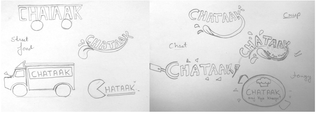
CHATAAK
aaj kya khaoge?

The "Chataak" logo, with its bold yellow and red jagged wordmark featuring an open mouth shape and scattered turquoise elements resembling ingredients, cleverly captures the brand's promise of explosive flavors and modern take on the classic chaat snack experience through a vibrant, eye-catching design.

CD2027	FFC808	1CA4A5	6ECACB

EXPLORATIONS



TYPOGRAPHY

Gula Free

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

Butter Chicken

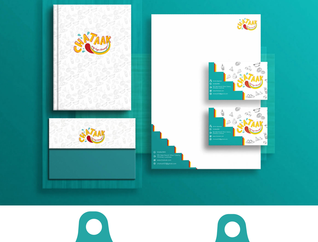
A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY

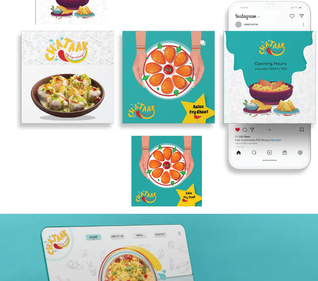
ELEMENTS

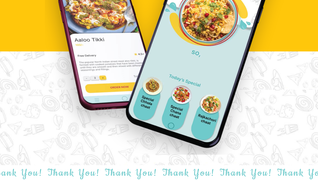
Chataak Chataak Chataak Chataak Chataak Chataak Chataak Chataak Chataak



MERCHANDISING

DIGITAL PRESENCE





Thank You! Thank You! Thank You! Thank You! Thank You! Thank You!