

# Chit Chat Chai

Brand Identity | Website



## About ChitChatChai

Chit Chat Chai, the cup that cheers!  
The 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.

Client Name	ChitChatChai
Project Duration	2018
Scope*	Branding, Illustrations & Website

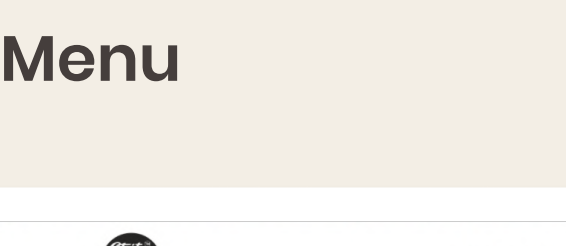
Hello,  
is it tea you're  
looking for?



## 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.

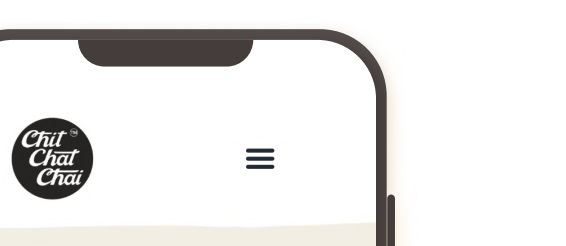
## Colour Scheme



#FDE718



#F2EFE6



#453D3B

## Typography

Ga 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

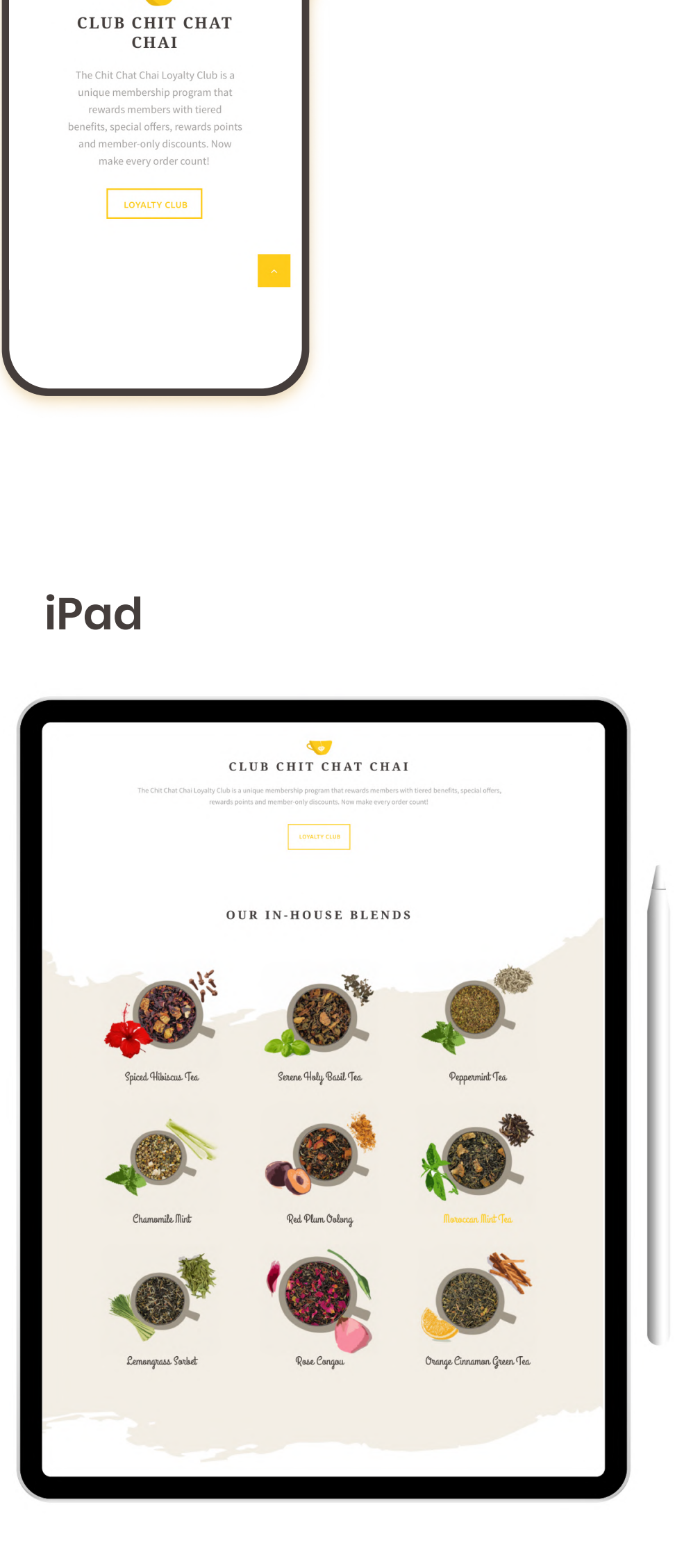
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1 2 3 4 5 6 7 8 9 0

