



Graphic Standards Guidelines V.1



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We are Positea

This publication has been developed to guide users of Positea's visual identity on how to use the company's logos and graphic material. This reference guide aims to guarantee consistency with the corporate image conveyed internally and externally that our company has been building.



Table of Contents

Mission, Vision, and Values	4
Brand Personality	5
Logotype and Mark	6-8
<i>Colour</i>	6
<i>Black and White</i>	7
<i>Buffer Zone</i>	8
<i>Minimum Size</i>	8
Colours	9
Typography	10
Graphic Elements	11-13
<i>Cropped Leaf Mark</i>	11
<i>Pasitea Lines</i>	12
<i>Pasitea Arrow</i>	12
<i>Tone of Voice</i>	13
Application Examples	14-33
Contact	34

Mission, Vision & Values

We are a Montreal based CBD-infused tea brand that promotes relaxation and wellness. Whether you're unwinding after work, chilling with friends, or just looking for something new and different to try, our wide selection of carefully crafted blends are perfect for you.

The Pasitea brand mission is to blend the soothing power of nature with the science of wellness, creating a range of exceptional CBD-infused teas that nurture both the body and the soul. We believe that self-care should be a daily ritual, a moment of tranquility and healing in a fast-paced world.

Our name upholds significant meaning as it is associated to the Greek goddess of relaxation, meditation, and all other altered states of consciousness. Moreover, as we are Montreal based, the French play on words of our name "*Pas-si-thé*" describes how our tea strays from tradition.

Health & Wellness

Educating consumers about the benefits of the synergy between CBD and tea for overall well-being. Clear communication about the CBD content.

Sustainability

Dedication to minimizing our ecological footprint by having environmentally friendly and sustainable practices in sourcing and packaging.

Quality Assurance

Commitment to sourcing and delivering the highest quality CBD and tea ingredients. Assuring consistency and excellence for each blend.

Calm & Mindfulness

Advocating for the calming and mindfulness benefits of CBD-infused tea. Encouraging a relaxation and self-care ritual through CBD tea consumption.

Innovation

Embracing innovation in CBD extraction methods and tea blending. Constantly exploring new flavors and combinations to enhance the CBD tea experience and benefits.

Community

Initiatives to give back and contribute to social causes related to wellness. Offering a variety of accessible CBD tea products to cater to different preferences and needs.

Logo

Our company's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it.

Our logotype reflects peacefulness, softness, and relaxation. Our logomark represents the organic nature of the tea leaves and the marijuana leaves.

To preserve the integrity of the Pasitea brand, its use must be managed through the standards set out in this guide.

Colour – Positive Version



X

Proscribed uses

The core components of the logo form an indivisible whole: symbol, colours, proportions and positioning of its different elements must not be modified in any way.

Black – Positive Version

The Pasitea logo must be used in black only when production constraints do not allow the use of colour.



Negative Version



Buffer Zone

To optimize the presence of the Pasitea logo in any given space, it must include a buffer zone, i.e., a minimum area of protection, free of external graphic or textual elements.

The size of this area is based on a relative measurement, which can be applied in any context, and is equal to the entire height “X” of the Pasitea logo: from the bottom of the **p** to the top of the **leaf mark**.



Minimum Size

A minimum size for usage of the logo must be determined to ensure optimal visibility. The Pasitea logo must measure at least 1 inch wide (2.5 cm).



Colours

The official corporate colours for the visual platform, i.e., for all graphic elements used in support of the logo, are white, black, and green. Technical specifications are detailed below for both the primary colours and the secondary colours.

Primary Colours

#FFFef6
RGB 255-254-246
CMYK 0-0-3-0
PMS 1-2 U

#262425
RGB 38-36-37
CMYK 70-67-64-74
PMS 179-15 U

#b9bF43
RGB 185-191-68
CMYK 32.74-11.56-100-0
PMS 163-15 U

Secondary Colours

#d77c54
RGB 215-124-8
CMYK 1-63-73-0
PMS 45-5 U

#e39e5c
RGB 227-158-94
CMYK 0-34-73-0
PMS 20-6 U

#F1d55e
RGB 241-214-94
CMYK 2.08-13-78.77-0
PMS 7-7 U

#8Fa4d0
RGB 143-164-208
CMYK 47.39-27.39-1.88-0
PMS 106-4 U

Typography

The official typefaces to be used in corporate and marketing communications, for printed or electronic documents, are All Round Gothic (for mainly all text) and Neulis Cursive (for flavours on packaging and other special uses). They are produced by Adobe creators and can be found on Adobe Fonts.

