

so so
matcha

BRAND GUIDELINE



INTRODUCTION

This manual contains the visual systems created for the brand So So Matcha. It ensures that the visual design elements for this brand are applied correctly in its application.

The purpose of this brand manual is create uniformity in the visual image of So So Matcha.



CONTENTS

1. Building the Brand.....4	3. Type.....10
Brand Description	4. Pattern.....11
Brand Values	5. Products.....12
Brand Beliefs & Personality	6. Posters.....13
Tagline	7. Pictogram.....14
2. Logo.....6	8. Data visualization.....15
Wordmark	9. Visual metaphor.....16
Type	
Colors	
Safespace Lockup	
Usage	



1. BUILDING THE BRAND

1.1 Brand Description

So So Matcha seeks to give its costumers an unforgettable experience when consuming matcha because of its unique flavor. The So So Matcha Matcha is unique and different from others on the market. It contains many vitamins and antioxidants that help improve your health.

1.2 Brand Values

So So Matcha is a brand that seeks to make its costumers love the unique flavor of our matcha. With a pure flavor brought from Japan, So So Matcha hopes to satisfy the needs of its customers and leave a unique and unforgettable taste on their palates.





1.3 Beliefs & Personality

We are bringing this matcha from Japan. It is naturally Sweetened with Monk Fruit. It is rich in antioxidants, helps metabolism and burns calories, it also reduces cholesterol and blood sugar, provides fiber, chlorophyll and vitamins.

1.4 Tagline

You are So So Matcha.





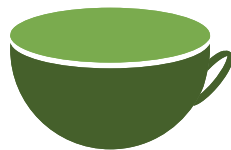
2. LOGO

2.1 Wordmark

The So So Matcha logo is the most important element of the brand. It was designed with the golden circles to represent a cup of matcha, which is what the brand sell.

2.2 Type

The Matcha type was created focusing on symmetry and safe space between the letters.



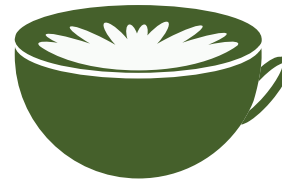
matcha





2.3 Colors

The So So Matcha color palette was chosen delicately because of what this business represents. The different types of green on the branding of the brand represents the matcha color, which is green. The other color, pink, was used for accents on the brand.





2.4 Safespace Lockup

To help the logo and wordmark be legible, a safespace was created. In every application of the logo, a safespace is used. The safespace was taken from the size of the “leaf” figure that is on the foam of the cup of the logo.





2.5 Usage

The So So Matcha logo only appears in the following combination:

- a. Green and white

The logo has different tones of green and white for the matcha foam. It should be used for any branding, advertising or any application of the brand.



so so
matcha





3. TYPE

For the “So So” words of the logo, the font used was “Learning Curve Alt G”. This font was chosen because of its delicate curves and letter forms.

Learning Curve Alt G

Learning Curve Alt G

Learning Curve Alt G

Learning Curve Alt G

Learning Curve Alt G

Learning Curve Alt G

Learning Curve Alt G

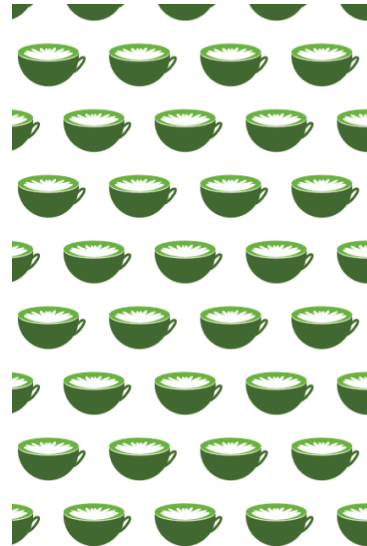
Learning Curve Alt G



4. PATTERN

The following are approved patterns that represent the visual brand of So So Matcha.

These should be used for promotional and marketing plans.





5. PRODUCTS

The following are approved products that are tailored towards the brand So So Matcha. The products focus around the concept of loving matcha and feeling aesthetic with this merch.





6. POSTERS

The following posters are designed for the So So Matcha Instagram. They can be used for any other type of advertising too. They represent some of the products So So Matcha sells to the public. On the posters you can see a classic iced matcha, matcha powder and a matcha cookie.





7. PICTOGRAM

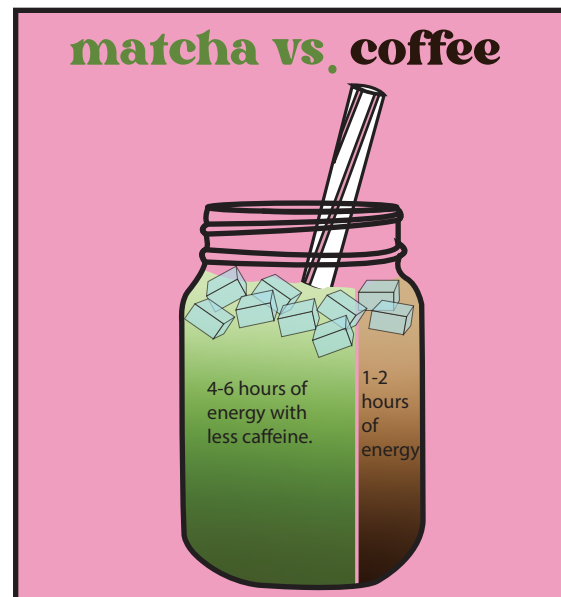
The following is a pictogram designed for So So Matcha. It shows that 4 out of 6 people swap a cup of coffee for a cup of matcha for its health benefits. This means that more than a half of the population drink matcha because it is better for your health than coffee.





8. DATA VISUALIZATION

This is a data visualization for So So Matcha. It shows that matcha is more affective than coffee if what you are looking for is energy. It shows that a glass of matcha gives you energy for 4 to 6 hours and it contains less caffeine than coffee. Meanwhile, coffee gives you 1 to 2 hours of energy.





9. VISUAL METAPHOR

The following is a visual metaphor for So So Matcha. It shows a cat relaxing on his carpet drinking because matcha makes you feel more relaxed. It also shows in the background a clock where every hour says matcha because matcha can be drink at any time.

