heavenly tea™

Brand Guidelines

CONFIDENTIAL

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Logo

Our logo is our most valuable asset. It's not a shape-shifter, and doesn't have plans to become one anytime soon. So, please do not edit, change, or distort it in any way.

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Usage Guidelines

Using our brand assets correctly

1. Logo Usage

Generally, the “logo colors” act as pop colors in illustrations or icons but should not be used in design elements.

2. Brand Assets

Please do not use, display, mirror or frame (including in metatags or hidden text) our company assets.

3. Color Palette

Avoid deviating from the core set of colors or creating tints of these values.

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Logo:
Incorrect Usage

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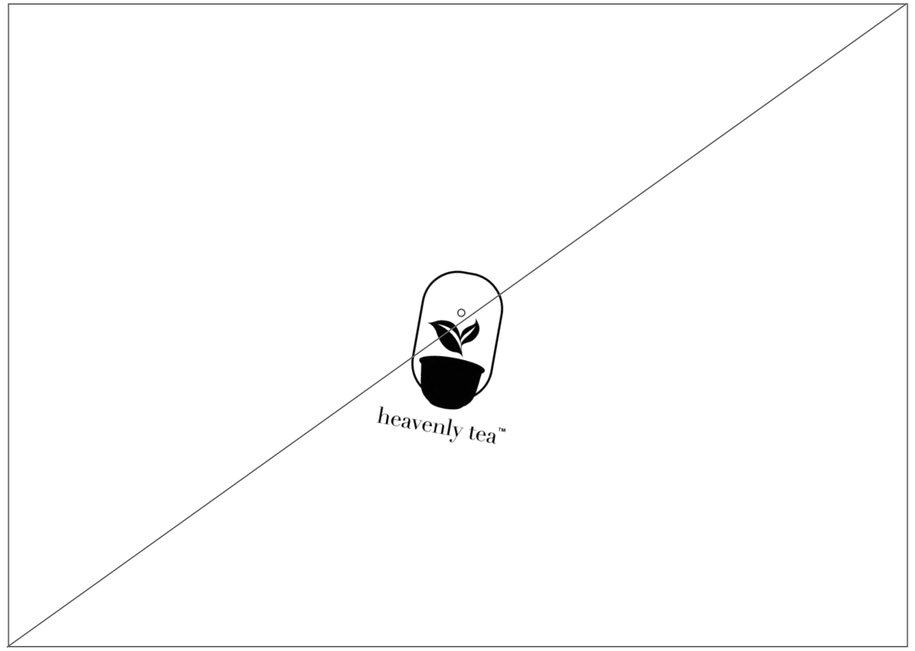

