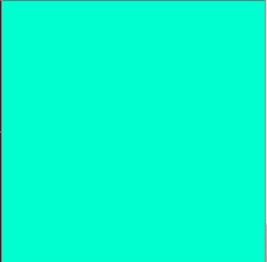
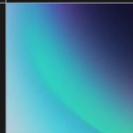
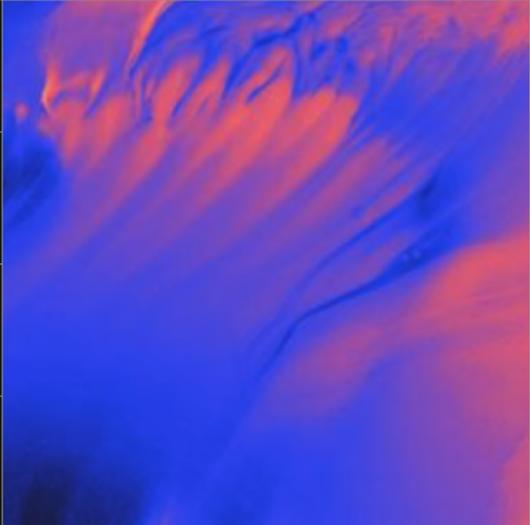
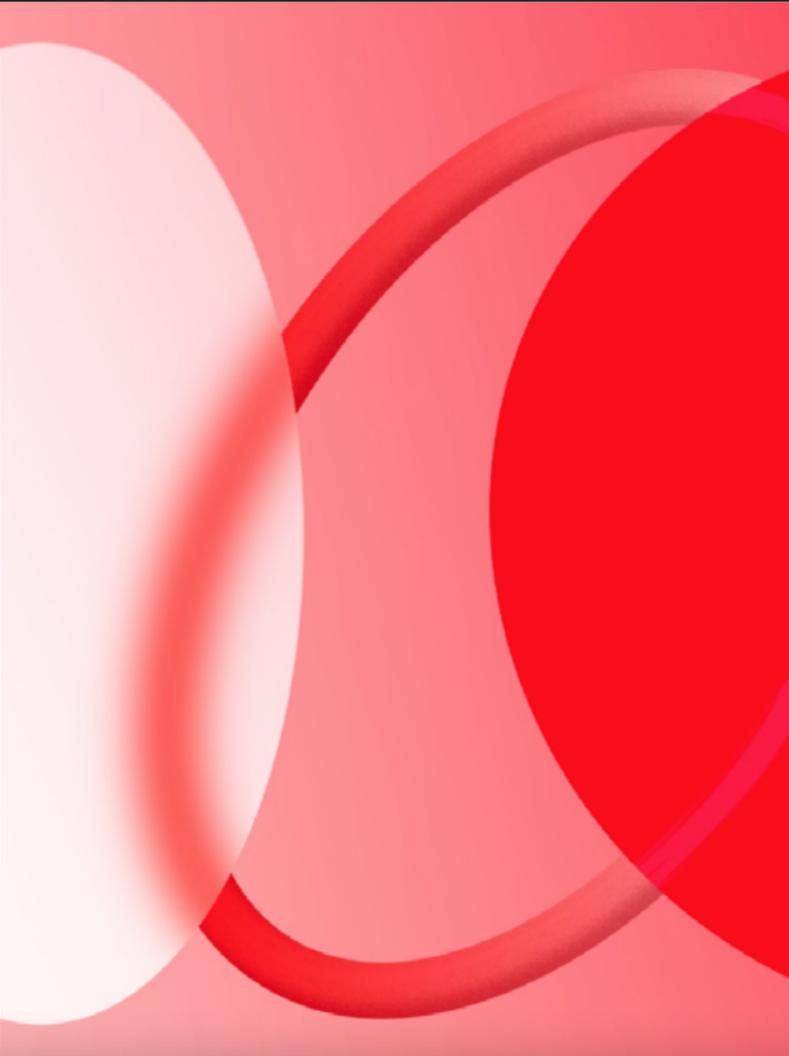




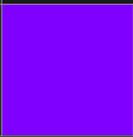
tea.



Brand Guidelines

Confidential + Proprietary.

August 2022



Contents

About the Brand

L> 03

Brand Toolkit

L> 06

Logo

L> 07

Typography

L> 09

Iconography

L> 12

Color

L> 14

Design System

L> 16

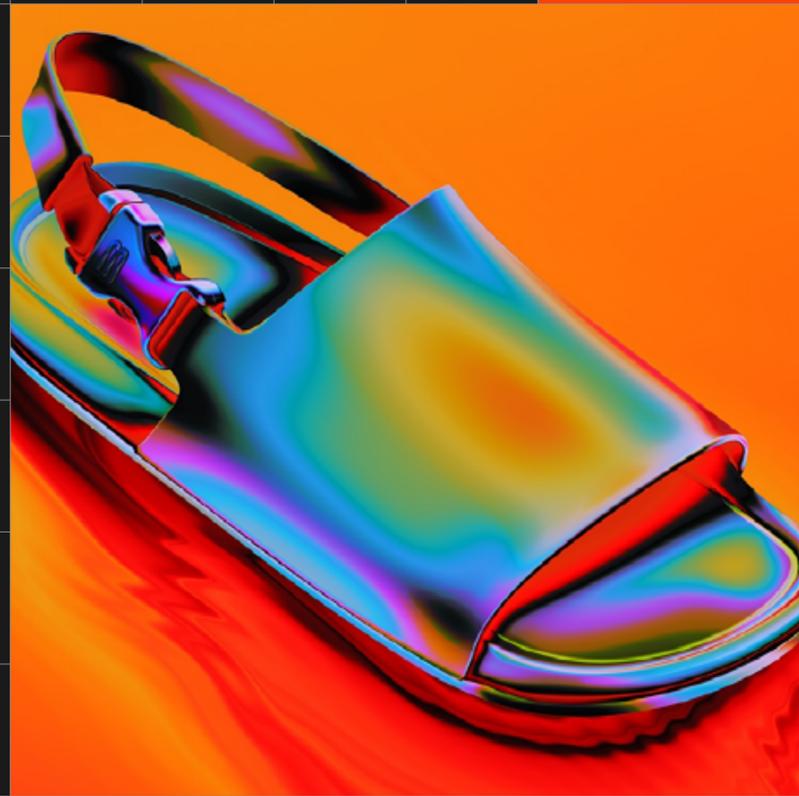
Imagery

L> 18

Sample Layouts

L> 20

Brand Purpose

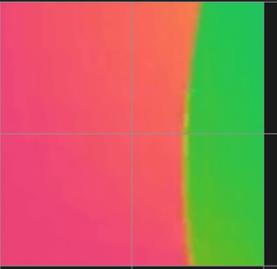


The tools that built the internet have steeped too long. For the past two decades, big tech has made trillions off the generosity of visionary developers and web pioneers... never thanking, never mentioning, and certainly never paying. At tea, we're brewing something to change that by enabling developers (you) to continue doing what you love, while earning what you deserve.

For more than twenty years the Internet has been built upon the fruits of freely available open source. Whenever a project enabled new functionality it was (whether desired or not) added as a new brick in the tower of infrastructure; giving the Internet new powers and capabilities; becoming a new foundation for all the innovations that followed. The maintainers of these new bricks became thanklessly unpaid volunteers.

