

# CHAI SHAI

Brand Identity, Digital, & Packaging, 2025  
Process

Inspired by my mother Timma’s daily chai ritual, I created Chai Shai to revitalize the fading heritage of Indian tea culture among younger generations. Observing how coffee has replaced chai in daily routines, the brand bridges tradition and modernity with organic loose-leaf tea for slow, mindful brewing and iced chai latte cans for convenient, on-the-go lifestyles.

The brand identity uses bold typography, a strong, warm color palette, and hand-illustrated mascot characters to resonate with Gen Z and millennial audiences. Unique flavors like lemon, cherry, and matcha bring a playful twist to classic chai.

To create a full experience, these design elements extend across branded merchandise—including to-go cups, tote bags, and postcards—positioning Chai Shai as a modern, memorable beverage rooted in cultural richness and personal nostalgia.



DELIVERABLES

1. BRANDING

- Visual Identity
- Logo Design
- Brand Typography
- Color Palette

2. PACKAGING

- Loose Tea Leaves
- Iced Chai Latte
- Characters Set Illustration
- Branded Postcards
- Tea Bags

3. DIGITAL

- Social Media Posts



BRAND POSITIONING

PURPOSE

Chai Shai was created to revive India’s chai heritage for a new generation. By offering thoughtfully crafted loose-leaf blends and modern iced chai lattes, the brand repositions chai as both a cultural ritual and a convenient daily indulgence.

AUDIENCE

Chai Shai appeals to chai lovers aged 18–35 who appreciate cultural nostalgia, bold design, and modern convenience. From college students to young professionals, the audience values authenticity, aesthetics, and meaningful rituals in their busy lives.

VISION

To make chai culturally relevant again—bringing it back into daily routines through bold branding, playful storytelling, and thoughtful products that blend tradition with modern taste. Chai Shai aims to be more than a beverage—it’s a nostalgic, personal experience reimagined.

DIFFERENCES

Chai Shai stands apart with its bold, youthful branding, hand-illustrated mascots, and modern packaging formats like iced chai cans. It bridges generational gaps by making chai both nostalgic and fresh, slow-brewed and ready-to-go.

VALUES

**Heritage**  
Honoring the cultural roots of chai  
**Convenience**  
Making chai accessible in a fast-paced world  
**Creativity**  
Playful mascots, bold design, vibrant flavors  
**Innovation**  
Connecting people through a shared ritual  
**Exploration**  
Organic ingredients, crafted blends, and thoughtful packaging

PERSONA

The Creator archetype fits Chai Shai—expressive, imaginative, and rooted in cultural storytelling. The brand invites users to rediscover the joy of chai through creative flavors, vibrant packaging, and shared experiences.

