HILLTOP TEA

logo & usage guidelines

Correct form and logo reproduction of logo

The "Hilltop Tea" logo shall always be displayed correctly in the specified form.
When reproducing the "Hilltop Tea" logo, be sure to use the designated
electronic logo data supplied together with these usage regulations.
The logo shall be reproduced precisely without distorting the logo or changing
the height-to-width ratio. While there are different color variants of the logo,
the only acceptable form is follows.

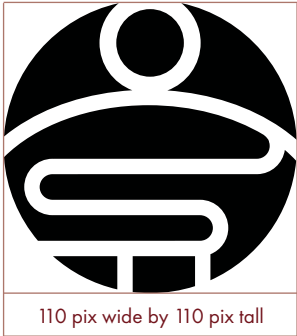# Minimum logo sizing for print and digital media

The "Hilltop Tea" logo will always be represented at or above minimum

sizing in order to preserve brand recognition standards across all mediums.

Minimum size regulation for printing

1.5" wide by 1.5" tall

Minimum size regulation for digital

110 pix wide by 110 pix tall

Logo Isolation zone

The "Hilltop Tea" logo will always be represented with an isolation zone.

No elements, other than colored backgrounds should intude into the alloted space.

This includes borders and edges in physical reproduction and printing.

Isolation Zone

Height

Height is the basis for the isolation zone. The isolation zone is 1/3 of the height.

Isolation Zone

Dual color logo usage

The "Hilltop Tea" logo shall always be represented in the appropriate colors.

In the case of a light or white background the logo will be shown in the colors below.

Top color - red

CMYK | C - 0 M - 94 Y - 100 K - 0

RGB | R - 225 G - 6 B - 0

PANTONE | 2347C

HEX/HTML | 10600

Bottom color - dark red

CMYK | C - 2 M - 97 Y - 72 K - 52

RGB | R - 124 G - 38 B - 41

PANTONE | 1815C

HEX/HTML | 7C2629

Single color logo usage

The "Hilltop Tea" logo shall always be represented in the appropriate colors.

In the case of a dark or medium value background the logo will be shown as below

Logo color - white

CMYK | C - 0 M - 0 Y - 0 K - 0

RGB | R - 225 G - 255 B - 255

PANTONE | None specified.

HEX/HTML | 00000

Logo misuse - core elements

The "Hilltop Tea" logo shall not be shown in any manner other than using the previously authorized guidelines.

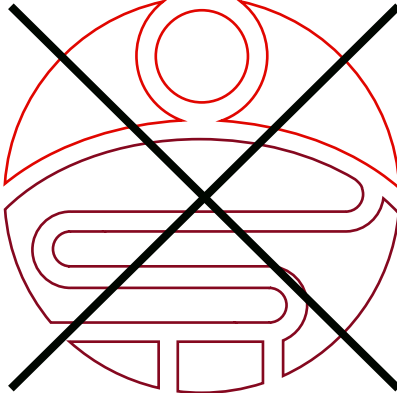Below are some examples of Misuse regarding the core logo elements.

Don't condense the logo.

Don't stretch the logo.

Don't use outlines.

Don't use drop shadows.

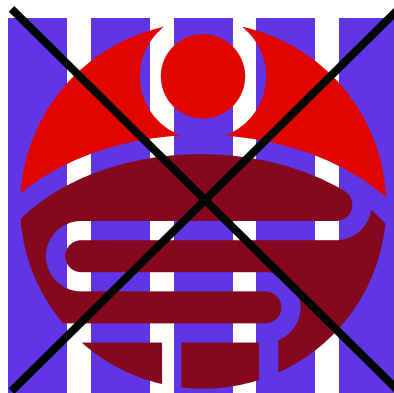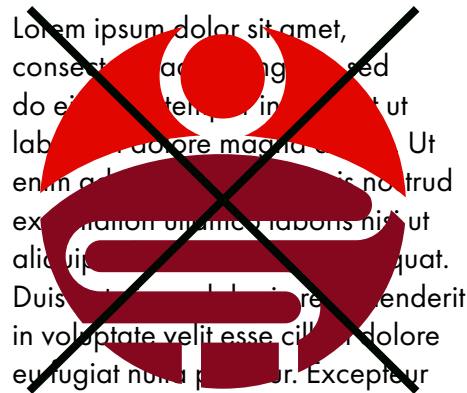Don't alter logo shapes, colors or spacing

Logo misuse - isolation and other elements

The "Hilltop Tea" logo shall not be shown in any manner other than using the previously authorized guidelines.

Below are some examples of Misuse regardin the surrounding area and isolation zone.

Don't approach other elements around the logo - including type, and graphics.

Lorem ipsum dolor sit amet, consectetur adipiscing, sed do eiusmod tempor incididunt ut labore dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur

Don't place the logo in any type situations or in any kind of text

Hilltop tea is a brand providing holistic and healthy solutions to the public. Sourcing sustainably produced ingredients that are fair trade and curelty free.