And so tea is revolutionizing the future of how the internet is built.

A HIGH CONTRAST LOOK + FEEL



The ability to be future-focused and evolve should be reflected in the brand's appearance. The brand should appear as visually impactful as the bold, progressive change brought on by web 3.0. It's not traditionally techy... it's ultra modern, brutalist and designed to be intriguing. A balance of smart and fun.



Design Principles

While not exhaustive, these principles should be considered and used as a guide when generating these branded design materials.

High contrast in scale

Bold use of color

Neatly organized in layout

Modern and smart in execution

Core Brand Elements

The examples on this page highlight the core design elements.

GRIDDED LAYOUTS:
The entire layout should be held together by a square, responsive grid system. The grid should adapt itself to whatever content it is framing but all content should align to the grid.

BACKGROUND COLOR:
The majority of backgrounds should lean either black or white in order to add balance to the vivid nature of the photography.

PHOTOGRAPHY:
Striking AI rendered art intended to stimulate thought and intrigue.

Logomarks →



Headlines →

KEEP WHAT IS YOURS

Grids →

The revolution is here.
We're calling on all open-source devs to authenticate their Github with tea.

AI Generated Art →



Large Playful Iconography →

PACKAGES:

▼ ALL

BY AUTHOR ▼

SEARCH Q

Cover Art →

gluemotion
● mohawk.69

V2.35 > x45 installs DETAILS

mp3wrap
● grz2003

V7.25 > x32 installs DETAILS

soundtoys
● craig_d

V1.08 > x21 installs DETAILS

↳ SHOW MORE (26)

Tickers + Tables →

UTION IS HERE: 1963 total developers authenticated with tea ---> 06.07.22 / 10.44am [GMT] + THE REVOL

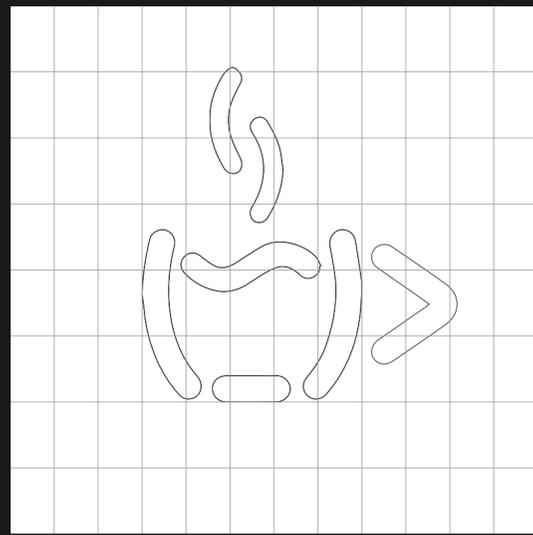
Teacup Logomark

The teacup logomark is the hero brand design element.

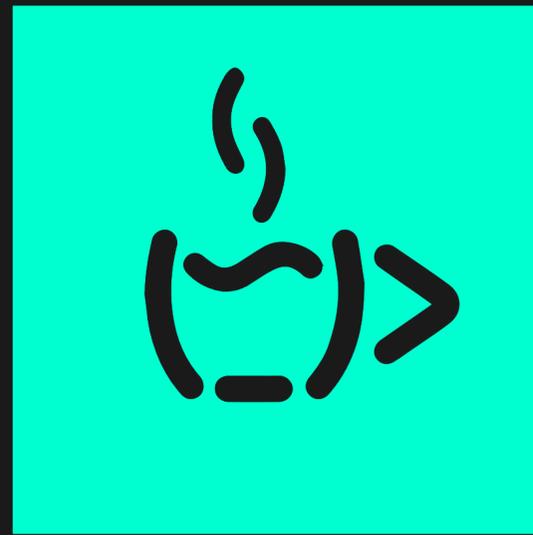
This logo should always be presented within the construct of a square.

The background of the square container can and should be filled with organic, animated textures inspired by our photography and color palette.

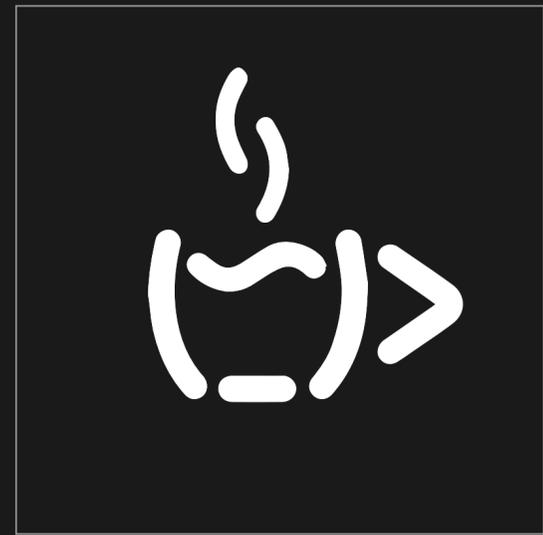
The teacup may be presented on its own without the wordmark so long as the word "tea" exists somewhere else within the layout.



