



Rituals®
Brand Guidelines

May 2026

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Brand Statement

DELICIOUS FLAVORS, BLENDS AND GRINDS FOR EVERY COFFEE OR TEA LOVER

Rituals® brings you high-quality coffee and tea selections, crafted for the most discerning brewed beverage lovers. Carefully selected, acclaimed growing regions maintain ideal temperatures and irrigation, while providing rich, porous soil that influences the taste and aroma of each coffee bean. Our Rituals line of delicious teas feature ready-to-brew, on-trend flavors, while our select Rainforest Alliance Certified™ teas are made without the use of artificial colors, flavors or preservatives. In addition, they support farmers, communities and environments. Satisfy every guest with the unique flavor palettes of Rituals coffee and tea.

Brand Statement defines the products and benefits of the brand. It's generally used on websites, sell sheets, guides and any promotional pieces that showcase several items of that brand.

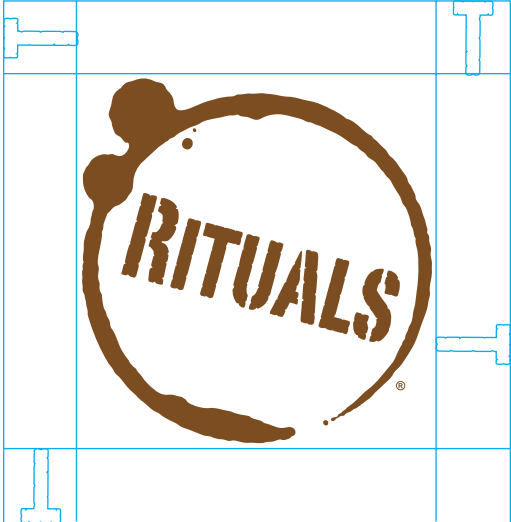
Brand Mark



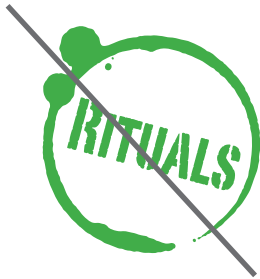
The Rituals® logo, inspired by a cup stain, works well for the products it (mainly) pitches: hot beverages. Together with the crate-like typography, it espouses a modern and appropriately tactile feel — summoning the thought of an actual café.

Protected Space and Minimum Size

Clean, white space and minimal layout elevate the quality perception of Rituals®. To maintain the integrity of this high-quality brand across all applications, it is important to abide by the rules laid out in these guidelines, starting with the protected space and minimum size. The logo should appear no smaller than 0.5 inches in size in any application. Always respect the clear space around the logo; it should always measure the height of the capped "T" in RITUALS.



Incorrect Use of the Brand Mark



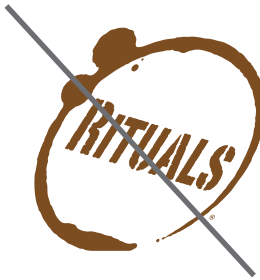
Do not change the color.



Do not add a drop shadow.



Do not rotate the logo.



Do not skew.



Do not scale disproportionately.



Do not remove or change the graphics elements.



Do not place on top of busy photography or background color.

Primary Color Palette

The simple, dark, chocolate-brown color palette has a richness and wholesomeness to it. Brown is popularly associated with things that are natural and organic.



PANTONE 4695

C: 23
M: 58
Y: 88
K: 45

R: 91
G: 52
B: 39

HEX: #5B3427



PANTONE 4655

C: 8
M: 41
Y: 51
K: 20

R: 191
G: 148
B: 116

HEX: #BF9474

Typography



Brand font headline use
PARALUCENT STENCIL HEAVY

HEADLINE HERE

PARALUCENT STENCIL HEAVY (80% Horizontal)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body copy for all Exclusive Brands

Aktiv Grotesk Family

EVERNAT VERUPTIANT

moluptatus eatio velles nisitium nonsed
maionse ctatis sus re elicit fuga. Ut offi-
ciis mi, sunte suntore pelicaerepe esequo
enduciendae nihit, vent aut quo omnis aut
molor as sumquidus, as mi, unt lis dissin
restruntis expl

Aktiv Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aktiv Grotesk Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ANY US FOODS EB BRANDED TEMPLATE/S SHOULD ONLY USE THE FONT: ARIAL.

Photography

Rituals® features drink imagery that is warm and rich for the hot beverages, and light and cool for the cold beverages, with natural prop styling.

Delicious food photography is a very important part of every brand when designing collateral and print ads. It is essential that it looks appealing and fresh with food that is always plated on white. Pay close attention to food styling; the food should look like it was prepared in a restaurant by an experienced chef, not like a home-cooked meal.

Rituals photography portrays lighting that highlights the products and a short depth of field for a soft-focus background. This effect may be achieved in postproduction.



Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections. When selecting imagery or when planning a shoot, opt for high-quality photography with simple

propping and ultimate appetite appeal. Cutting boards, utensils, raw foods, produce, chips, etc., will achieve that effect. Shoot photography with short depth of field for a soft-focus background.

Images are illustrative of visual styling and are not indicative of product categories.