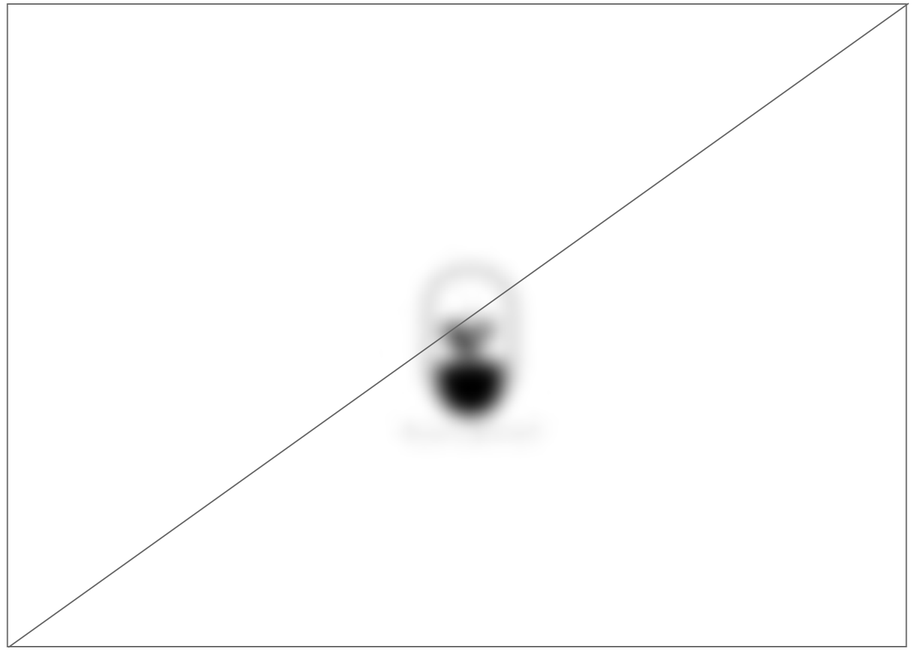

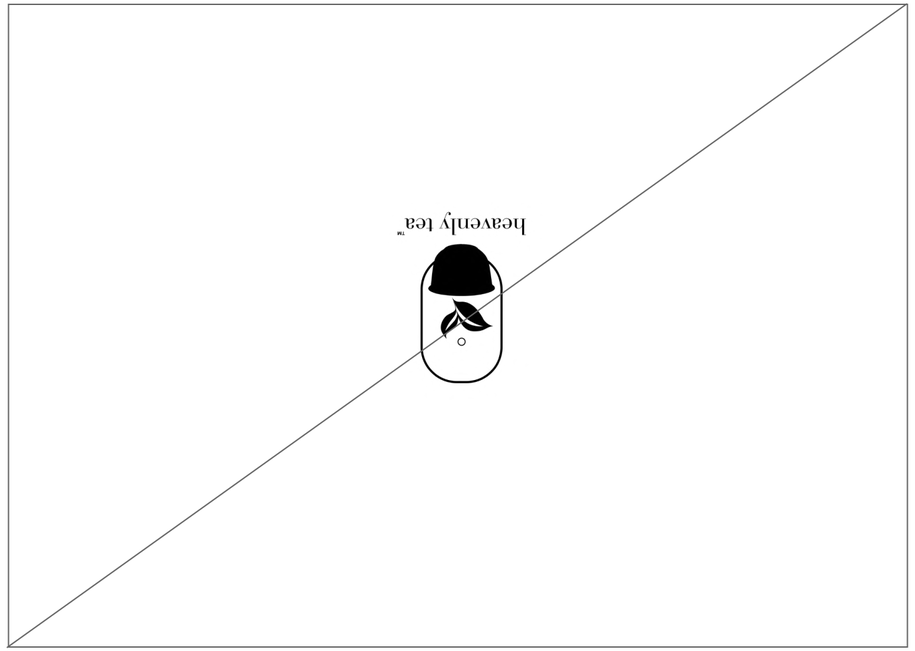

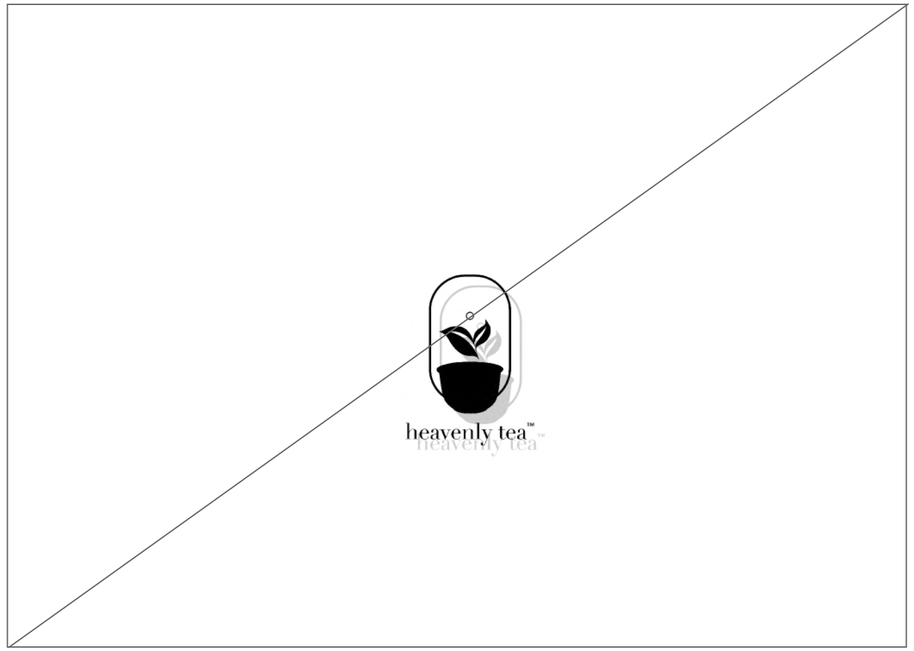

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Typography

The (Didot) is our company font. We always use it. When you’re writing, use it. When you're making a presentation, use it. When in doubt, use (Didot).

(Archivo Narrow) is our company body font.

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Typography

Header Font: Didot

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

Body Font: Archivo Narrow

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz

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Typography

Headline

Didot
Regular
60 px
0 - line-height
-40 - tracking

Body

Archivo Narrow
Regular
12 px
0 - line height
1.5 - tracking

About Didot

The most famous Didot typefaces were **developed in the period 1784–1811**. The Didot family's development of a high contrast typeface with increased stress is contemporary to similar faces developed by Giambattista Bodoni in Italy. Didot is described as neoclassical, and evocative of the Age of Enlightenment.

