



Problem definition

CBL Graphic Design, 2021-2022



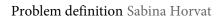
Introduction of the company

Cha is a tea house located in the center of Ljubljana and has existed since 1991. As part of its chain, you can visit a shop with various accessories for making tea and a tea bar with a wide range of teas from all around the world.

Logo applications









	 1 Graphic quality (No The typography style does not match the logo. It is a contrast of robustness and smoothness. 	8 Reproducibility (N♦ A reproduction of the entire logo, both typography and symbol, is required.
	2 Typological adjustment The symbol indicates the identification of the mark very well.	9 Legibility (N◊) Reducing the distance between the symbol and the inscription.
	3 Stylistic correctness (Yes) The display of the logo is within the sectoral conventions.	10 Understandability (N) The symbol indicates the identity of the tea, but its shape contradicts the typography style and background.
Logotype with symbol	4 Semantic compatibility (Yes) Graphic references are very appropriate given the brand identity.	11 Recordability (Yes) The logo is in principle memorable due to the simplicity of the symbol and inscription.
	5 Sufficiency (Yes) Not a lot graphic elements.	12 Eye-catching ability (N) The background is almost too conspicuous, and the symbol too simple and basic.
	6 Versatility (NoThe red background does not express the feeling of calmness that a cup of tea brings. Nor the typography.	13 Singularity (No) It is not much different from the competition.
	7 Validity (Yes/No)Maybe the typography is a little special, but the symbol itself is very basic and general.	14 Clonality (Yes) It creates a graphic system.