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Introduction

Golden Garden is a Vietnamese Tea company that sells high quality and organic tea products. Our location is located in Thái Nguyên, Vietnam. Our ingredients are all natural and hand-picked from our finest garden in Vietnam. Vietnam is a country that has an ideal growing conditions and environment. We sell a variety of floral infused teas such as lotus, jasmine, artichoke, and chrysanthemum. We give greater importance on quality rather than quantity.

Our mission is to bring more awareness and reputation to the Vietnamese culture, but also our tea flavors. Our products are meant for tea lovers and people with an interest in their health and the Vietnamese culture. We want to bring a variety of people together from all around the world through our shared passion and interest with tea. Our products would expand and reach worldwide and be sold to distributors and retailers to reach our loyal customers. To further reach more of our customers, we also offer our products to be sold online and for convenience and accessibility.

About Golden Garden

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Our logo includes the wordmark Golden Garden Vietnamese Tea with the lotus flower illustration next to it. The word Garden is in a script font to represent the luxurious and elegant aesthetic of the brand. The word Vietnamese Tea is added with a simpler font and in a different color to elaborate what the company is. The lotus is added to balance out the entire logo. The flower refers to Vietnam because it is the country’s national flower.
Clear Space
- The logo should have clear space all around.
- Use the letter ‘v’ as a guide to give the logo equal spacing all around.

Minimum Print Size
- The logo should be at least 1 inch wide when using the logo for print.

Minimum Onscreen Size
- The logo should be at least 1 inch wide when using the logo on a screen.
Primary Color Palette

The logo uses these colors and can be seen to be used across various branding. Since this is the primary color palette, both the gold and red must be a main component in all branding materials and the inclusion of black can be optional.

<table>
<thead>
<tr>
<th>Color</th>
<th>PMS</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>1375 C</td>
<td>C=0, M=45, Y=96, K=0</td>
<td>255,158,24</td>
<td>#FF9E18</td>
</tr>
<tr>
<td>Red</td>
<td>7628 C</td>
<td>C=24, M=95, Y=91, K=19</td>
<td>161,43,42</td>
<td>#A12B2A</td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td>C=75, M=68, Y=67, K=90</td>
<td>0,0,0</td>
<td>#000000</td>
</tr>
</tbody>
</table>

Logo Variations

The logo variations can be a combination of gold and red, all gold, all red, all black, and black and white. These are the variations to use for different purposes such as contrast.
Typography

Display Font

- Bickham Script Pro 3 Bold should be used as a display font for important headings only.

Adobe Caslon Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0123456789

Bickham Script Pro 3 Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0123456789

Adobe Caslon Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0123456789

Primary and Secondary Font

- Adobe Caslon Pro Bold and Adobe Caslon Pro Regular should be the main fonts to be used for the majority of headings and subheadings.
- The bold font should be used for headings and the regular font should be used for subheadings.

Helvetica Neue Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0123456789

Helvetica Neue Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0123456789

Body Font

- Helvetica Neue Bold and Helvetica Neue Regular should be used for body copy.
Typography Rules

Display Heading
- The display font should only be used at minimum for an important heading.
- The display font should only be used to emphasize important words to stand out.
- Only use title capitalization rules, and never capitalize all the letters.
- There should be a line with point size at least 2 pt. under the heading.

Subheadings
- Use the secondary font for the majority for subheadings.
- If needed, draw two lines between the secondary font for emphasis on certain words.
- The line should be either 1 or 2 pt.

Headings
- Use the primary font for the majority of the headings and for readability.
- Only use title capitalization rules, and never capitalize all the letters.

Body Copy
- The body copy should use the font that stated for body copy.
- It should be at least 10 pt. and should be set with leading at +20% of the font size.
- An example would be a 10 pt. type should have a leading of 14 pt. (as shown on the right).

As an example of a body copy would be a 10 pt. type with a leading of 12 pt. An example of a body copy would be a 10 pt. type with a leading of 11 pt. An example of a body copy would be a 10 pt. type with a leading of 10 pt.

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Do & Don’t

Logo Usage
The logo shown on the right is the correct usage of the logo. It has clear spacing, the scale is proportionate, and without any alteration or effects on it. The same is true of the primary logo, but the rules are the same for the variation on the other logos. The logo needs to be used properly and correctly in order to keep consistency of the branding, but also from a design standpoint pleasing to the eyes.

Correct

Incorrect

Do not scale the logo disproportionately.
Do not rotate the logo.
Do not add any effect on the logo.
Do not use unspecified colors.
Do not add any strokes to the logo.
Do not scale Golden Garden separately.
Do not scale Vietnamese Tea separately.
Do not put logo on a clashing background.
The plants illustrations are drawn with thin colored gold strokes. These illustrations are mainly seen on the packaging, where each plant illustration associates with the type of tea or ingredient that is used. This illustrations can be seen in other additional materials like in advertising and other branding materials. The purpose of these illustrations are seen as decorative elements and to enhance our branding. The style is very elegant and delicate which reflects on our overall company as a brand.
Tea Boxes
Our tea packaging has a consistent style and aesthetic. Each package has a decorative illustration and information about our company and the type of teas.

Logo
The logo of the packaging will be placed on the front, on the two sides and on the lid of the box.

Typography
The typography is applied using the same font as listed in this brand guide with the usage of Adobe Casio Pro and Helvetica Neue.

Illustration
The illustration will be placed on the front, on the two sides and on the lid of the box. The illustration should be used in a pleasing composition that frames the typography, but does not overwhelm or hinder readability.

Shape Graphic
The box shape has a red colored 3D and gold printing. The box shape is used for the front of the packaging to give the main information about the type of teas and it is also used for the information for the type of tea on the side of the packaging.

Primary Color Palette
The primary colors must be included in the packaging as these are the colors used in the logo and must remain consistent to the company’s overall branding.

Secondary Color Palette
The second color palette will be mainly seen used in the packaging design. The colors are introduced to varying variety and distinction of the different types of tea flavors.
The photography of the Golden Garden's tea brand is flexible in terms of various types of photography. The photography should stay in our branding standard such as using our colors or plant illustrations to be consistent. However, the photograph does not have to include our branding element, but the photographs must be related to our products of tea. The photographs can show tea cups, a tea kettle, nature, flowers, and people, etc. The context must relate to our mission and our aesthetics.
The advertisements for our brand must include our logo somehow and use our main brand colors of red and gold. It can include plant illustrations to further use as embellishment or as an added element as visual interest. The message should describe our mission and reflect on what we stand for. The overall aesthetic should tie in our brand standard, mission, and goals.
Thank you for reading about our brand guide and understanding our brand standards, mission, and goals. If you have any further questions or comments, please feel free to contact us. Our contact information is written down below this page. Thank you again.

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