



DOWNTON ABBEY

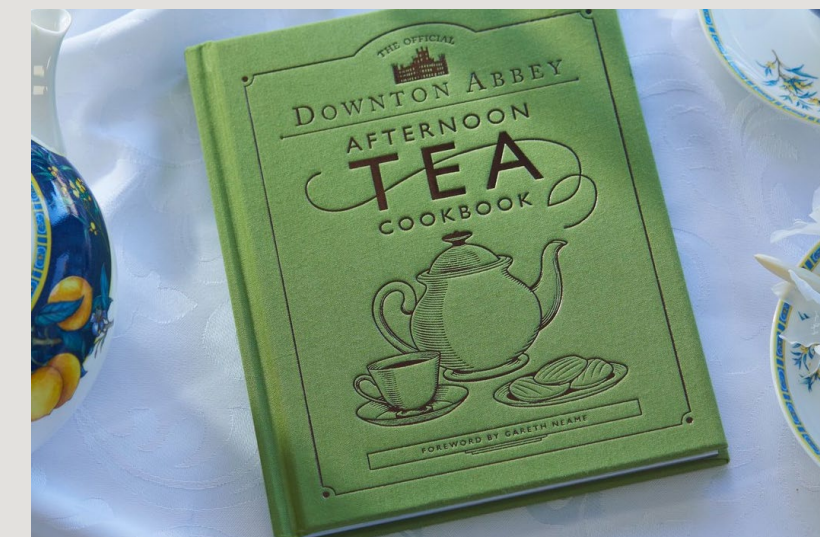
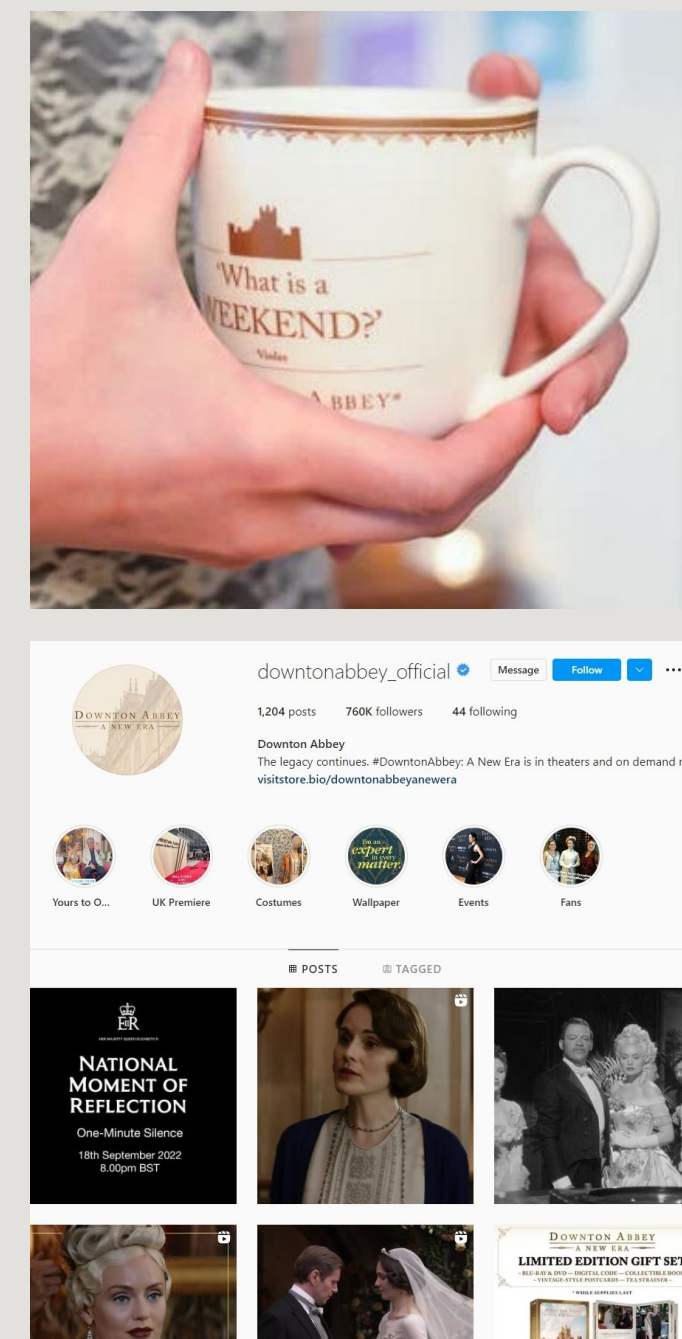
