



# Herbal Harmony Brand Guide





Herbal Harmony Tea has dedicated ourselves to creating high-quality tea since 1973. We use the finest ingredients sourced from the United States. Our flavors are carefully selected to ensure that each cup of tea is a harmonious experience. We use sustainable packaging so customers can feel good about purchasing our product. The teas can be made in two different ways, customers can either enjoy a soothing hot cup of tea or a glass of iced tea. This tea experience is versatile and enjoyable. Our mission is to provide a tea experience that everyone can enjoy.

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# Customers

Herbal Harmony is an American tea company. The product is sold throughout the country and target customers include anyone in America who drinks tea. People who are interested in a flavorful, quality tea will be interested in this product. Customers who care about sustainability will appreciate that the packaging can be recycled. It is also more targeted towards a female audience and utilizes a flowery design. Customers will not only enjoy the product inside the package but will want to have their box of tea displayed on the counter rather than hiding it in a cupboard.



## Christina Miller

- Female
- 57 years
- Works part time
- Loves tea
- Enjoys having her daughter and friends over. They have tea while they spend time together.



## Evelyn Hayes

- Female
- 20 years
- College student
- Paying for college
- Wants to save money by making her own tea rather than buying it at coffee shops.

# Mission statement

Since 1973, Herbal Harmony has been dedicated to producing the finest teas. Our quality ingredients are carefully selected to deliver an enjoyable tea experience. Every cup is filled with a harmonious combination of flavors.

# Brand Values

- Sustainable
- Quality
- Flavorful

# Keywords

Finest ingredients

Quality

Flavor

Soothing

Natural

# Tone of Voice

Herbal Harmony Peach tea is made with the finest ingredients specifically selected to bring you the highest quality tea experience. The herbal tea is full of juicy peach flavor that brings you the soothing experience of a summer's day. Always made without artificial flavors, colors, or preservatives.

# Logo

These are the four acceptable variations of the Logo:

The Herbal Harmony Logo should always be within the hexagon. The hexagon should never overlap any other element except a single line the same color as the type which runs through the center horizontally. The one other acceptance is the logo may overlap the Herbal Harmony approved pattern.

When the word tea is included in the logo the hexagon disappears. Either a vertical or horizontal version can be used. Preferably the vertical version when possible.

The logo should always be a single color. The darkest color used in the packaging should be used. The background should be a lighter color than the logo.



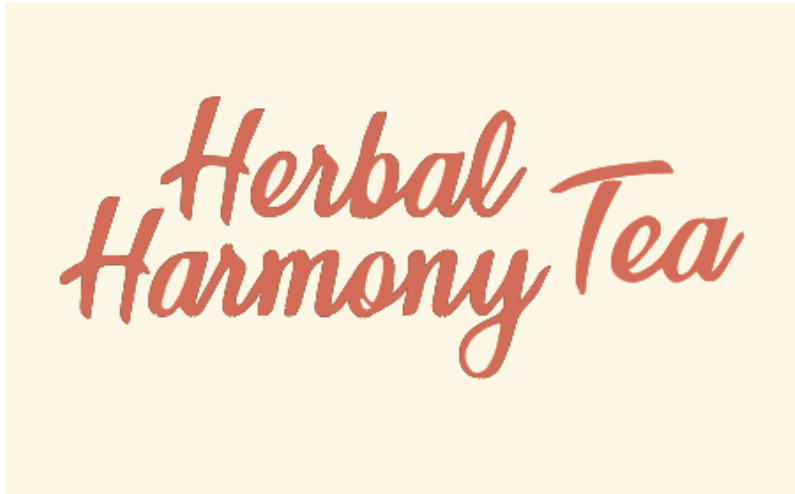
# Misuse of Logo



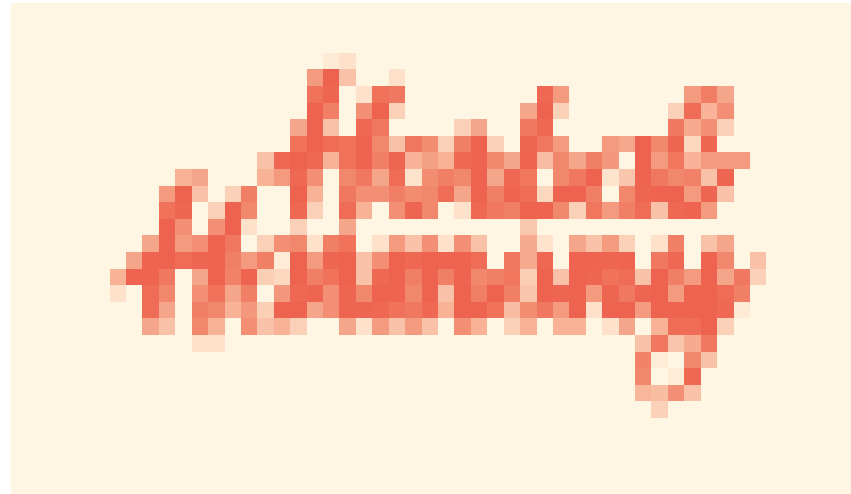
The Logo should always be a single color.



