

chaiTIME



IDENTITY

MISSION AND VISION

BRAND NAME : CHAltime

POSITIONING STATEMENT

BRAND HEART

BRAND VOICE

ARCHETYPE

TAGLINE

MISSION

To co-create value-driven inclusive and healthy work cultures for all making everyone feel heard, accepted and valued through collective interactions and engagements.

VISION

To make social well being an integral part of working cultures in India, providing a sense of ownership and connection for all.

BRAND NAME : CHAITIME

Chaitime especially in India is synonymous with the idea of break, converse, energize and connect with others. With the same intention, we co-create the same at workplaces by building value-based cultures through interactions and engagements for connecting and problemsolving. We aim is to create social well-being for all to address toxicity at work especially created because of interpersonal conditions, thus reflecting the main aspects of it in our name.

C (SOCIAL) COHERENCE AND CONTRIBUTION

Coherence is a state where an individual or a group interact with each other. Interaction among people give rise to new ideas and ability to maintain coherence when faced with undesired and stressful life events. To **contribute** socially, an individual must feel responsible to give something valuable to the people around. It is feeling of an individual's value in society.

H HUMAN CONNECTION AND HEALTH

Being a social animal, we all need someone to **connect** with. Since we spend so much time at work, it is important to have a connect with people over there. Along with this, it is important that every individual's **health** is valued and cared for. This comes through community building and belongingness.

A (SOCIAL) ACCEPTANCE AND ACTUALISATION

Acceptance is the ability of a person to accept the good and tolerate the bad in society. People exhibit this behavior to feel comfortable in society. **Actualisation** is positive comfort level with others. There is openness to ideas, efforts and experiences to grow continually.

I (SOCIAL) INTEGRATION AND INTERACTIONS

Integration is the feeling as a part of society. It reflects the commonness of an individual with the others along with the sense of belonging. For being socially integrated, the interdependence on others through norms and fondness is must. **Interactions** can help build conversations and makes one feel more integrated especially when there are collective interactions and engagements

POSITIONING STATEMENT

FOCUSING ON TARGET AUDIENCE

For urban private small-scale offices with employees less than 100 people, CHAItime caters to making work cultures healthier and mutually beneficial for all by enabling co-created engagements for connection and problem-solving. Thus, the employees have a sense of ownership and belongingness with each other and the organisation, in turn promoting social wellbeing of everyone.

COMPARING WITH COMPETITORS

For urban private small-scale offices with employees less than 100 people, CHAItime caters to making work cultures healthier and mutually beneficial for all by enabling co-created engagements for connection and problem-solving. Thus, the employees have a sense of ownership and belongingness with each other and the organisation, in turn promoting social wellbeing of everyone. Unlike other team building and training programmes, our service is customised and co-created by the people of the organisation with a subscription model for long-term and consistent collective engagements and interactions.

BRAND HEART

THE CORE

PURPOSE

To reduce toxic interpersonal relationships in urban work culture for the well-being of the employees - social, emotional and physical.

VALUES

For people at work -

- To be respected, accepted, and appreciated.
- To look at problem together and find interventions catering to all.
- To increase control and contributions towards office culture.
- To achieve credibility, respect, pride and camaraderie

BRAND VOICE

**Mature.
Relatable.
A pinch of
expressiveness.
Welcoming and
Playful.**

MAJOR PILLARS

- Service-oriented: Personalisation and Customisation
- Co-creation: engagements for connection and problem solving.
- For all business (small scale): Chaitime is for everyone.
- Mutually beneficial to ALL

ARCHETYPE

70%
EVERYMAN

30%
CREATOR

Everyman :

CORE DESIRE: Connection with others

GOAL: To belong.

WHY: Without pretence, the Everyman is sincere, helpful, and genuine. Wanting to belong and get along with others, this archetype treats everyone with dignity and respect. That gives people a sense of belonging with a high degree of practicality, functionality.

Creator :

CORE DESIRE: To create something of everlasting value

GOAL: To give form to a vision/idea

WHY: Creator seeks to create something new fostering expression. Collaboration amongst Creators often comes in the form of teamwork and co-creation. While these meetings stem from a collaborative standpoint, they also promote the autonomy of teammates and their individual freedom to create.