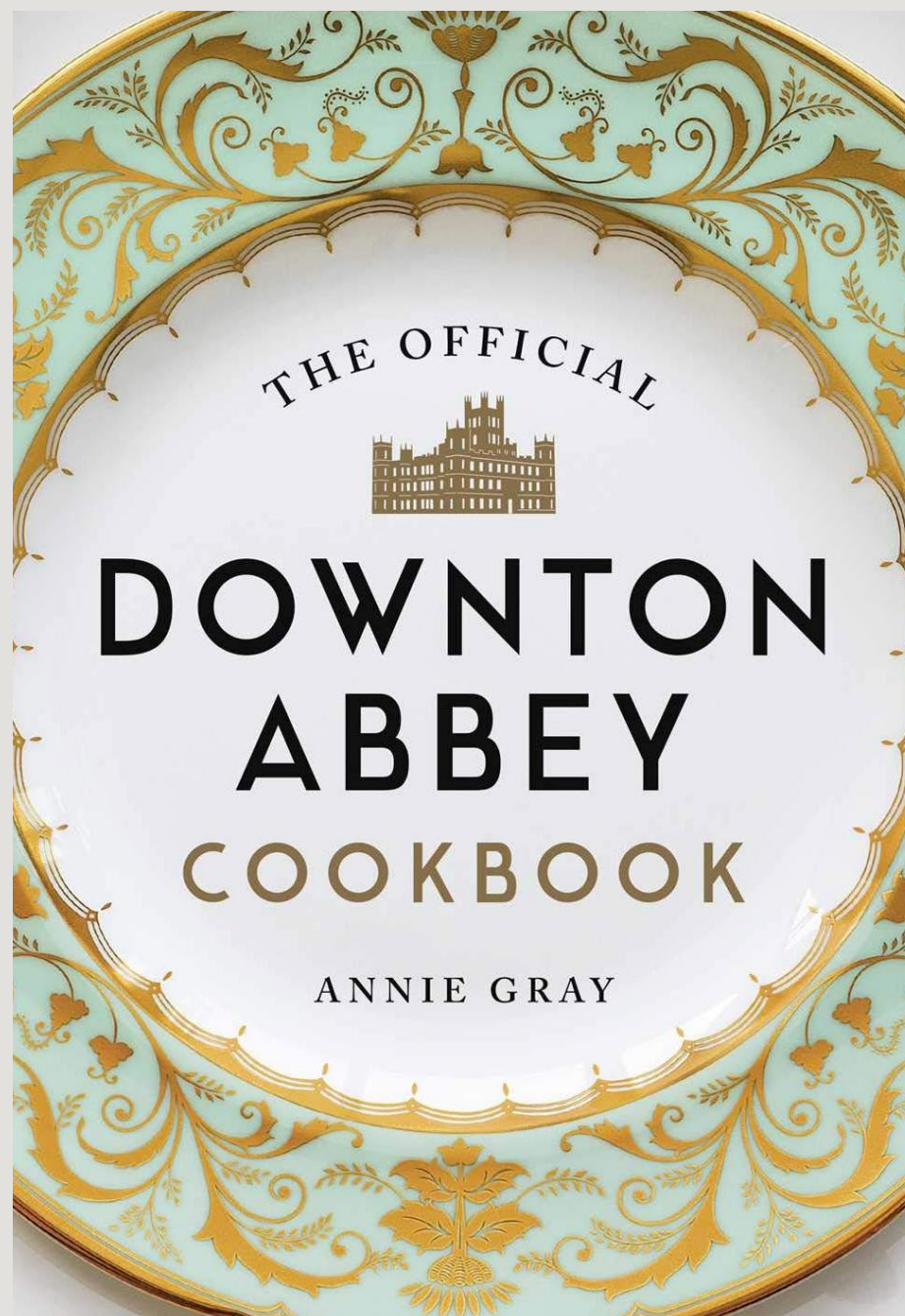
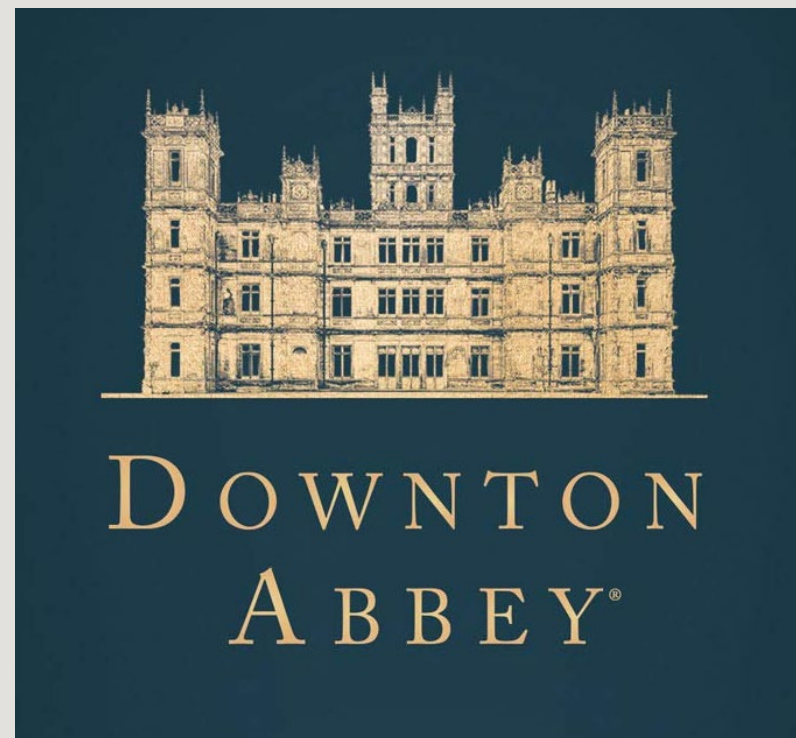
BRAND GUIDELINES

