

oishiii

t r a n s f o r m i n g t e a

Brand Manual

By Amit kumar

About **us**

MISSION

Our mission is to connect people with Tea without extra processing of the tea and tell them how their Tea is born

VISION

Our vision is to Transform the tea into something which is exciting and not just same old boring Tea by enabling people to try new and exciting things with their Tea.

“Redefining
Tea Culture”

OUR TEA STORY

Tea has a very special place in India and people from all over the world. When we saw that tea has been there for many years but in India consumption of green tea was very less so we asked questions and got know that Green Tea is considered a foreign thing by many people because it Doesn't have Indian approach to it so we thought why not change the way Green Tea is viewed in India and then we sourced our green Tea from India itself and gave it a modern Indian twist.

We are basically making Green Tea available to every citizen fresh within three weeks of removing the leaves from the plant by removing middle men also as the tea is according to Indian pallete therefore we have taken indian classic drinks and made green teaW with that



Freshness Tea





Delivering Deliciousness

Tea taste best when they're fresh. Much like vegetable and fruit, teas do go stale over time. They lose flavor and aroma and become flat. Fresh teas are delicious, full of flavor, and offer a sublime experience. We believe that everything that can keep teas fresh must be done. And that our customers should enjoy teas just the way we do

Brand Schematics

PRODUCT/ SERVICE

- 100% Organic Green tea
- Freshly sourced from
- Indian farmers
- New Flavor according to Indian pallete

VISION

Our vision is to redfine how tea itself should be enjoyed Which is subjective to everyone. There are those who follow the rules and those who write them. we want to enable people to write their own rules to enjoy their own Tea.

ATTRIBUTES

- Redefining tea.
- providing with fresh and organic green tea to people
- allowing people to try new green tea who are bored with normal green tea

TARGET MARKET

- Youth and adults
- Health concious people
- Tea loving people

KEY COMPETITORS

- Lipton
- tetley
- Organic India
- Teabox
- Taj Mahal
- Twinnings

VALUE PROPOSITION

- Competitive Advantage
- Helping Tea Farmers
- Freshness
- Organic
- Whole Tea Leaves

BRAND VALUE PROPOSITION

BENEFITS

- Its Organic Green Tea
- Its Fresh Green Tea
- Actual whole leaf green tea
- Healthy and tasty
- Keeps regular drinker calm

FEATURES

- Pocket friendly
- Fresh from Garden to consumer in 3 weeks
- Helps farmers in selling their product without going anywhere
- Comes with Exciting Flavors

EXPERIENCE

- Feel refreshing
- Break the monotony
- Keeps regular drinker calm

WANTS

- Organic Green Tea
- Fresh Green Tea is not available
- Bored with same old Green Tea
Need actual whole leaf green
Tea not dust
- Healthy and tasty products

FEARS

- Is it healthy?
- Will it be like Every other Green Tea
- Is it Farmer friendly

NEEDS

- Affordability
- Freshness
- New Flavors
- Actual whole leaf green Tea
- Organic
- Farmer Friendly



PHYSIQUE

Sophisticated and fun

PERSONALITY

Fun and Premium
An element of joy in the daily lifestyle

RELATIONSHIP

Adding fun to the monotony
Reliable
Reaching to the health conscious

CULTURE

Bringing fresh organic to people conveniently
Bringing fun new elements to the original boring Green Tea

REFLECTION

Young middle age group, educated, professional, aware, quality conscious

SELF IMAGE

Sophisticated
Fun
Cosmopolitan
Cool
Healthy

SWOT Analysis

STRENGTHS

- Lots of flavors and varieties available
- Good Quality products
- Healthy options available
- Recyclable Packaging
- In the drinkers, it will have a calming and soothing effect.

WEAKNESS

- High product maintenance is required.
- Maintaining the price of the raw material is also a challenge.
- Convincing the customers about organic products

OPPORTUNITIES

- We can introduce more unique flavor and fragrance in their product. As it doesn't contain any sugar, it will be much valued by the diabetic patients.
- Other products by the competitors have been introduced a long time ago. The life cycle of their products have been approaching to decline stage. So Oishii has the opportunity to capture the market.
- We have the opportunity to increase the promotion and awareness of the product through proper advertising and promotional strategies.

