



CHA YAO

TEA KILN STUDIO

CHA YAO | VISUAL IDENTITY SYSTEM

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04. WORDMARK CONSTRUCTION

05. CLEAR SPACE

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01. PRIMARY LOGO WORDMARK

A custom geometric typeface inspired by the balance of ancient forms and modern simplicity. The dot within the 'A' represents the ember within the kiln—heat, focus, and transformation.

02. ARTISAN SEAL MARK

BLACK VERSION



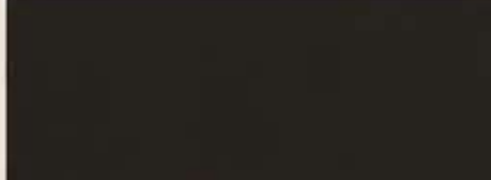
OUTLINE VERSION



03. HANDCRAFTED STAMP



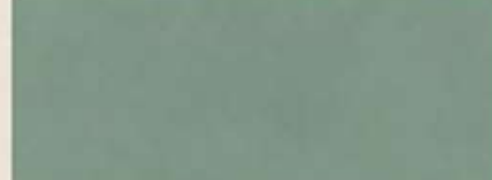
06. COLOR PALETTE



INK

#2A2520

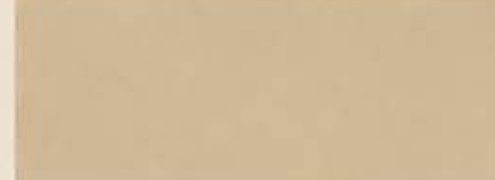
Primary typography, logos, stamps, and contrast elements. Represents depth, permanence, and craftsmanship.



CELADON

#7A9E8E

Inspired by traditional celadon glazes. Used to express fluidity, tea culture, and the natural beauty of ceramics.



PARCHMENT

#D4C4A8

Warm tactile background inspired by handmade paper, clay, and archival materials. Used for packaging, print, and digital backgrounds.

CHA YAO

EVERY CUP REMEMBERS THE HANDS THAT MADE IT.

ACT 03

The Ceramic Collection

WHERE GLAZE MEETS EARTH

The Cha Yao collection is built upon a deliberate conversation between refinement and rawness.

Each vessel is defined by a dual-finish construction that celebrates the natural journey of clay through the kiln. The upper portion is finished in a luminous Celadon glaze, chosen for its fluid character, subtle crackle texture, and soft reflective qualities.

In contrast, the lower section remains unglazed, revealing the natural clay body beneath. This tactile foundation introduces warmth, texture, and authenticity, grounding each piece in the material from which it originated.

The meeting line between glaze and earth becomes a defining visual gesture throughout the collection. It symbolizes transformation: raw material elevated through craftsmanship, tradition refined through contemporary design.

Together, these contrasting surfaces create an object that feels simultaneously delicate and substantial, modern and timeless.

EVERY CUP REMEMBERS THE HANDS THAT MADE IT.



TEA KILN STUDIO

IMAGE A
COLLECTION HERO SHOT



IMAGE B
ARTISAN SEAL DETAIL



ACT 05

Digital Presence & Project Close

Cha Yao was envisioned as more than a ceramic collection. It is a contemporary interpretation of craftsmanship, where material honesty, thoughtful design, and daily ritual converge.

From the identity system and artisan seal to the tactile packaging and handcrafted vessels, every element was designed to communicate the same philosophy: timeless objects created with intention.

This project explores the balance between heritage and modernity, translating traditional ceramic culture into a refined visual language that feels relevant, elegant, and enduring.

THANK YOU FOR TAKING THE TIME TO EXPERIENCE THE WORLD OF CHA YAO.



ART DIRECTION

Creative concept development, visual storytelling, and overall brand vision.



BRAND STRATEGY

Brand positioning, naming framework, identity architecture, and communication system.



3D RENDERING & VISUALIZATION

Product visualization, material development, lighting direction, and presentation imagery.

For collaborations, commissions, branding projects, or creative partnerships, please feel free to connect.

LET'S CREATE THOUGHTFUL BRANDS, MEANINGFUL OBJECTS, AND MEMORABLE EXPERIENCES TOGETHER.

SOCIAL MEDIA & MOBILE GRID MOCKUP

A Consistent Digital Experience

The social media grid extends the brand world into a unified visual language.

Each post is carefully composed to reflect the essence of Cha Yao—craftsmanship, simplicity, and the beauty found in everyday rituals.



CLEAN LAYOUT

Intentional composition with breathing space.



MATERIAL FOCUS

Textures and surfaces take center stage.



TIMELESS TONE

A calm, enduring aesthetic across every platform.

