

Hi.TEA 茶室

Tea. City. Energy.

鲜活茶饮，城市节奏。

GUANGZHOU



CANADA

2021-2023 / 2026

Keep its character.

保留原始字形，重新建立清楚的使用秩序。



Recommended clear space: 1/4 of mark height.

A distinct silhouette.

Keep the original angular letters, dot and stacked Chinese characters together. Scale the complete mark proportionally.

Room to breathe.

Use a quiet, light field. Keep other text and busy images outside the clear space. This is a proposed refinement rule.

标志图形提取自原始杯身矢量文件。

Red leads. Space brings clarity.

Signal red

#E61D25

Warm ink

#241813

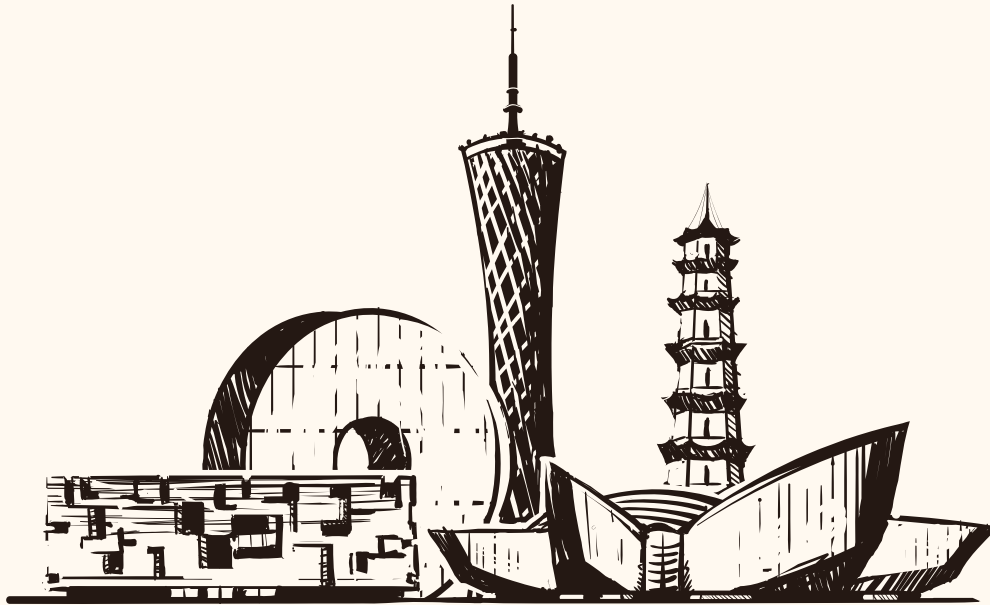
Paper

#FFF9F0

SCREEN COLOURS / HEX

红色负责识别，深色负责阅读，纸白留出呼吸。

From Guangzhou. At home in Canada.



GUANGZHOU

原始城市线稿独立整理；不代表新增门店或当前经营范围。



CANADA

The mark. The drink. A clear direction.



01 / IDENTITY

Original logo, intact.

02 / PRODUCT

A name you can read.

03 / MOVEMENT

One directional accent.

正面标签为可编辑版式研究，不是包含法定信息的生产刀模。



On the cup.

Luminous tea, an unmistakable mark, and room for both.

A new portfolio visualization of the refined front label. Check the native artwork for the exact logo paths and typography.

杯身应用概念

Original client archive: 2021-2023. Visual refinement: 2026. The logo and city drawings come from the original design files. Layout and application studies are new. The photograph is AI-assisted and is not evidence of manufactured products or a built store.