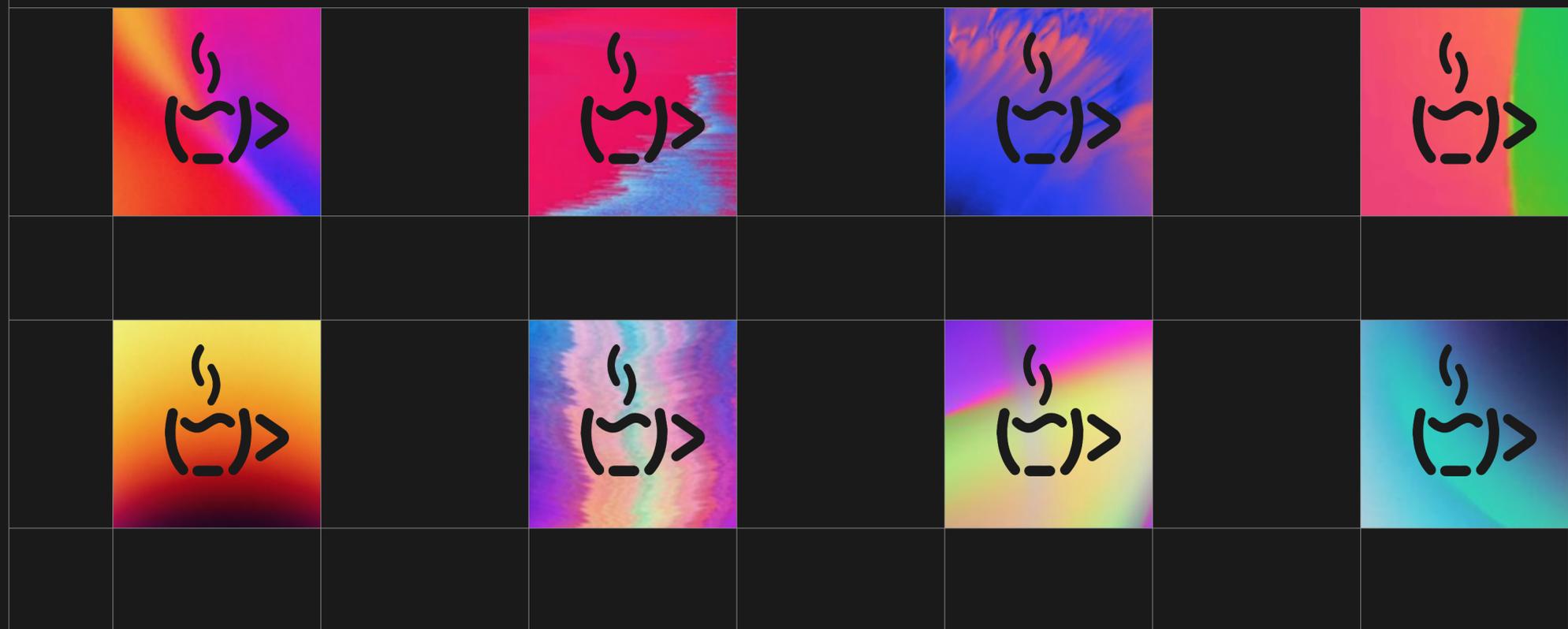
PROPER SPACING



LIGHT BACKGROUND USAGE



DARK BACKGROUND USAGE



Wordmark

The “tea.” wordmark is considered a secondary mark. If the word “tea.” is presented elsewhere within the design (such as a headline or a URL), it’s not necessary to include this mark.

The wordmark does not need to be locked up with the teacup logo if the layout space allows for them to be placed separately.

Lockups should only be used in layouts with extremely limited real estate such as web banners and small scale products like pencils.

Wordmark Color Treatments



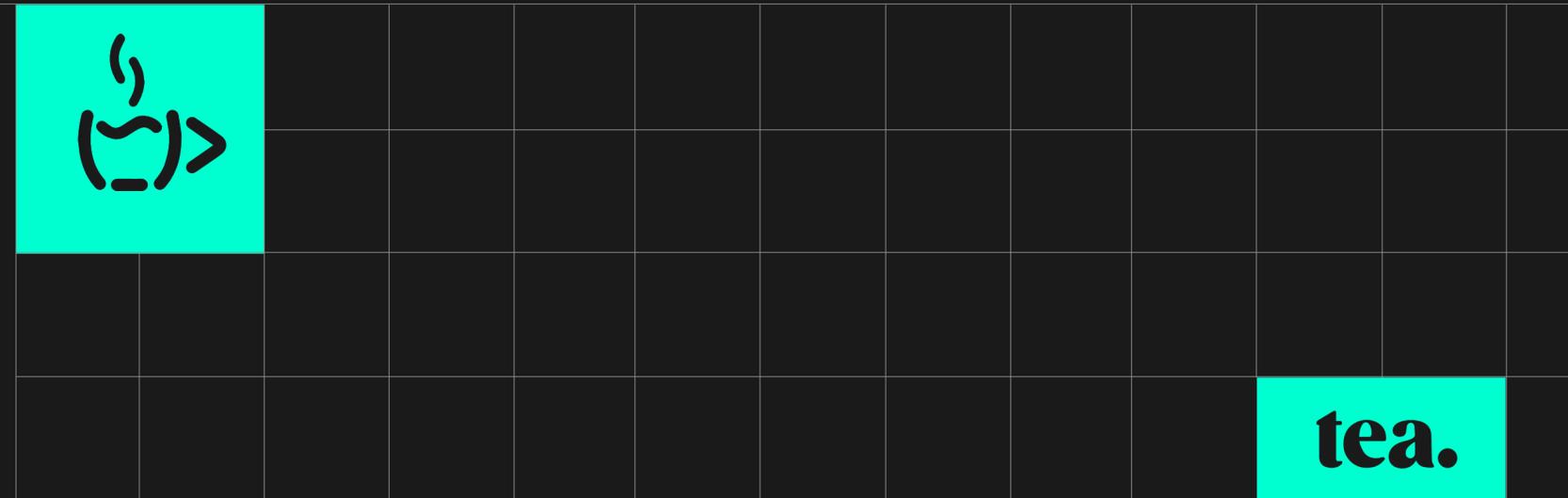
LIGHT BACKGROUND USAGE



DARK BACKGROUND USAGE

Avoid using a lockup wherever possible.

Always hero the teacup logomark.



Lockup Treatments

Only use the lockup in placements where design space is extremely limited.



Typefaces

The core brand fonts are PP Neue Machina Light and Sono Light.

PP Neue Machina is the primary brand font. It should be used to lead communications. All headlines and large scale text should use this typeface.

Sono light should be considered a support font. At smaller scales, it is more legible than PP Neue Machina. It should be used for all body copy, labels and other small scale text.

PP NEUE MACHINA - LARGE TEXT / HEADLINES

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1 2 3 4 5 6 7 8 9 0 ? ! @ # \$ % & +

SONO LIGHT - SMALL TEXT / BODY COPY

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1 2 3 4 5 6 7 8 9 0 ? ! @ # \$ % & +

Tone + Personality

PERSONALITY OF TYPE

The typesetting should be highly organized and inspired by Swiss design.

The hierarchy of type should be determined by scale, not weight. While the number of different point sizes are best kept to a minimum, the difference between the point sizes should be extreme.

Avoid using bold weights.

TONE

We inspire action with truth. We speak practically, irreverently, and with urgency based on first-hand experience.

BEHAVIOR

We're leading a revolution by exposing injustice, galvanizing a community of inventors and artists, and educating the masses.

HEADLINE TREATMENT

FONT: PP NEUE MACHINA
Leading: 100% Of Pt Size
Tracking: -20 Metric

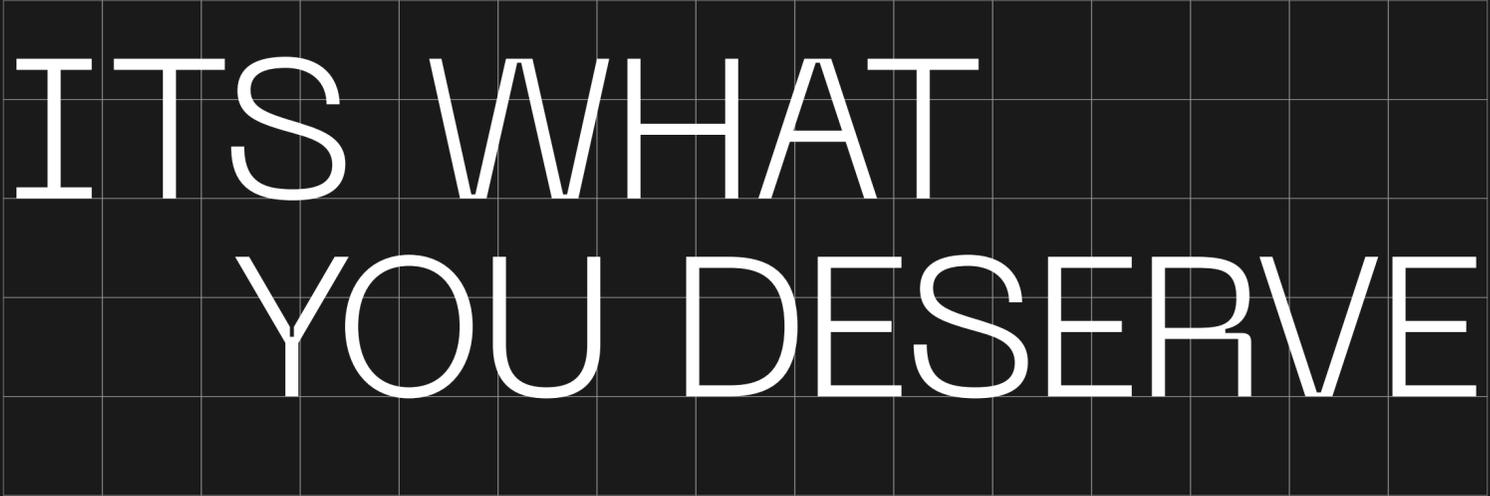
Case: Can be Sentence-Case or All Caps

To ensure the text baselines align with the grid, pt size and leading should be exactly 100%, 200% or 300% of the height of one grid box.

