



## **Problem definition**

CBL Graphic Design, 2021-2022



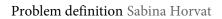
## Introduction of the company

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









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