



Happy  
Cap

**Brand Guidelines**

# About Us

## Mission

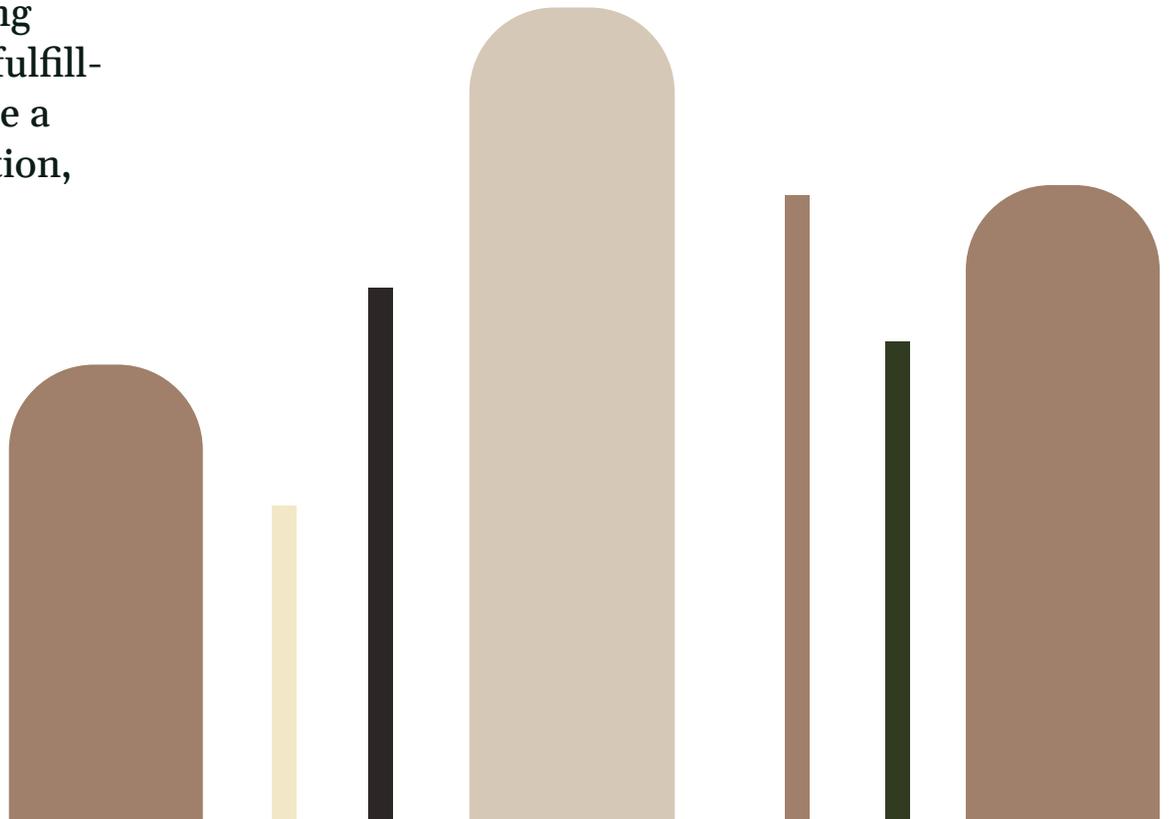
Happy Cap is dedicated to elevating well-being through the transformative power of natural, mushroom-based teas. We strive to curate exquisite beverages that inspire serenity, joy, and a harmonious lifestyle. By harnessing the unique properties of medicinal mushrooms, we aim to foster a deeper connection between individuals and the natural world, empowering them to embrace a more mindful and fulfilling existence. Our mission is to provide a sanctuary of tranquility and revitalization, one cup at a time.

## Values

Quality and craftsmanship  
Mindfulness and serenity  
Ethical sourcing and sustainability

## Target Audience

Our brand caters to discerning individuals seeking refined wellness solutions and those seeking to enhance their daily rituals with natural, uplifting products. Our products are available for shipping worldwide, making it easy for people everywhere to experience the transformative power of Happy Cap teas.