BODY COPY TREATMENT

FONT: SONO LIGHT
Leading: Auto - 5/6 of Pt Size
Tracking: 0 - Auto

Icon Integration



A VISION FOR THE FUTURE:

MESSAGE

FOLLOW

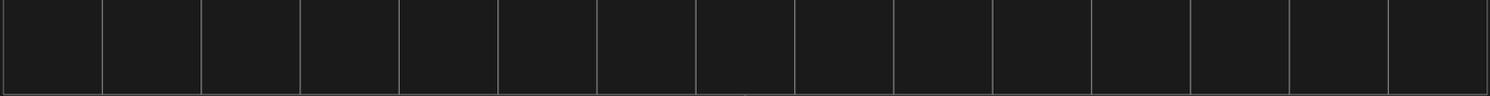
TOKEN REWARDS

Through tea, open-source contributors are rewarded with our flagship token relative to aggregate usage and sweat equity. Now, devs are able to monetize their generosity.

DE-CENTRALIZED

web3 turns the "Jenga" game back into a tower of stable bricks. By putting everything on-chain, we're ensuring that entire stacks will no longer sit at the mercy of sole developers.

UTION IS HERE: 1963 total developers authenticated with tea ---> 06.07.22 / 10.44am [GMT] +



OPEN-SOURCE
↓ INSTALL

↳ SHOW MORE

Tables

Our typographic principles also apply to tables and infographics.

Scale and placement should be used to lead visual contrast before scale and weight.

All tables and infographics should be highly organized, and inline with the larger grid system.

PACKAGES:

▼ ALL

BY AUTHOR ▼

SEARCH Q

Grid List Thumbs

package: gluemotion

V2.35 > x45 installs

package: mp3wrap

[UPDATED NOW] V7.25 > x45 installs

package: soundtoys

V1.08 > x32 installs

package: heatshrink

V17.5 > x21 installs

package > demanifesto_wall

6 installs v1.1 ----> 26.05.22

package > zerograv

5 installs v3.0 ----> 26.05.22

package > wraplens_tester

3 installs v4.5 ----> 26.05.22

asset > mxcl notes

v1.1 ----> 26.05.22

resources > various

v1.1 ----> 26.05.22



[studiojudge](#)

Joined 14.05.22

↳ (01)



[grzzlr2003](#)

Joined 13.06.21

↳ (15)



[bobbchay](#)

Joined 17.02.21

↳ (43)

Icon Integration

As a nod to the science-forward, techy nature of the brand, iconography can and should be used playfully with the typography.

Tea icons are best presented at a large scale.

They can be used as decorative elements within headlines or as wayfinding elements.

Icon designs should be simple, mono-line and thin in stroke weights.

Stroke weights should optically align to the cap-height of the text they are locked up with.

equitable
→ open  source
for web3

OPEN-SOURCE
 INSTALL

 SHOW MORE

SEARCH 

+ ANALYTICS

Icon Reference Library



Core Brand Palette

The swatches on this page demonstrate our core brand palette and hierarchy.

Backgrounds:
The majority of backgrounds should use Soft Black or White. Dark and light gray should be used to create differentiation in digital spaces.

Grid Grey should be used to colorize all background grids.

Teal should be considered the lead brand color when it comes to highlighting content.

Purple and Orange can be used as secondary highlights in order to provide more differentiation.

Teal

#00ffd0
00 255 208
006 00 042 00
PMS 3258c

Do not pair with white text

Soft Black

#1a1a1a
026 026 026
10 05 05 100
PMS Process Black C

Dark Gray

#4d4d4d
077 077 077
00 00 00 85
PMS Cool Gray 11C

Grid Gray

#949494
148 148 148
00 00 00 50
PMS 423C

Light Gray

#e1e1e1
225 225 225
00 00 00 12
PMS Cool Gray 1C

White

#FFFFFF
255 255 255
00 00 00 00
Paper

Do not pair with Teal backgrounds.

Purple

#8000ff
128 000 255
73 79 00 00

Orange

#ff4100
255 065 000
88 100 00 00

Tertiary Colors

When designing tea cover art, colors from the this tertiary palette may be used, as well as colors from the core palette.

The color chosen should be the one that best complements the background artwork.

Pink

#ff7ba7

255 123 167

66 07 00 00

PMS 204C

Magenta

#ff00ff

255 000 255

27 82 00 00

PMS 675C

Blue

#2675f5

038 117 245

78 56 00 00

PMS 660C

Green

#29f746

178 255 000

61 00 100 00

PMS 360C

Yellow

#ffff00

255 255 000

07 00 96 00

PMS 3945C

Tangerine

#ff8e00

255 142 000

00 53 100 00

PMS 1375C



Using the Grid

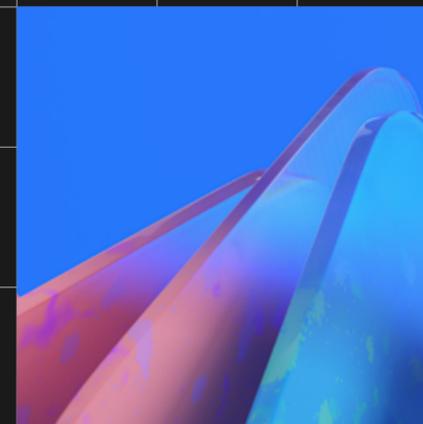
All designs should be driven by a responsive, square grid system.

The grid should be used to bring organization, balance and logic to the design, however; it should never be used in stiff, limiting ways.

To ensure the text baselines align with the grid, pt size and leading should be exactly 100%, 200% or 300% of the height of one grid box.



The revolution is here.
We're calling on all open-source
devs to authenticate their Github
with tea.



Using the Grid

Grids should playfully adapt to and highlight content. They should never constrict the content. They should always maintain a square architecture.

USER PROFILE: NEW

Bayonetta.93

MESSAGE FOLLOW



This is where I code.

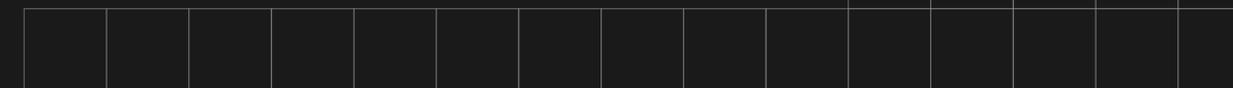
An evolutionary mass of atoms whose sole instinct is survival. Can't seem to recall where I stole this bio from or why. Certified meat-eater! Chocolate never asks questions. Don't tell anyone, but I'm a ninja. Extremely passionate about not starving to death.

