CHOICE PRIMARY GREEN

CMYK 77/12/100/1
HEX # 6ca441

SECONDARY BRAND COLOR

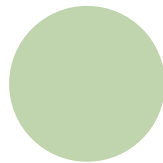
Secondary brand colours has been defined to add life and contrast to cross brand communication. Our secondary palette supports our primary palette and provides additional color options.



CHOICE SECONDARY YELLOW

CMYK 0/45/100/2

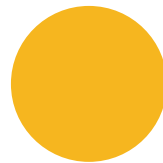
HEX # dca626



CHOICE SECONDARY MINT

CMYK 31/5/40/0

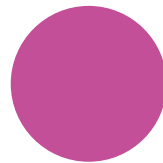
HEX # cbdab5



CHOICE SECONDARY SOFT YELLOW

CMYK 2/32/91/0

HEX # e4c140

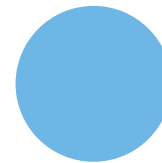


CHOICE SECONDARY DARJEELING

CMYK 25/80/0/0

HEX # c24d97

PANTONE
2353 C

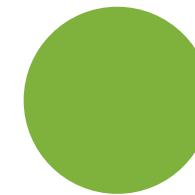


CHOICE SECONDARY BLUE

CMYK 58/14/0/0

HEX # 5db3e4

SECONDARY BRAND COLOR - BOX INSIDE PRINT

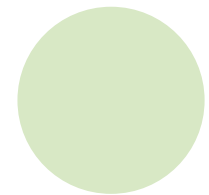


CHOICE SECONDARY INSIDE GREEN

CMYK 58/7/92/0

HEX # 7eb13f

PANTONE
3539 U



CHOICE SECONDARY INSIDE GREEN 30%

PANTONE
3539 U (30%)

COLOR PALETTE

The primary print color of our brand is Black. It is predominately used for floods of backgrounds, while brand elements and copy are usually presented in white.

Each SKU has been assigned a color that reflects the flavor notes and help each SKU have maximum contrast. SKU colors should only be used with their assigned tea.

SKU SPECIFIC COLORS

	WHITE TEA ELDERFLOWER PANTONE 1205 C CMYK 0/11/55/0 HEX #ffe289		EARL GREY PANTONE 271 C CMYK 48/42/0/0 HEX #9393c8
	FENNEL ANISE CARAWAY PANTONE 1235 C CMYK 0/35/100/0 HEX #f9b000		RESTFUL EVENING PANTONE Process Blue C CMYK 100/20/0/0 HEX #0082ca
	ENGLISH BREAKFAST PANTONE 2027 C CMYK 0/80/75/0 HEX #ea4e3b		SWEET CHAMOMILE PANTONE 2915 C CMYK 60/10/0/0 HEX #62b9e9
	ROOIBOS VANILLE PANTONE 711 C CMYK 4/92/78/10 HEX #b6373c		WILD MINT PANTONE 345 C CMYK 50/0/42/0 HEX #8bc9a9
	COCOA ORANGE PANTONE 1675 C CMYK 10/80/90/25 HEX #ac451e		JASMINE PANTONE 382 C CMYK 30/0/100/0 HEX #c3d600
	DARJEELING PANTONE 2353 C CMYK 25/80/0/0 HEX #c24d97		SENCHA PANTONE 375 C CMYK 50/0/100/0 HEX #94d600

SYMBOL

Non-SKU specific leaf illustrations are developed as symbol.



PATTERN

A pattern can be used as a way to frame imagery, It can also be used as a background element for example on social media.



