Chit Chat Chai

Brand Identity | Website

Client Name

ChitChatChai

Project Year

2018

Scope*

Branding, Illustration, 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.

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 that 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
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
1 2 3 4 5 6 7 8 9 0

Main Screen

LOYALTY CLUB

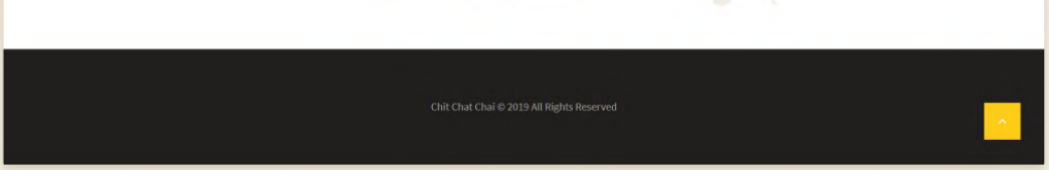
OUR IN-HOUSE BLENDS

Make Your Own Tea!

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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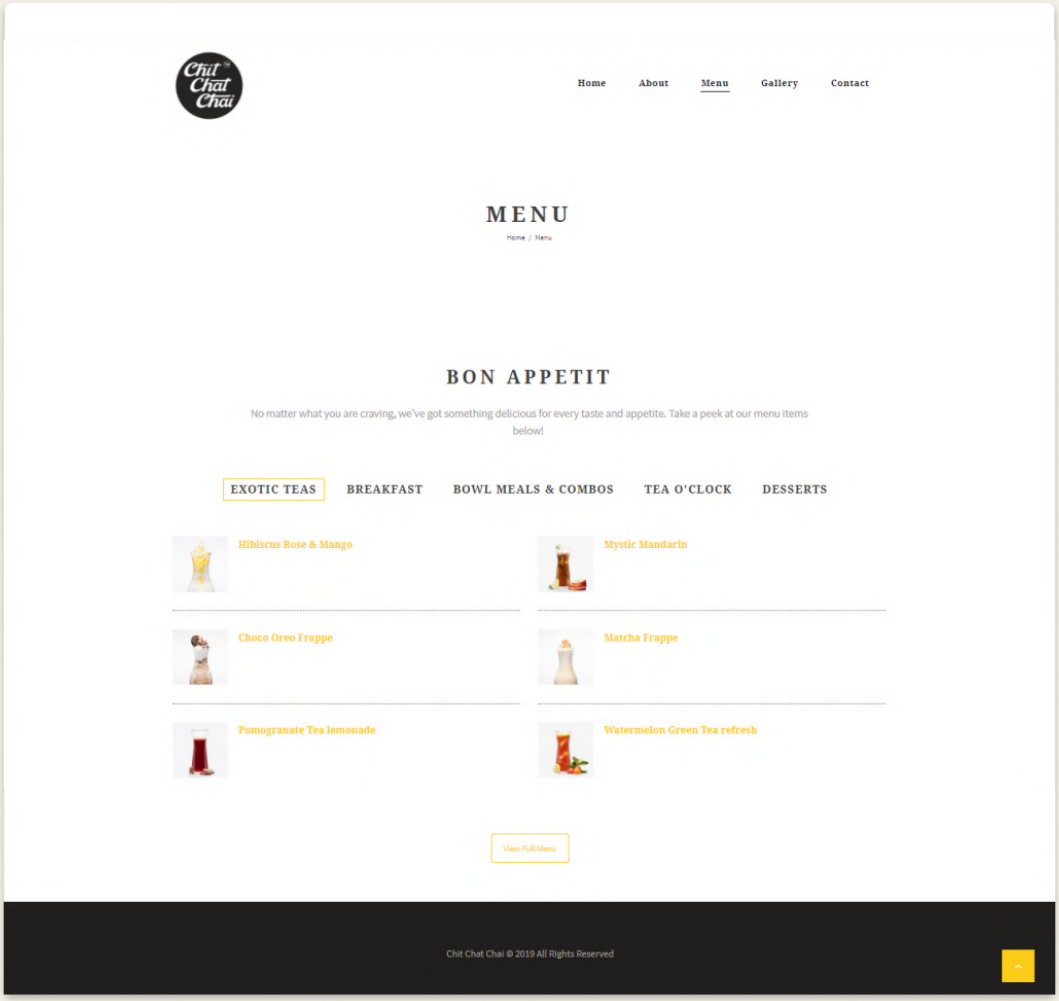
Menu