# Fonts

The Quicksand font family, featuring clean, modern sans-serif designs with rounded corners, conveys a friendly and approachable tone. In contrast, the Gelasio font family offers a classic, elegant serif design that adds a touch of sophistication while maintaining excellent legibility. Both fonts are ideal for various branding applications, from headlines and subheadings to body copy. To ensure consistent branding, both OTF and TTF formats are available for vendors. Both are also Google Web Fonts and can be used with most programs and websites.

Headline

**Quicksand Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!():;?

Subheadline

**Quicksand Semibold**

abcdefghijklmnopqrstvwxyz  
0123456789!():;?

Bold Copy

**Gelasio Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!():;?

Regular Copy

**Gelasio Medium**

abcdefghijklmnopqrstvwxyz  
0123456789!():;?



# Colors

These colors are meant to reflect the brand and give a sense of emotion. To maintain brand consistency, these colors should be used as the primary palette. Any deviations or adjustments require prior approval to ensure the brand's integrity.

CMYK is always used for print project. RGB and Hex values are intended for digital/web purposes.

**Golden Sand Dune:** Serves as a warm, inviting base color, evoking feelings of comfort and natural beauty.

**Creamy Almond Milk:** A soft, neutral shade that adds elegance and sophistication.

**Rustic Earth:** Adds a touch of depth and complements the natural theme and grounds the design.

**Midnight Forest & Midnight Onyx:** Both of these create a sense of luxury. They offer deep, contrasting tones that add visual interest and sophistication.



Golden Sand  
Dune

CMYK: 5 | 6 | 24 | 0  
RGB: 242 | 232 | 200  
Hex: #F2E8C8

Creamy  
Almond Milk

CMYK: 16 | 18 | 27 | 0  
RGB: 214 | 200 | 182  
Hex: #D6C8B6

Rustic  
Earth

CMYK: 36 | 47 | 58 | 8  
RGB: 160 | 128 | 107  
Hex: #A0806B

Midnight  
Forest

CMYK: 69 | 52 | 86 | 59  
RGB: 49 | 59 | 33  
Hex: #313B21

Midnight  
Onyx

CMYK: 67 | 66 | 65 | 68  
RGB: 44 | 39 | 38  
Hex: #2C2726

# Logos

The logo is made to evoke an emotion of happiness and interconnectedness as customers aim to reconnect and reset their health. The four versions of the logo included Horizontal, Stacked, Horizontal Icon and Stacked Icon.

The intended use of the logos is how they are provided. They are to not be stretched, recolored, skewed, distorted, or changed in any way.

Happy Cap

HC

Happy  
Cap

HC



# Slogan

## Meaning

This concise phrase encapsulates the essence of Happy Cap and its mission to promote well-being and joy. It suggests that by consuming our teas, consumers can unlock a sense of happiness and fulfillment.

## Tone & Style

The tagline should be used in a positive, uplifting tone that reflects the brand's values. It should be associated with feelings of joy, happiness, and contentment.

## Usage

The tagline should be used consistently across all marketing materials, including advertising, social media, website content, and packaging. It can be used as a standalone statement or incorporated into larger messaging

Uncap Your Happy



# The Mushroom

The mushroom, a central element of Happy Cap, is more than just an illustration. It represents the brand's commitment to natural wellness and sustainable practices. By incorporating the mushroom into our brand identity, we emphasize our dedication to natural wellness, sustainability, and the transformative power of nature.

**Symbol of Growth & Renewal:** Mushrooms often emerge from the earth, symbolizing growth, transformation, and resilience.

**Natural Healing Properties:** Many mushrooms possess medicinal properties and have been used for centuries in traditional medicine.

**Uniqueness & Intrigue:** Mushrooms are fascinating organisms that add an element of uniqueness and intrigue to the brand.



To maintain brand consistency, the mushroom's design should remain consistent, with variations in color allowed only to reflect different tea flavors. The mushroom should not be altered or changed in any other way. By adhering to these guidelines, we ensure that the mushroom remains a recognizable and iconic symbol of Happy Cap.