The brand aims at connecting people by giving them the power to create engagements for connection and problem solving for themselves and others at work. The brand brings belongingness and ownership to the work culture. It makes everyone feel a part of a community making everyone feel seen, heard and valued. It believes in creating and collaborating. The brand reflects our consumers who want to feel belonged and have ownership of their contribution.

Everyman brings the consumers together, while the creator encourages them to create and express.

The brand's aim is to have healthy interpersonal conditions at workplaces. This is done by making everyone at the office feel belonged and connected. Collective co-created engagements give a sense of togetherness towards office. This is integrated by also giving them the ownership of finding problems and intervening with collaboration.

From the name chosen to the visual language - colours, fonts etc resonate with these characteristics. The target audience sees a creative brand language with what they are already acquainted with.

TAGLINE

SHORT CRISP MESSAGING

ToGather at Work.

Tagline's aim was to support the brand name and make the aim of the brand more clearer. Since the name of the brand is casual, it was important to add the aspect of 'work' in the tagline and also keep it relatable.

TOGATHER AT WORK directly communicates that through our services we aim to connect and bring people together at work.



LOGO

Logo Form

Logo Construction

Colour Palette

Logo Colour Variation

Logo Padding

Minimum print and digital size

Logo Dont's

Logo with tagline

LOGO FORM

(VERTICAL)

The logo displays the core characteristics of the brand in type. With bold and mature fonts, a pinch of playfulness and expression makes the logo relatable to the target audience and also intrigues them to know more about the brand.

The logo combines two contrasting fonts into one single unit displaying the two sides of co-created engagements. Play and Problem-solving. The sharp edges and corners with curves and serif, the logo combines them together. The segregation also helps to differentiate the two words chai and time, thus emphasising on each. The stylised M adds playfulness while also being formal with the serifs. It represents the core nature of the engagements - to be Mutually beneficial for all.

The logo size can be increased or decreased proportionately. Any alteration isn't permitted to its form, ration, structure etc.



LOGO FORM

(HORIZONTAL)

This is the landscape version of the same logo which can be alternatively used depending on usage and intent. The application of vertical and horizontal is flexible for visual support. Though when used in a series of collateral that belong to a single campaign/umbrella, just use one of the ratios uniformly.

The logo size can be increased or decreased proportionately. Any alteration isn't permitted to its form, ratio, structure etc.



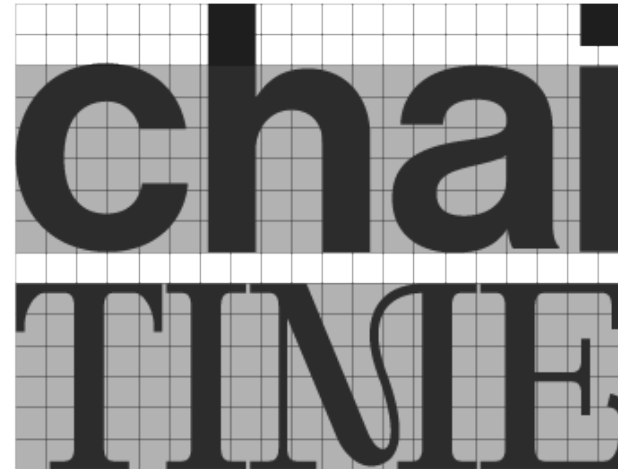
LOGO CONSTRUCTION

(VERTICAL)

The fonts used for the logo are

**Neue Haas Grotesk Display Pro 65
Medium lowercase (on the top)** and
Magna Regular uppercase (below)

The construction and ration is then defined in detail to form a structure. The propotions are defined and are interrelated to achieve maximum accuracy. When re-constructed, the following rations must be used for placement and structure.



LOGO CONSTRUCTION

(HORIZONTAL)

The fonts used for the logo are

**Neue Haas Grotesk Display Pro 65
Medium lowercase (on the left)** and
**Magna Regular uppercase (on the
right)**

The construction and ration is then defined in detail to form a structure. The propotions are defined and are interrelated to achieve maximum accuracy. When re-constructed, the following rations must be used for placement and structure.



COLOUR PALETTE

PRIMARY

These are the primary colours. These are curated to reflect the brand's persona and keeping in mind the target audience. Together it forms a palette that is playful, mature and expressive. It is welcoming and warm. The white and the cream balances the loud red and dark blue black.