Primary

All Round
Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæœøefi
0123456789!/?#€\$¢£¥\$%&@
{(\<-+=->/)}*™®©“”‘’”“<<>>;:.,...

Medium Medium Oblique Demi Demi Oblique

Secondary

Neulis
Cursive

ABCDEFGHIJKLMNOPQRSTUVWXYZÆOE
abcdefghijklmnopqrstuvwxyzæœøefi
0123456789!/?#€\$¢£¥\$%&@
{(\<-+=->/)}*™®©“”‘’”“<<>>;:.,...

Regular Medium Medium Italic Semi Bold
Semi Bold Italic

Graphic Elements

The official graphic elements encompass technical information about illustrations, tone of voice, scaling, and layout.

These elements are to be used in all visual communications, for both print and digital, to assure consistency and to respect the brand's image.

Cropped Leaf Mark

The main graphic element that is to be used is the leaf mark found in the logo. This element needs to be cropped in half to make it seem as if the second half of the mark goes beyond the border. It can be used alone or with the logo.

This mark is to be cropped on the right for the majority of visual communications. However, for back and inside covers and/or faces, the mark is to be cropped on the left side. Its width is never to be modified, but its height and scale may vary slightly.

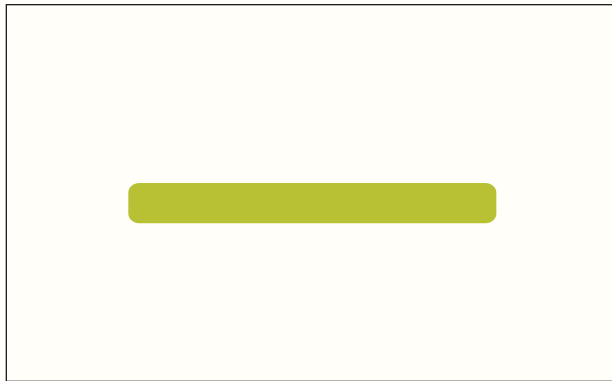
The bottom part of the logo needs to align to the bottom corner (either right or left). It is mostly to be used in the brand's green, but it may also be used in one of the brand's secondary colours.



Positea Lines

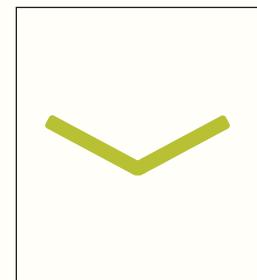
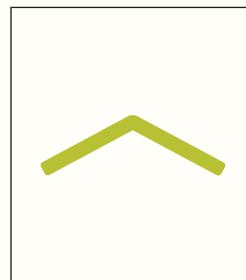
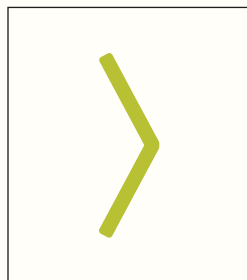
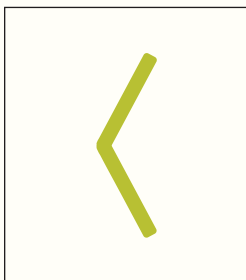
The Positea lines compose the leaf mark found in the logo. These lines can be used individually and can be placed horizontally or vertically. Horizontal lines can not be stacked like the vertical ones. Their width is never to be modified, but their height and scale may vary slightly.

These lines may indicate the intensity of the tea blend or the type of tea blend. They may also act as a cursor or indication symbol. Therefore, these lines can use the brand's green and/or the brand's secondary colours



Positea Arrow

The Positea arrow is made of the bottom lines that compose the leaf mark found in the logo. This arrow can be used in any direction. Its width is to never be modified, but its height and scale may vary slightly.