current branding

The current show of Downton Abbey uses Caslon as their main font, and Raleway as their secondary font

We'd like to expand the audience to capture a younger demographic and to appeal to a more modern-luxe aesthetic.

existing



branding

- three primary values

These are the foundation for all marketing communications to our consumers and clients. In order to capture the spirit of the original show, Downton Abbey, it's crucial to align our aesthetic to the show. This will allow for the item to be familiar to fans of the show.

Additionally, we want to be able to expand our audience and be able to represent the quality of our actual product and convey that to those who have not seen the original show. So, it should be a blend of both the familiar, and the new.

branding

LUXE

One of the main allures of Downton Abbey is the lifestyle it portrays within the Estate. We wish for our product to reflect that and bring our customers a feeling of lavishness when they use our product.

MODERN

To be able to stand out amongst competitors of tea that are meant to reflect a British aristocracy, we want our marketing to feel like it can belong in this era. So that it can perfectly fit upon the shelves of a consumer from the 2020's and beyond.

HAND CRAFTED

Downton Abbey celebrates artistry, and is a very embellished show. We want to avoid feelings of mass manufacturing, and be able to allow our customers to feel like each illustration they receive is bespoke to their respective namesake and hand drawn, which it is.

- the logo

The Downton Abbey rebrand logo is meant to evoke the same simplicity and shapes as the original Downton Abbey logo. It has now been adapted to be much closer, and taller so that it can evoke a grander and prouder feeling.

This logo is meant to sit neatly among high end products that promote value, quality, and a nod to a long history that falls behind the name as well.

DOWNTON
ABBHEY

stacked standard

simple and elegant



minimum clear space

nothing should touch
within these borders
so that the logo may breath
It uses half a "D" as clearance space

logomark

DOWNTON
ABBHEY

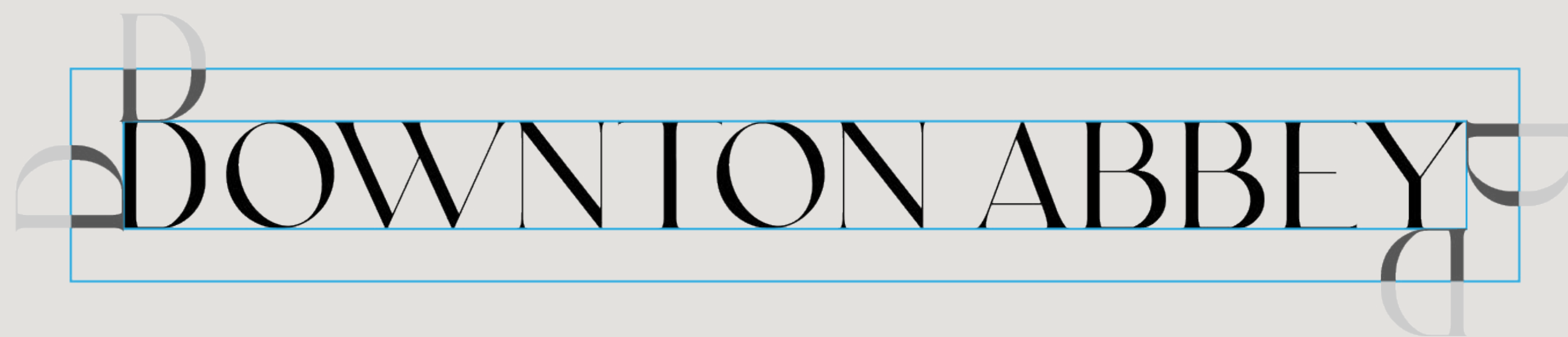
minimum size

12 pt
50 px tall
120 px wide

DOWNTON ABBEY

landscape format

This is for instances if the logo needs to fit a long amount of space



minimum clear space

nothing should enter these borders in order to allow the logo to breath
It uses half a "D" as clearance space