DEEP CREAM

#d8dad3
R216 G218 B211
C14 M9 Y15 K0

PLAYFUL WHITE

#f1f2eb
R241 G242 B235
C4 M2 Y6 K0

MATURE BLUE-BLACK

#22282d
R34 G40 B45
C77 M67 Y59 K65

WARM RED

#ba4a3b
R186 G74 B59
C20 M83 Y82 K9



COLOUR VARIATION

(VERTICAL)

These are the colour application in our logo. These combinations are strictly to be followed. Any logo combination can be used depending on the usage and intend to achieve maximum visual coherence.



COLOUR VARIATION

(HORIZONTAL)

These are the colour application in our logo. These combinations are strictly to be followed. Any logo combination can be used depending on the usage and intend to achieve maximum visual coherence.



LOGO PADDING

(VERTICAL and HORIZONTAL)

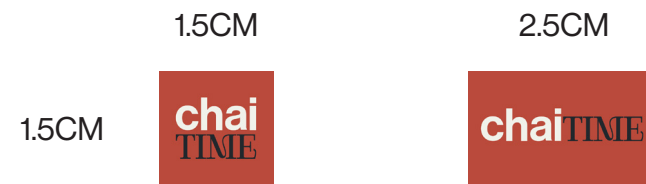
Whenever logo is placed and used, padding is necessary. It gives the logo breathing spaces and avoids it getting camouflaged with other elements on a creative. The padding space is proportionate to the size of the logo.



MINIMUM PRINT SIZE

(VERTICAL)

The minimum size of the logo is defined to ensure visibility at all times.



MINIMUM DIGITAL SIZE

(HORIZONTAL)

The minimum size of the logo is defined to ensure visibility at all times.



LOGO DONT'S

(VERTICAL)

The logo usage should strictly follow the guidelines previously mentioned. Here are few examples of how the logo can't be used. These are few instances irrespective of the examples, the guidelines for logo usage and application can't be changed.



Don't change the font weights.



Don't change the size of the elements



Don't change the placement and rotation.



Don't change the case of the logo.



Don't add gradient fill to the logo.



Don't add gradient background to the logo.



Don't add a background colour which compromises on the logo visibility and is not in colour palette.



Don't use colours which don't belong to the brand's colour palette.



Don't change the padding of the logo.



Don't compromise on logo visibility. Add image background which doesn't.



Don't change the position of the logo elements.



Don't change the aspect ratio of the logo.



Don't add drop shadow to the logo.



Don't stretch the logo.



Don't add textures to the logo.



Don't change the gap between the logo elements.

LOGO WITH TAGLINE

(VERTICAL)

The logo when supported by the tagline.
It can be used with any colour variations stated
previously.

This can be used when logo application is doesn't
compromises on the visibility and readability of the
tagline.

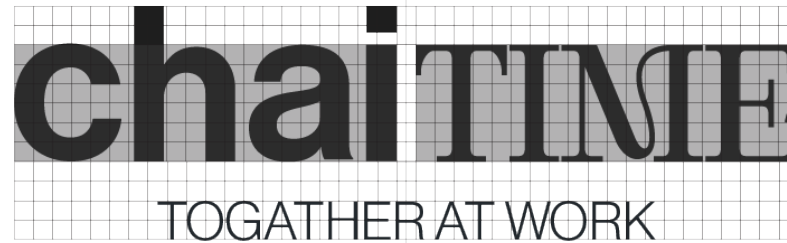


WITH TAGLINE CONSTRUCTION

(VERTICAL)

The font used for tagline is
Neue Haas Grotesk Display Pro Regular in relation with
the proportions and the grid.

The colour of the tagline is same as that of the last
letter of the logo element at 60% opacity. Ensuring the
visibility, the background should be chosen wisely.



chaitime
TOGATHER AT WORK



VISUAL LANGUAGE

FONT

ICONS

ICONS DERIVATION

ICONS DONT'S

BRAND ELEMENTS DERIVATION

BRAND ELEMENTS USAGE

GRID AND LAYOUTS

TEMPLATES

FONT

The font family used for the brand communication is Neue Haas Grotesk Display Pro. The weights can be used depending on the application, size and readability.

The font is display friendly, readable and geometrical.

