

Sweet

AS SOUTHERN TEA



BRAND GUIDLEINES

Sweet 
AS SOUTHERN TEA

Sweet 
AS SOUTHERN TEA

LIGHT BACKGROUNDS

DARK BACKGROUNDS

Sweet 
AS SOUTHERN TEA

Sweet 
AS SOUTHERN TEA

Logo Do's

Sweet♥
AS SOUTHERN TEA

use as is

Sweet♥
AS SOUTHERN TEA

use alternate capitals

Logo Don'ts

Sweet♥
as Southern Tea

replace fonts

Sweet♥
AS SOUTHERN TEA

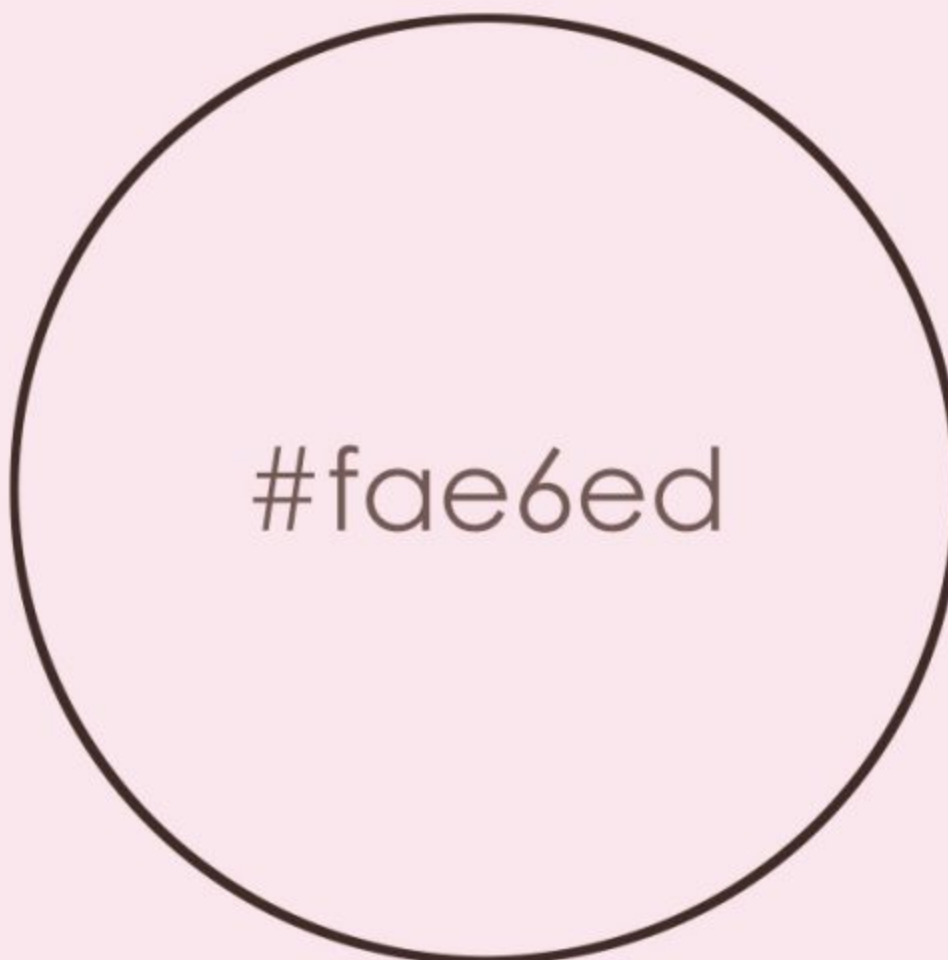
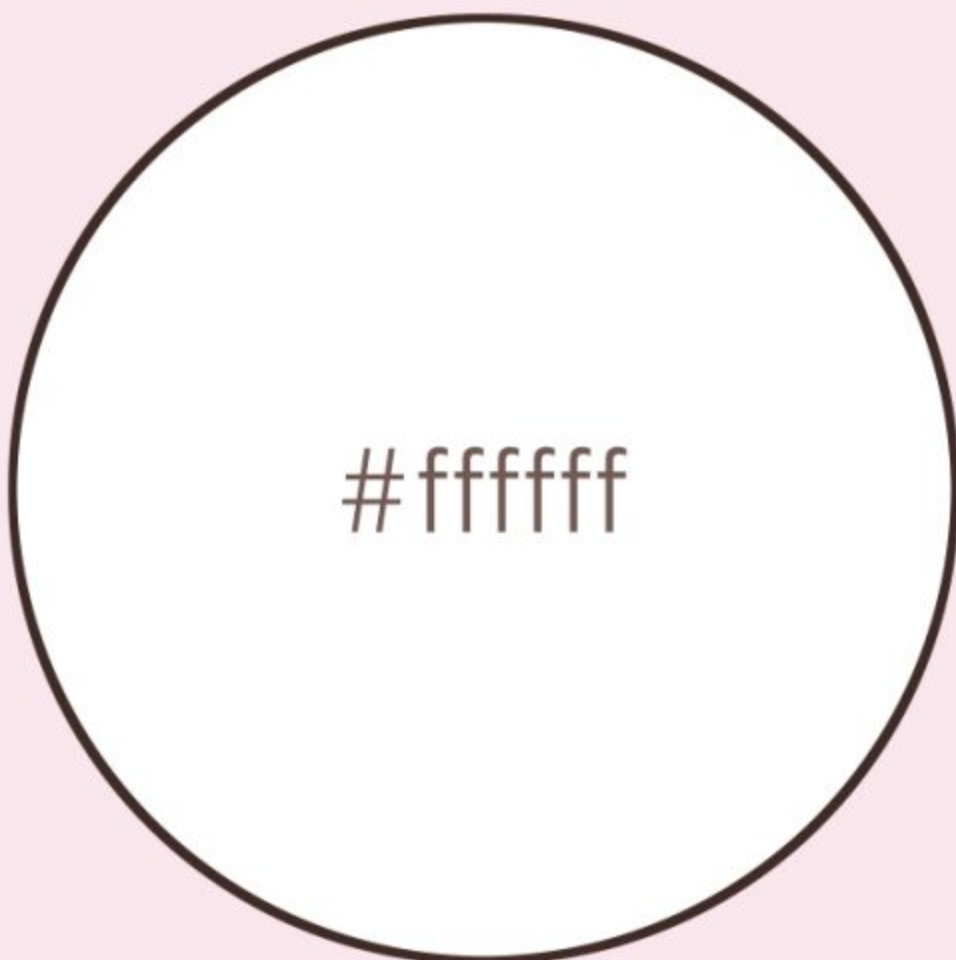
replace colors