DOWNTON ABBEY

minimum size

12 pt
195 px wide
20 px tall

DOWNTON
ABBEY

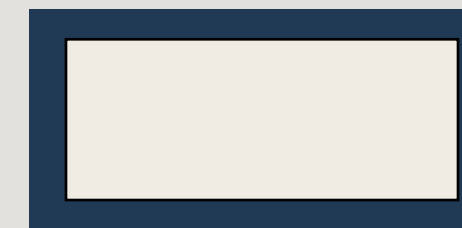
DOWNTON
ABBEY

DOWNTON
ABBEY



primary usage

The blue logo on an off white palette should be the main



secondary usage

Off white logo within a royal blue is also acceptable.



alternate usage

This is reserved for more special occasions if a black logo is required for a gray-scale palette

-
authorized fonts

The secondary font is Raleway. Bold, and semibold are all suitable. Only the specific glyphs that are shown here on the brand guideline should be used. Semibold will serve to highlight words within body text, and bold is reserved for headlines and buttons

Body and quote font is Playfair Display. Any time there are quotes from a character, make sure to implement Playfair Display. If all surrounding text is rich in sans serif or Raleway, an italic will pair nicely.

type

Raleway Semibold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=[]

Raleway Bold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=[]

Playfair Display Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=[]

Playfair Display Italic

*abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-+=[]*

secondary font

Raleway is used to pair with the primary logomark and only for headings and buttons

body and quote

Only use for body text, heading should never be displayed in sans serif

authorized colors

The colors of Downton Abbey are meant to be simple and minimalistic. It should not have loud colors or particularly vibrant colors with the exception of the gold as a highlight.

Only use the cream white shown below as the white. The logo should not often be shown on a pure white background and should be avoided as much as possible.

The darker colors of royal blue and black are to allow the illustrations will be drawn in this color to more fully stand out