NEUE HAAS GROTESK DISPLAY PRO

55 Roman : Body copy and Subheading

65 Medium and Bold : Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789 ‘”!“[#]\{@}/&\<-.,:;

ICONS

PRIMARY

Icons make information visual and direct. They convey action/message easily. The icons are used in collaterals, website, ads etc. They are simplified illustrations with clear direction. They are universally recognised while also having characteristics of the brand identity.

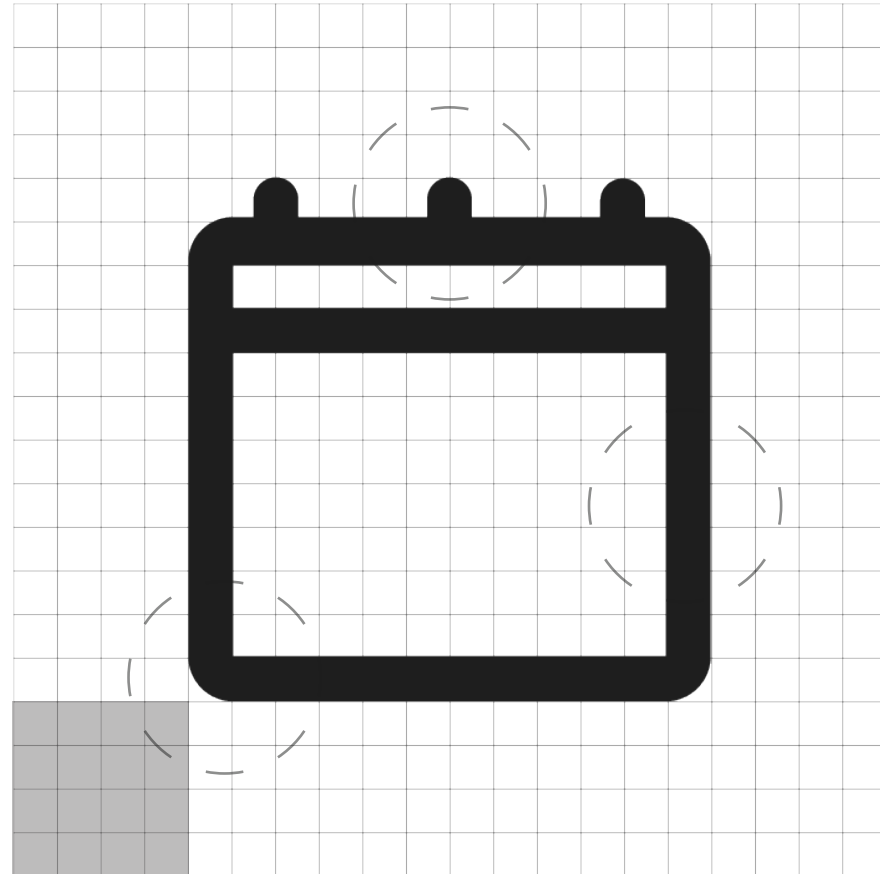


ICON DERIVATION

PRIMARY

The characteristics of the icons need to be consistent and uniform. The padding needs to be proportionate along with the stroke and width.

The icons can be used from the brand's icon library and when need of construction be, follow the same language irrespective if it's digital or physical use.



ICON USAGE

PRIMARY

The usage of icon depends on the intend of application. The colours used for icons are primary with a background. If in an enclosed shape it should be in rounded edges square or a complete circle.



Opacity 100%
For digital : When the icon is for visual description and is interactive (in non-confined shape).
For print : When the icon supports the CTA of the collateral.



Opacity 60%
For digital : When the icon is for visual description only and/or not interactive.
For print : When the icon is a supporting element and not the core message/CTA.



The colour of the icon is defined by the background colour for highest visibility.

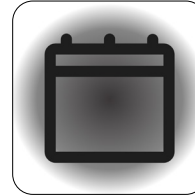
ICONS DONT'S

PRIMARY

The icons application needs to be uniform and highly visible. These are few dont's of the icons.



Don't change the aspect ratio of the icon



Don't add gradient background of the icon



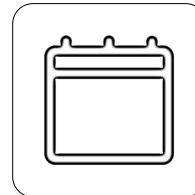
Don't change the stroke width of the icon.



Don't fill gradient in the icon.



Don't add drop shadow to the icon



Don't add textures to the icon



Don't place the icon on a background that causes low visibility



Don't stretch the icon.

