Chit Chat Cha

Brand Identity | Websit

Client Name

ChitChatChai

Project Year

2018

Scope*

Branding, Illustration, Website

About ChitChatChai

Chit Chat Chai, the cup that cheers! Our goal is to intensify something as simple as drinking a cup of tea into an experience; a stimulating experience that shall be wildly sought after.

Hello, is it tea you're looking for?

Design Brief
Chai in India is more than just a beverage, it is an emotion. The client wanted to make sure that every colour, design and copy used conveyed a feeling. They wanted to keep it bright and peppy while making sure it is as informative as possible.

Colour Scheme

#FDE718

#F2EFE6

#453D3B

Typography

Aa Grand Hotel

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Aa Source Sans Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Main Screen

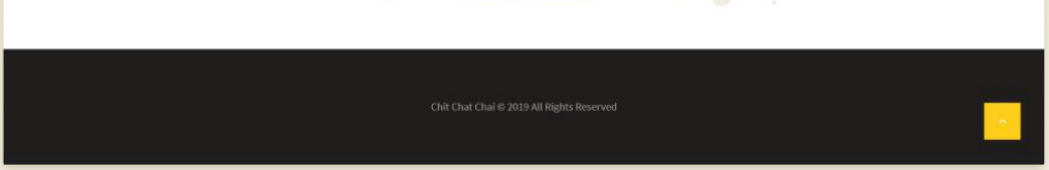
LOYALTY CLUB

OUR IN-HOUSE BLENDS

TEA – TIME NIBBLES

Everybody loves a cup of good chai. And the only way to make it even better? Food that goes perfectly well with your cuppa! While in Japan tea-time calls for Dango, cake is a necessity with afternoon tea in Britain. The French need macarons with their tea and we Indian's love nothing more than a crisp samosa to go with our chai. At Chit Chat Chai, we understand how important those chai- time nibbles are to you!

VIEW FULL MENU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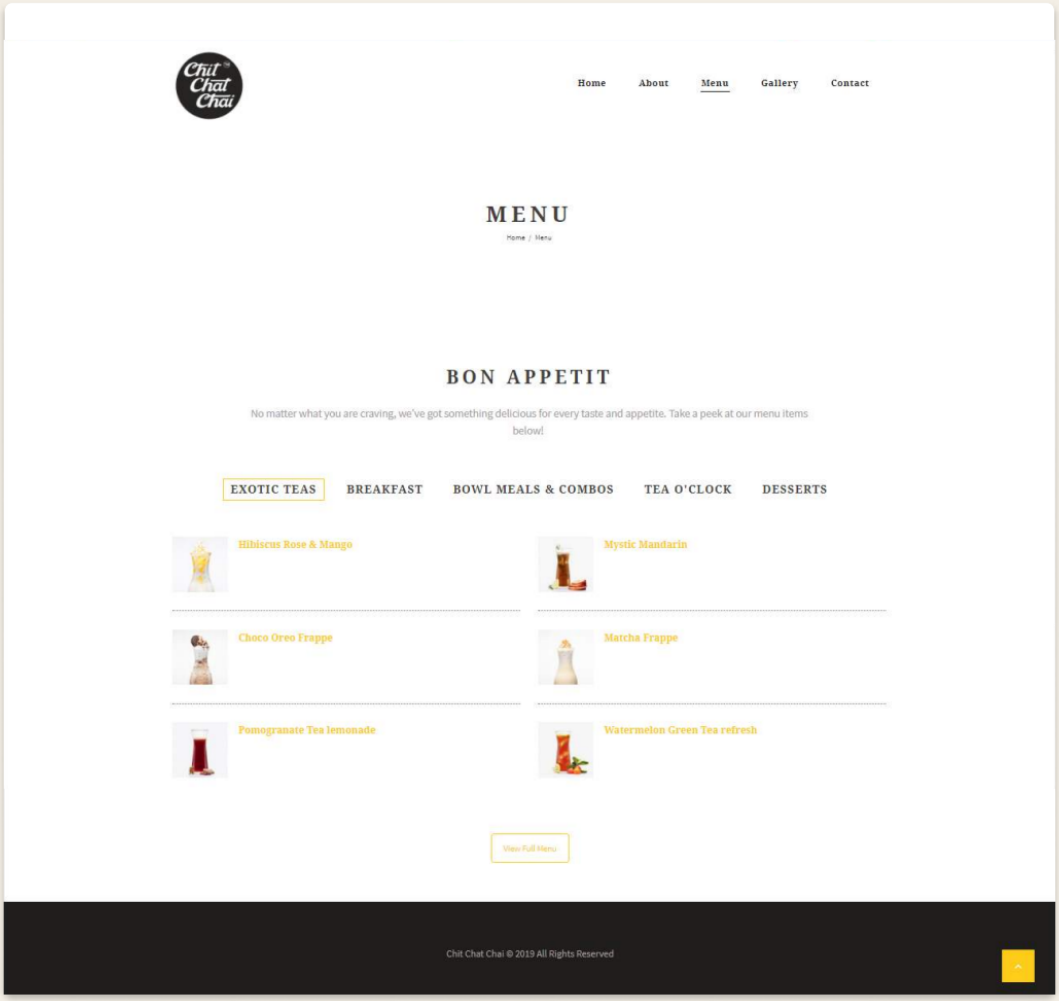
Menu


