

Brand Identity

and

Creative Direction

Client : Chilled Chai

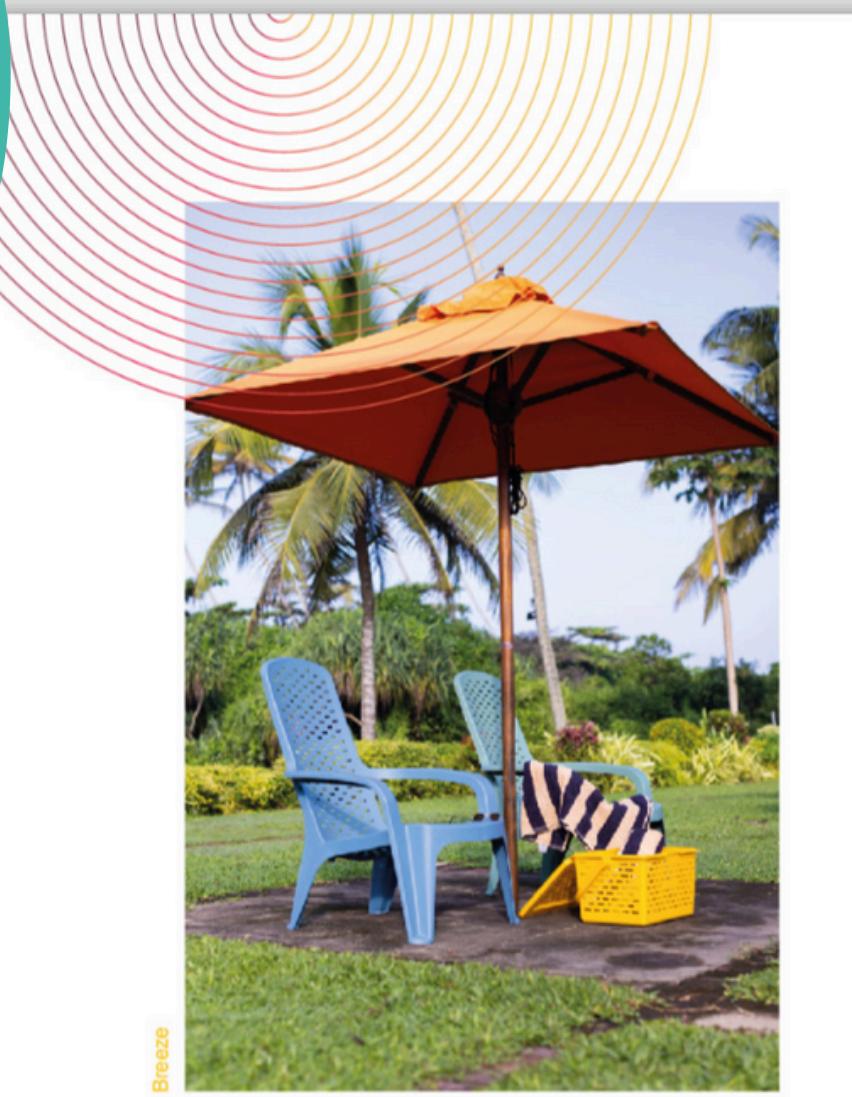
Graphic Designer : Safiyyah Bakir



Mood Board

ENDLESS SUMMER

The sun and salt of the sea caressing your skin.
A fresh breeze under the shadow of the tropical
palms caressing you.
A REFRESHING breeze, a quiet moment of
relaxation and contemplation.



so
tan
o

chilled
CHAI

A unique hand drawn logo with soft edged letters

The letters of chilled are placed in an arc to give a bouncy fun effect

Using Dina Condensed font type placed apart to give some rigidity to the bouncy counterpart

Two colour variations to fit the theme cool and warm and to show the difference in the flavors

logo mark created from the first and last letters of the word chilled, along with an illustration of an iced tea cup

Placed inside a vibrant circle for social media conveying the ice beverage message

chilled
CHAI



Logos



The word chai is written in upper case letters and gives a sense of structure to the logo, balancing out the funky nature of the top part.