BRAND ELEMENT DERIVATION

PRIMARY

The brand elements are derived from the logo. The brand elements reflect the personality. Mature, playful and expressive. The serifs make it stand out where as the combination of the elements make the target audience feel welcomed and attracted.

Each element is derived from the logo.



BRAND ELEMENT DERIVATION

PRIMARY

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Each element is derived from the logo. Here are few samples.



BRAND ELEMENT USAGE

PRIMARY

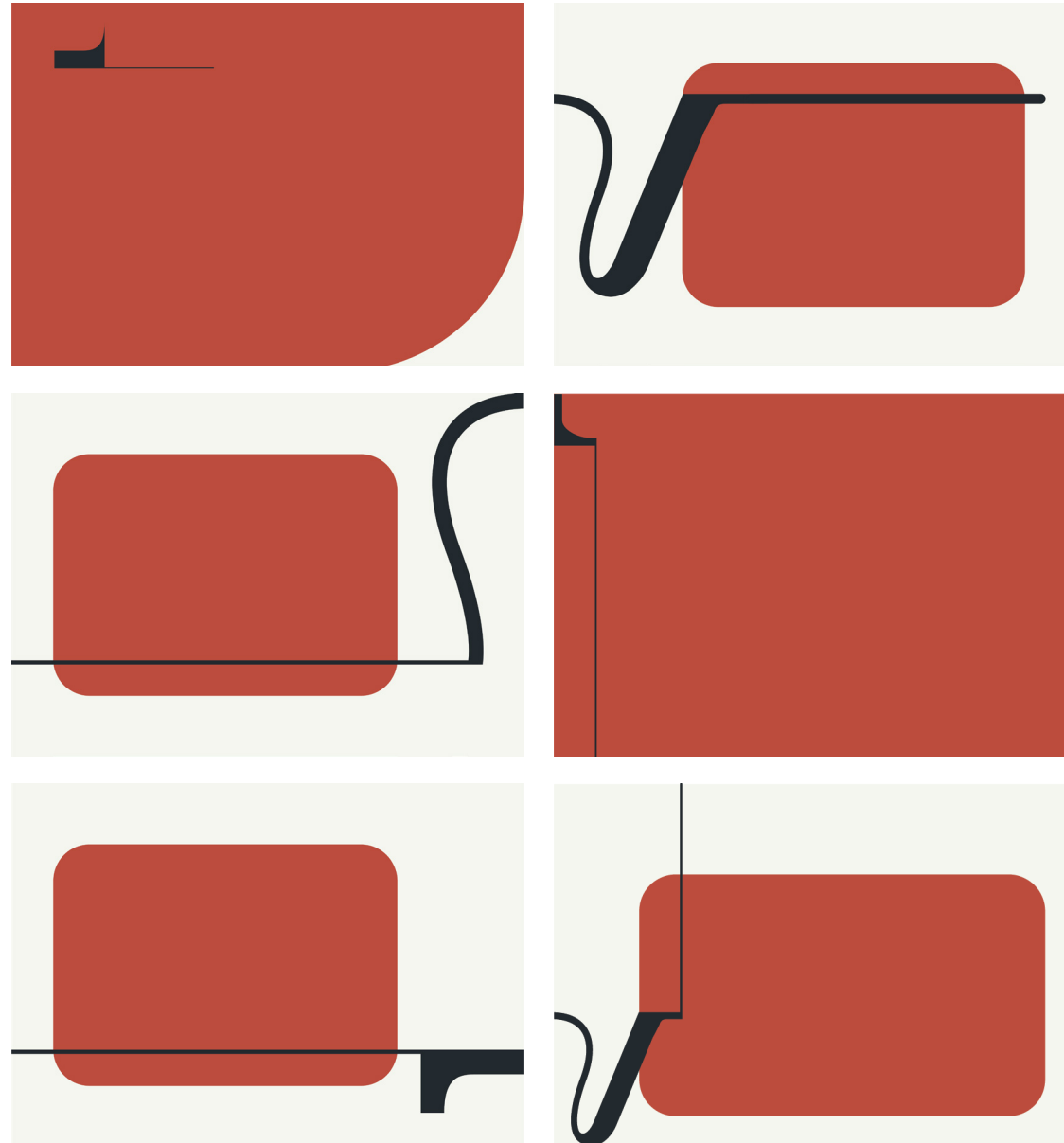
The usage of elements should create contrast and emphasis. This defines the hierarchy of the collaterals.



