



A SMALL BUT FOCUSED TEAM WAS THE NUCLEUS FROM WHICH THE IMPERIAL TEAS GROUP WAS FOUNDED IN 1994. SINCE THEN, REMARKABLY RAPID GROWTH SINCE THEN IN A CROWDED AND HIGHLY COMPETITIVE MARKETPLACE HAS PLACED THE GROUP AT THE VANGUARD OF THE TEA INDUSTRY. EVER SINCE 1998 IMPERIAL TEAS HAS REMAINED WITHIN THE TOP 10 TEA EXPORTERS OF SRI LANKA, WITH A CUSTOMER NETWORK OF OVER 60 COUNTRIES

# BRAND GUIDELINES

Version 1.0 - July 2014

WELCOME TO THE NEW IMPRA  
BRAND GUIDELINES. THESE  
GUIDELINES EXIST TO MAKE US  
LOOK CONSISTENTLY  
STANDARDISE ALL VISUAL  
COMMUNICATION MATERIALS.  
FOLLOW THESE GUIDELINES  
AS YOU CREATE  
MARKETING MATERIALS,  
INTERNAL AND EXTERNAL  
COMMUNICATIONS.

# BRAND GUIDELINES

Version 1.0 - July 2014

## CONTENTS

### IDENTITY

Logo	03
Logo Clear Space	04
Logo Sizes	05
Logo Colors	06
Logo Misuses	07

### TYPOGRAPHY

Typeface	08
Backup Typeface	11

### END OF THE DAY

Any Dout	12
----------	----

## IDENTITY



*Logotype*

*Logo*

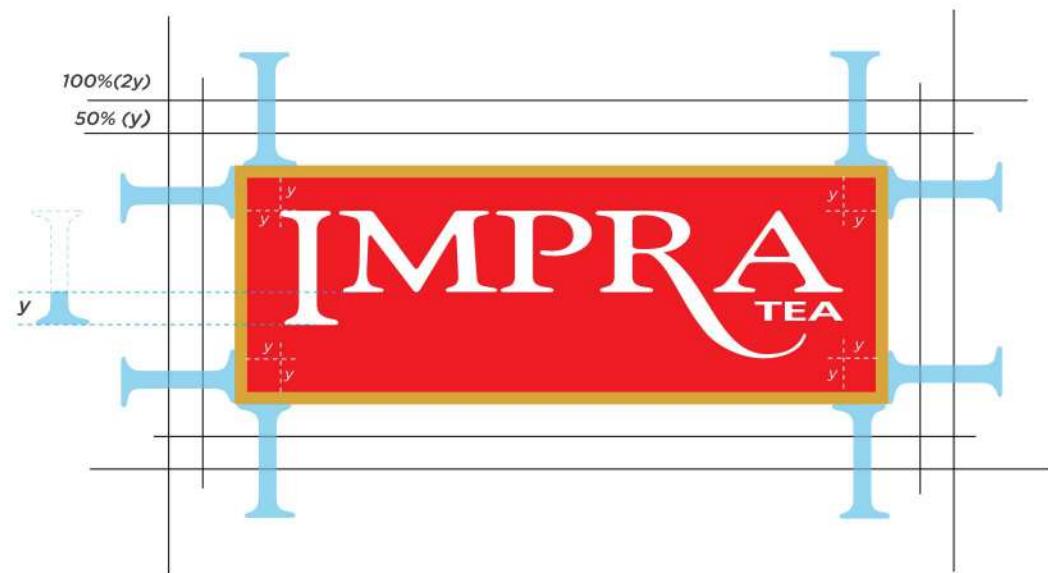
- *Gold colour border*
- *Red colour rectangle*

### OUR LOGO

Our logo is the most visible element of our identity of all our communications. It's a guarantee of quality that unites our products and taste.

We use the same version in print and on screen. Our logo is a bold and simple. Easy to understand. No drop shadows and no graphic symbol. The logo is made up of three elements: the red colour rectangle, gold colour border and the logotype.

While it is a simple logo, we must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.



Note: the logotype should not be changed, or re-typed.

## EVERYONE NEEDS A LITTLE PERSONAL SPACE

### LOGO CLEAR SPACE

To ensure that our logo are clearly visible in all applications, surround them with sufficient clear space - free of type, graphics and other elements that might cause visual clutter - to maximize the recognition and impact of our identity.

To ensure the completeness and legibility of the logo lock-ups, the area directly surrounding them should be protected.

In special circumstances when a 100% clear zone isn't available or possible, use the second option of 50% clear space.