About Archivo Narrow

Archivo Narrow was designed to be used simultaneously in print and digital platforms. The technical and aesthetic characteristics of the font are both crafted for high-performance typography. It was designed to be used simultaneously in print and online platforms and supports over 200 world languages.

Archivo is a grotesque sans serif typeface family from Omnibus-Type. It was originally designed for highlights and headlines. This family is reminiscent of late-nineteenth-century American typefaces. It includes normal, Narrow, and Black styles, and was derived from Chivo.

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Color Palette

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Photography

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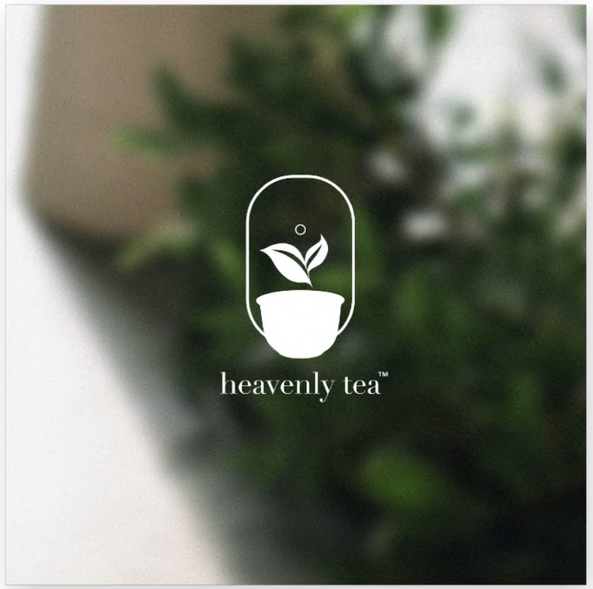

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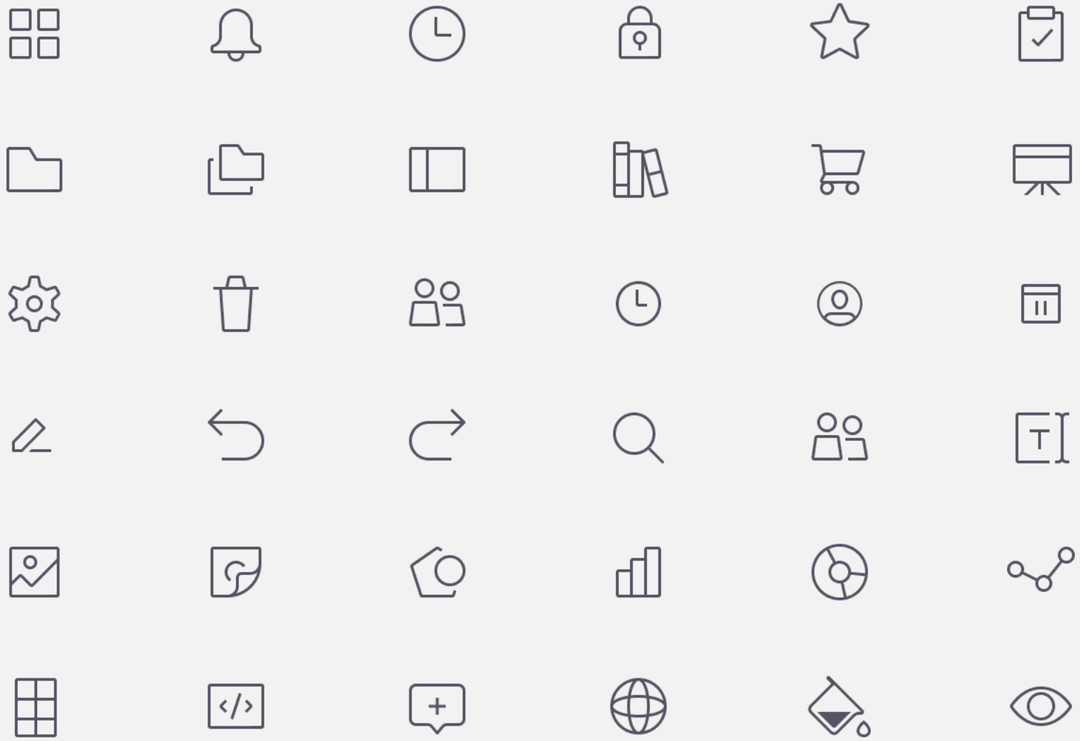

Iconography

Our iconography is connected to our typography at a fundamental level. It, too, was designed to illustrate the unique relationship between mankind and machine.

Icons and their usage principles enable you to communicate quickly and effectively across all touchpoints.

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