KEEP WHAT IS YOURS

For more than twenty years the Internet has been built upon the fruits of freely available open-source. Whenever a project enabled new functionality it was (whether desired or not) added as a new brick in the tower of infrastructure; giving the Internet new powers and capabilities; becoming a new foundation for all the innovations that followed.

The maintainers of these new bricks became thanklessly unpaid volunteers.

A VISION FOR THE FUTURE:



IMAGERY

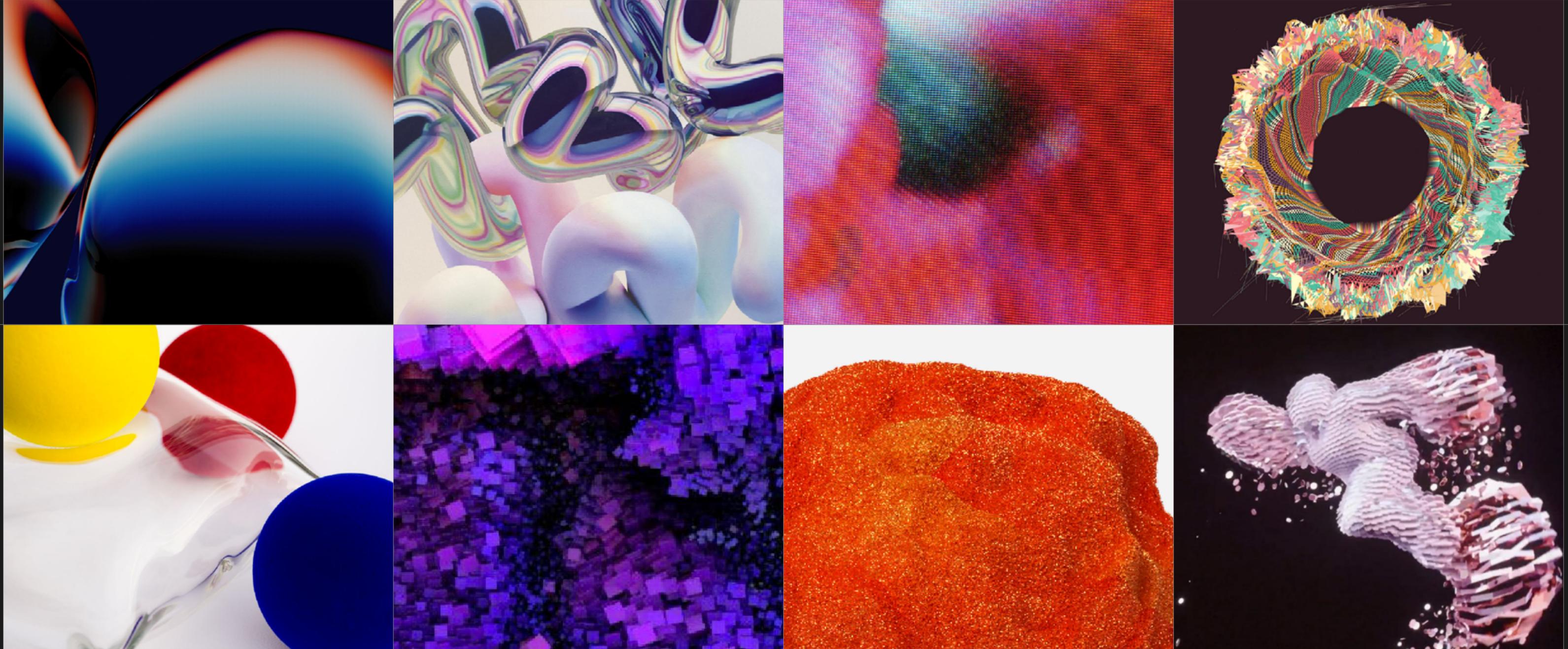
AI Rendered Art + Photography

The imagery we choose should be bold and impactful in order to balance out and illuminate the gridded backgrounds. The visuals should be unexpected and striking. Use imagery that provokes thought and intrigue.

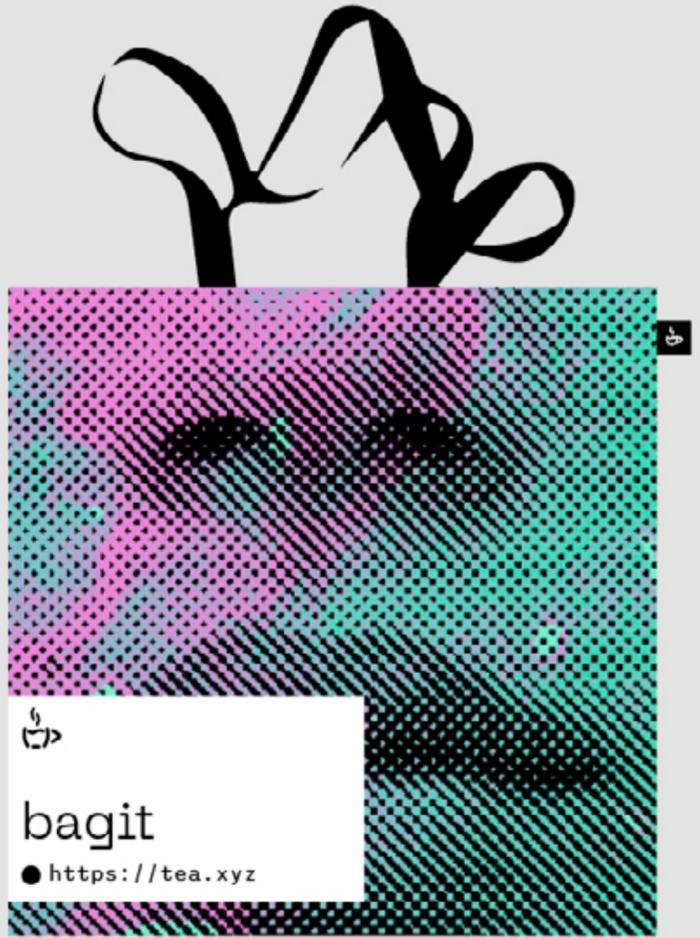
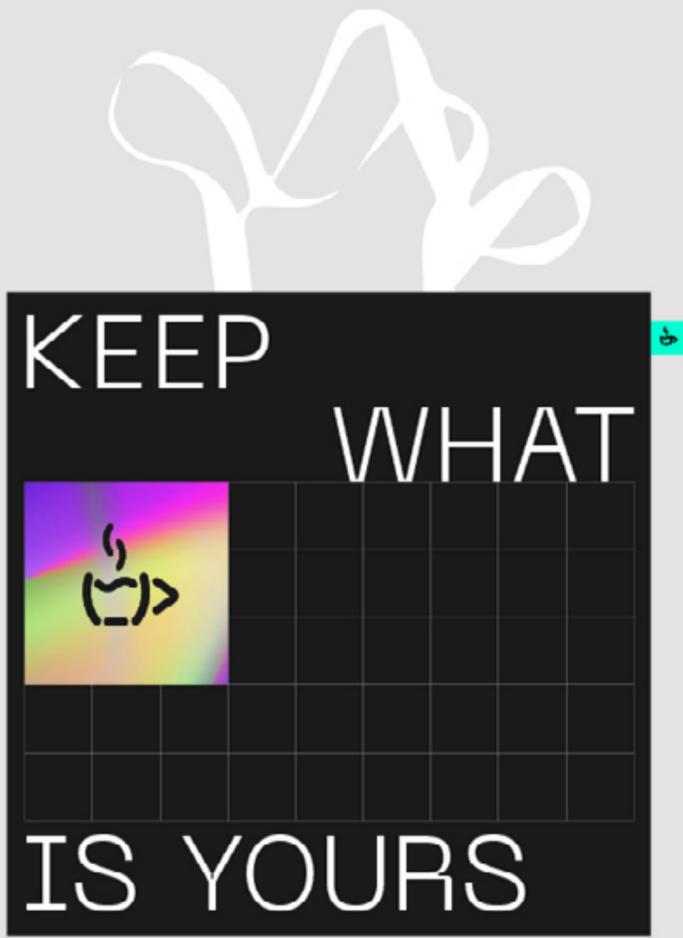


