

TIGARD TEAHOUSE

BRAND BOOK

Our Business

Tigard Teahouse sells all-natural, organic tea both online and at their teahouse, where visitors can also relax and work, much like a coffeehouse.

Our Unique Value to Customers

Tigard Teahouse doesn't just use “natural-looking” visuals. We offer customers confidence in the purity and authenticity of our products and hold up under customer scrutiny. We are committed to providing a completely natural tea-drinking experience and assist our customers as they explore the world of tea.

Tigard Teahouse also gives local and visiting tea-lovers what coffee-drinkers already enjoy in every neighborhood—a shop and lounge that specializes in their favorite drinks and lets them explore new flavors.

Our Customers

Our ideal customer loves tea.

Our ideal customer is knowledgeable or at least curious about different types of teas.

Our ideal online customer is a savvy online shopper.

Our ideal online customer seeks a natural, healthy, and green lifestyle.

Our ideal online customer wants a brand they can trust.

Our ideal teahouse customer is at least somewhat sociable.

Our ideal teahouse customer likes to explore products.

Our ideal customer customer wants a welcoming atmosphere to relax in.

Our Impression on Customers

We want our visitors to know that we are fully committed to providing them with only natural tea and an enjoyable, relaxing teahouse experience. When our customers think about our brand, they should think “ethical”, “honest”, “warm”, “soothing”, and “healthy”.

Our Look

Fonts

The following fonts were chosen for their contribution to the elegant, lightweight, and charming feel of our brand.

Cormorant Upright

Source: <https://fonts.google.com/specimen/Cormorant+Upright>

This font has slender lines and is unslanted, which makes for a light and airy feel. The very subtle serifs and smooth curves, however, still make this a charming, elegant, and personable font that suits Tigard Teahouse's tone and messaging very well. The font is extremely versatile and could work well in headings or even regular body/promotional text.

Note: [Cormorant Infant](#), a less stylized but still elegant font, will be considered as a backup in case Cormorant Upright's stylization is found to be less than optimal for legibility during site production and testing and where Josefin Sans is not as suitable.

Josefin Sans

Source: <https://fonts.google.com/specimen/Josefin+Sans>

This is a very minimalistic font and legible even in small sizes and lower weights, with high contrast between lower- and uppercase letters. While very clean and light, it isn't devoid of personality; it's very smooth and rounded with an occasional quirk. It could work well as body text or be reserved for areas that should distinguish themselves as more "practical" text such as on buttons, item details, or footer text.

Cormorant Upright

Christian Thalmann (5 styles)

Josefin Sans

Santiago Orozco (10 styles)

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Add to Cart

\$8.99

SEND

Submit

Ingredients: black tea, orange peel, cinnamon, liquorice root

Colors and Visuals



This color palette was assembled for its rich but subdued botanical look. The colors are all on the darker side, but as they are not intended to be used on top of each other, this shouldn't pose any contrast issues. The largest blocks of color will most likely be the header and footer. Otherwise the palette will be used mainly in accents such as borders or in calls to action.

The colors here can be found in teas and herbs and have their own botanical associations. The first and last colors (#4A2F00 and #4E1507) are woody, while the second and third (#5F4E00 and #534E00) are more reminiscent of stems and leaves. The fourth color (#845F00) is more floral (as is the last color, to a degree).

The visuals from which the palette was pulled exemplify the kind that will be used on the website. Attractive photos of both prepared and loose leaf tea along with the plants they come will show off the beauty and elegance of Tigard Teahouse's products and contribute to the brand's association with nature.