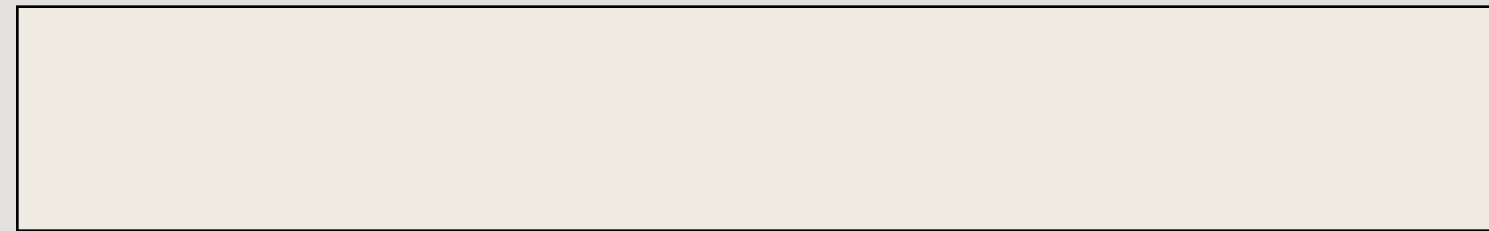
color

PRIMARY COLOR PALETTE



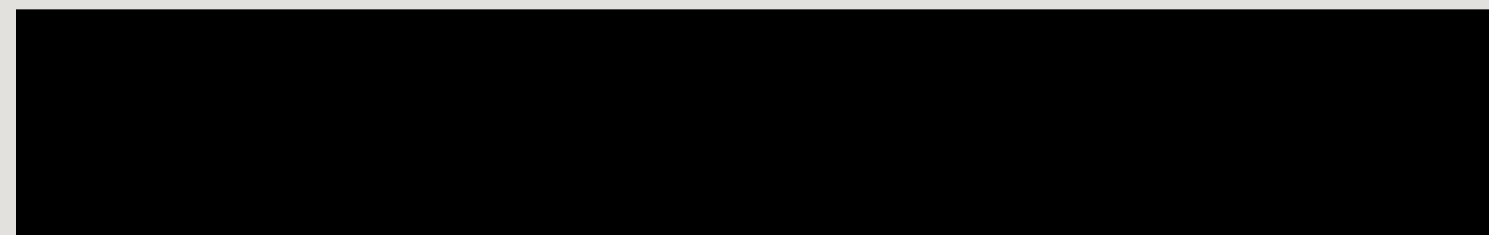
royal blue

CMYK 93/75/43/35
RGB 32/58/85
Hex 203a55



cream white

CMYK 5/5/9/0
RGB 240/236/228
Hex efebe4



black

CMYK 0/0/0/0
RGB 0/0/0
Hex 000000

SECONDARY COLOR PALETTE



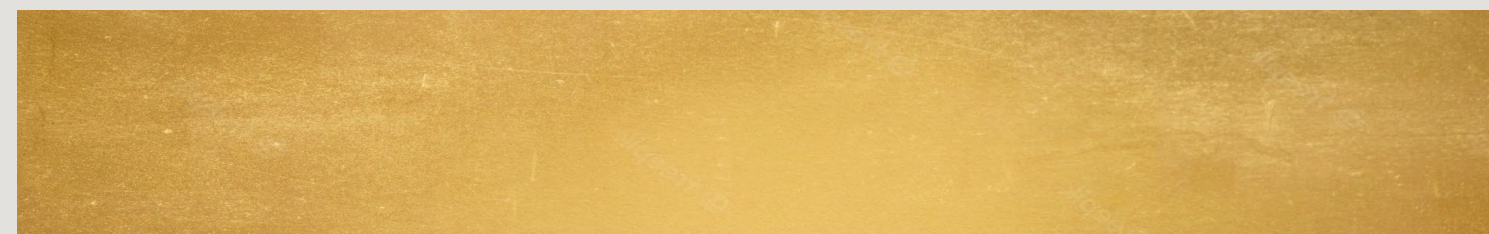
desaturated blue

CMYK 76/55/43/19
RGB 70/94/110
Hex 465e6e



pale mocha

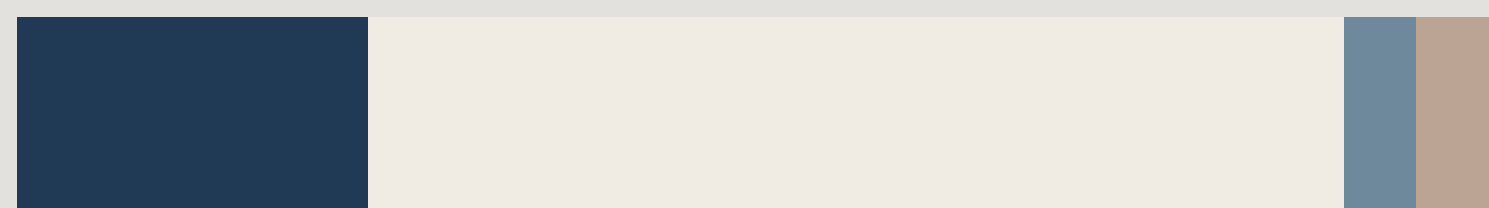
CMYK 27/33/39/0
RGB 188/164/149
Hex bca495



gold

Ensure gold chosen falls close to around this color

COLOR RATIO



unauthorized usage

These guidelines are meant to maintain the integrity of the overall brand. Please do not compromise the overall look by doing any of the following.

It should also be considered that additional embellishments such as drop shadows should also be avoided. These are to serve as examples of what to actively avoid at all costs

A..

DOWNTON
ABBEY

B.

DOWNTON
ABBEY

C.



A. Don't use unauthorized colors

B. Don't distort the logo

C. Don't overlay the logo onto a photo

D. Don't contain the logo in white

E. Don't rotate the logo

F. Don't add additional elements onto the logo

G. Don't crop the logo

H. Don't contain the logo in black or use white for the logo

I. Don't place elements in the clearance space

D.

DOWNTON
ABBEY

E.

DOWNTON
ABBEY

F.

DOWNTON
ABBEY finest teas

G.

DOWNTON
ABBEY

H.

DOWNTON
ABBEY

I.

DOWNTON
ABBEY
finest teas

avoid

hand crafted illustrations

The main draw and focus of Downton Abbey are its beloved characters. These are hand drawn with a very specific ink like brush so that they feel like they could have been drawn a brush on paper, or printed via woodblock.

When portraying any item with the character's namesake, a portrait illustration should accompany it.



imagery



fill

Black and dark colors are completely filled in. This gives high contrast to the image



textured strokes

Strokes should wrap and curve around text. They should give the illusion of a thick grainy brush stroke to give a hand crafted feel



leaves

Should have one side darker, and one side that is lighter. This gives them a deeper dimensionality and more clarity

unauthorized usage

These guidelines are meant to maintain the integrity of the overall brand. Please do not compromise the overall look by doing any of the following.



avoid

X illustration should never cut into logo

This intrudes the logo's minimum clear space. Give both space to breath



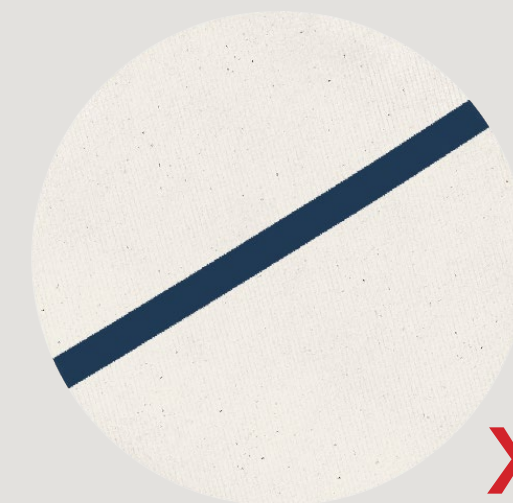
empty

The image needs more fill, it feels empty and low contrast



fill

Now, the character and image is fuller and feels like it has the appropriate weight