Simple abstract shapes and patterns, although artificially rendered should still feel organic and alive.

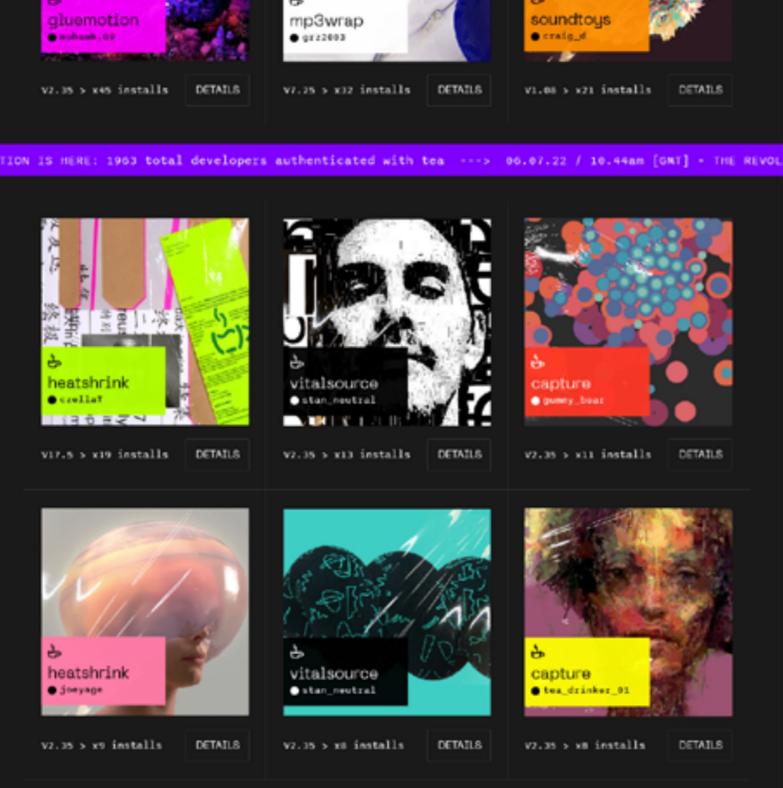
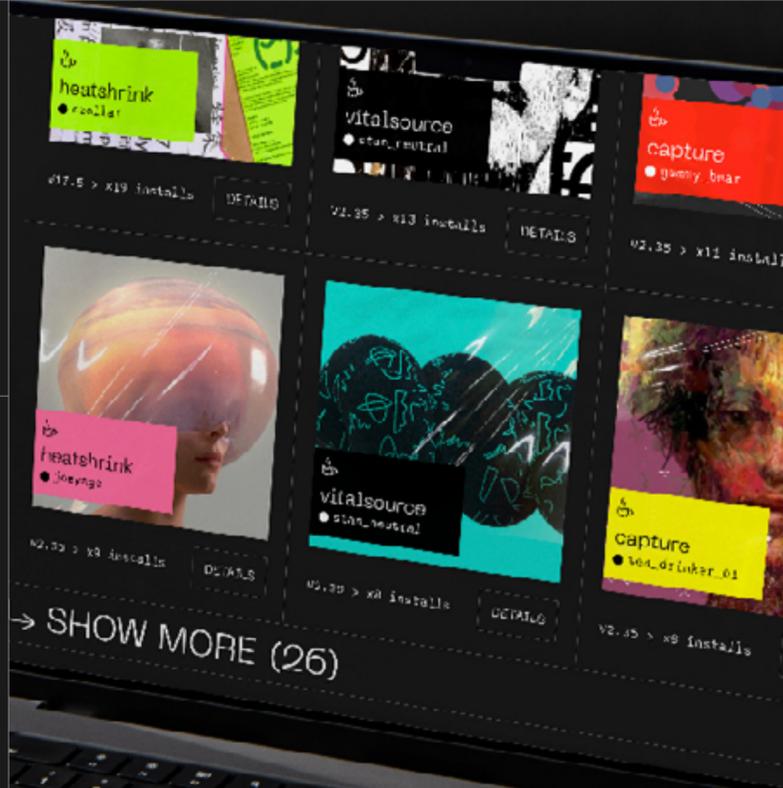
