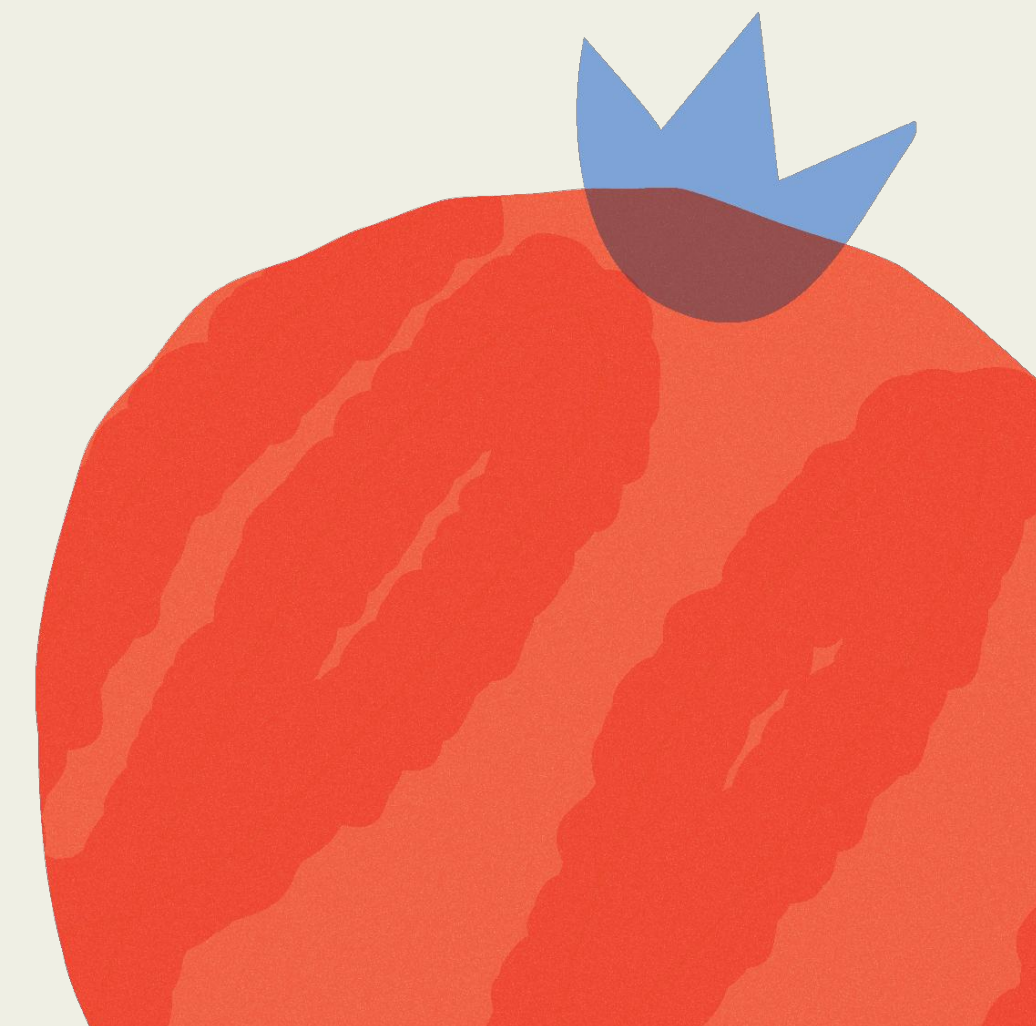


BRAND STYLE GUIDE

MINDFUL SPARKLING KOMBUCHA



01 LOGO

Logo

The logo combines a soft, artisanal serif with a clean, modern layout, reflecting the handcrafted, approachable nature of the kombucha. Rounded letterforms and warm tones create a friendly, inviting feel without feeling overly rustic.

mindful
SPARKLING KOMBUCHA

Spacing

Provide plenty of space around the Mindful logo.



Wordmark Don'ts

Don't alter the logo's design in any way. Always scale the logo proportionally — never stretch, skew, or rotate.

01: DON'T ALTER SPACING

~~mindful~~

02: DON'T OUTLINE THE LOGO

~~mindful~~

03: DON'T USE DROP SHADOW OR OTHER VISUAL EFFECTS

~~mindful~~

04: DON'T CHANGE STYLE (UNITALICIZE OR ITALICIZE)

~~mindful~~

05: DON'T ADD COLORED BACKGROUNDS

~~mindful~~

06: DON'T RECOLOR ELEMENTS

~~mindful~~

02 COLOR

Core Colors

These core colors define the visual tone of the brand, appearing across packaging and social collaterals. Their grounded, natural palette mirrors the earthy essence of kombucha.