VOICE

**Character/Persona**  
Playful  
Warm  
Expressive  
  
**Tone**  
Nostalgic  
Fresh  
Confident  
Inclusive  
  
**Language**  
Conversational  
Flavorful  
Clever  
  
**Purpose**  
Reconnect  
Refresh  
Reimagine



LOGO EXPLORATION



REFINE LOGO SET

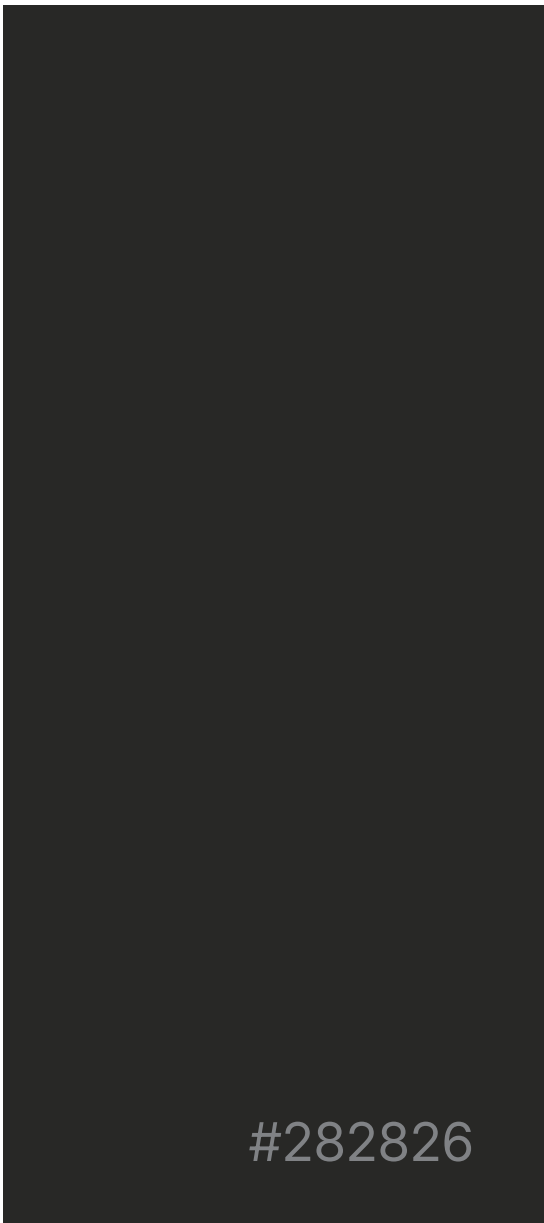
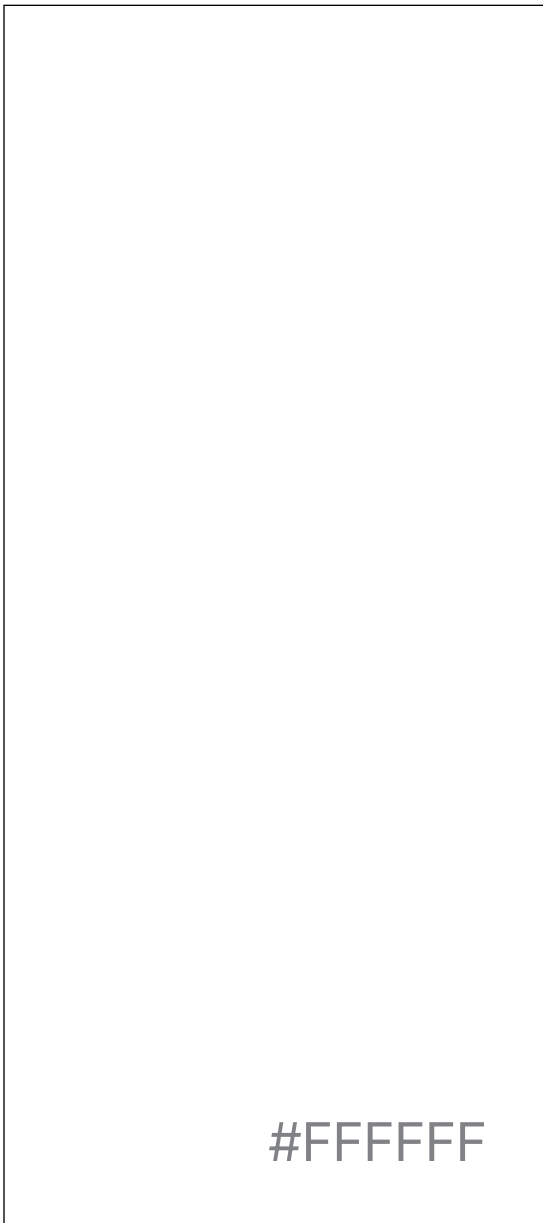
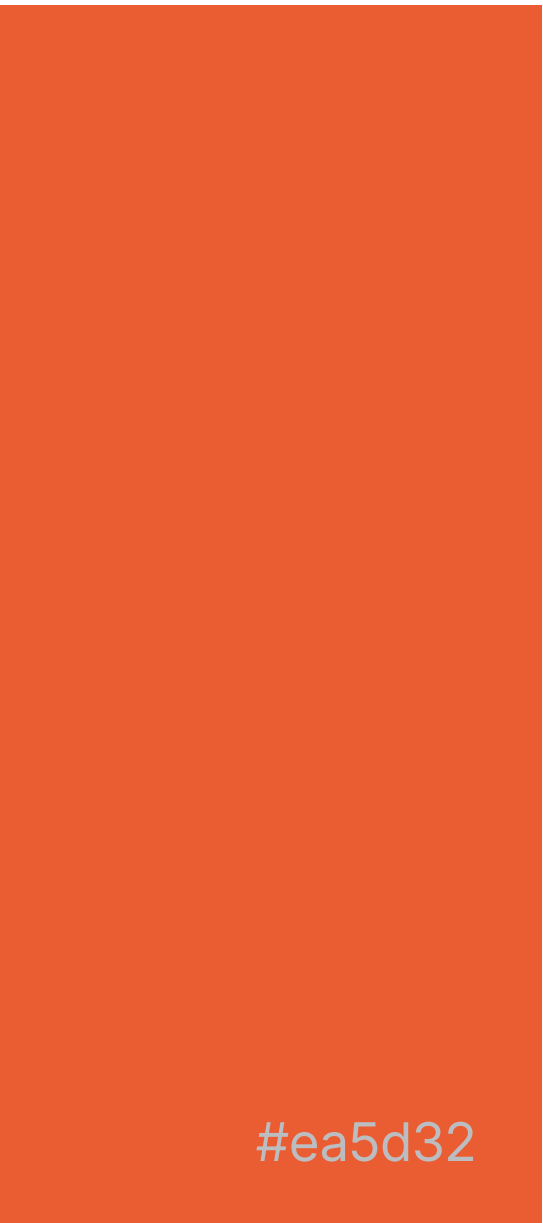