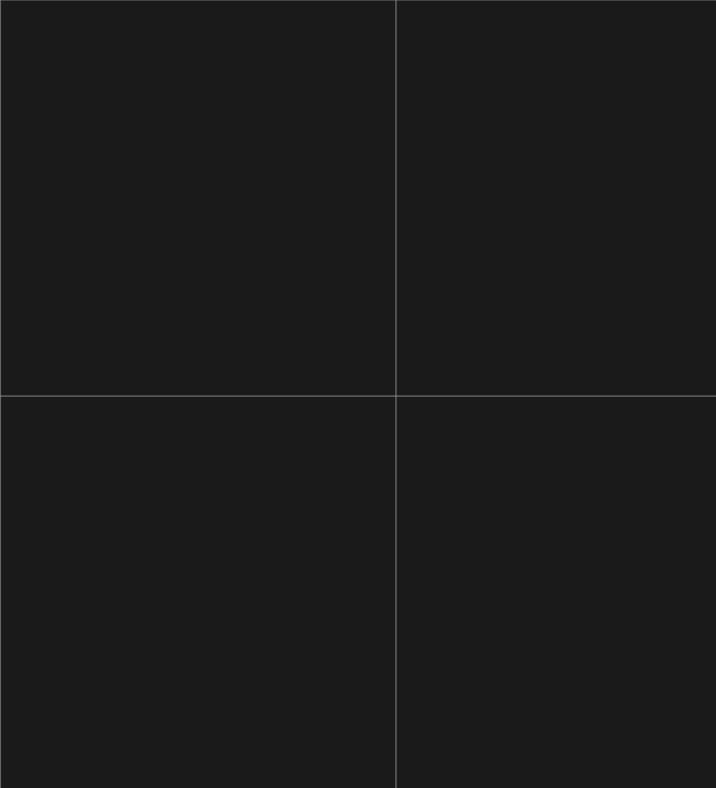
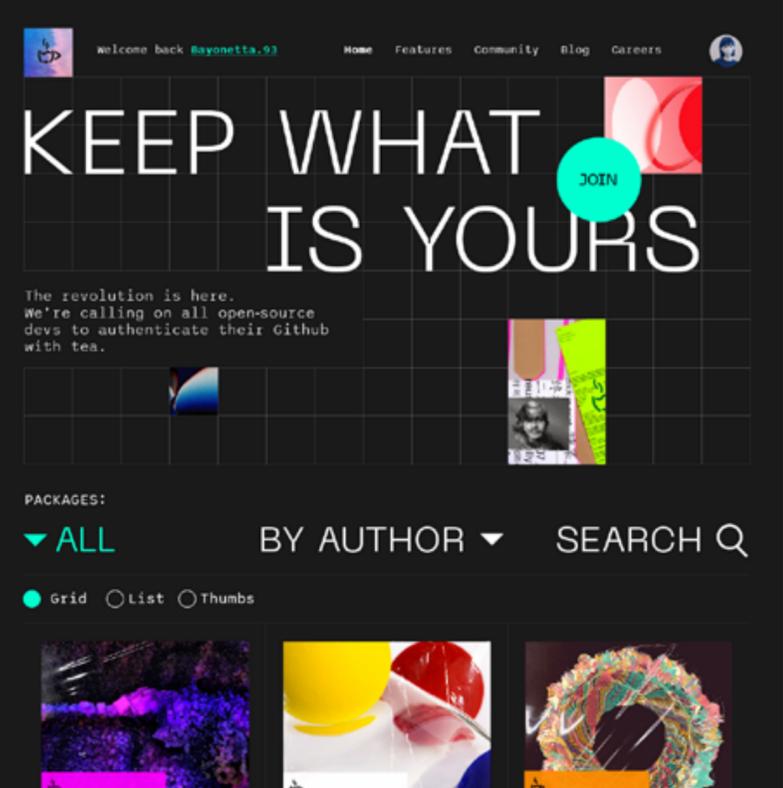
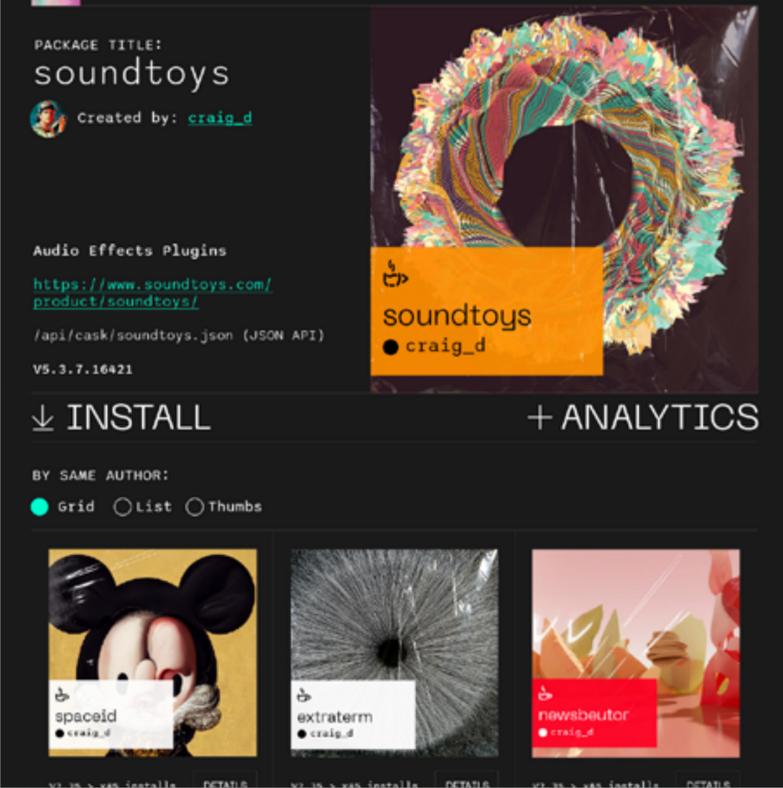
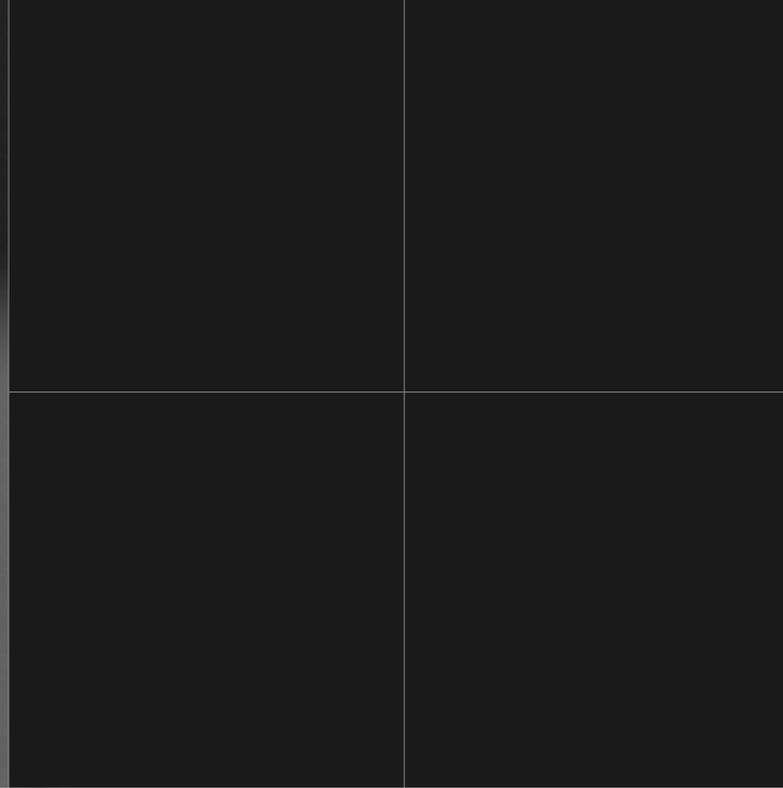
AI Rendered Art + Photography



