

# ROYAL EXLIXIR BRAND GUIDELINES 2015

This guide is for use by everyone involved in developing or producing communication materials for ROYAL EXLIXIR. It defines the components that make up the logo, color palette and other visual elements, specific directions are included to manage and standardize all visual communication materials. A successful visual identity has to be consistent, recognizable and powerful.

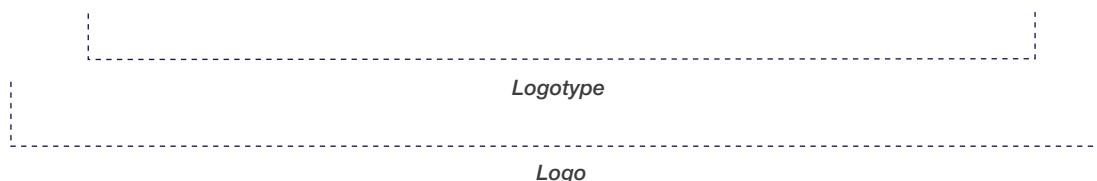
The following guidelines should help all of us to create a distinct, professional visual identity that clearly communicates.



**ROYAL ELIXIR** tea is known for its consistent quality maintained by the skill of tea tasters and blenders, who select only the finest teas from the cool climes of the tea growing districts of sri lanka where the teas have a delicate flavour and aroma much sought after by discerning tea drinkers.

# PRIMARY LOGO

## PRIMARY LOGO



- Blue colour rectangle
- Silver colour logotype and outline

## SAFE AREA & EXCLUSION ZONE



### DEFINING THE EXCLUSION ZONE

The ROYAL ELIXIR logo must always have a clear area surrounding it, free from any other element.

To define this area, measure the height of the ... ELIXIR "R"  
to create the boundary of clear space around  
the brand mark.

## SIZE OF THE LOGO

-- Standard version



Printing and digital material there is NO preset maximum size for the logo

-- Digital version



Minimum size for the 100pix

-- Printing version



Minimum size for the 1.0" / 72px

### MINIMUM & MAXIMUM LOGO SIZE

There are no pre decided sizes for the ROYAL ELIXIR 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.

## AVAILABLE COLOURWAYS



- C 100 M 92 Y 0 K 60
- Special colour silver or 30% K
- 
- R 5 G 10 B 80
- R 180 G 180 B 180
- 
- Pantone 276 C
- Pantone cool gray 7 C or Silver Print



- C 0 M 0 Y 0 K 100
- Special colour silver or 30% K
- 
- R 0 G 0 B 0
- R 180 G 180 B 180
- 
- Pantone Proocess Black C
- Pantone cool gray 7 C or Silver Print

### Single colour logo



100% K and 30% K logo on white background



30% K or white logo on black background



30% K or white logo on gray (Up to 60% K) background

-----  
Note: If you print a two colour print you can print 30% K = Silver special colour

## AVAILABLE COLOURWAYS

ROYAL ELIXIR corporate colors help convey our brand personality, which is dynamic yet approachable. Consistent use of these colors is vital to our corporate identity. Please use only the color palette and the color formulas and percentages as specified in this page when displaying the ROYAL ELIXIR logo and designing other visual elements for ROYAL ELIXIR communications materials in print and electronic media.

## INCORRECT USAGE



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



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



DON'T rearrange the logo



DON'T stretch the logo



DON'T change the proportions of logotype or logo background



DON'T create a colour mix the logo colour or transparency or tint the logo



DON'T use non-approved colors



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



DON'T outline the logo or logo type



DON'T delete any part of logo



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



DON'T place the logo on a pattern background or DON'T create a pattern with the logo

## INCORRECT USE

Ensuring the correct application of the brand mark is paramount to the ROYAL ELIXIR brand identity.

By following the guidelines on how to use them you will help to build a powerful and united identity for the ROYAL ELIXIR brand.