flat stroke

This stroke feels flat. Avoid lines or brushes that have no texture whatsoever



textured strokes

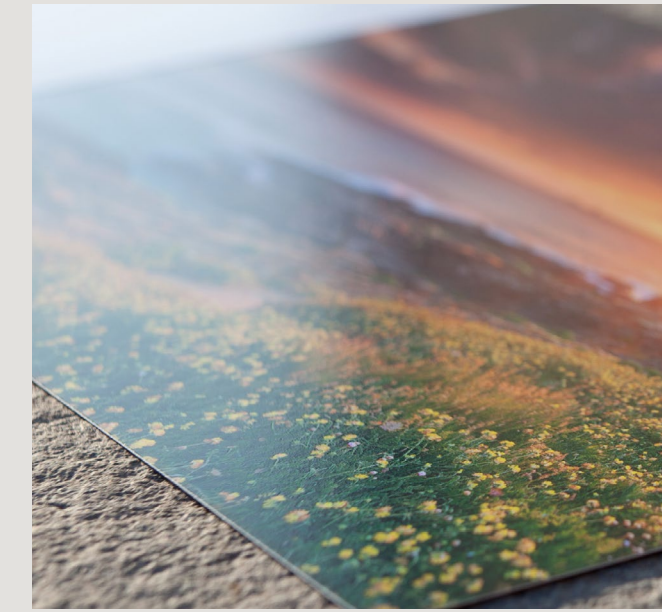
This should be the desired stroke and brush used

the physicality

Overall, we want textures and hand feel to be matte, and to be materials that would exist in the time period of the 1920's, the setting of Downton Abbey.

This means avoiding overly synthetic materials such as glossy surfaces. Also, avoid an abundance of luxury such as over embellishing or high usage of gold and silver. Lastly, none of the packaging should feel like animal products or resemble leather. The tea is and should be represented as vegan

textures



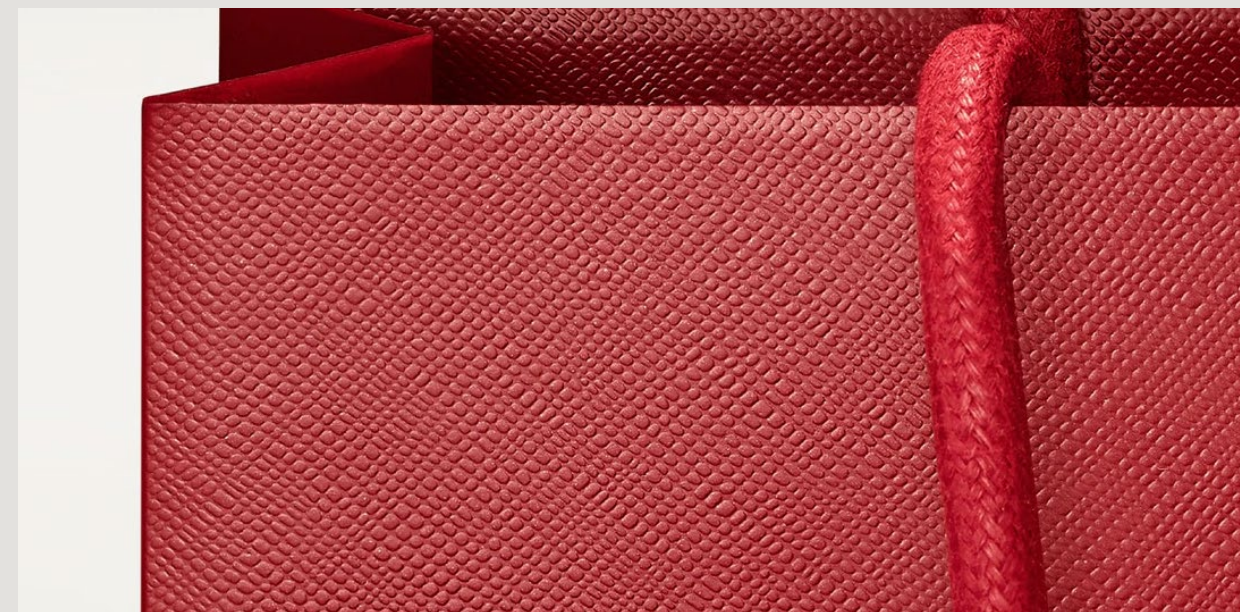
paper texture

Textures should imitate a matte and rough surfaced paper. Avoid gloss and high shine



gold embossing

The gold should be reserved only for lettering and small details. Do not over use the gold to cover the packaging

