

Presotea

Brand Guidelines



Contents

1. Brand Strategy

2. Audience

3. Logo

4. Colour

5. Typography

6. In store

7. Opening Poster

8. Social Media

9. Stationary

10. Website

1. Brand strategy

Presotea is a Taiwanese bubble tea franchise that has recently branched out in Australia, with 15 stores in WA and 1 store in NSW, with 10 more stores to open in 2019.

Brand Strategy

Strategy

The Presotea brand is more than a name or a logo. It's the sum of everything we say and do. The Presotea brand connects people to who we are as a bubble tea business and what we are known for - fresh quality bubble tea. These design guidelines will explain how to use the new visual identity with clarity across all aspects of the branding. These design guidelines have been designed to ensure consistency within our brand, helping to communicate a strong message.

Brand Personality

Young, fun and vibrant. Skewed towards females. Very social, people go for bubble tea largely with friends, or they get one for their friends when they're purchasing their own.

Tone of voice

Energetic, friendly, accessible and casual. Communicate things clearly so it's easy to understand and relate to.

Tagline

"Stay Fresh"

2. Audience Profile

According to our Facebook demographic statistics, our online audience is made up of 74% females and 26% males. Within the female audience the most popular age group is between 18 - 24. We need to make sure our branding is skewed towards this demographic in order to create a strong, relatable message.

Audience

Interests

A large segment of our audience are students which means they are interested in going to the local shops after uni or Tafe, exploring the city, going to movies, events and local concerts.

They are mostly attracted to bright, colourful new age branding that is unique and has more of independent business style instead of traditional franchise style. They live and breathe social media which is why Presotea has created an online community on the most popular platforms with our audience.

They are new age and casual in the way they talk and act. For example, certain words should be abbreviated.

3. Logo

The most identifiable element of the Presotea brand is the logo. Consistent use of our logo is key to retaining brand strength through recognition of who we are and what we stand for as a brand.

Logo + Icon

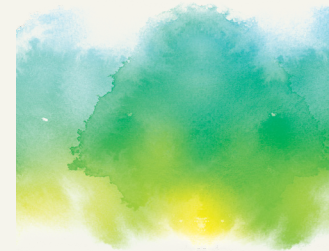
Variations

Classic

Circular

Icon

Watercolour

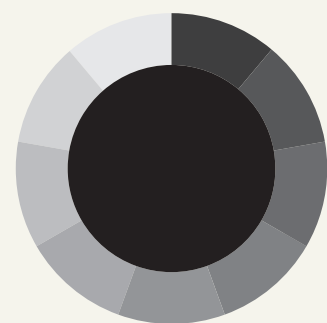


4. Colour

The Presotea colour palette is designed to be fresh, modern and distinctive. To help achieve brand awareness these colours must be applied consistently throughout the branding.

Colour

Brand colours



Black

CMYK
C0 M0 Y0 K100

RGB
R35 G24 B21

HEX
#231f20

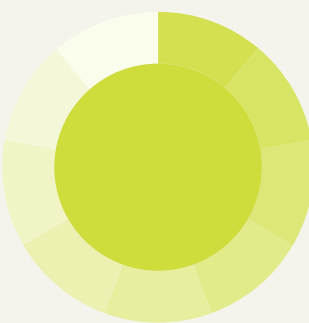


Green

CMYK
C50 M10 Y100 K0

RGB
R144 G184 B33

HEX
#90b821



Verdurous

CMYK
C25 M0 Y85 K0

RGB
R207 G221 B60

HEX
#cfdd3c



Light Grey Ash

CMYK
C0 M0 Y4 K4

RGB
R249 G249 B243

HEX
#3a3a3a

5. Typography

Calibri is our primary brand typeface, Biryani can be used for social media. They should be used accordingly where typography is required. It is a simple, clean and legible typeface that compliments our logo. Typography shouldn't be overlooked as a key element within our brand.