Tone of Voice

The tone of voice to be used is witty and casual. It should feel as though consumers are joking or having a lighthearted conversation with a close friend. Large text and headlines are to be kept short and simple.

For flavor names, the tone of voice should be clever and playful. All flavor names should be alliterations and/or a play on words. Moreover, the names should be puns relating to cannabis and/or tea culture. The names should be minimum two words and maximum five words.

**Btw, It's
Legal Now!**

Puffin' Peppermint

Mango Mary

**Ur Cup
of Chill**

Sativa Sunrise

Chamomile Chill

It's Been
Oolong Day

Application Examples

The Following application and deployment examples showcase how all of the Pasitea brand elements, such as colour, Fonts, and graphic elements are to be used to assure brand consistency and authenticity.

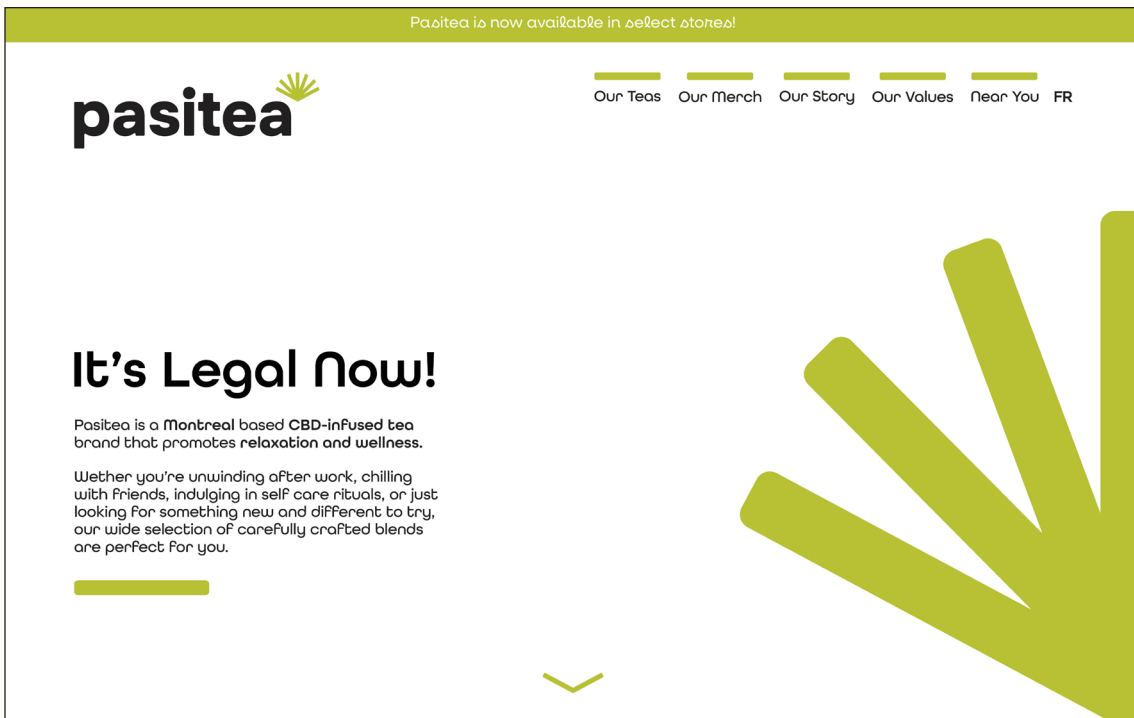




**Btw, It's
Legal Now!**



pasitea 

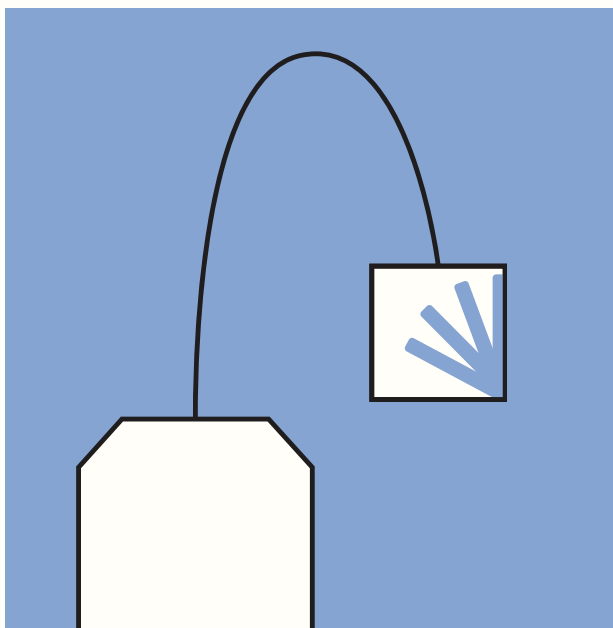
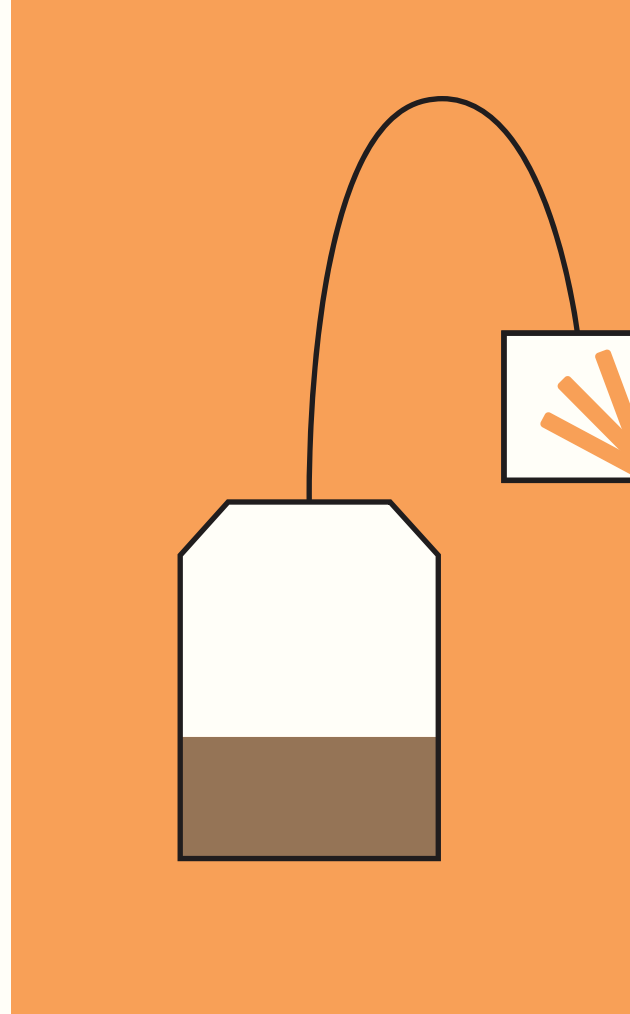