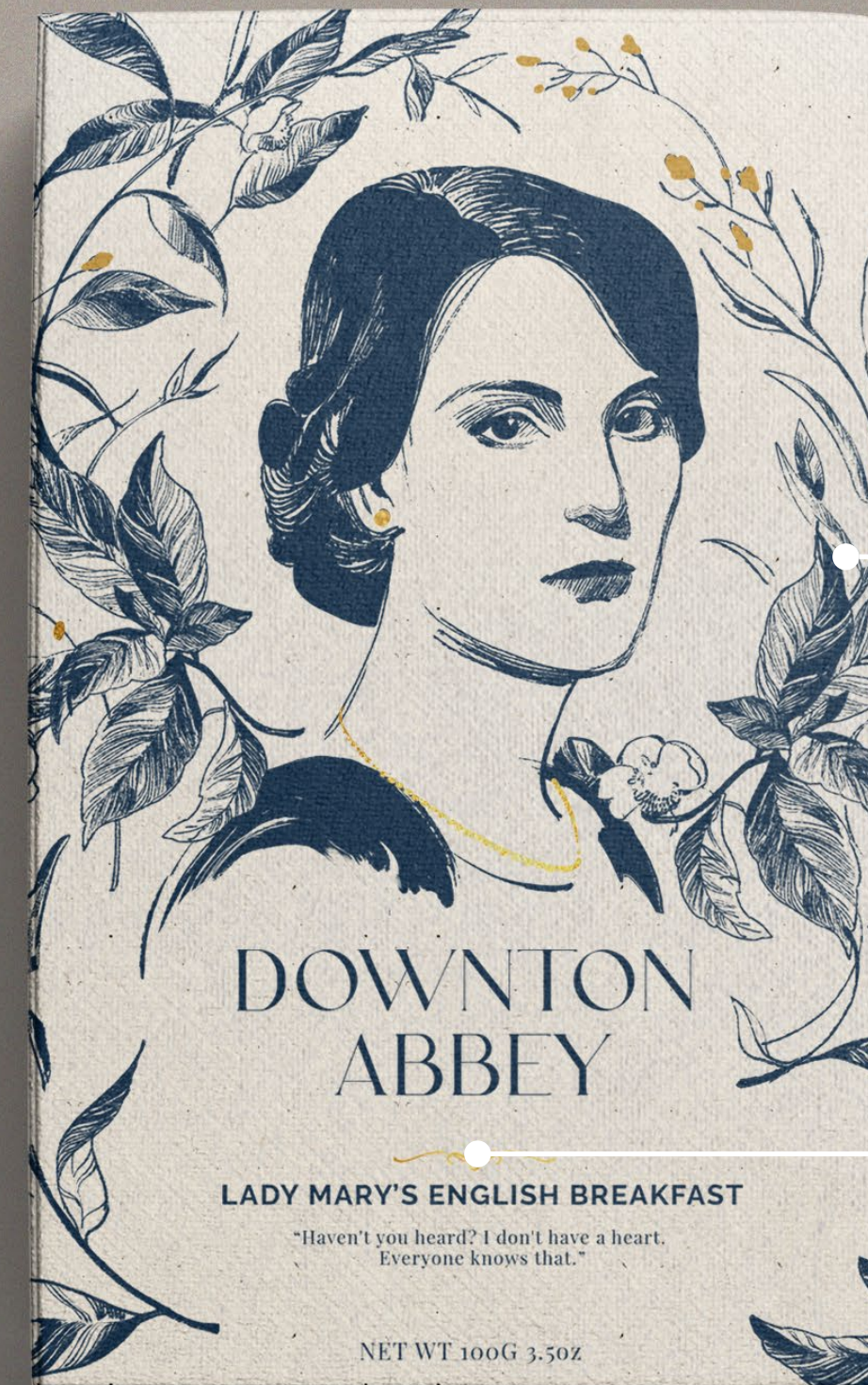
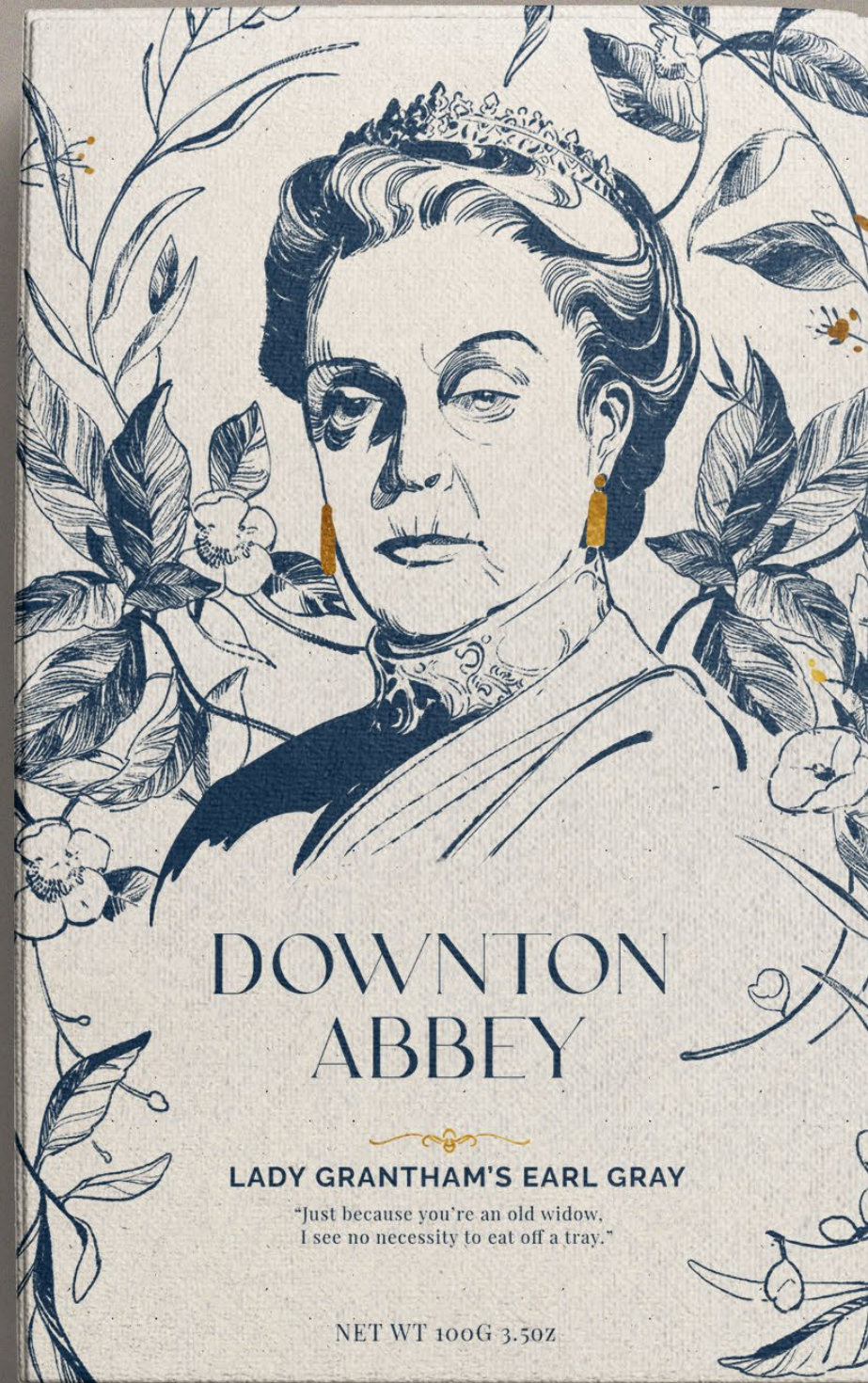