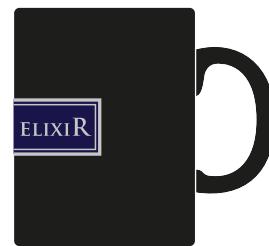
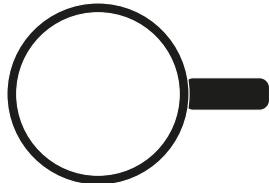
Shown on this page are examples incorrect use.

# STATIONERY & POSM

## STATIONERY

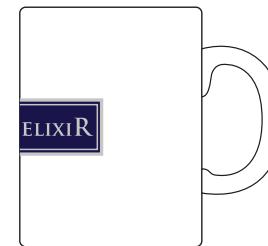
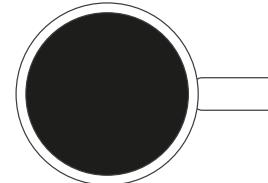


## POSM



### Black cup

Tea cups are a key element of the shop. Tea cups fully black colour and cup inside is fully white, look like left side picture.  
The logo should only be printed on front side of the cup.



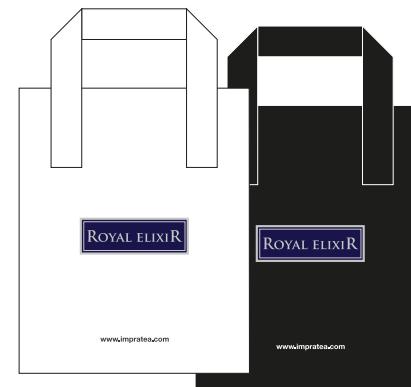
### White cup

Also we are use the white colour cup same opposite of black cup.



Ideally we like to place the logo in the front side, Top-middle area (if possible) on tea package.  
This has to be bigger than the logos in other sides.

**Note:** Do not use the 'ROYAL EXLIXIR' logo so many places  
In one package.



We like have the bag in two different color options.  
Outside of the first should be fully white and inside in black.  
The other should be the opposite of white bag, which will be black in the outside and white in the inside.

# TYPOGRAPHY

## TYPOGRAPHY

35 Neue Helvetica Thin

**ABCDEFGHIJ**  
**KLMNOPQR**  
**STUVWXYZ**  
**1234567890**  
**~!@#\$%^\*()\_+|**

36 Neue Helvetica Thin Italic

*ABCDEFGHIJKLNMOPQRS*  
*TUVWXYZ1234567890*  
*~!@#\$%^&\*()\_+|*

75 Neue Helvetica Bold

**ABCDEFGHIJ**  
**KLMNOPQR**  
**STUVWXYZ**  
**1234567890**  
**~!@#\$%^&\*()\_+|**

36 Neue Helvetica Bold Italic

*ABCDEFGHIJKLNMOPQRS*  
*TUVWXYZ1234567890*  
*~!@#\$%^&\*()\_+|*

45 Neue Helvetica Light

**ABCDEFGHIJ**  
**KLMNOPQR**  
**STUVWXYZ**  
**1234567890**  
**~!@#\$%^\*()\_+|**

46 Neue Helvetica Light Italic

*ABCDEFGHIJKLNMOPQRS*  
*TUVWXYZ1234567890*  
*~!@#\$%^&\*()\_+|*

55 Neue Helvetica Roman

**ABCDEFGHIJ**  
**KLMNOPQR**  
**STUVWXYZ**  
**1234567890**  
**~!@#\$%^\*()\_+|**

56 Neue Helvetica Roman Italic

*ABCDEFGHIJKLNMOPQRS*  
*TUVWXYZ1234567890*  
*~!@#\$%^&\*()\_+|*

65 Neue Helvetica Medium

**ABCDEFGHIJ**  
**KLMNOPQR**  
**STUVWXYZ**  
**1234567890**  
**~!@#\$%^\*()\_+|**

56 Neue Helvetica Medium Italic

*ABCDEFGHIJKLNMOPQRS*  
*TUVWXYZ1234567890*  
*~!@#\$%^&\*()\_+|*

- 35 Neue Helvetica Thin
- 36 Neue Helvetica Thin Italic
- 45 Neue Helvetica Light
- 46 Neue Helvetica Light Italic
- 55 Neue Helvetica Roman
- 56 Neue Helvetica Roman Italic
- 65 Neue Helvetica Medium
- 66 Neue Helvetica Medium Italic
- 75 Neue Helvetica Bold
- 36 Neue Helvetica Bold Italic