Typography

PRIMARY
Calibri - Regular
Tracking: 10pt
Leading: 35pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*()_+{}[]|\:;'"<>,.?~

£ÃÆÇÈØßÜåæç

HEADING 1
Calibri - Bold
Tracking: 10pt
Leading: 35pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*()_+{}[]|\:;'"<>,.?~

£ÃÆÇÈØßÜåæç

HEADING 2
Biryani - Black
Tracking: 10pt
Leading: 35pt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!@#\$%^&*()_+{}[]|\:;'"<>,.?~

£ÃÆÇÈØßÜåæç

6. In Store

Any collateral in store designs must be minimal and modern to match the new interiors and theme of the stores. (Slate and cement grey with pops of white marble, black and greenery throughout)

Example:



In store

Colour: Must always be on a minimal background (eg white or cream background) or a drink photo as the background, with black, white, shades of grey and green included. CMYK for print and RGB for web.

Style : Modern and minimal with the use of negative space when necessary.

Pattern: Patterns can be incorporated within the design such as different shapes.

Logo - Circular or classic logo, Logo must be displayed as a vector or PNG application with no background. Must be scalable without losing it's quality. It must always be crisp whether being displayed on a small business card or a large poster or signage.

These posters can be made into dynamic formats when needed for the TVs in store.

Typography:

Primary typeface - Calibri

Heading typeface - Briyani Bold

Icons: Social media icons must be included. Instagram, Facebook, Snapchat

With either black or white application depending on the artwork behind.

Handles: Website, hashtag and Instagram handle must be included on the poster in the same style as the below:

7. Opening Poster

Store opening posters must always be the same layout with different backgrounds and colours relating to the background image. Three different templates will be created for ongoing use and each design will just be updated with the dates and stores and terms and conditions for each opening.

Example:



Opening Poster

Background: Must always be on an image background

Style: Modern and minimal with the use of negative space when necessary.

Colour: Depending on the background drink colour image: white, black, green, grey

Pattern: Patterns can be incorporated within the design such as different shapes.

Logo: Circular or classic logo, Logo must be displayed as a vector or PNG application with no background. Must be scalable without losing its quality. It must always be crisp whether being displayed on a small business card or a large poster or signage.

Typography:

Primary typeface - Calibri

Heading typeface - Briyani Bold

Icons: Social media icons must be included. Instagram, Facebook, Snapchat

T & Cs: Must always include terms and conditions

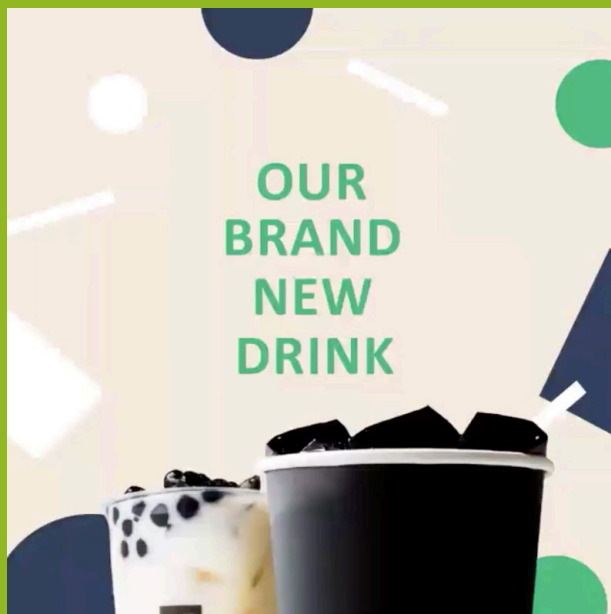
Handles: Website, hashtag and Instagram handle must be included

Content: Must include opening promotion in three different days laid out as per original design.

8. Social Media

Social media channels must communicate a strong, consistent voice. Following on from our online demographic the designs are aimed towards females 18 - 24.

Example:



Social Media

Pattern: Modern patterns such as different shapes, keep it simple with plain coloured backgrounds.

Colour: Pops of colour throughout (light pink, light purple, light green, light blue) Nothing too bright and in your face. Presotea is a modern brand and the cup design, store interior design and social media artwork must all reflect this. Skewed towards females.

Icons: No social media icons are to be used on social media advertising

Gifs: To be used for social media advertising of TUT and all store promotions.

Imagery: Images must be used from previous photo shoots. All re posted content must go on stories unless it fits with the theme of the grid.

Logo: No Presotea logos are to be used on social media designs as it will always be on the drink cup within the image.

9. Stationery

Must always be on a white background, simple and modern design with white classic logo. Include social icons on all stationary, calibri regular and bold font.

10. Website

Minimal and modern

Clean, informative and simple design

Majority white with black writing

Heavy Imagery

Interactive