BRAND ELEMENT USAGE

HORIZONTAL

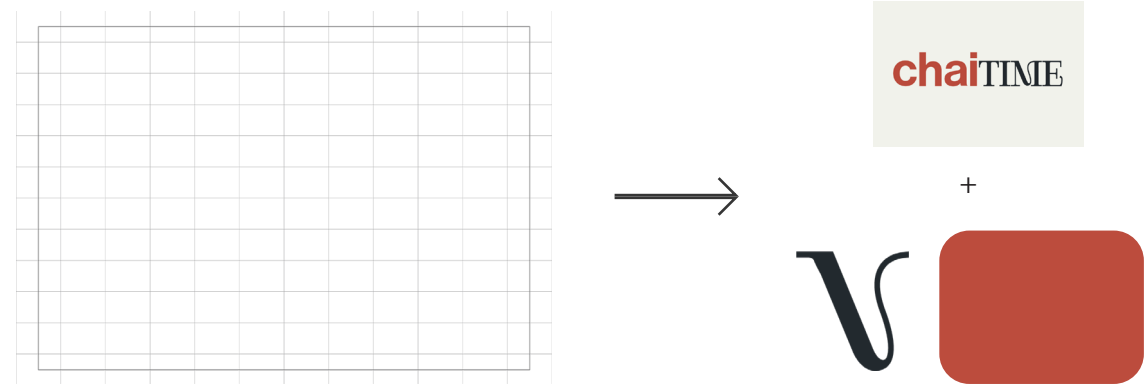
The usage of elements should create contrast and emphasis. This defines the hierarchy of the collaterals.



BRAND ELEMENT USAGE

IN GRIDS AND LAYOUTS

The placement of the elements along with the text should follow the grid. It keeps all the collaterals uniform and consistent. The margins are to be avoided and logo placement should be defined. The elements and type should work together to create distinguishable and creative layouts without compromising on readability and uniformity.

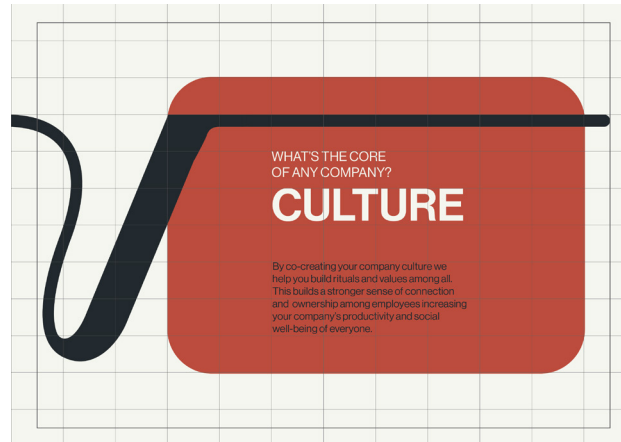


BRAND ELEMENT USAGE

MULTIPLE LAYOUT TEMPLATE USING SAME ELEMENT

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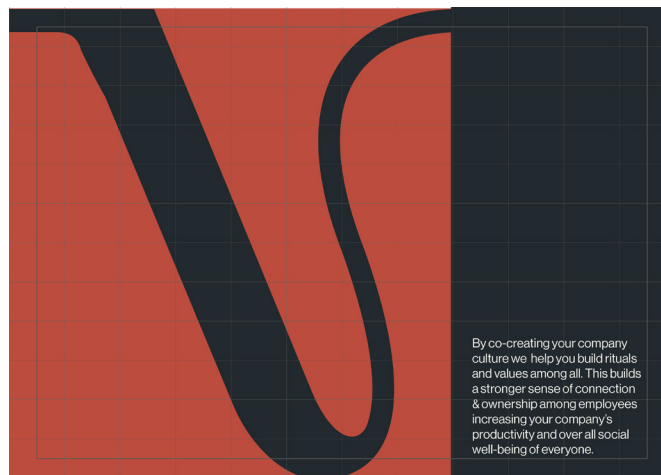
This is use of a single element in multiple ways. The usage can vary and be experimental. The layouts should have same visual language despite.