Home
About
Menu
Gallery
Contact
MENU
Home / Menu
BON APPETIT
No matter what you are craving, we've got something delicious for every taste and appetite. Take a peek at our menu items below!
EXOTIC TEAS
BREAKFAST
BOWL MEALS & COMBOS
TEA O'CLOCK
DESSERTS
Hibiscus Rose & Mango
Mystic Mandarin
Choco Oreo Frappe
Matcha Frappe
Pomogranate Tea lemonade
Watermelon Green Tea refresh
View Full Menu
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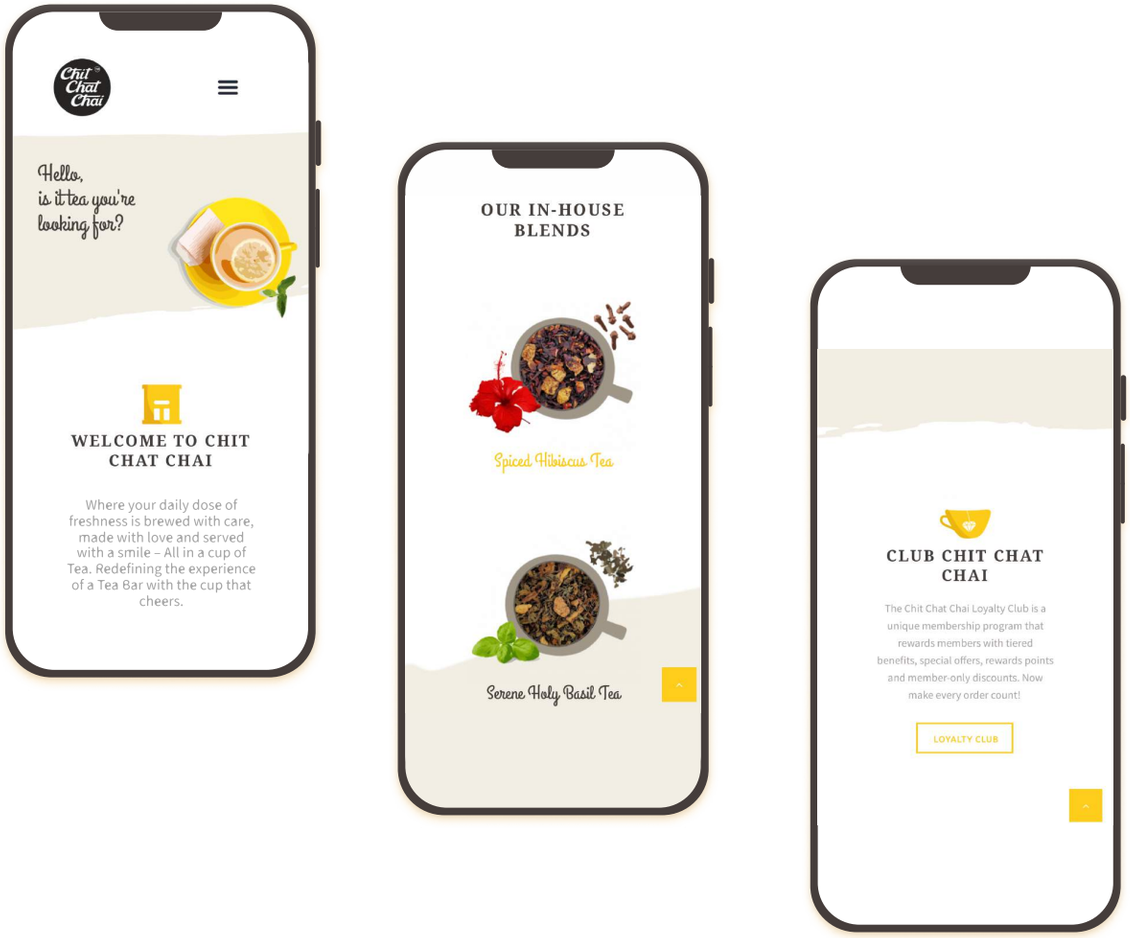
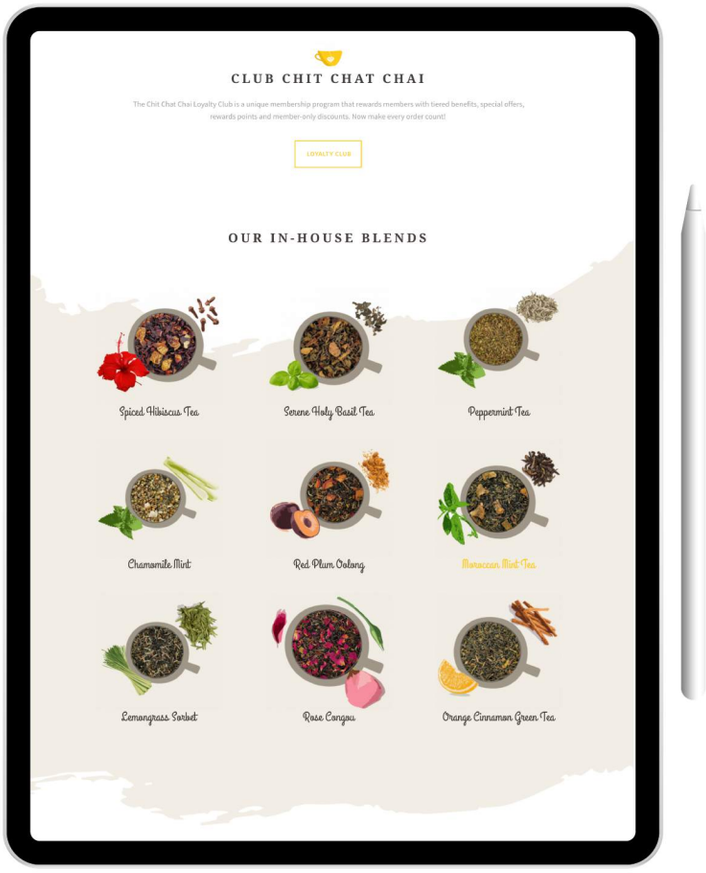
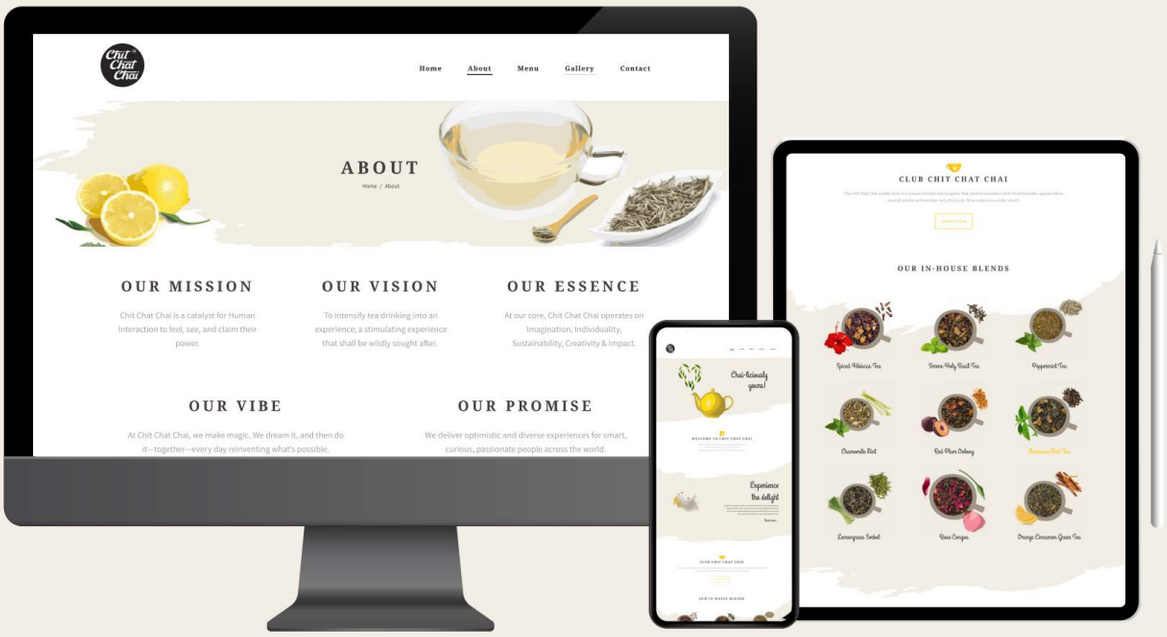
Mobile

