

Bling Booster

B R A N D B O O K

01 Brand Overview

Bling Booster is a South Korean premium lifestyle F&B brand by Tium Global that crafts functional wellness beverages. Combining scientific research with great taste, the brand offers collagen drinks, postbiotic yogurt sparklings, zero-calorie carbonated beverages, and floral tea mixes to elevate daily wellness routines.

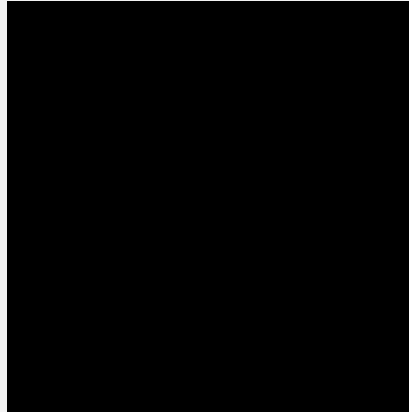
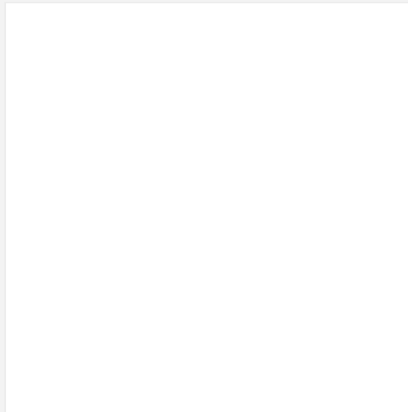
"Drink the Beauty, Feel the Energy"



02. Brand Logo

Bling Booster

Variants



Logo Clear Space



Always maintain clear space around the logo to keep the logo clean and legible.

15 px on each side

Minimum Size



Below this size, clarity is lost. Always honor the minimum.

0.83 inch / 80 px width

03 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

pretendard variable

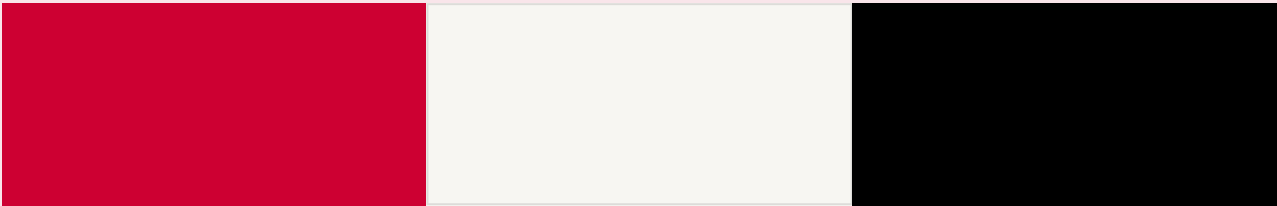
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%

04. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



Crimson Red

Hex #CD0032
RGB 205, 0, 50
CMYK 0%, 100%, 76%, 20%
HSL 345, 100%, 40%

Chalk White

Hex #F7F6F2
RGB 247, 246, 242
CMYK 0%, 0%, 2%, 3%
HSL 48, 24%, 96%

Jet Black

Hex #000000
RGB 0, 0, 0
CMYK 0%, 0%, 0%, 100%
HSL 0, 0%, 0%

VALUES

"Benefit, Delight, Trust"

AESTHETIC

Drinkable Radiance
Pastel K-Beauty
Crimson Pop Minimal
Luminous Freshness
Polished Inner-Care

TONE OF VOICE

Sensuous
Refined
Trendy
Scientific