The core palette provides a calm, grounded base for the brand, allowing bold flavor colors on the bottles to stand out without overpowering the identity. Neutral tones and an organic green anchor the system, keeping the brand cohesive, modern, and approachable.

FOAM WHITE
#F0EFE5
C:5 M:3 Y:9 K:0

MINT FIZZ
#D6ECE1
C:16 M:0 Y:13 K:0

KOMBU GREEN
#272C17
C:69 M:56 Y:81 K:69

BLACK TEA
#262626
C:71 M:65 Y:64 K:69

Flavor Palettes

Flavor palettes reflect each kombucha flavor, and are used only as highlight accents. These colors add energy and individuality while remaining grounded by the core palette.

- They appear selectively on:
- Bottle labels and backgrounds
 - Flavor-specific icons or highlights
 - Limited social posts or product slides

Flavor colors should be used sparingly (around 10%) for contrast and visual interest—supporting, not overpowering, the core identity.

LYCHEE ROSE #F15F43 C:0 M:78 Y:78 K:0	BERRY BLUSH #FDE7E1 C:0 M:10 Y:8 K:0	GINGER BLOOM #FEE889 C:2 M:6 Y:57 K:0	YUZU GLOW #87B69E C:49 M:13 Y:43 K:0	MOJITO LIME #B5D8F2 C:27 M:6 Y:0 K:0
MISTY PINK #F2BFBC C:3 M:29 Y:18 K:0	AIRY BLUE #A7C2CD C:34 M:14 Y:14 K:0	SUGAR WHITE #FFF7E4 C:0 M:2 Y:10 K:0	FIZZY GREEN #85C5A4 C:49 M:3 Y:44 K:0	DEEP BLUE #3A62AE C:84 M:65 Y:0 K:0

03 TYPOGRAPHY

Averia Serif Libre

Use selectively for expressive headlines, taglines, and brand phrases. Works well on packaging accents, campaign slogans, or social media visuals. Avoid using in body copy to maintain impact and legibility.

A large, high-contrast typographic sample of the letters 'A' and 'a' in the Averia Serif Libre font. The letters are rendered in a dark, almost black color against a light beige background. The 'A' is a tall, classic serif capital with a wide base and a sharp peak. The 'a' is a lowercase letter with a thick, rounded body and a small, curved tail. The font style is a bold, expressive serif, characterized by its thick strokes and elegant curves.

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

0 1 2 3 4 5 6 7 8 9 . (? & \$) !

Bricolage Grotesque

Primary typeface for main headlines, section headers, and callouts. Ideal for larger text sizes where strength and readability are key.

A large, bold, black serif font sample showing the uppercase letter 'A' and the lowercase letter 'a'. The 'A' is a classic three-stroke serif with a wide base and a sharp peak. The 'a' is a lowercase letter with a thick, rounded bowl and a short, straight tail. The font is set against a light beige background.

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

0 1 2 3 4 5 6 7 8 9 . (? & \$) !

Inter

Default typeface for body text, product descriptions, ingredient lists, web copy, and any functional or informational text. Maintains consistency and clarity across all touchpoints.

A large, bold typographic sample of the letters 'A' and 'a' in the Inter font. The letters are dark gray and are set against a light beige background. The 'A' is a simple, sans-serif capital letter, and the 'a' is a lowercase letter with a rounded, modern design. The letters are positioned in the center of the right half of the image.

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p

0 1 2 3 4 5 6 7 8 9 . (? & \$) !