packaging

Focus on patterned textures. However, avoid textures that start to look like leather. No object should imitate leather

printing and merch

When taking the product to a finish, we want the illustrations to not fully fit onto the front and be able to be continued onto the other side. This will allow for the illustration to completely envelop the product, as immersion



matte packaging

The packaging should be reminiscent of paper. Do not use overly modern materials like luster or gloss

gold highlights

A very small amount of the packaging has gold embossing, as an accent color

apply



LADY MARY'S ENGLISH BREAKFAST

"Haven't you heard? I don't have a heart.
Everyone knows that."

NET WT 100G 3.5OZ





DOWNTON ABBEY

LADY GRANTHAM'S EARL GRAY

"Just because you're an old widow,
I see no necessity to eat off a tray."

NET WT 100G 3.5OZ

DOWNTON ABBEY





Welcome to the Manor

Welcome to the Manor and get ready to experience a brand new taste that will transport you straight to Downton Abbey

Packed in a decorative box, these delicate sachets brew a bold, aromatic cup of tea with notes of toast and honey. It's complex and full-bodied, and strong. Just like Lady Mary's common quips and remarks, should you find yourself on the wrong side of her mood.

DOWNTON ABBEY

LADY MARY'S ENGLISH BREAKFAST

"Haven't you heard? I don't have a heart. Everyone knows that."

NET WT 100G 3.5oz



apply



continuous illustration

The illustration should cross on to the other side of the package, so that it's continuous and feels hand crafted



*"Haven't you heard? I don't have a heart.
Everyone knows that."*

— Lady Mary

**Take the Downton Abbey
experience to the home**

Explore now





*"Just because you're an old widow, I see
no necessity to eat off a tray"*



Black tea

LADY GRANTHAM'S EARL GREY

Taste and aroma

Full bodied and fragrant with a perfect balance of citrus and floral notes, infused with bergamot

Key features

The personal favorite tea of the Countess. This tea is blended in the UK. Best enjoyed with milk, and the Countess likes to pour milk second

Sizes

57 g

100 g

Quantity

1 ▼

Add to cart

DOWNTON ABBEY

LADY GRANTHAM'S EARL GRAY





LADY MARY'S
ENG. BREAKFAST

Black tea blend



Black tea blend

ENG. BREAKFAST

LADY MARY'S



apply



reverse color

In more seldom cases, the colors can be reserved to be white on blue.

