

BRAND GUIDELINE

CONTENT

INSIDE THE BRAND

Introduction	04
Logo	06
Colors	12
Typography	16
Support Elements	22
Imagery	26
Applied Examples	30

OUR PHILOSOPHY & STORY

Philosophy

The name of our brand reflects our beliefs that all women are beautiful. Beauty comes in different shapes, sizes, colour, and heritage. Lives and change all women create composed of the moments that draw upon their strength and consume them with the remarkable and intoxicating experience of being alive.

Our cold-pressed juices are simply delicious. No substances added that assist in beautifying outer shell, as the true beauty radiate from within the soul.

Story

As today 's market is full of beauty products, be it skincare, diet supplement or detox juice, we realised that the large majority of women fail to find themselves beautiful. Therefore, we would like to encourage women to find beauty within themselves. We aim to bring the most delicious juice. Just pure juice that will not effect your body in any way, except it will freshen your day. Beauty is happiness.

OUR MISSION & VISION

Vision

Being honest to our customers.

Mission

Support different definitions of beauty and bring flavourful healthy product to our customers.

Keywords

- | | |
|-----|-------------------------------|
| 01. | Natural |
| 02. | Women |
| 03. | Honesty |
| 04. | Different definitionof beauty |

LOGO



BEAUTEA

Concept

Beautea 's logo is a simple wordmark with B placed inside a single leaf. Negative space is used to represent the brand 's philosophy which believe that 'the true beauty radiate from within the soul.'

The hand-drawn style of leaf makes it feel unique and free-spirited, not restricted under any streotype, as well as emphasize naturality of the brand.

USAGE

Always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements that might conflict with, overcrowd, and lessen the impact of the mark.



LOGO

UNACCEPTABLE USAGE

- A. Do not squash or stretch the logo.
- B. Do not rotate.
- C. Do not resize any part.
- D. Do not add dropshadows or other text styles.
- E. Do not use more than one color on the logo.
- F. Do not color the logo pastel green on white bckground.

F. see color reference

✗ A.



✗ B.



✗ C.



✗ D.



✗ E.



✗ F.



COLORS

COLORS

COLORS

Concept

Color palette inspired by nature. Soft color of pastel green is aimed toward women. A mix of white and beige colors makes the brand 's simple-themed identity even more intriguing.

Pastel Green (main)

RGB: 220, 232, 214
CMYK: 19%, 1%, 21%, 0%

Dark Grey (main)

RGB: 64, 65, 70
CMYK: 70%, 60%, 50%, 53%

Beige (secondary)

RGB: 247, 247, 243
CMYK: 4%, 2%, 6%, 0%

White (main)

RGB: 255, 255, 255
CMYK: 0%, 0%, 0%, 0%

TYPOGRAPHY

TYPEFACE SYSTEM

These two typefaces are designed by the same designer and look very similar. The intention is aim toward clean and minimalistic aesthetic, but with a little bit of twist.

Frutiger LT Std

For title and header.

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (.,:;?!&@*)

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (.,:;?!&@*)**

Avenir

For body copy.

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;?!&@*)

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (.,:;?!&@*)**

Honesty of the brand is represent through big font sizes. Texts must be easily readable.

AGNIHILICAE ET, TENDISSIT EX ET, UT AS
QUAE ET VOLORES TEMPERSPIS A QUIATIS
ETURITA QUE NUSDAM NUS EUMQUOD
ESTIS MO MA NUME NONSEQUI

Agnihilicae et, tendissit ex et, ut as quae et
volores temperspis a quiatis eturita que
nusdam nus eumquod estis mo ma nume
nonsequi

Frutiger LT Std Roman



ORIGINAL
 Receipt
 Shipping Form

CUSTOMERS: ADDRESS: TIN		NO. DATE	
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Item	Description	Quantity	Unit Price	Amount

Note	Total
THB	VAT 7%
	Net amount

SENDER	RECIPIENT	CASH RECIPIENT
---------------	------------------	-----------------------

Date _____

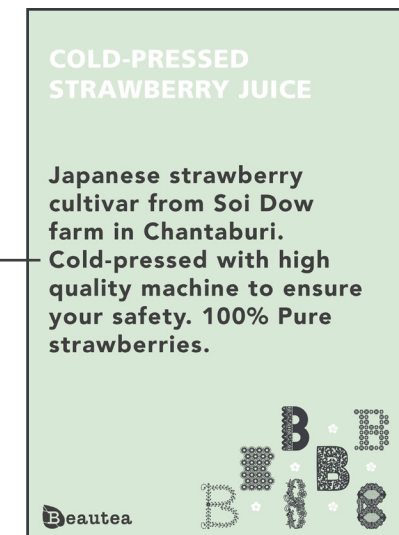
Date _____

Date _____

188 Pongnathi 22 Sakharin 191
 Bangkok Postcode Bangkok 10260
 Tel. +66 (0)2 671 1013
 Tin 010359137296

Avenir Medium

Avenir Black



SUPPORT ELEMENTS

B

Concept

All women are unique. They are different shapes, sizes, color, and heritage. They are mothers, daughters, and grand mothers. They are activist, innovators achievers and inspiration. They are lives and change that they create, and that is beauty. Different forms of alphabet B are realization of our philosophy. They are used to create pattern that resemble lace net.



This is the main B. Choose this one when only one of the B's can be used.



IMAGERY

PROMOTIONAL CONTENT

As the brand focus on honesty and naturality, images of fruit should look fresh, pure and real.

Correct usage



- Do not use a picture with oversaturate color.
- Do not use a picture with unclear type of fruit.
- Do not use a picture where the fruit looks too flawed.
- Do not use a picture where the fruit is obscured.

Incorrect usage



APPLIED EXAMPLES