04 VISUALS

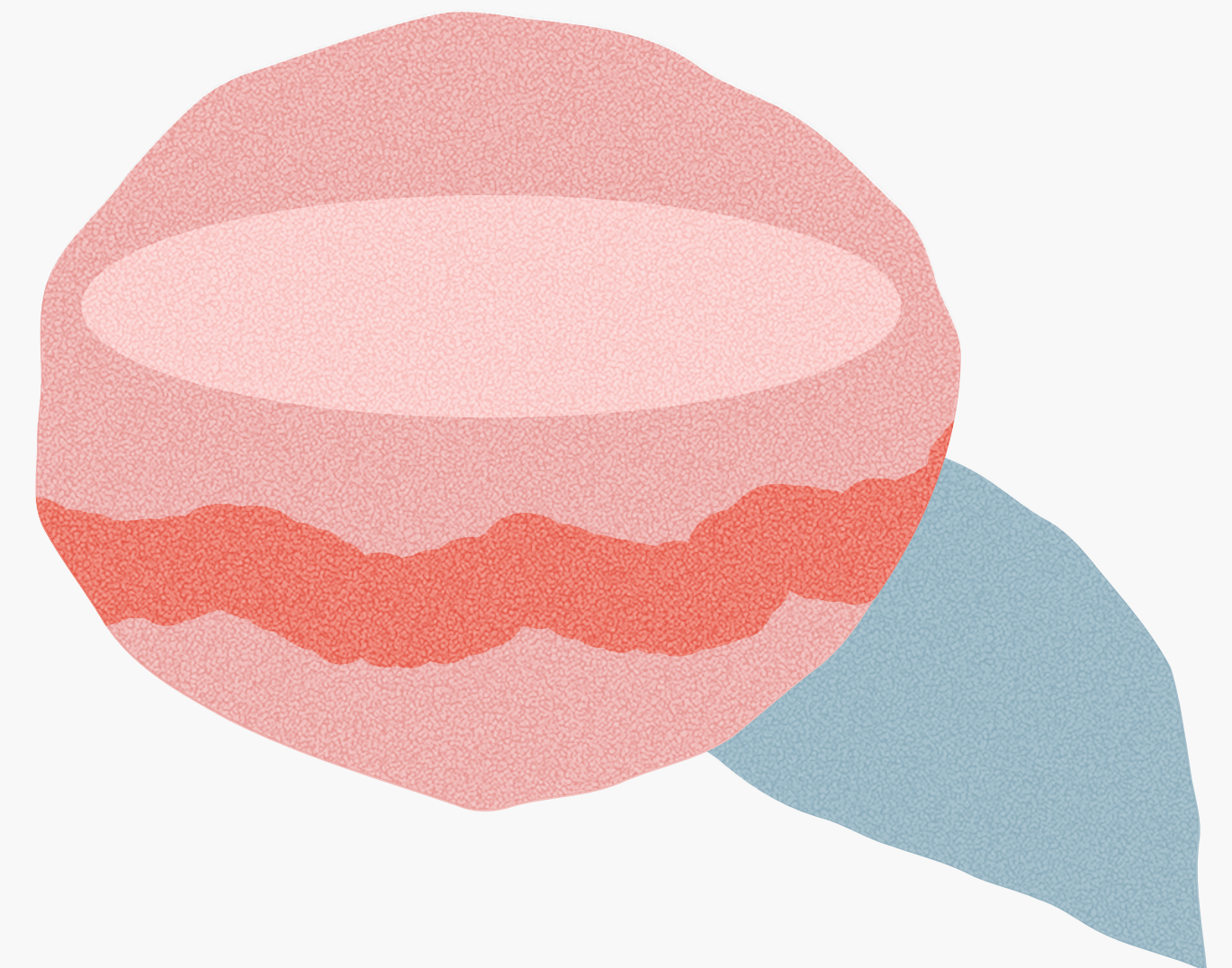
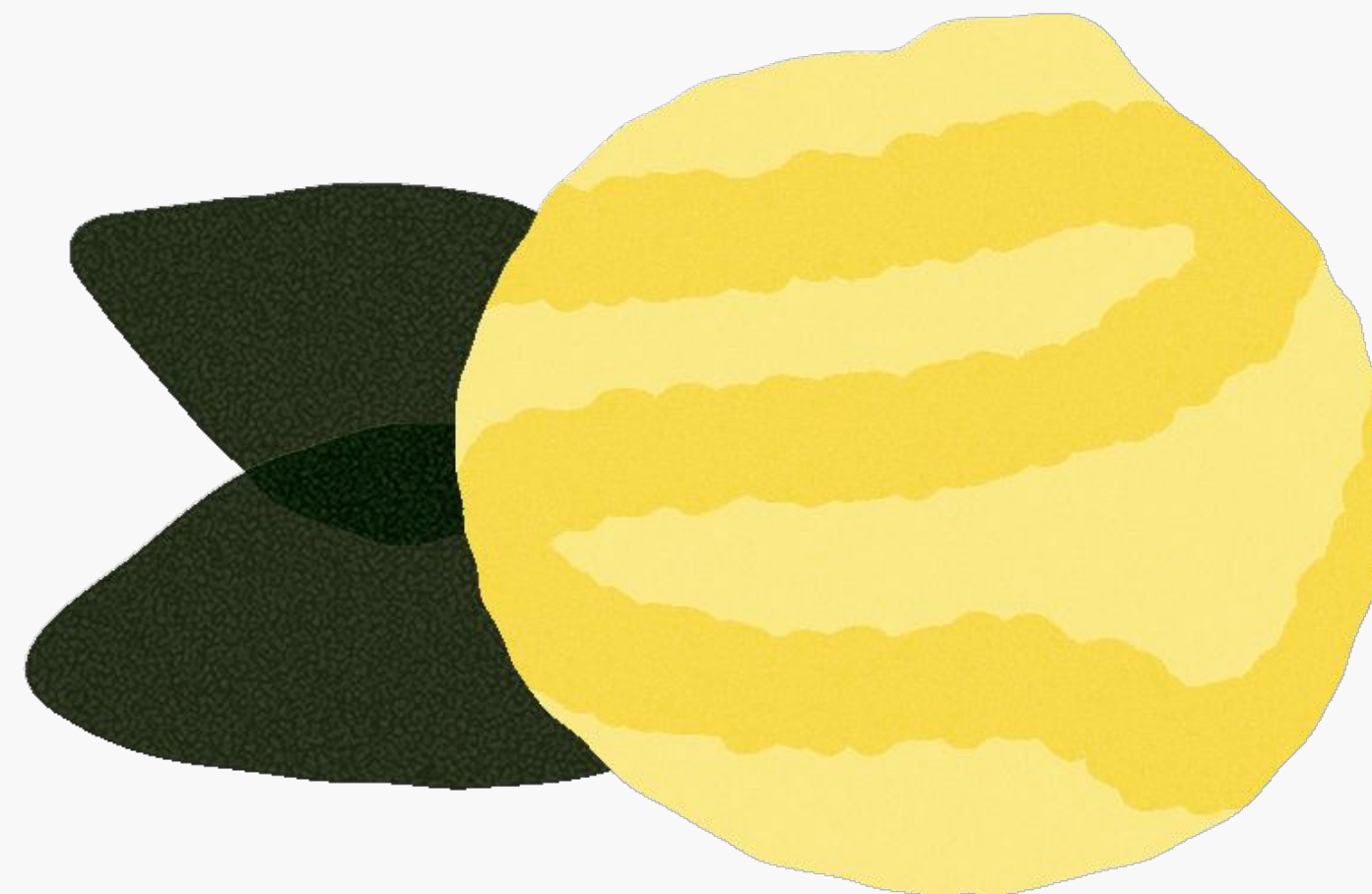
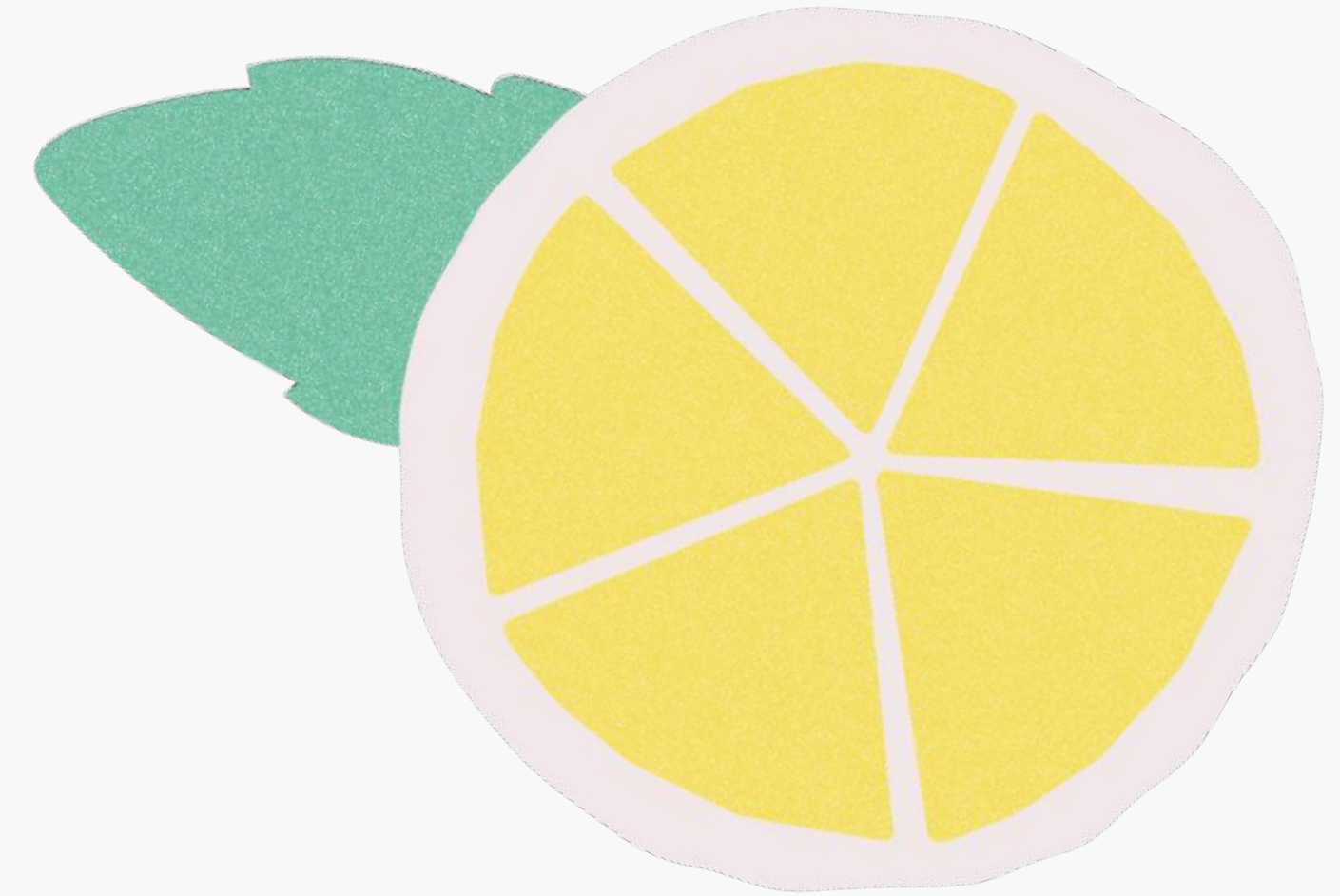