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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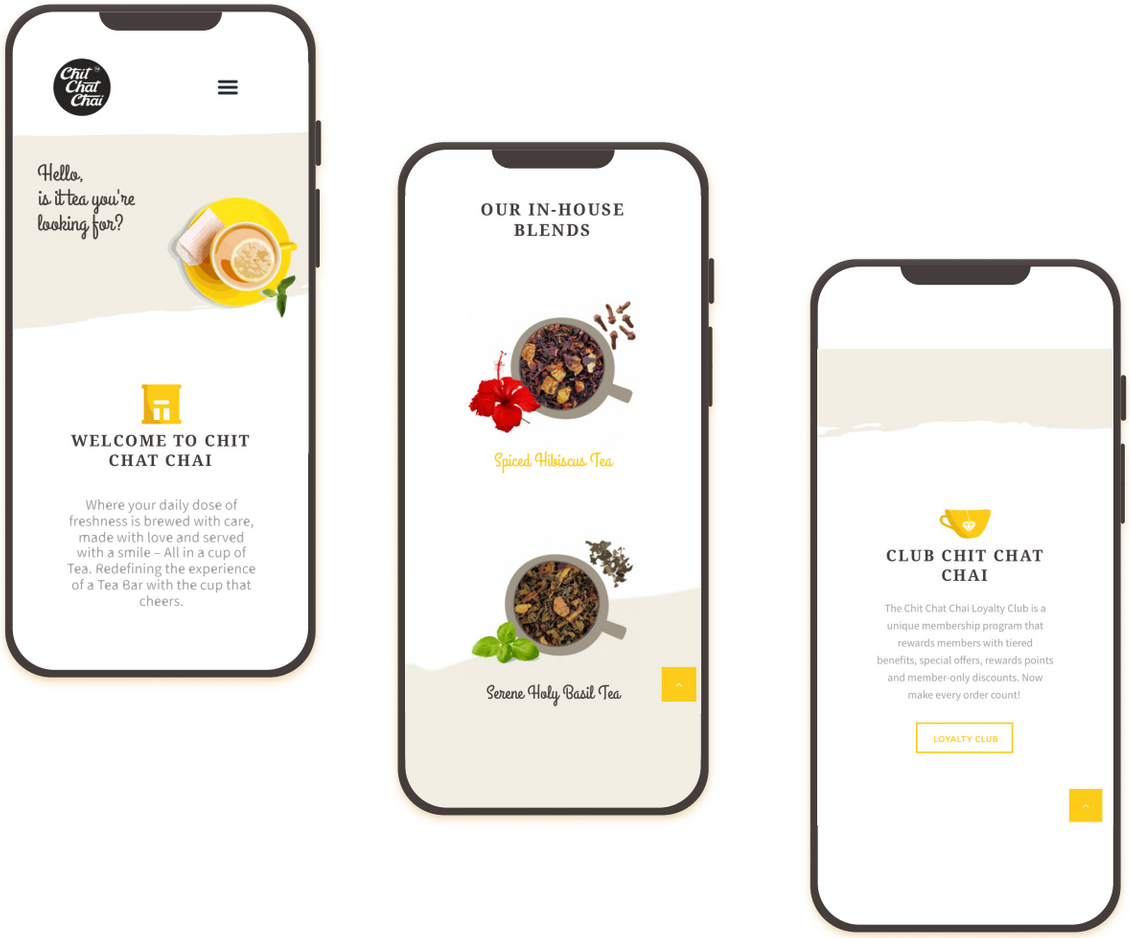
