



MONT *tea*

Logo Standards Guide

Mont Tea

nine10

Logo Symbolism



MONT *tea*

Symbolism:

This icon combines a tea leaf and mountains into a circular icon. Keeping the icon in a circle means this logo will work well as a sticker or promotional products.

The mountain is in the shape of an M to represent Mont. Which represents the nickname of the owner and is the French word for mountain. The mountains and bright colours symbolize the refreshing nature on Mont Teas products: bubble tea, fruit tea, and milk tea.

Official Logo Versions - Stacked

The logos displayed below are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. Using the right colour of logo on the right background is important to maintain the legibility of the design.



A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the grayscale version for non-colour printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in non-colour printing. Do not print the colour logo(s) as grayscale. Use the grayscale version instead.

Official Logo Versions - Horizontal

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COLOUR - LIGHT BACKGROUNDS ONLY	COLOUR INVERTED - DARK BACKGROUNDS ONLY
	
GRAYSCALE	NO GRADIENT
	
BLACK	WHITE

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Official Logo Versions - Icon

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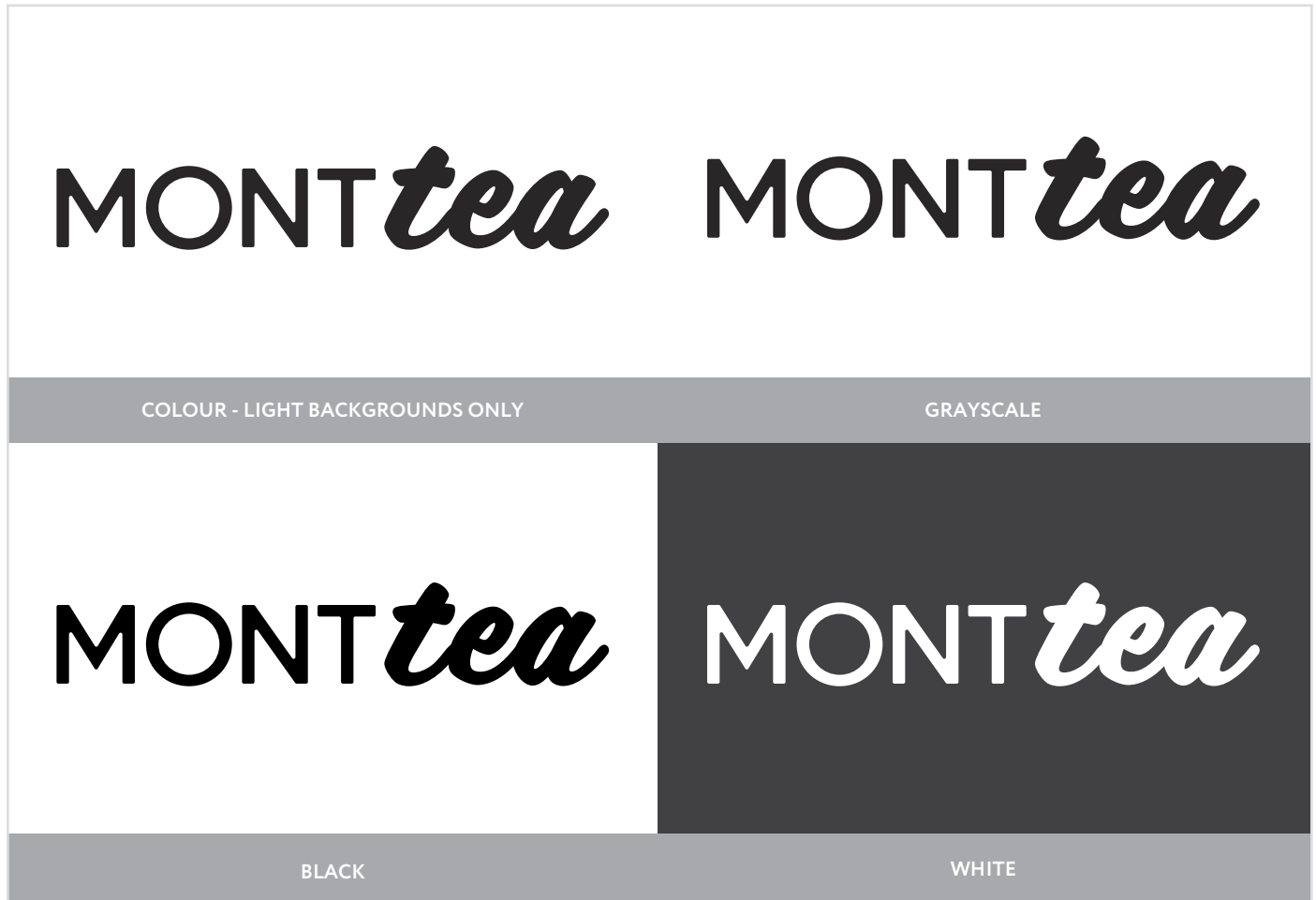


A Note About Backgrounds

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Official Logo Versions - Text Only

The logos displayed below are the only approved versions of our logo. No other version may be used under any circumstance and the files should not be altered in any way. Using the right colour of logo on the right background is important to maintain the legibility of the design.