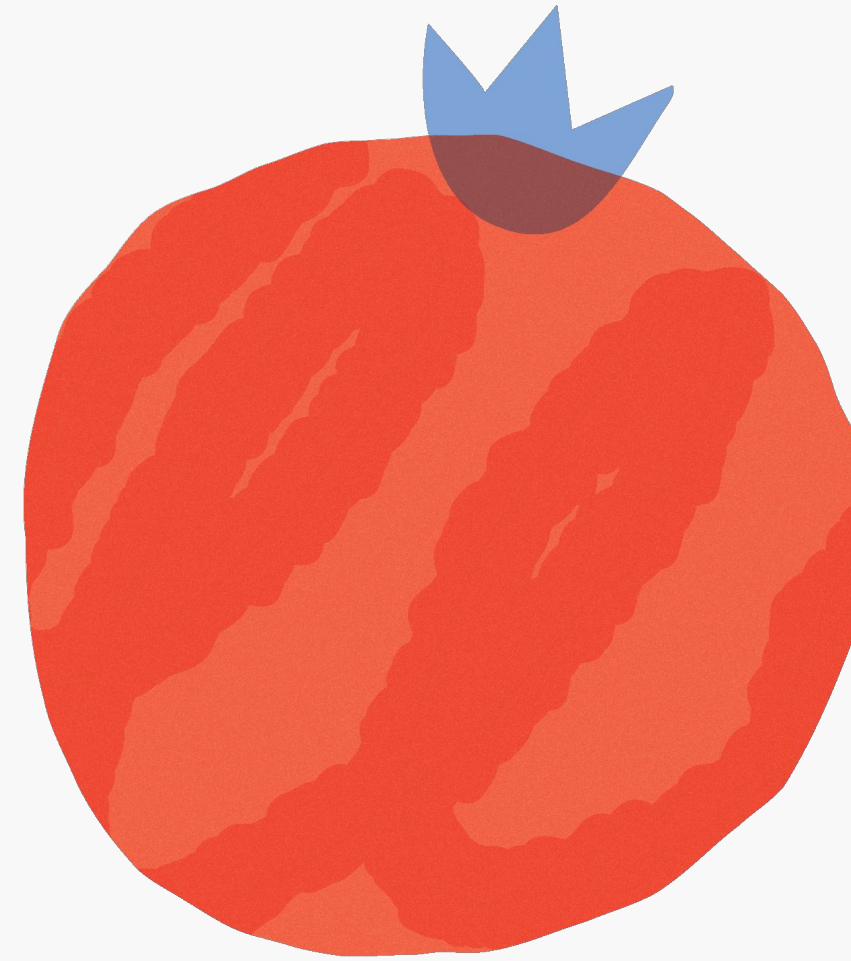
Photos

Use vibrant and fresh looking photos and mockups for the bottles.



Illustration

Use organic shapes with rough edges and gritty textures to give a handcrafted artisanal feel.



CONTACTMINDFULDRINKS@GMAIL.COM