PRIMARY LOGO



SECONDARY LOGO

BRAND COLORS





BRAND TYPEFACE

PRIMARY TYPEFACE

BIG SHOULDER’S DISPLAY

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

SECONDARY TYPEFACE

INTER REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

ACCENT TYPEFACE

SWISTBLNK MOABHOERS

AA BB CC DD EE FF GG HH II J J KK  
LL MM NN OO PP QQ RR SS TT UU  
VV WW XX YY ZZ 0 1 2 3 4 5 6 7 8 9

LOOSE TEA LEAVES WIP

GOALS

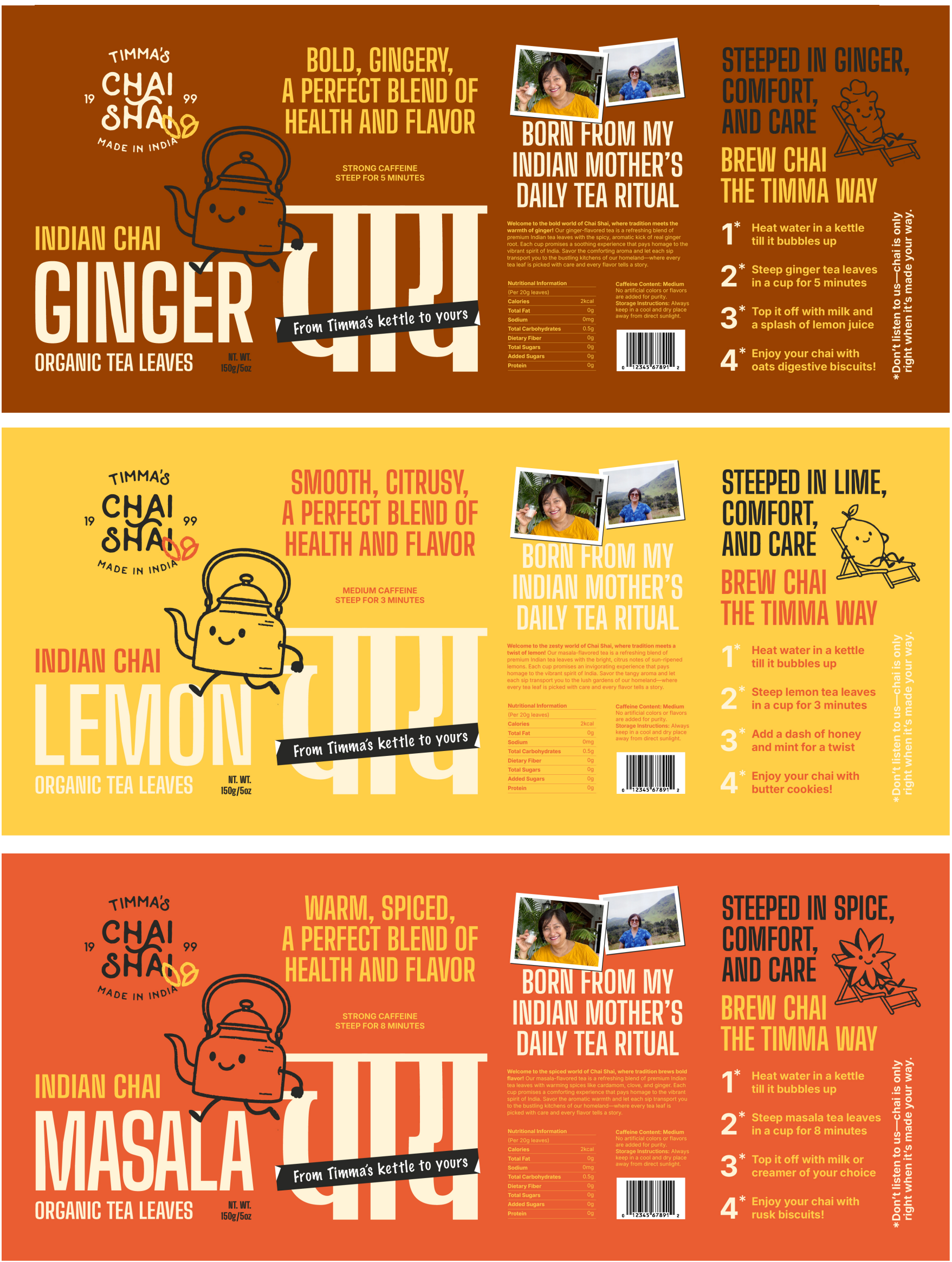
- Contemporize chai culture with a modern, youthful look
- Use a clean, smooth visual style to ensure longevity
- Incorporate bold, eye-catching typography
- Add a Hindi typeface as an accent for cultural depth and authenticity



ITERATION 1



ITERATION 2



Packaging

Chai Shai / Process Book



LOOSE TEA LEAVES REFINED



GOALS

- Contemporize chai culture with a modern, youthful look
- Use a clean, smooth visual style to ensure longevity
- Incorporate bold, eye-catching typography
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ICED CHAI LATTE

GOALS

- Introduce unusual, trendy flavors like lemon, cherry, and matcha
- Reimagine traditional chai to appeal to a younger audience
- Offer a grab-and-go format for convenience and lifestyle fit
- Use bold visuals and color to reflect flavor personality



ITERATION 2



# CHARACTER SET ILLUSTRATIONS

## GOALS

- Create youthful, trendy characters to appeal to a modern audience
- Use illustrations as an easy, relatable entry point to the brand
- Develop spice-based personas to bring flavor and storytelling to life
- Infuse characters with personality and charm to deepen brand connection



PROMOTIONAL POSTCARDS

GOALS

- Add a personal touch to each purchase through thoughtful design
- Include a different postcard for each flavor to create a collectible experience
- Use postcards to reflect the personality and story of each chai blend
- Enhance brand connection with warm, relatable messaging and visuals