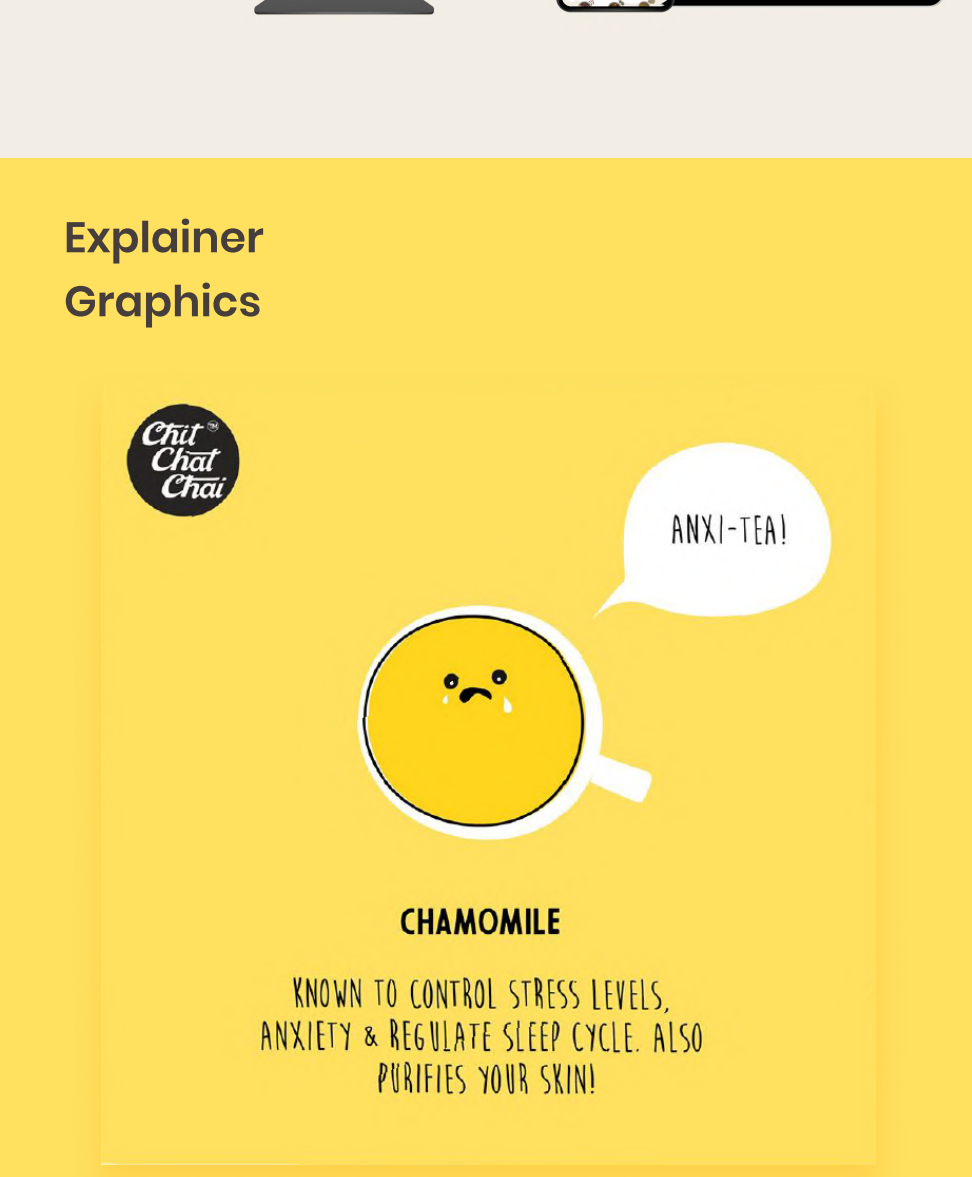
## Main Screen



## Menu



## Mobile



## iPad



## Explainer Graphics