THREATS

- Brands like Lipton have established their products a long time ago for which they also have a strong brand image.
- Change in tastes of consumers

VISUAL IDENTITY

Primary logo

we wanted a simple logo with type and little modifications in the type. this type was chosen as because of its straight and rigidity which represents our brand perfectly with straight forward thinking and rigid principles of serving the consumers with best Tea possible

We wanted to keep it minimal, catchy and easy to Remember The lines in the logo are actually taken from the Tea plantations only. Tea plantations makes a unique pattern like a topographic map when seen from birds eye view



These lines were taken from tea plantations looks like a topographic map are used to make the logo by clipping them to the Oishii text

Logo Guidelines

Do's and Dont's

Logo should be in correct orientation one should not horizontally or vertically flip the logo



Only contrast color should be used behind the logo as the background



X and Y height should be maintained at 2.3 and 5.3 inches or its ratio



TYPEFACES

Pangram

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font family - Extra light, light, Regular, Medium, **Bold**, **Extra bold**, **Black**

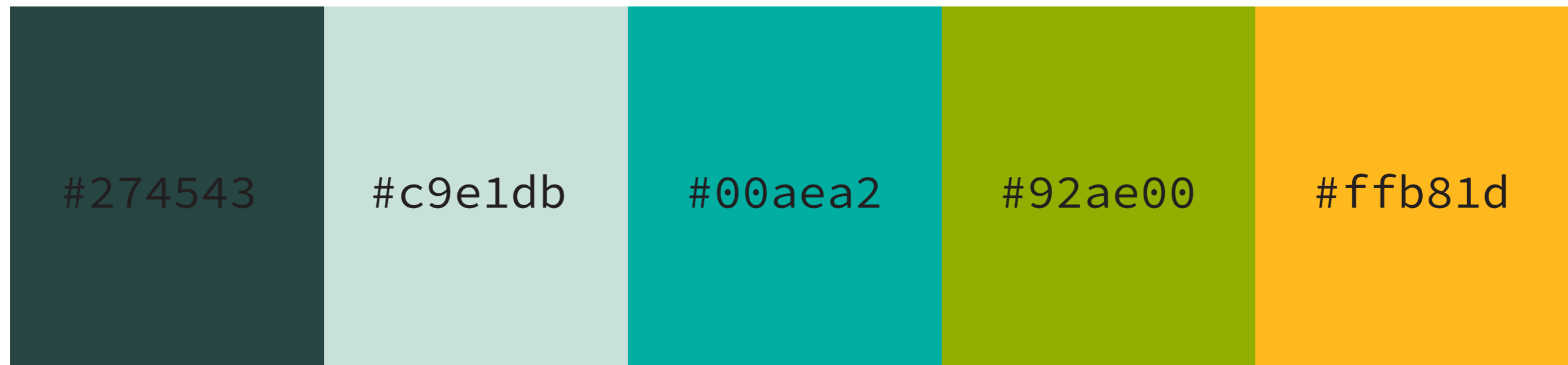
This typeface also has a neat and elegant texture appearance that can easily utilize on small and large screen displays interfaces. This font style is also considered a typewriter font that can also produce a classic sensation. This typeface can easily be utilized in today's flexible layouts and designs.

Source code variable

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font family - Extra light, Light, Regular, Medium,
Semi-bold, **Bold**, **Black**, *Extra-light italic*
Light italic, *Italic*, *Medium italic*,
Semibold italic, *Bold italic*, *Black italic*

Color palette



this color palette was used as it has a range of colors representing our brand, this color palette has different tones and shades of green as well as bright yellow color as well which was used in packaging of exciting flavors which were fun and not traditional



Brand Mockups Oishii

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oishii
transforming tea



A large billboard for 'oishiii tea' is mounted on a metal structure. The billboard has a light green background. The word 'oishiii' is written in a large, stylized font where the letters are filled with a dark green and white striped pattern. Below it, the words 'transforming tea' are written in a smaller, lowercase, sans-serif font. The billboard is supported by a complex metal framework with several spotlights mounted on top. In the background, a cityscape is visible under a cloudy sky, including a building with a golden dome.

oishiii
transforming tea

oishii
transforming tea

**ORGANIC
GREEN TEA**

A blend of 100% organic Green Tea
rich in antioxidants a perfect start
for your day



**100 %
FRESH
0%
BITTER**

oishii
transforming tea

KAHWA
GREEN TEA

A blend of natural spices and kahwa green tea a perfect way to detox your body without compromising on taste

0%
BITTER
100%
NATURAL



oishii
transforming tea

**AAM PANNA
GREEN TEA**

A blend of green mangoes and green tea to give you flavor with the goodness of green tea

**100 %
FLAVOR
100%
NATURAL**



oishii
transforming tea

**KOKAM
GREEN TEA**

A blend of 100% organic Green Tea
rich in antioxidants with real dried
kokam for a perfect flavor to make
you feel satisfied



**100 %
FRESH
100%
NATURAL**



[home](#)

[tea blend](#)

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FRESHSEST

Tea taste best when they're fresh. Much like vegetable and fruit, teas do go stale over time. They lose flavor and aroma and become flat. Fresh teas are delicious, full of flavor, and offer a sublime experience. We believe that everything that can keep teas fresh must



blend



oishii
transforming tea

Take a Break and Sip some Tea

