

A hand holding a glass cup filled with tea, with a tea leaf visible inside. The background is a dense field of green tea leaves. The brand name 'chhyu' is written in a white, elegant serif font, with a registered trademark symbol (®) to its upper right. Below the brand name is the tagline 'let the pour tell the story' in a smaller, white, sans-serif font.

chhyu[®]

let the pour tell the story

Why Chhyu?

A Name That Breathes Warmth - Inspired by the very sound of freshly brewed tea.

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A Name That Breathes Warmth - Inspired by the very sound of freshly brewed tea.

At Chhyu?

you'll feel the warmth of tradition, the purity of the mountains, and the richness of carefully selected leaves.

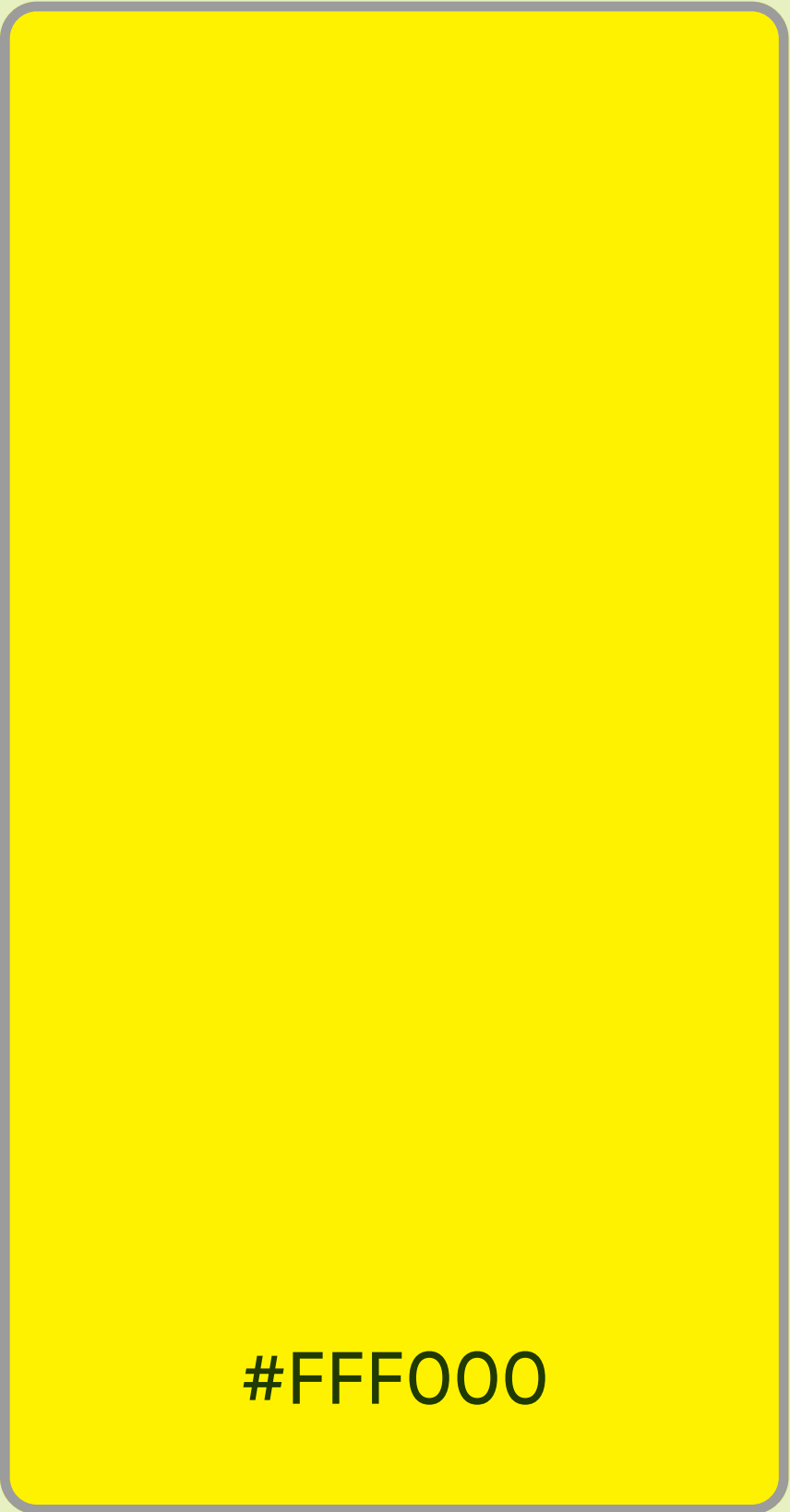
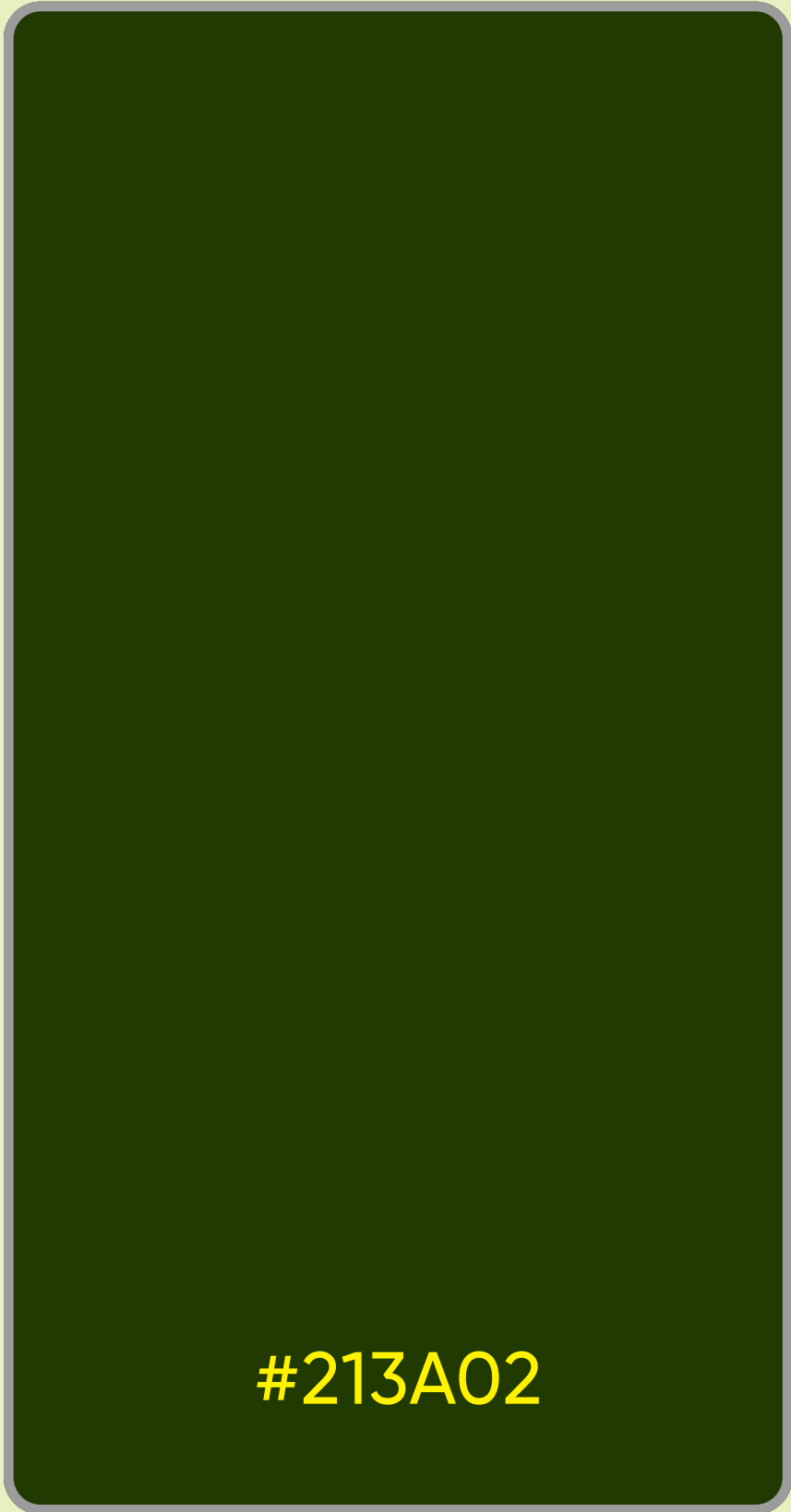
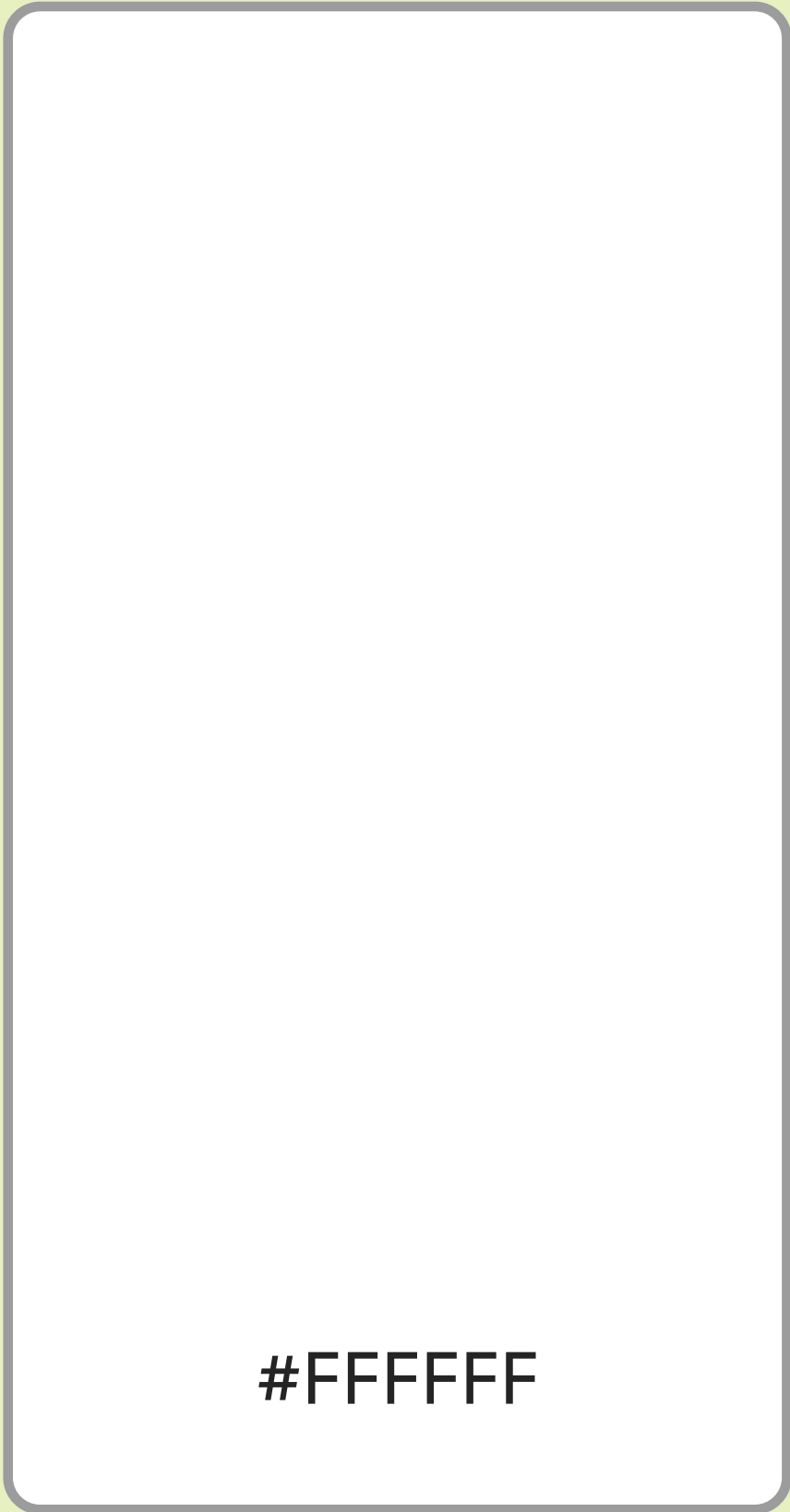