## TYPOGRAPHY

Typography is another key element of ROYAL ELIXIR brand communications in print, web, mobile and video environments. As with graphical elements, our typography reflects the dynamic yet approachable personality of the ROYAL ELIXIR brand.

Helvetica Neue font family should be used for any typography part. These typefaces are to be used when producing all ROYAL ELIXIR communications materials in any media.

## TYPOGRAPHY

Times New Roman

ABCDEFGHIJ  
JKLMNOPQR  
STUVWXYZ  
1234567890  
~!@#\$%^&\*()\_+|

Times New Roman Italic

*ABCDEFGHIJ*  
*KLMNOPQR*  
*STUVWXYZ*  
*1234567890*  
*~!@#\$%^&\*()\_+|*

Times New Roman SemiBold

**ABCDEFGHIJ**  
**KLMNOPQR**  
**STUVWXYZ**  
**1234567890**  
**~!@#\$%^&\*()\_+|**

Garton - Normal

ABCDEFGHIJ  
JKLMNOPQR  
STUVWXYZ  
1234567890

BACKUP TYPEFACE 01  
- Times New Roman  
- Times New Roman Italic  
- Times New Roman SemiBold

BACKUP TYPEFACE 02  
- Garton - Normal

“ If you've had 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 because of it ”

-Thank You-

## BRAND IDENTITY



BRAND IDENTITY  
CD > sample\_letter\_head.eps



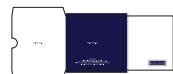
BRAND IDENTITY  
CD > sample\_envelope.eps



BRAND IDENTITY  
CD > sample\_a4\_envelope.eps



BRAND IDENTITY  
CD > sample\_business\_card.eps



BRAND IDENTITY  
CD > sample\_cd\_cover.eps



BRAND IDENTITY  
CD > sample\_cd\_sticker.eps

## COLOUR MODES



CMYK LOGO  
CD > IROYAL ELIXIR MAIN LOGO-COLOURS >  
royal elixir\_main\_logo\_cmyk.colour.eps



RGB LOGO  
CD > IROYAL ELIXIR MAIN LOGO-COLOURS >  
royal elixir\_main\_logo\_rgb.colour.eps



PANTONE LOGO  
CD > IROYAL ELIXIR MAIN LOGO-COLOURS >  
royal elixir\_main\_logo\_pantone.colour.eps



SINGLE COLOUR LOGO  
CD > IROYAL ELIXIR MAIN LOGO-COLOURS >  
royal elixir\_main\_logo\_single.colour.eps

## FONT FOLDER

CD > HelveticaNeue > -----

## LOGO GUIDE MANUAL

CD > LOGO GUIDE MANUAL > royal-elixir\_logo\_guide\_manual.eps  
CD > LOGO GUIDE MANUAL > royal-elixir\_logo\_guide\_manual.pdf

## FILE FORMATS

The ROYAL ELIXIR logo provided on CD in three different colour modes (CMYK, RGB and Pantone) for different types of printing.

When sending the logo to external users it is important to clarify how it will be printed in order to provide them with the correct file.

If you ever have additional inquires 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 2 90 4000, **Fax:** +94 11 2 90 99 88, +94 11 2 811 867  
**E-mail:** [impra@impratea.lk](mailto:impra@impratea.lk), [impra@slt.net.lk](mailto:impra@slt.net.lk)  
**Web:** [www.impratea.com](http://www.impratea.com), [www.impratea.ru](http://www.impratea.ru)



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