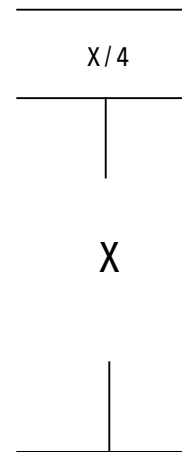


A Note About Backgrounds

Please be sure to use the appropriate logo for the background that it will be placed on. Use the full colour edition on light backgrounds, and the full colour inverted edition on dark backgrounds when colour printing is available. Use the grayscale version for non-colour printing. The white edition may be used on dark backgrounds in a colour print, or for dark backgrounds in non-colour printing. Do not print the colour logo(s) as grayscale. Use the grayscale version instead.

Logo Spacing and Placement

When placing the logo into a document, there should always be a minimum space around the logo that is free of competing graphics or text. The space should be 1/4 of the total height of the logo.



The logo should never be displayed smaller than 0.63" high in print, and no smaller than 69 x 46 pixels when displayed at 72 dpi on the web.

The only situations where the logo may be reproduced at a smaller size is when there is no way to physically fit the logo at the minimum size on the object being produced, such as a pencil; however, for all print and web applications where room is adequate, the logo must be the minimum size or larger. Please ask for approval if your design requires the use of a smaller logo.

Proper Logo Usage

The logo should be used exactly as provided in the logo file set. Do not alter, stretch, squish, or try to recreate the logo. The following examples illustrate common mistakes to avoid.

 MONT <i>tea</i> CORRECT USAGE ✓	 MONT <i>tea</i> DO NOT STRETCH ✗	 MONT <i>tea</i> DO NOT SQUISH ✗
 MONT <i>tea</i> DO NOT ROTATE ✗	 MONT <i>tea</i> DO NOT RECOLOUR ✗	 MONT <i>tea</i> DO NOT ADD MORE GRADIENTS ✗
 MONT <i>tea</i> DO NOT CHANGE FONTS ✗	 MONT <i>tea</i> DO NOT MODIFY ✗	 MONT <i>tea</i> DO NOT ADD SHADOW ✗

Logo File Formats

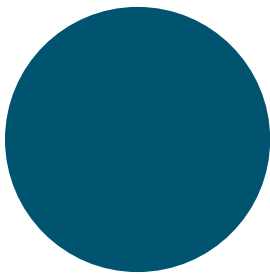
The following chart shows the which format is best for a given situation. If you are producing materials professionally, it is recommended to provide your vendor with the full set of files regardless, as well as a copy of this guide.

	.AI	.EPS	.PDF	.JPG	.PNG	.SVG	.WMF
Adobe Creative Suite	●	●					
Professional Printing & Signage	●	●	●				
Working with Professional Designer	●	●	●				
Print Advertising		●	●				
Merchandise		●					
Social Media				●	●		
Microsoft Word					●		●
Microsoft PowerPoint					●		
Microsoft Publisher		●			●		●
Working with Professional Website Designer	●	●			●		
DIY Website Design				●	●		
Web Animation & Multimedia		●			●	●	
Video Production		●			●		
3D Modelling & Drafting	●	●			●		
● Ideal Format ● Alternative / Sometimes Required							

Colours

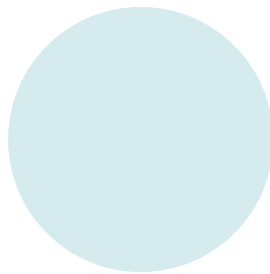
The following swatches represent the official colours of our brand. When reproducing the logo or developing any promotional materials, please use the exact colour specifications shown here. Avoid trying to approximate colours. Pantone and CMYK values will be suitable for most forms of printing. The RGB values are best for use on the web, and the HEX values are also good for use on the web, as well as for choosing colour values in programs such as Microsoft Office.

Official Colours



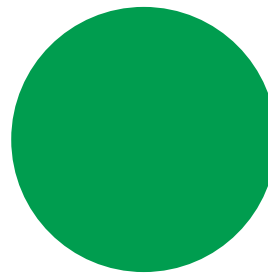
Smooth Navy

Pantone 7708 C
CMYK: 100-59-40-20
RGB: 0-84-112
HEX: #005470



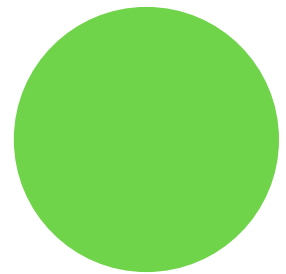
Pearl

Pantone 628 C (Tint at 58%)
CMYK: 15-1-5-0
RGB: 213-234-237
HEX: #D5EAED



Fresh

Pantone 7482 C
CMYK: 96-8-99-1
RGB: 0-157-79
HEX: #009D4F



Clear Green

Pantone 7488 C
CMYK: 56-0-93-0
RGB: 112-212-75
HEX: #70D44B

A Note About Colour Accuracy

Colour accuracy across mediums is notoriously difficult to guarantee due to the reality that different colour reproduction methods are used depending on medium. For example, CMYK colour values are used in most ink-based print processes, while RGB or HEX values are used to display colour on digital screens. Pantone inks represent the most accurate reproduction method, but only if true Pantone inks are used, often at a higher cost.

Questions?

Please contact nine10 Inc. for questions about this guide or to request logo files.



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