

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 Project Duration Scope*

ChitChatChai 2018 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

GBCDEFGHIJKEMNOP QRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

1234567890

a

Source Sans Pro

ABCDEFGHIJKLMNOPQR STUVWXYZ abcdefghijklmnopqrstu vwxyz 1234567890

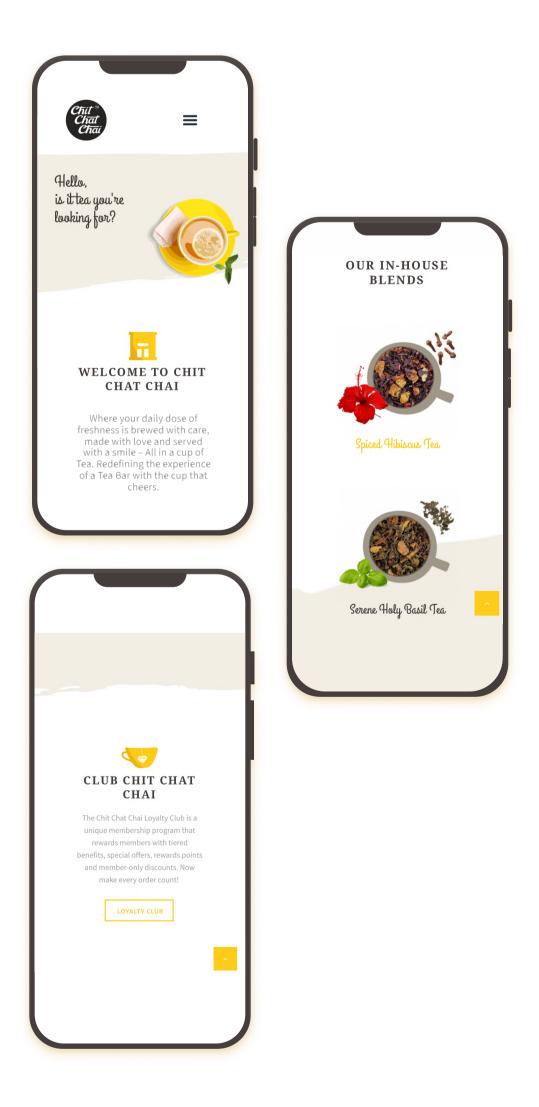
Main Screen



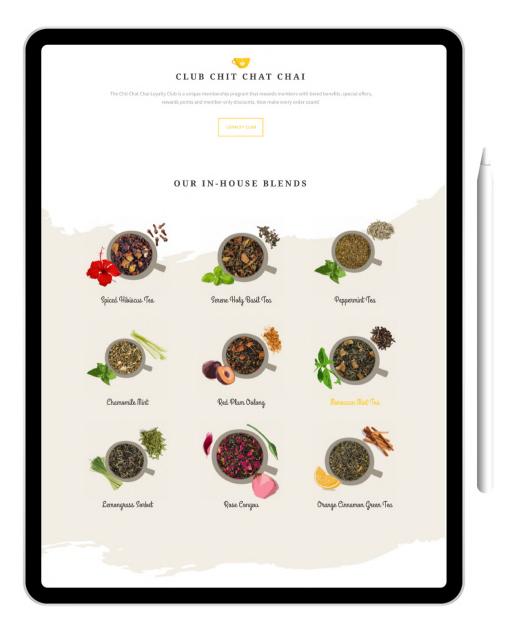
Menu

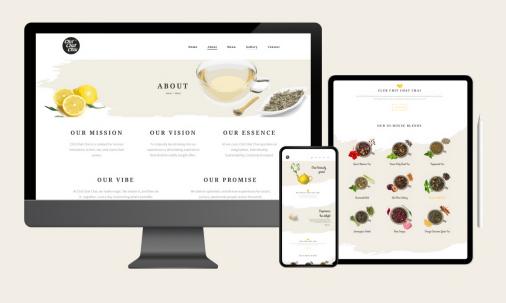
Chut Chat Chai	Home About <u>Menu</u> Gallery Contact
MENU _{Tore / Tore}	
BON APPETIT No matter what you are craving, we've got something delicious for every taste and appetite. Take a peek at our menu items below!	
EXOTIC TEAS BREAKFAST BOWL M	IEALS & COMBOS TEA O'CLOCK DESSERTS
Choco Oreo Frappe	Matcha Frappe
Fomogranate Tea lemonade	Watermeton Green Tea retresh
View full Menu	
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50+ Design Screens & Artworks