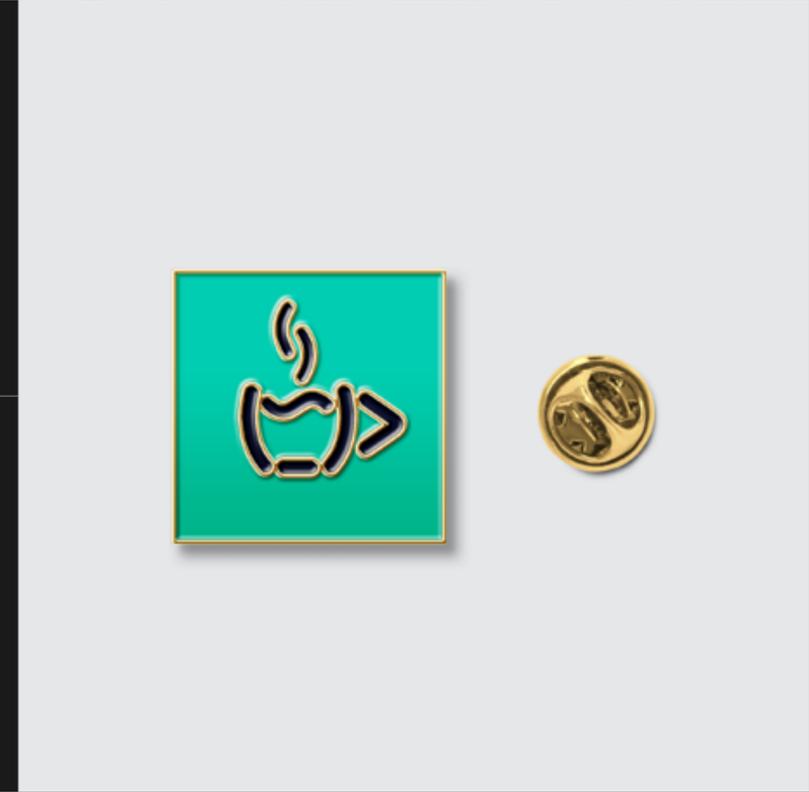
SAMPLE LAYOUTS

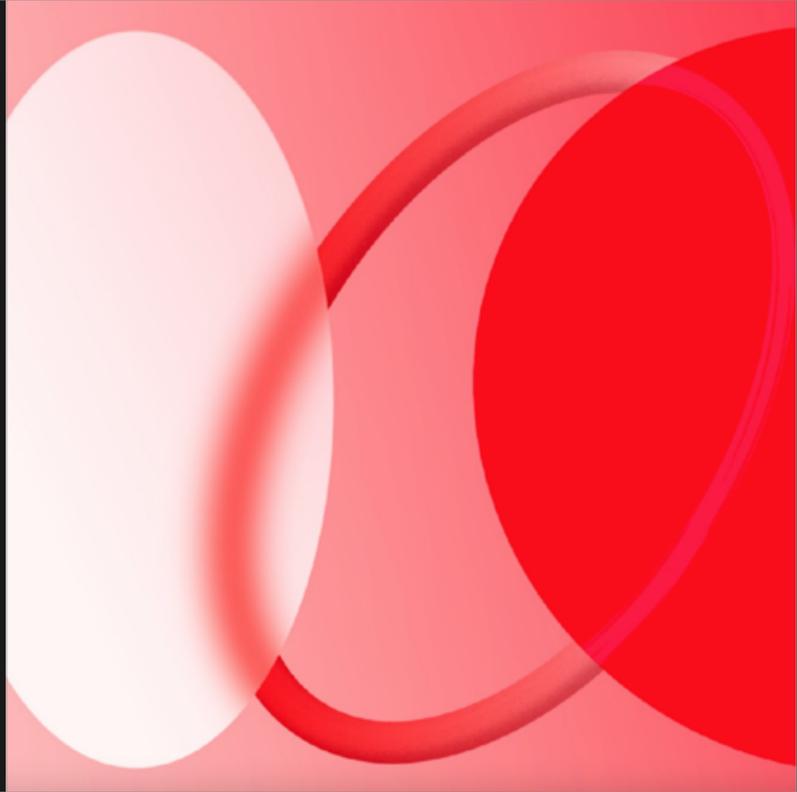
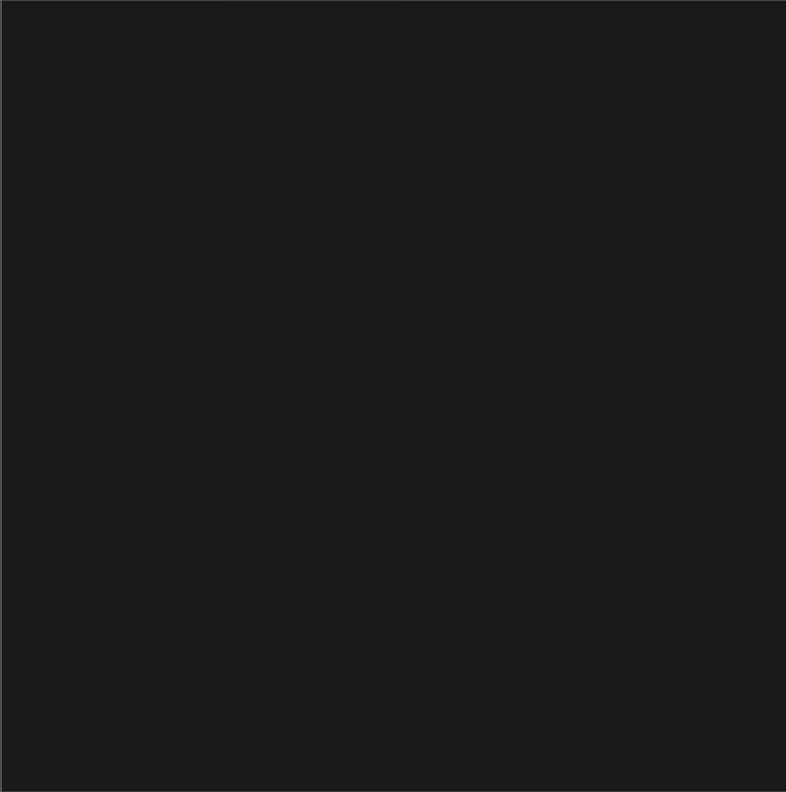
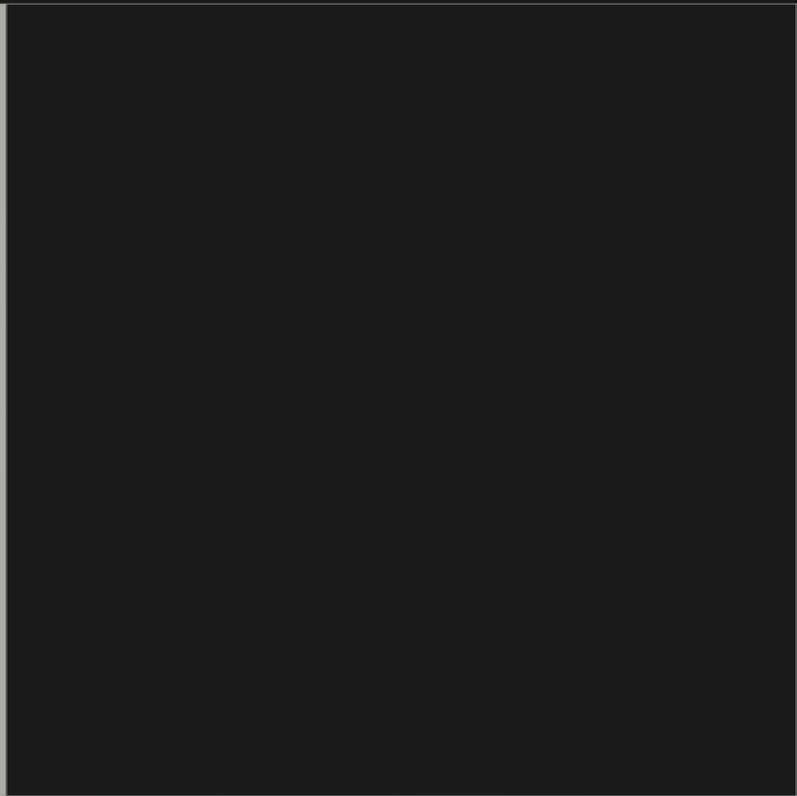


SAMPLE LAYOUTS



SAMPLE LAYOUTS





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+1 (513) 375-2137

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