Brand Positioning

- Crafted for those who seek purity, tradition, and a touch of refinement in every sip.
- Rooted in heritage, refined for today.
- Tradition meets taste - naturally.
- Your daily pause, perfected.
- Slightly Premium



Color Palette



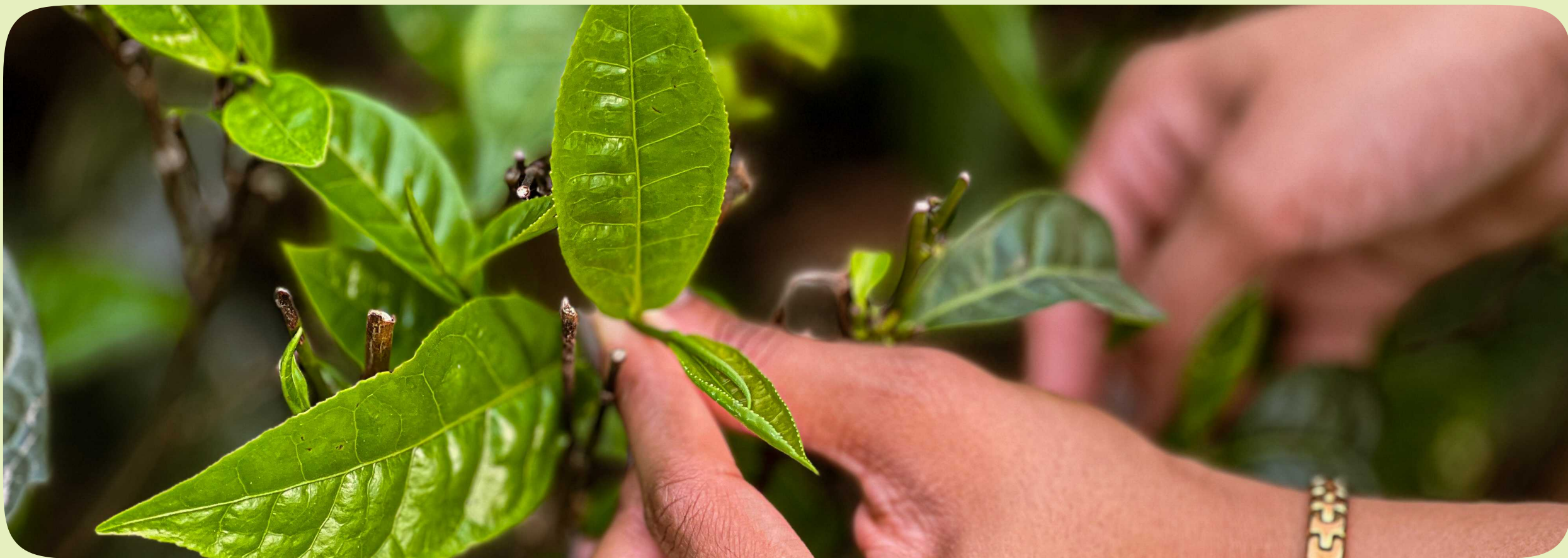
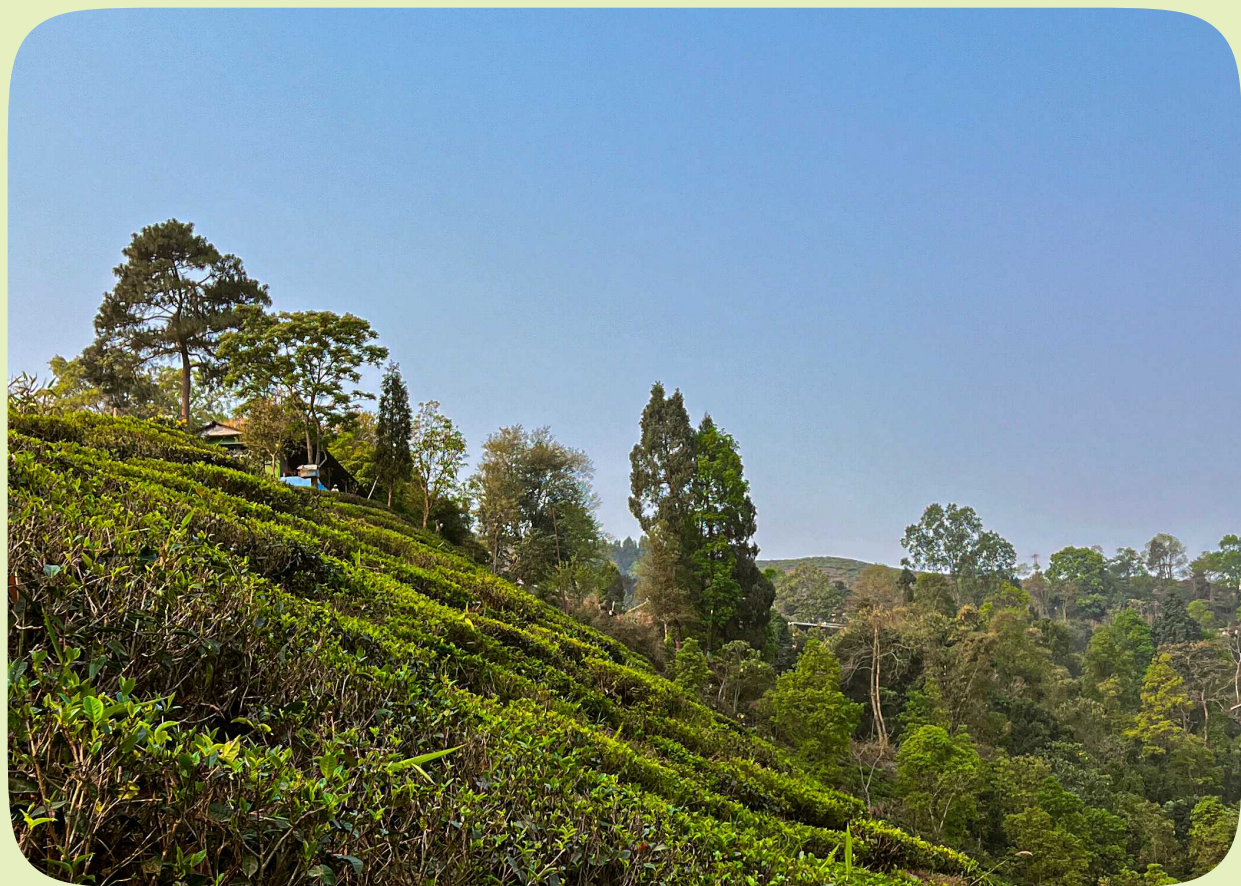
Typography

Brand Emotion - Reality Stone

A B C D E F G H J
K L M N O P Q R S
T U V W X Y Z

Brand Emotion - OK

A B C D E F G H J K L M N
O P Q R S T U V
W X Y Z





chhyu[®]
let the pour tell the story



chhyu[®]
let the pour tell the story

Every cup is a **pause**
in time



chhyu[®]
let the pour tell the story

Harvested with
care, in harmony
with nature.

Whole Leaves.
Slow Cured.

Steeped in Stories

Brew the Silence