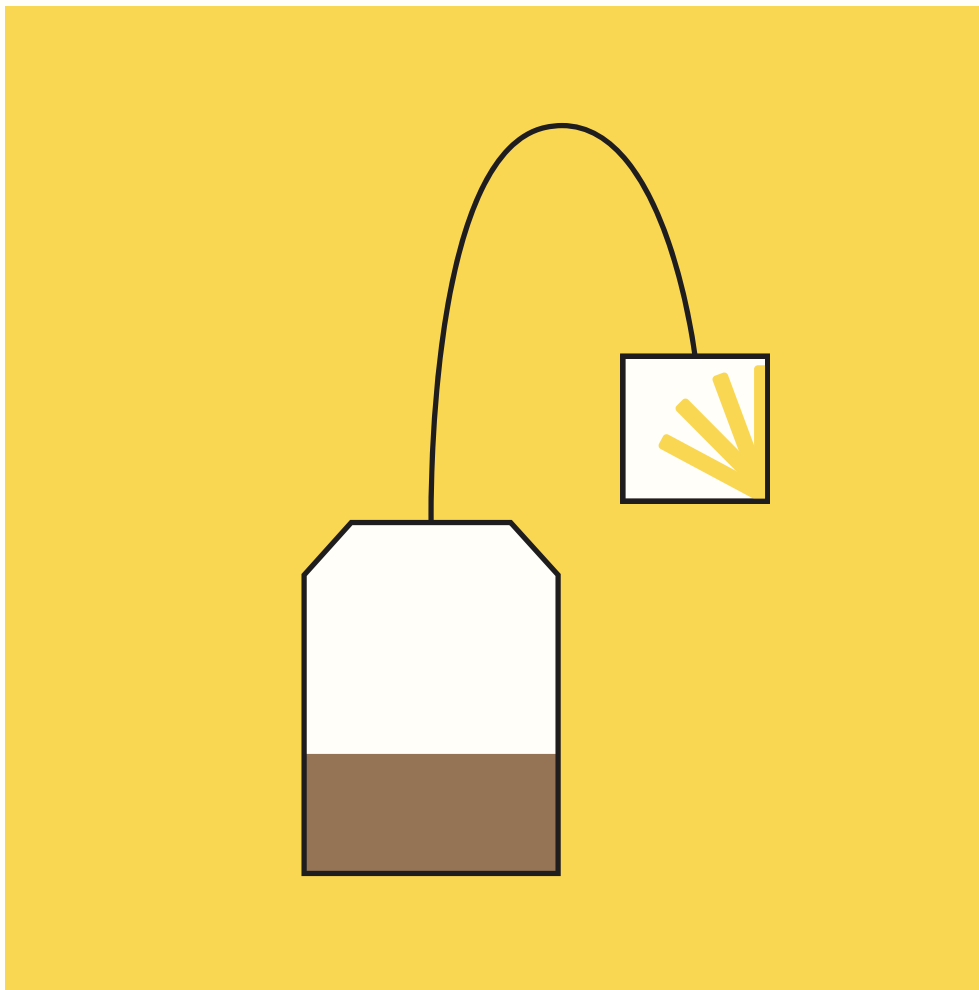
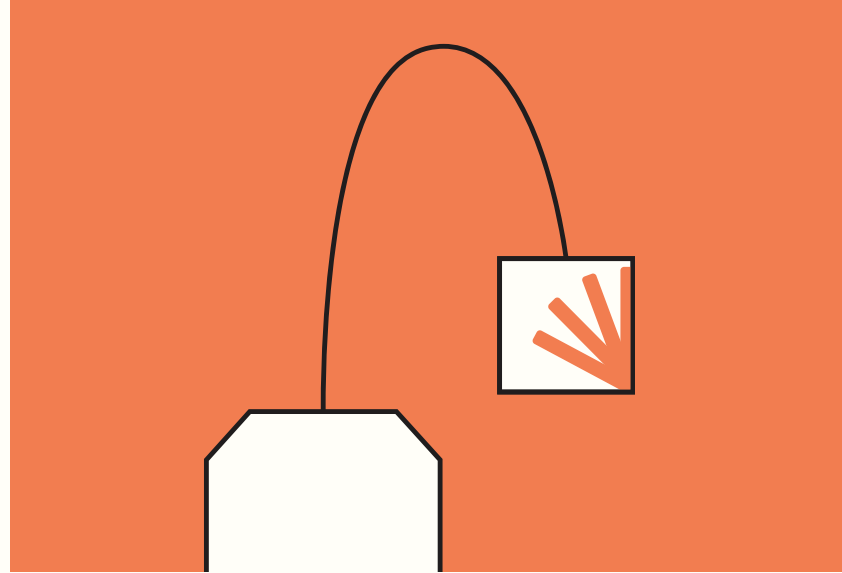
Our blends are calming, Flavorful, light, soothing,
and easy to drink. Every sip starts with a taste
of comfort and ends with a moment of tranquility
and healing in this Fast paced world.