100% Clear space.



*Printing material*

---



*There is no preset maximum size for the logo*



*Minimum size for the 1.0" / 72px*

*Digital material*

---



*There is no preset maximum size for the logo*



*Minimum size for the 100pix*

## GOOD THINGS COME IN SMALL SIZES

### MINIMUM LOGO SIZE

There are no pre decided sizes for the our logo. Scale and proportion should be decided by the available space, and there is no preset maximum size for the logo.

In print the minimum size is 0.8".

For digital uses the minimum size for the standard logo is 100 pixels.

*Color logo on white background*



- C 0 M 100 Y 100 K 0  
Pantone XXX
- C 0 M 25 Y 80 K 16  
Pantone XXX



In certain instances, a color logo may not be appropriate, and may potentially clash with other colors. In that case, all gray logo can be used. (85% K in rectangle, 50 K in outline border and logotype)

**Note:** If you use the gray colour logo  
don't miss the outline border.

*Single colour logo*

85% K and 50% K logo on white background



White logo on 85% K background



**Note:** If you use the gray logo or black logo don't miss the outline border.

Black and 50% K logo on white background



White logo on black background



## PICK A COLOR

The four color version of the our logo is the primary element of the identity system. It is strongly recommended that this process color version (CMYK) be used whenever possible.

In some cases, a full color logo may not be practical or possible due to limitations in printing. For these instances we may use a gray version (made as a 85% and 50% K tint of black) or a one-color black or white logo.



DON'T add a drop shadow to the logo and don't add a outline to the logotype



DON'T create a logo lockup with text or any graphic element



DON'T rearrange the logo



DON'T change the proportions of logotype or logo background



DON'T stretch the logo



DON'T create a gradient logo



DON'T mix colors from the palette



DON'T use non-approved colors



DON'T use the logo as a holding shape for imagery or graphics



DON'T outline the logo



DON'T delete any part of logo



DON'T rotate the main logo or any part of the logo



DON'T create a pattern with the logo



DON'T place the logo on a pattern background



DON'T transparency or tint the logo

## PLEASE DON'T...

### UNACCEPTABLE USE OF LOGO

To maintain the integrity of the our logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines. The examples on this page illustrate some of the unacceptable uses of the logo.

## TYPOGRAPHY

### A FRIENDLY FACE

**GOTHAM ROUNDED IS OUR TYPEFACE. WE USE IT IN FULLY FAMILY TYPE.**

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic.

The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

If possible, gotham rounded should be used in all of our communications materials.

If gotham rounded is not available, british council sans can be used.

**ROUNDED  
FRIENDLY  
SIMPLE  
CLEAR  
ELEGANT  
COMPLETE  
HAPPINESS  
TRUST**

Gotham rounded light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – &\*#@?!/+(.,::)

Gotham rounded light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – &\*#@?!/+(.,::)

Gotham rounded book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – &\*#@?!/+(.,::)

Gotham rounded book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – &\*#@?!/+(.,::)

- Gotham rounded light
- Gotham rounded light Italic
- Gotham rounded book
- Gotham rounded book Italic

Gotham rounded medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – &\*#@?!/+(.,::)

Gotham rounded medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – &\*#@?!/+(.,::)

Gotham rounded bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – &\*#@?!/+(.,::)

Gotham rounded bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 – &\*#@?!/+(.,::)

- Gotham rounded medium
- Gotham rounded medium Italic
- Gotham rounded bold
- Gotham rounded bold Italic

British Council Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(.,::)

British Council Sans Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789 — &\*#@?!/+(.,::)**

British Council Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 — &\*#@?!/+(.,::)

British Council Sans XLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 — &\*#@?!/+(.,::)

## BACKUP TYPEFACE

- British Council Sans
- British Council Sans Black
- British Council Sans Light
- British Council Sans XLight

## END OF THE DAY

“ If you've just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but all our brand communications will be stronger for it ,”

## ANY DOUT

If you ever have additional questions about our visual identity and its application in design, please contact us.

*Head Office*  
Imperial Tea Exports (Pvt) Limited.  
121 A, Biyagama Road,  
Kelaniya - 11600  
Sri Lanka.  
Tel: +94 11 2904000  
Fax: +94 11 2909988, +94 11 2811867  
E-mail: [impra@impratea.lk](mailto:impra@impratea.lk), [impra@sltinet.lk](mailto:impra@sltinet.lk)  
Web: [www.impratea.com](http://www.impratea.com), [www.impratea.ru](http://www.impratea.ru)