TEA BAG POUCHES



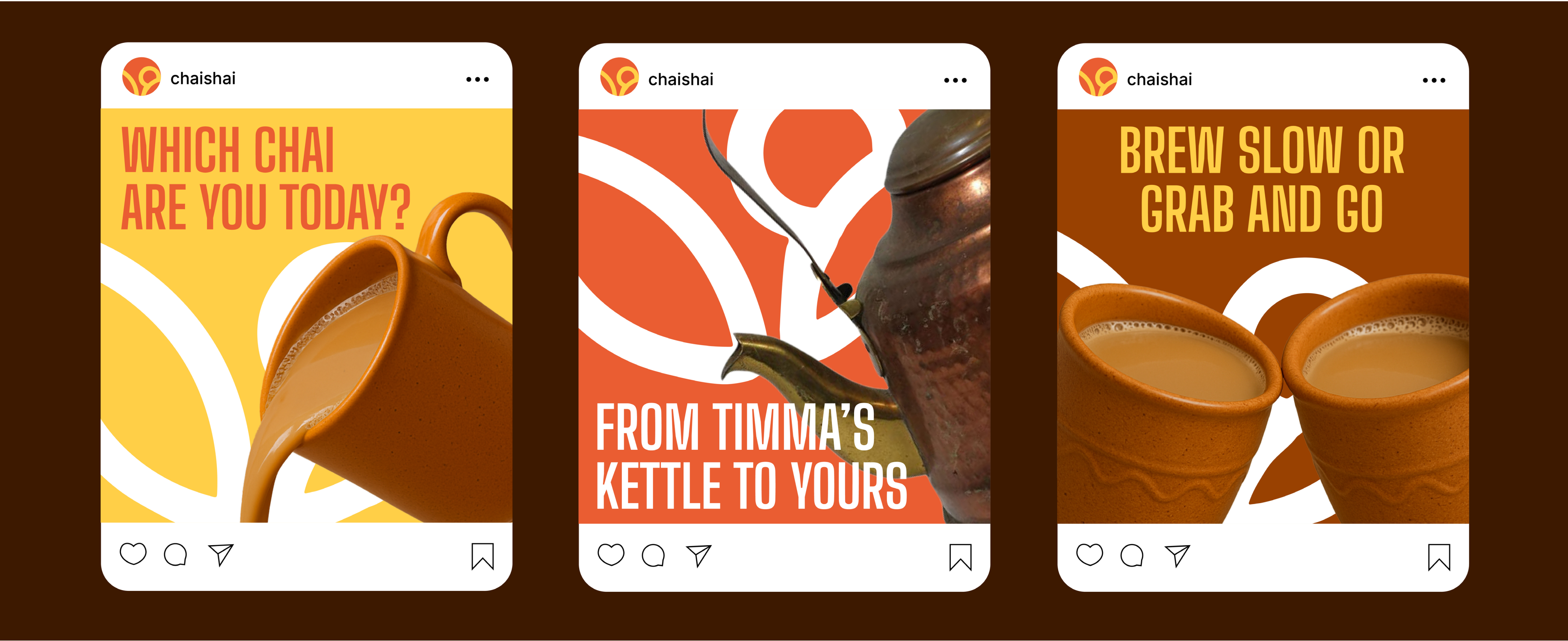
GOALS

- Keep the look clean, modern, and functional
- Use color-coded tags for flavor recognition
- Feature bold type and spice mascots
- Blend cultural cues with a youthful aesthetic





TEA BAG POUCHES



GOALS

- Build a playful, relatable brand voice
- Highlight flavors, mascots, and packaging with bold visuals
- Use the iconmark consistently to strengthen brand recognition
- Share chai rituals and cultural moments with a modern twist
- Encourage community engagement through interactive content
- Maintain a cohesive, visually strong aesthetic across all platforms



