



tao[®]
PURE INFUSION

CORPORATE GUIDELINES

December 2019



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tea pleasure

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1. LOGOTYPE

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1.1 LOGOTYPE



1.2 CONSTRUCTION

The logotype is the combination of the wordmark and the baseline. These two elements are the core of our corporate identity. They must always be used in a consistent way in order to build a coherent and strong brand identity at all times.

The logotype is composed of two key elements:
The wordmark ^A
The baseline ^B

- These two key elements constitute the official and exclusive logotype of Tao Pure Infusion.



1.3 EXCLUSION MARGIN AND MINIMUM SIZE

An exclusion margin and a minimum size must be respected so that the logo is always clearly visible.

The exclusion margin **A** is an imaginary area around the logotype that has been defined to give the logo maximum visibility and impact.

- This surrounding area should always remain clear of any visual element that might impair legibility.
- The clear space is equal to the width of the letter T. (See illustration **A**).

A minimum size **B** for the logo has been specified to ensure it can be read in all situations and on all media.

- Keep the logo's proportions the same.

A Exclusion margin:



B Minimum size:



1.4 COLOUR VARIATIONS

The Tao Pure Infusion logotype exists in a full colour positive version **A**, in greyscale **B**, a black and white version **C** and a negative version **D**.

The logotype is by preference presented in its full colour version on a white background. This is the first choice.

- Alternative variations (bright flat colours, bright photographic backgrounds and dark photographic backgrounds) should be considered as exceptions.

- Use the greyscale version **B**, black and white version **C** or negative version **D** where the colour choice is limited (for example, due to the technical constraints of printing).

The logo will never appear on a black background.

A Full colour version (positive) on bright flat colours, on bright photographic backgrounds and on dark photographic backgrounds (against a white reserved area).



B Grey scale version



C Black and white version



D Negative version



1.5 LOGOTYPE VARIATIONS

The Tao Pure Infusion logotype exists in two main versions. These are the first choice:

- A Horizontal logotype
- B Vertical logotype

We prefer one of these two versions depending on the media and their destination, the legibility but also the technical constraints of printing.

- Keep in mind that the legibility and the optimal size must guide the choice of the logotype version.



1.5 LOGOTYPE VARIATIONS

Alternative variation B (lettertype in white with green leaves) should be considered as the exception. For the moment, the only use of this version is on the PET Bottle 330ml.

Depending on its integration and the graphic harmony of the layouts, the logo can appear in this version. It should always be considered as the exception.



1.6 THINGS TO AVOID

The components of the logotype and the way the logotype has been constructed must never be altered or adapted in any way.

The following uses of the logotype are wrong, and must be regarded as misinterpretations:

- A Do not modify the proportions of the logo or stretch the logo.
- B Do not change the colours of the wordmark or the baseline.
- C Do not modify the typography of the logo.
- D Do not change the typography of the baseline.
- E Do not alter the positioning of the two elements of the logo.
- F Do not remove any of the logo's elements.
- G Do not add any graphical effects to the logo.
- H Do not use the logo directly on photographic backgrounds.
- I Do not use the logo smaller than its permitted size (15mm).



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A



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B



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C



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D



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E



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F



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G



H



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I

Always use the original artwork provided by the communication agency of Tao Pure Infusion or by Tao itself. Never create your own logo!

2. GRAPHIC ELEMENTS

- 2.1 Colour palette
- 2.2 Typography
- 2.3 The key values

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2.1 COLOUR PALETTE

Always ensure that colours are correctly implemented by choosing the right reference for the appropriate support or medium.

Always use the CMYK reference to guarantee perfect colour matching for printed applications; Pantone® values guarantee an exact colour for offset printing, RGB values for screen and digital media, and WEB values for web media.

	CMYK	PMS	RGB	WEB
TAO	67 61 61 74	PANTONE Black C	45 42 38	2d2a26
TAO LEAF	60 21 100 5	PANTONE 377 C	120 153 4	789904
TAO LEAF	37 10 100 1	PANTONE 390 C	180 189 0	B4BD00

2.2 TYPOGRAPHY

Our typography is also an essential part of our identity. In order to reinforce the identity the appropriate typography must be used whenever possible.

The main Tao Pure Infusion typeface is Petita. This typography is a sans-serif font with a simple structure and should be used in all applications. Its simplicity differentiates it from the logotype typeface. Petita comes in various weights and must be used consistently on all media.

MAIN TYPEFACE PETITA

TAO

TAO PURE INFUSION

LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMOPQRSTUVWXYZ

MEDIUM

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMOPQRSTUVWXYZ

2.3 THE KEY VALUES

These logos ^A only exist in english and are not translated to suit the promotional tool language.

^B This key value must always be displayed on the packshot (range or single can).

^C This key value must appear on all media.

^A

**SOURCE OF
ANTIOXIDANT**

**LOW
CALORIE**

**SWEETENED
BY FRUITS**

91% PURE INFUSED TEA

^B

**GLYCEMIC
INDEX <55**



^C

BELGIUM CRAFTED QUALITY