Teas Thés



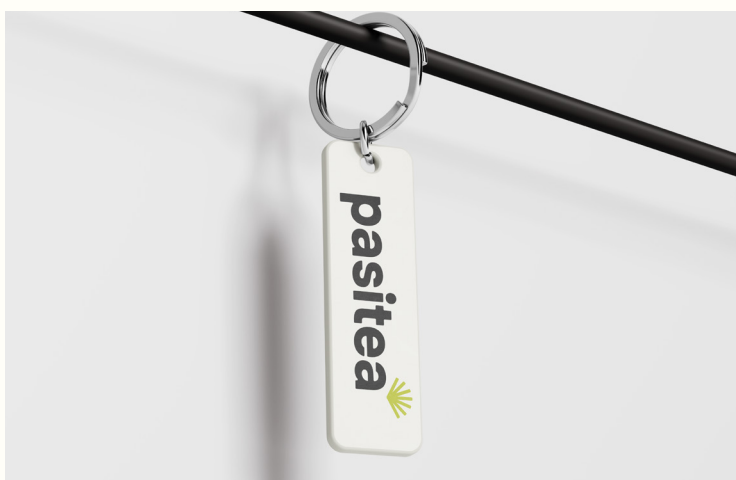




**Btw, It's
Legal Now!**



pasitea 





**Btw, It's
Legal Now!**



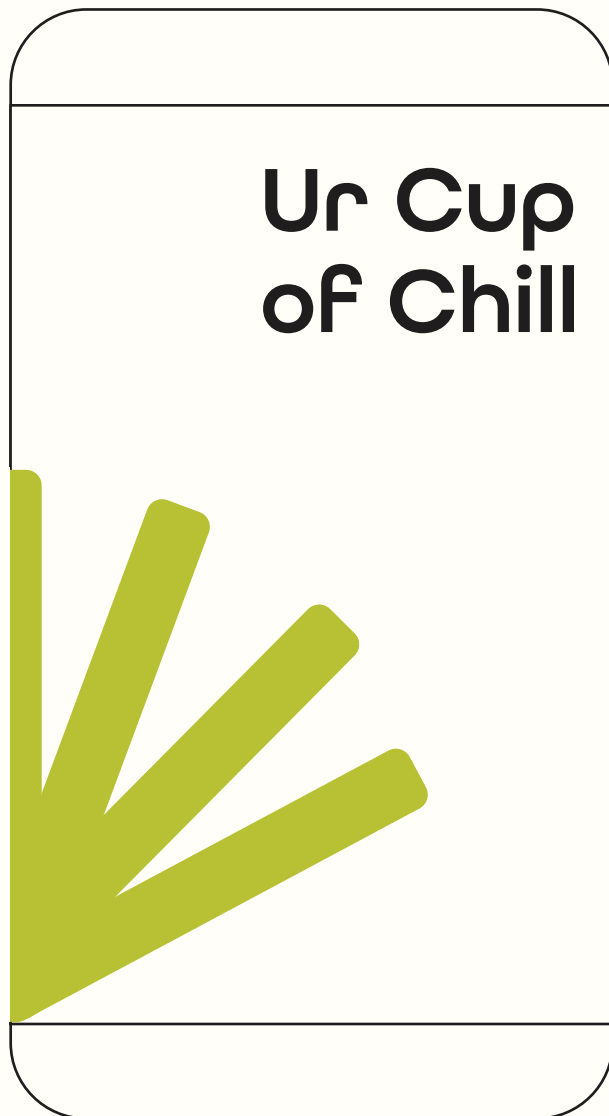
A photograph of a rectangular sign with a black border and a bright green background. The sign is mounted on a light-colored, textured wall. The word "pasitea" is written in white lowercase letters, with a white sunburst icon above the final 'a'.

pasitea

**Btw, It's
Legal Now!**



pasi





pa

The image shows a large, vibrant green wall, possibly a building facade, with a dense layer of ivy growing over the top and right edges. The word "sitea" is written in a large, white, lowercase, sans-serif font. To the right of the word is a white icon consisting of a fan-like shape with several radiating lines, resembling a stylized sun or a hand. The overall scene is brightly lit, with shadows of the ivy leaves cast onto the green wall.

sitea

Contact

For any questions or further information regarding Pasitea's brand identity, please contact:

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