BRAND ELEMENT USAGE

VARIATION

The placement of the elements along with the text should follow the grid. It keeps all the collaterals uniform and consistent. The margins are to be avoided and logo placement should be defined. The elements and type should work together to create distinguishable and creative layouts without compromising on readability and uniformity.



BRAND ELEMENT USAGE

VERTICAL

The placement of the elements along with the text should follow the grid. It keeps all the collaterals uniform and consistent. The margins are to be avoided and logo placement should be defined. The elements and type should work together to create distinguishable and creative layouts without compromising on readability and uniformity.

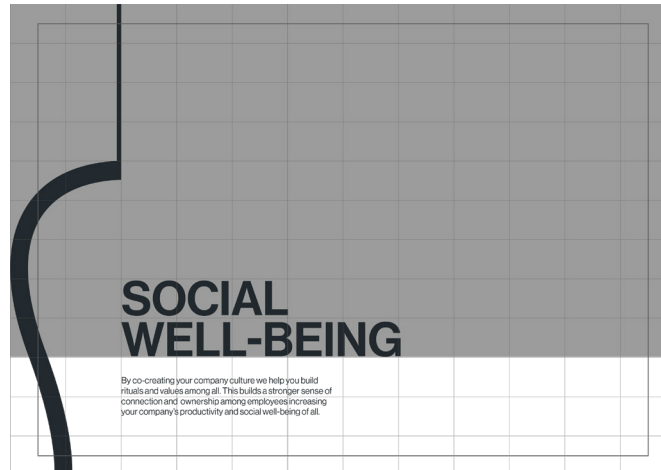


BRAND ELEMENT USAGE

WITH IMAGES

The placement of the elements along with the text should follow the grid. It keeps all the collaterals uniform and consistent. The margins are to be avoided and logo placement should be defined. The elements and type should work together to create distinguishable and creative layouts without compromising on readability and uniformity.

The images should be clear and directly related to the messaging.

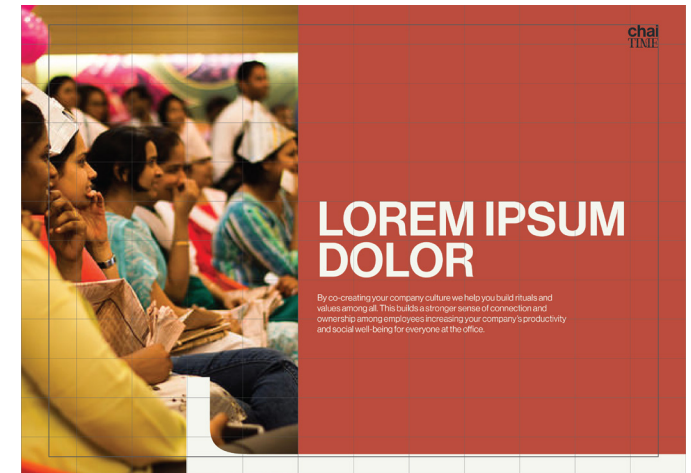


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LOREM IPSUM DOLOR

By co-creating your company culture we help you build rituals and values among all. This builds a stronger sense of connection and ownership among employees increasing your company's productivity and social well-being for everyone at the office.



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SOCIAL WELL-BEING

By co-creating your company culture we help you build rituals and values among all. This builds a stronger sense of connection & ownership among employees increasing your company's productivity and over all social well-being of everyone.

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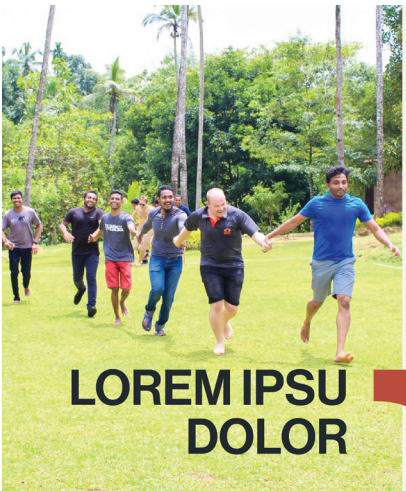
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LOREM IPSU
DOLOR

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TIME
to build a culture

LOREM
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TEMPLATES AND COLLATERALS

PRIMARY

The logo mark concept





APPLICATION

UI/UX

A simplified brand language is continued to website and the app. The styleguide is provided along side this guideline. For any updates and changes in the app, follow the guidelines from it.



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