



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





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