The entire logo consists of two parts, the chilled completely hand written with a fun arc to show the themes of summer, fun times, sunshine and to have a chill time.



S
t
o
n
o
l

DINA CONDENSED

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

0 1 2 3 4 5 6 7 8 9

BARLOW SEMI BOLD

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

0 1 2 3 4 5 6 7 8 9

Fonts in action

ABOUT CART FAQ SHOP



Get Your
Chilled
Chai!

Let's stay in touch!

Enter your e-mail



#138A7F

#99D5A2

#4CC3AF

#F1C643

#FFF46C

Colour Palette

2 shades of a bright yellow to match the vibe of sunny summers, sand with golden tea.

3 shades of bluish green and mint greens to give the cool refreshing feeling of iced tea, soothing beaches and calmness.

Brand assets and illustrations

Every single element was hand drawn and specified to match the flavours of each drink from watermelons + lime and apples + mint.

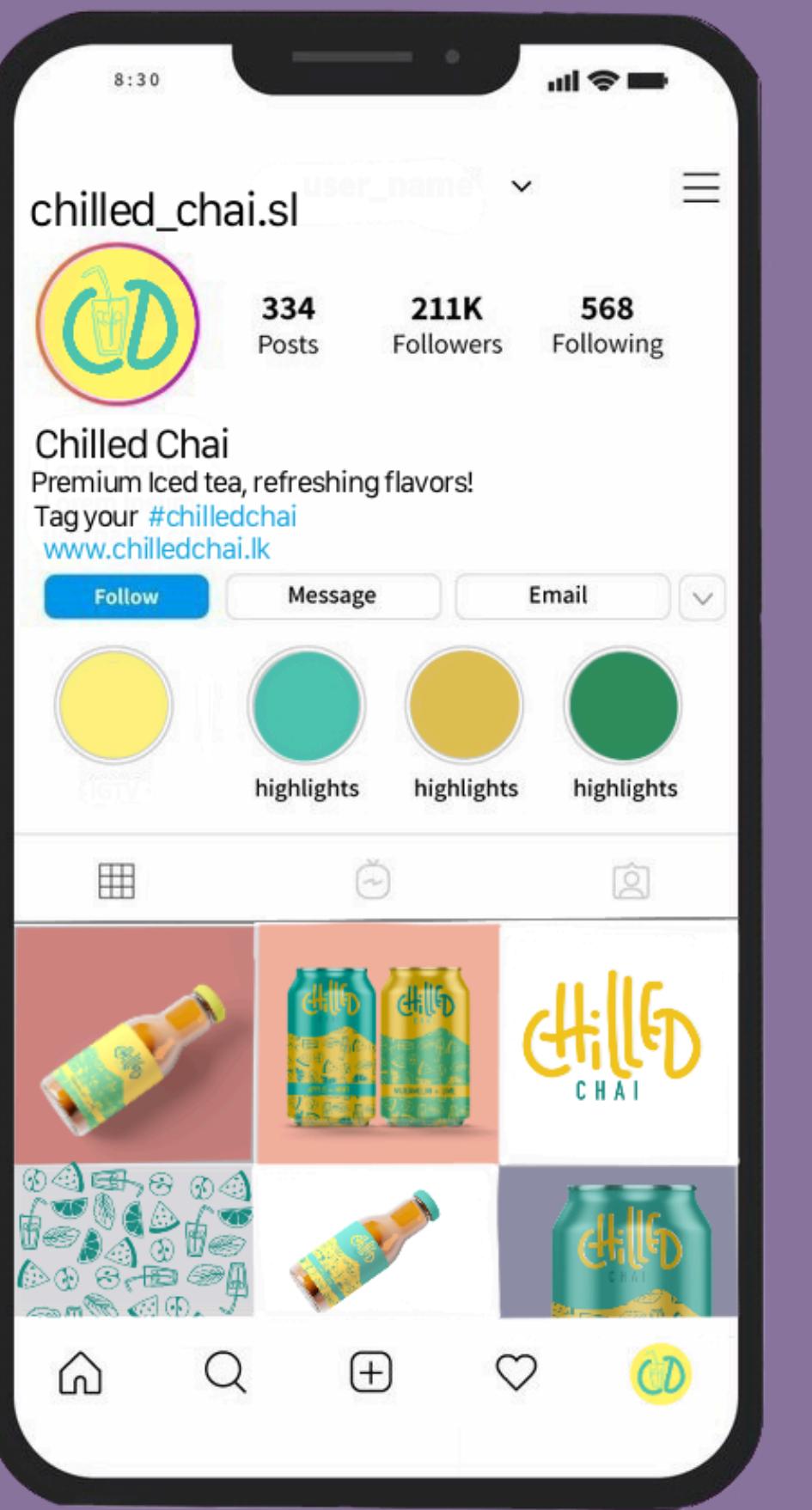
These appear
in the
packaging
designs



Brand in action



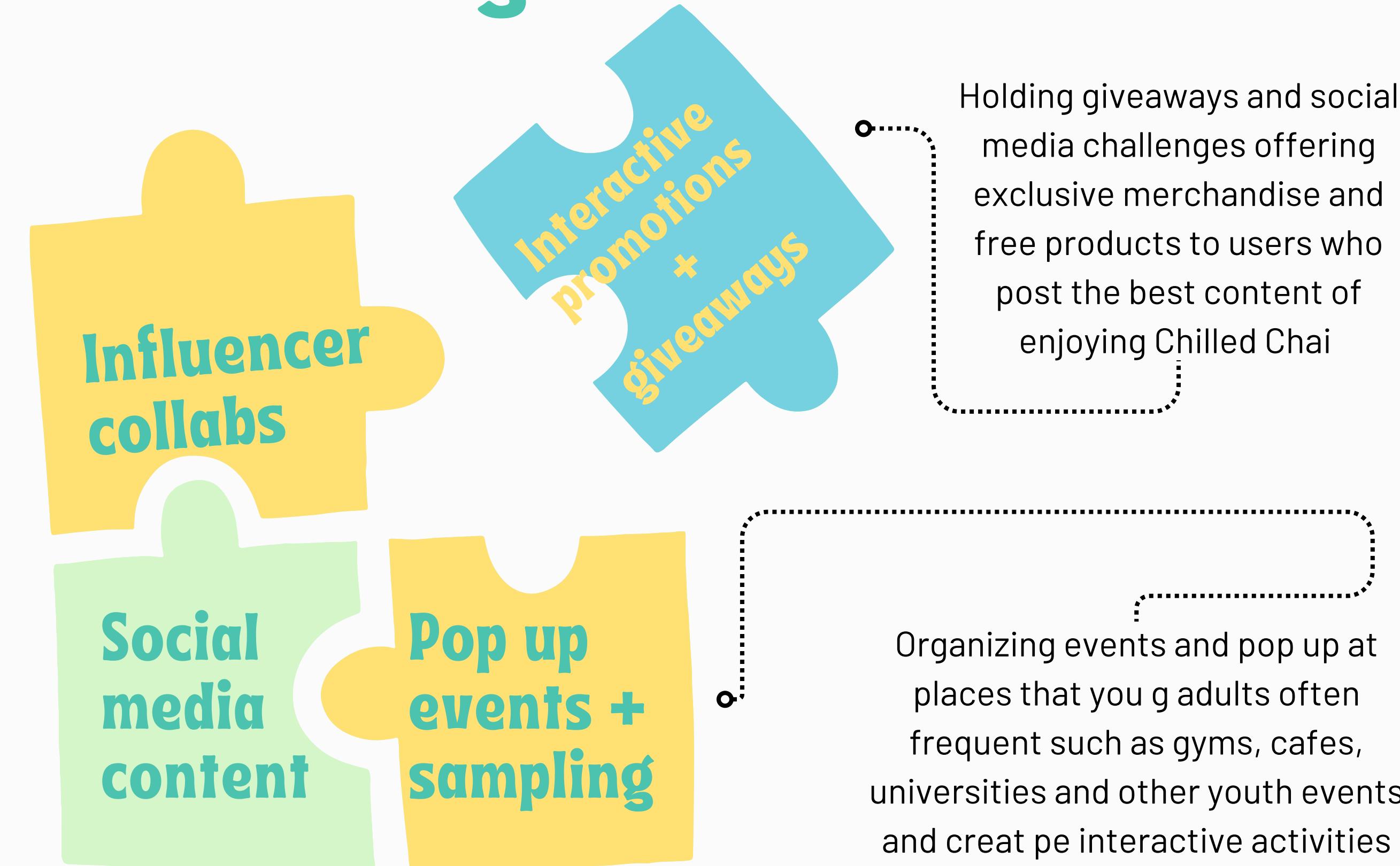
Brand in action



Promoting + marketing direction

Partner up with local influencers and TT creators to create relatable content enjoying #ChilledChai at social parties and trendy events

Creating visually appealing content in tropical settings showing off Chilled Chai as the ultimate refresher.



Holding giveaways and social media challenges offering exclusive merchandise and free products to users who post the best content of enjoying Chilled Chai

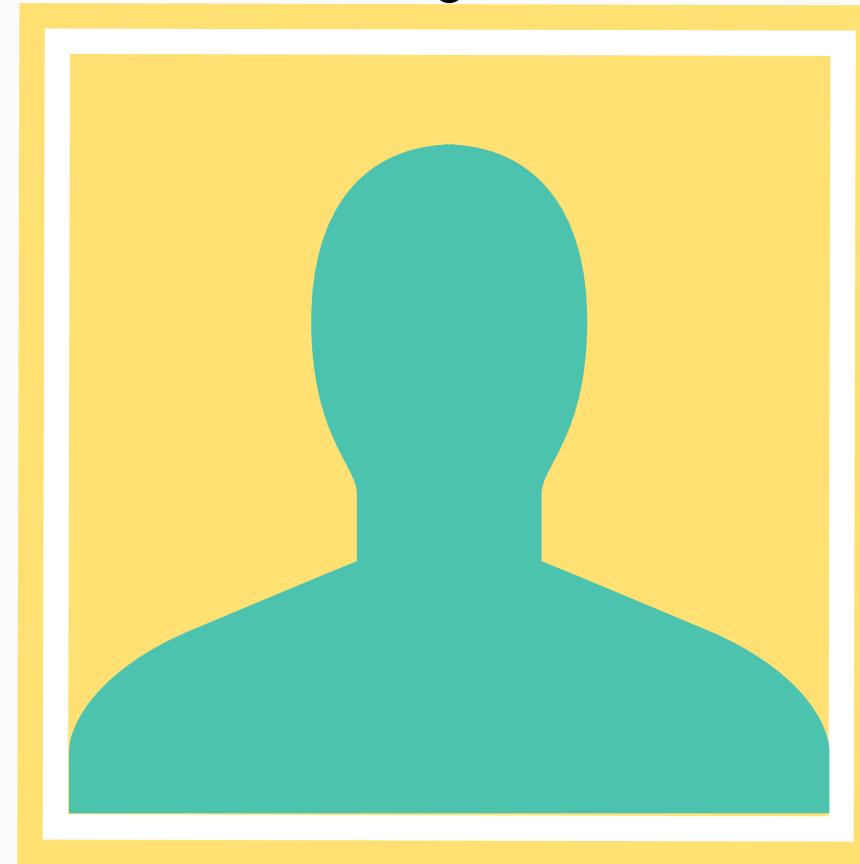
Organizing events and pop up at places that you g adults often frequent such as gyms, cafes, universities and other youth events and creat pe interactive activities that aklows them to sample the flavors of Chilled Chai.

About the designer

I am Safiyyah Bakir, a stay at home mom of two and self taught graphic artist

I started doing brush calligraphy and water colour art to escape the mundane feeling of motherhood and built a small business on that and bought myself a second hand ipad that I still use to this day

I am currently working on improving my skills in social media marketing and doing branding for small businesses



I have a strong obsession with fonts and typography and absolutely love beautiful packaging. I am also a voracious reader

I have no formal education on graphic designing and taught myself everything from the internet. I am the perfect example of self taught.

I run the design page called The Black Qalam and mainly draw illustrations with no figures and draw lettering pieces that combine different elements of writing styles