Color

Main Colors



Alternate Colors



Fonts

Lifhack

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

0123456789

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

LOVE MONSTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

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

Fonts in Use

Lifehack



Headlines

SUBHEAD

BODY TEXT

CUPCAKE IPSUM DOLOR SIT AMET SOUFFLÉ SHORTBREAD MARZIPAN.
MARSHMALLOW JUJUBES FRUITCAKE PASTRY SOUFFLÉ JELLY BEANS.
COOKIE PUDDING ICING TOOTSIE ROLL CHOCOLATE BAR SWEET I LOVE.

COOKIE TART OAT CAKE PIE I LOVE ICING. LOLLIPOP CANDY

SUGAR PLUM CANDY APPLE PIE CAKE PASTRY SUGAR PLUM BEAR CLAW.

MARZIPAN TOPPING GUMMI BEARS PASTRY SHORTBREAD BEAR CLAW
CHOCOLATE CAKE COOKIE OAT CAKE. SUGAR PLUM JELLY BEANS MACARON

SOUFFLÉ LEMON DROPS. PUDDING I LOVE I LOVE JELLY BEANS JELLY

APPLE PIE JELLY BEANS. ICING CUPCAKE SHORTBREAD TART ICING

CHUPA CHUPS CARROT CAKE. GUMMIES MUFFIN ICING GUMMI BEARS

TOOTSIE ROLL JELLY LOLLIPOP. CANDY CANES SESAME SNAPS

GINGERBREAD APPLE PIE MARSHMALLOW. CUPCAKE MARSHMALLOW CANDY

JELLY TOFFEE CHUPA CHUPS TOFFEE LEMON DROPS I LOVE.

LOVE MONSTER



Logo on Assets





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