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Rituals®  
**Brand Guidelines**

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October 2023

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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.

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**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.**

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## Brand Mark

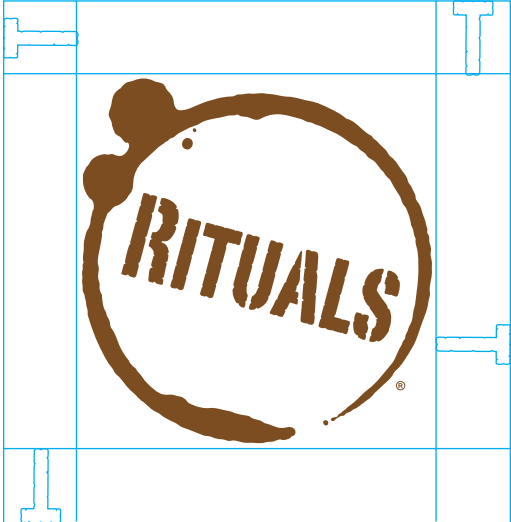


The Rituals® logo, inspired by a cup stain, works well for the products it (mainly) pitches: hot beverages. Together with the crate-like typography, it espouses a modern and appropriately tactile feel — summoning the thought of an actual café.

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# 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.



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# Incorrect Use of the Brand Mark



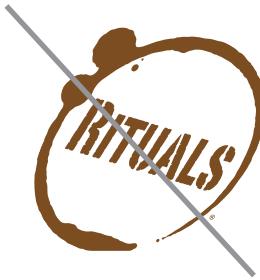
Do not change the color.



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.

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# 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**

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

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**R: 91**  
**G: 52**  
**B: 39**

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**HTML: #5B3427**



**PANTONE 4655 C**

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

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**R: 191**  
**G: 148**  
**B: 116**

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**HTML: #BF9474**

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# 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.**



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## 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.



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Raw food ingredients are also acceptable and may be used to tell an ingredient or flavor story. Always choose the freshest and least-processed imagery of raw food ingredients to reinforce the message of quality. Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections.

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