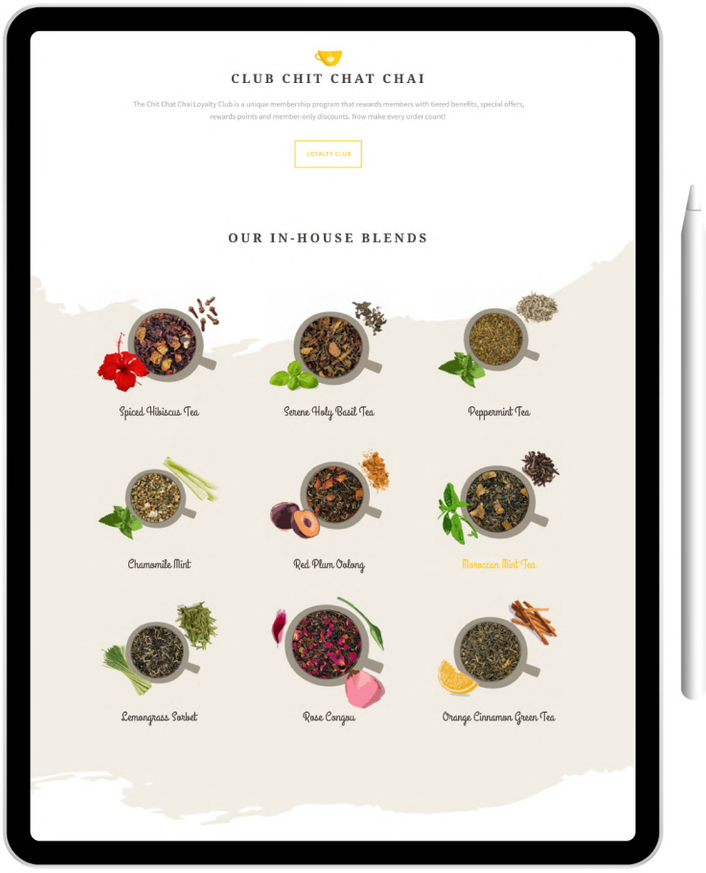
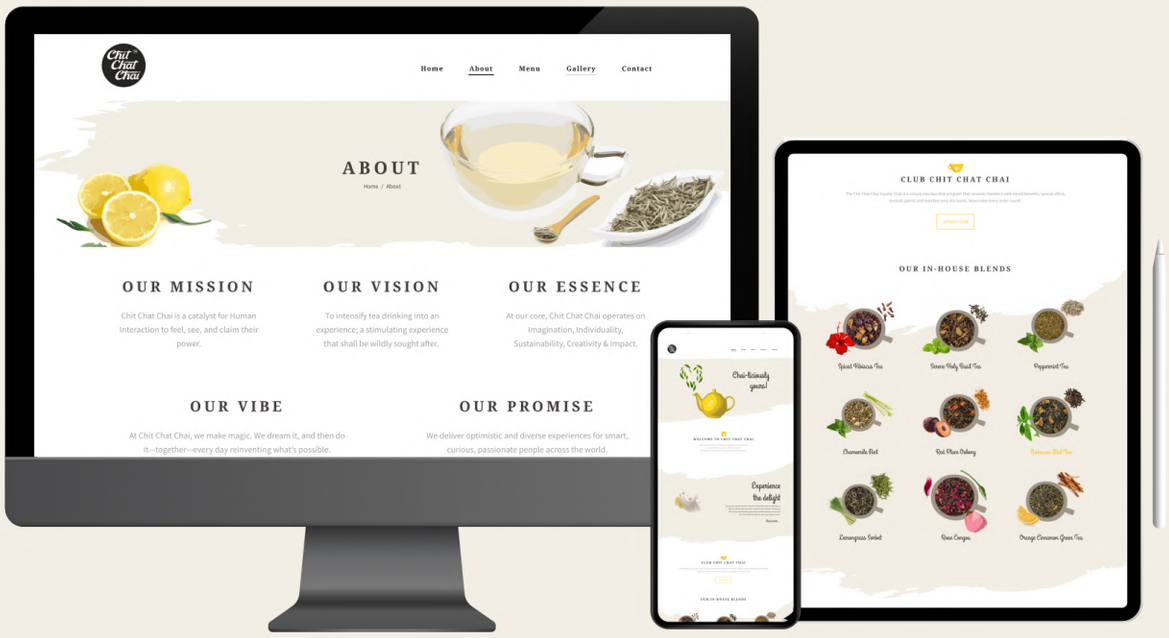
Mobile


Chit Chat Chai
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