



**Chiya**  
*Branding*



IT'S NOT  
ABOUT IDEAS  
IT'S ABOUT  
**MAKING IDEAS  
HAPPEN**



Chiya Logo & Concept  
Jan–Feb 2022

XY Collective Studio  
London

[www.xycollective.com](http://www.xycollective.com)  
[www.x-y.co](http://www.x-y.co)

hello@x-y.co  
Chiswick, London, W4 4PH

*Chiya*

Brand Name

*Chiya*

Brief

***Refer to “吃呀\*” in  
mandarin pronunciation,  
a Girl’s name in English,  
and “Eternal” in  
Japanese.***

\*吃呀: Just eat / Enjoy your food

Target Market

***City workers and tourists who want quick access to healthy affordable tasty Pan Asia cuisine in city centres.***

Key Words

***Clean, Fresh, Health, Trendy, Fusion***

Brand Associations

# ***Fresh Mint***

C55 M0 Y18 K23  
R94 G198 B161  
#5EC6A1

PANTONE  
3248 C / 338 C

# ***Forest Dark***

C62 M0 Y6 K87  
R13 G34 B32  
#0D2220

PANTONE  
5535 C / 5605 C / 627 C

# ***Aqura White***

C2 M0 Y3 K3  
R244 G248 B241  
#F4F8F1

PANTONE  
7541 C / 621 C / White

*Chiya*

*Chiya*

Main Logo

PAN ASIAN  
*Chiya*  
· L O N D O N ·

Combination

## Logo Application - Spacing

***The logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.***



Spacing

*Chiya*

*Chiya*

*Chiya*

*Chiya*

*Chiya*

*Chiya*

Gotham: Black Italic  
Heading

**A B C D E F G H I J**  
**K L M N O P Q R S**  
**T U V W X Y Z**  
  
**a b c d e f g h i j k**  
**l m n o p q r s t u v**  
**w x y z**  
  
**0 1 2 3 4 5 6 7 8 9**  
  
**\* - /**

Helvetica: Bold  
Heading / Highlight

**A B C D E F G H I J**  
**K L M N O P Q R S**  
**T U V W X Y Z**  
  
**a b c d e f g h i j k**  
**l m n o p q r s t u v**  
**w x y z**  
  
**0 1 2 3 4 5 6 7 8 9**  
  
**\* - /**

Helvetica: Regular  
Content

A B C D E F G H I J K  
L M N O P Q R S T U  
V W X Y Z  
  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
  
0 1 2 3 4 5 6 7 8 9  
  
\* - /

Gotham: Black Italic

## **Gotham: Black Italic**

### Dummy Text Preseantations: Sample

Tet odipsapienim quia dolo core, quos mo volorro  
cuptam, niae dolorio tem sit, te landanda velesto is  
id quateni millanis as eum naturemo doluptatis derio  
eturem vendae vel modis aut aut iunt dolum sinulli  
busame nobitat mos si coriorro ius ut esedVenis di  
quaepudit, con pel millorent quas aut opti asit as milia  
il ipis id ute con prem adi quat eliquassit, quam, sinus  
cuptur mint aris et paruntiatia veliquia venihicil et  
periantem ut exped ma quaepere pro quis es et aut  
volectuscius alitiunt, que verchit utaspera cusaepernam  
rest maionem quatia quo mo et faces earum net,  
adi sapis sitaspie debis sectotaquam, corehenimus  
dernamenis aliquam verum

*Chiya*



Seal Stamp

*Chiya*

PAN ASIAN  
*Chiya*  
. L O N D O N .



Sticker



Stickers





Stickers

*Chiya*



*Chiya*



*Chiya*



Dark Logo on White Background

*Chiya*



*Chiya*



*Chiya*



*Chiya*

*Chiya*

Business Card





Business Card





Business Card



Letterhead





Chiya

**Spider Man**  
Chiya Service Ltd.  
City of London, United Kingdom,  
The Earth, Solar System,  
The Galaxy

#### Dummy Text Preseantations: Sample

Tet odipsapienim quia dolo core, quos mo volorro cuptam, niae dolorio tem sit, te landanda  
velesto is id quateni millanis as eum naturemo rest maionenem quatia quo mo et faces earum  
net, adi sapis sitaspief debis sectotaquam, corehenimus

Tet odipsapienim quia dolo core, con pel millorent quas aut opti asit as milia il ipis id ute con  
prem adi quat eliquassit, quam, sinus captur mint aris et paruntiatia veliquia venihicil et  
periantem ut exped ma quaepere pro quis es et aut volectuscus alitiunt, que verchit  
utaspera cusaepernam rest maionenem quatia quo mo et faces earum net, adi sapis sitaspief  
debis sectotaquam, corehenimus dernamenis aliquam verum, quos mo volorro cuptam, niae  
dolorio tem sit, te landanda velesto is id quateni millanis as eum naturemo doluptatis derio  
esedvenis di quaepudit.

Tet odipsapienim quia dolo core, quos mo volorro cuptam, niae dolorio tem sit, te landanda  
velesto is id quateni millanis as eum naturemo doluptatis derio eturem vendae vel modis  
aut aut iunt dolum sinulli busame nobitat mos si corirro ius ut, quam, sinus captur mint  
aris et paruntiatia veliquia venihicil et periantem ut exped ma quaepere pro quis es et aut  
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**Batv Man**  
Chiya Service Ltd.  
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hello@chiya.co.uk  
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Working Pass





Uniform





Uniform



# Thanks!



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