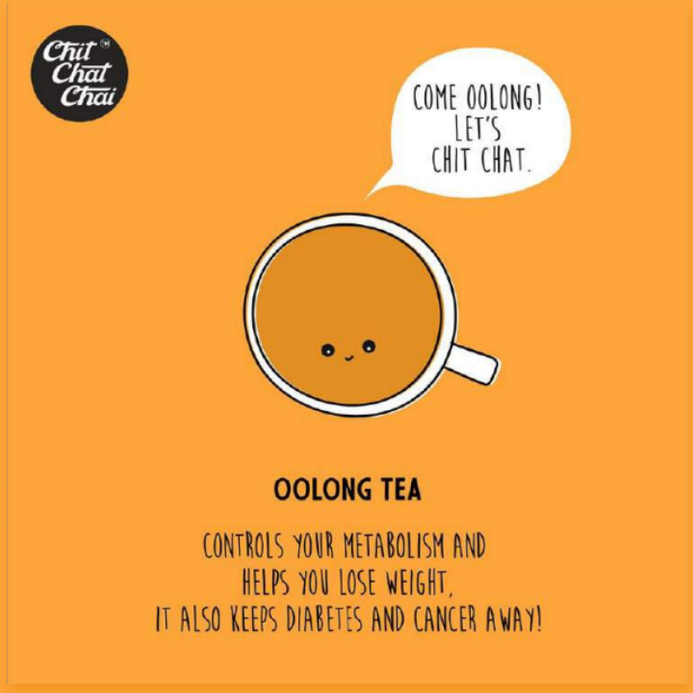

Hello,
is it tea you're
looking for?
WELCOME TO CHIT CHAT CHAI
Where your daily dose of freshness is brewed with care, made with love and served with a smile – All in a cup of Tea. Redefining the experience of a Tea Bar with the cup that cheers.
OUR IN-HOUSE BLENDS
Spiced Hibiscus Tea
Serene Holy Basil Tea
CLUB CHIT CHAT CHAI
The Chit Chat Chai Loyalty Club is a unique membership program that rewards members with tiered benefits, special offers, rewards points and member-only discounts. Now make every order count!
LOYALTY CLUB

iPad


CLUB CHIT CHAT CHAI
The Chit Chat Chai Loyalty Club is a unique membership program that rewards members with tiered benefits, special offers, rewards points and member-only discounts. Now make every order count!
LOYALTY CLUB
OUR IN-HOUSE BLENDS
Spiced Hibiscus Tea
Serene Holy Basil Tea
Peppermint Tea
Chamomile Mint
Red Plum Oolong
Moroccan Mint Tea
Lemongrass Sorbet
Rose Congou
Orange Cinnamon Green Tea



Explainer Graphics



50+ Design Screens & Artworks

1 Extraordinary Designer