The typography should always be the darker color on a light background.



The typography should not be rearranged. It must either be stacked or horizontal.

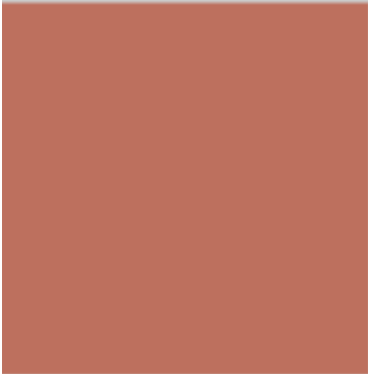


The logo should always be readable and not blurry.



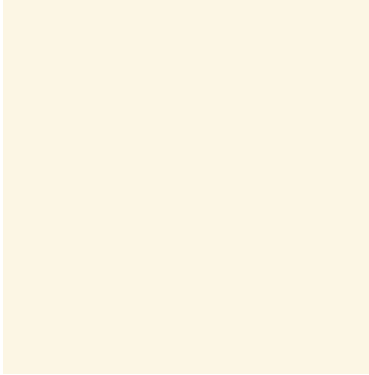
The logo shouldn't overlap illustrations because it is unreadable.

# Primary Colors



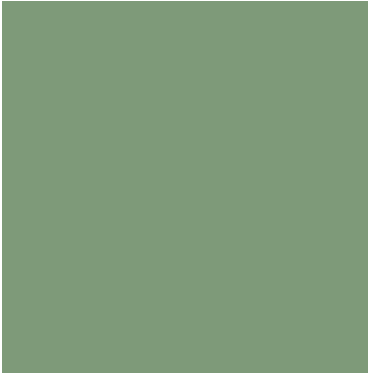
#d26b58  
R210 G107 B88  
C0 M49 Y58 K18

Used for text and  
accent



#fff7e3  
R255 G247 B227  
C0 M3 Y11 K0

Used for  
backgrounds



#739B75  
R115 G155 B117  
C26 M0 Y25 K39

Used as accent

# Secondary Colors

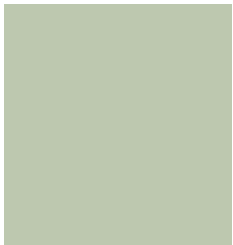
Used for different flavors



#ffdb85  
R255 G219 B143  
C0 M14 Y44 K0



#545775  
R255 G219 B143  
C0 M14 Y44 K0



#b9c9ac  
R185 G201 B172  
C8 M0 Y14 K21



#4281A4  
R66 G129 B164  
C60 M21 Y0 K36

# Typography

*Herbal Harmony Tea*

Feelfree Font

Should only be used for the logo and flavor label on packaging.

Herbal Harmony Tea

Myriad Variable Concept Regular

Should be used for body text. Can be all caps or sentence case.

**Herbal Harmony Tea**

Myriad Variable Concept Bold

Should be used for body text emphasis. Can be all caps or sentence case.



# Illustration Style



Not the style:



# Iconography



Icons should always be single colored. They should be the darker color on the packaging printed on the lighter color.

Quality and Gluten free labels should be printed with black. They should also be single color and the background should be the lightest color.

The exception are labels from established brands that are inseparable from their colors.

The texture seen on the right can be used. The details must be printed with a darker color layered onto a color that is lighter.

# Texture/Pattern



Herbal  
Harmony



SUSTAINABLE  
PACKAGING  
100%  
RECYCLABLE



"Tea tempers the spirit,  
harmonizes the mind,  
dispels lassitude and  
relieves fatigue,  
awakens the thought  
and prevents  
drowsiness."  
- Lu Yu  
The Classic Art of Tea

Herbal  
Harmony  
Tea



Peach

Caffeine  
Free

Herbal Harmony Peach tea is made with the finest ingredients specifically selected to bring you the highest quality tea experience. The herbal tea is full of juicy peach flavor that brings you the soothing experience of a summer's day. Always made without artificial flavors, colors, or preservatives.



## Nutrition Facts

24 servings per container

Serving size - 1 Tea bag

Amount Per Serving  
Calories 0

	% Daily Value
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Total Carbohydrates 0g	0%
Dietary Fiber 0g	
Total Sugars 0g	
Includes 0g added sugar	0%
Protein 0g	0%

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Ingredients: Orange Peel, Rosehips, Hawthorn, Chamomille, Natural Peach Flavor, Blackberry Leaves, Hibiscus, Peaches, and Citric Acid

BEST ENJOYED BY:  
OCT 2024



HOT TEA: Pour boiling water over one tea bag. Let steep for 4-6 minutes.



ICED TEA: Pour boiling water over two tea bags. Steep 4-6 minutes and remove tea bags. Pour tea into a glass filled with ice.



Herbal  
Harmony



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GLUE

GLUE

GLUE