

ABANS TEA SERVICE

Brand Identity Style Guide System

YOUR TEA SERVING PARTNER

A minimalist visual identity guide for consistent, professional and premium tea service communications across print, digital, signage and service environments.

DESIGN	Logo & Brand Identity Guidelines
COMPANY	ATS – Abans Tea Service
DATE	2026
DESIGNER	Createrix Labs



OFFICIAL USAGE GUIDE

Logo System

PRIMARY VERTICAL LOCKUP



SECONDARY HORIZONTAL LOCKUP



SYMBOL MEANING

The ATS mark combines a steaming teacup with a rising aroma gesture to represent warmth, service and freshly prepared tea. The cup communicates hospitality and comfort, while the flowing steam adds movement and a premium serving experience.

	Tea cup	Service, refreshment and guest comfort.
	Steam	Fresh aroma and careful preparation.
ATS	ATS wordmark	Strength, speed and operational clarity.
Abans	Abans endorsement	Trust and corporate assurance.
YOUR TEA SERVING PARTNER	Tagline	A clear service promise.

WORDMARK MEANING

The bold geometric ATS letterforms create immediate recognition and a confident service presence. The supporting Abans Tea Service text balances the identity with clarity and professionalism, while the spaced tagline gives the brand a calm and dependable tone.

MINIMUM SIZE



30 mm / 150 px
Vertical



45 mm / 220 px
Horizontal



18 mm / 64 px
Symbol

Colour Palette

The ATS palette is intentionally restrained. Deep navy communicates trust and structure, copper steam adds warmth and hospitality, and black is reserved for functional one-colour reproduction.



ATS Navy
Trust / Structure
#203455

RGB 32, 52, 85
CMYK 62, 39, 0, 67



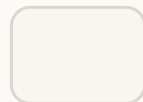
Copper Steam
Warmth / Aroma
#B2895D

RGB 178, 137, 93
CMYK 0, 23, 48, 30



Abans Black
Functional use
#111111

RGB 17, 17, 17
CMYK 0, 0, 0, 93



Warm Ivory
Clean / Premium
#F8F6F1

RGB 248, 246, 241
CMYK 0, 1, 3, 3

OFFICIAL COLOUR TREATMENTS ONLY

Only Primary Full Colour, One-Colour Black, and Reverse + Copper are approved. Other suggested variations are not permitted for final brand use.

Spacing Rules

Clear space protects the ATS logo from visual clutter. Maintain a minimum margin equal to the illustrated tea cup spacing on all sides of the logo.



Official Variations

Use only the three approved colour treatments shown on this page. Each treatment is available in both vertical and horizontal formats. No other colour variation should be used.

01 PRIMARY FULL COLOUR

Navy + copper steam + black Abans. Main version for light backgrounds.

02 ONE-COLOUR BLACK

All elements in black. Functional use for invoices, stamps and photocopies.

03 REVERSE + COPPER

White logo with copper steam on ATS Navy/dark backgrounds.

FAVICON / SMALL ICON



Full colour



Black



Reverse + copper

PRIMARY FULL COLOUR - VERTICAL



PRIMARY FULL COLOUR - HORIZONTAL



Use on white, ivory and light neutral backgrounds.

ONE-COLOUR BLACK - VERTICAL



ONE-COLOUR BLACK - HORIZONTAL



Use for black-only production, stamps, invoices and photocopies.

REVERSE + COPPER - VERTICAL



REVERSE + COPPER - HORIZONTAL



Use on approved ATS Navy and dark backgrounds only.

Logo Misuse

Never alter the ATS logo. Consistent usage protects recognition, quality and trust. Use only the approved artwork and the three official colour treatments defined in this guide.

-  **Do Not Distort**
Do not stretch, compress or alter proportions.

-  **Do Not Recolour**
Do not create unapproved colour treatments.

-  **Do Not Use Unselected Variants**
Do not use Premium Unified, Navy-only, Reverse White, Grayscale or White on Copper.

-  **Do Not Rotate**
Do not rotate or angle the logo.

-  **Do Not Rearrange**
Do not separate or move logo elements.

-  **Do Not Use Low Contrast**
Do not place the logo on busy or low-contrast backgrounds.

DO NOT DISTORT



DO NOT USE NAVY ONLY



DO NOT USE REVERSE WHITE



DO NOT USE GRAYSCALE



DO NOT REARRANGE



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