



CHI BRAND GUIDELINE

09.2025

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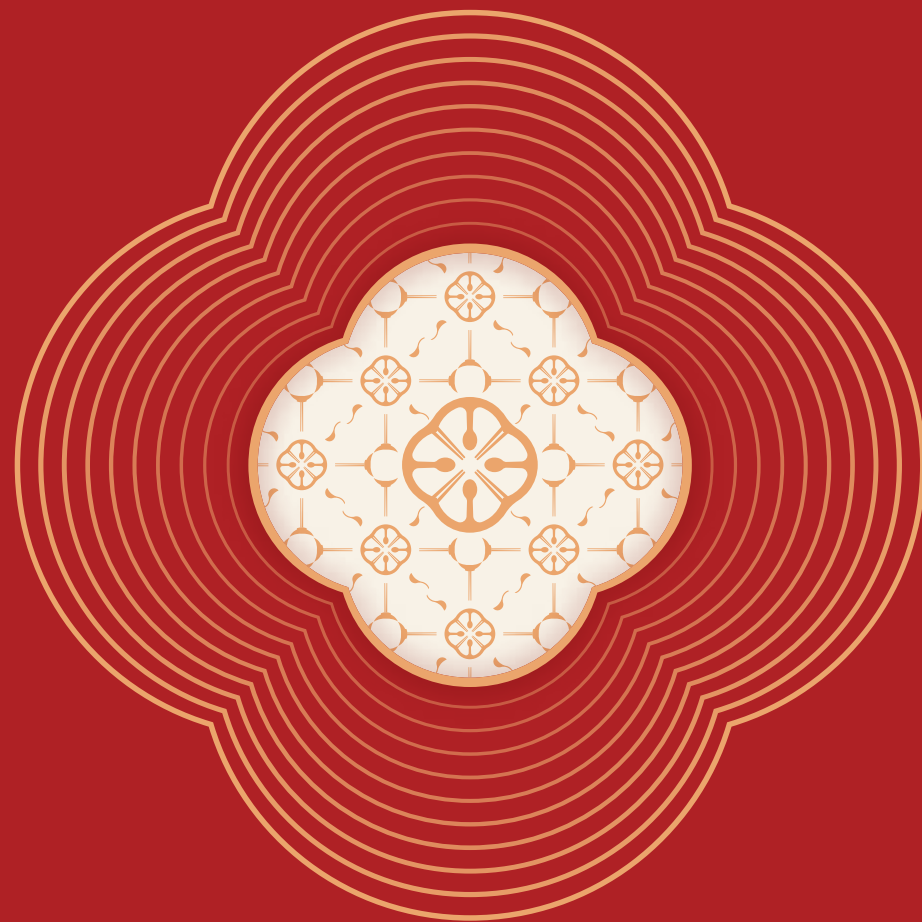
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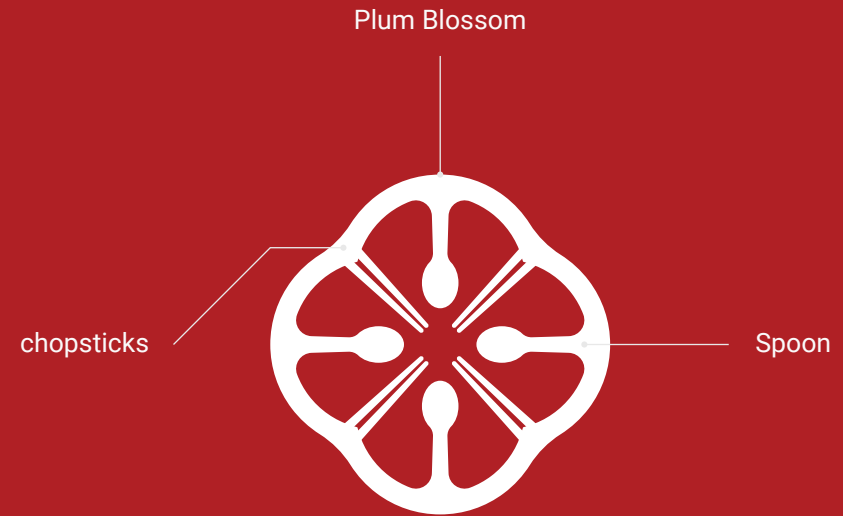
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Logo

The CHI logo is inspired by the plum blossom-shaped window frame — a traditional emblem of prosperity and good fortune. This motif is reimagined through the lens of classic Eastern tableware, blending chopsticks and spoons into a harmonious design. The result is a culturally resonant mark that serves as both a “window to culture” and an invitation to experience the rich culinary and artistic heritage of Asia through CHI.



Logomark

The logomark functions as CHI's primary visual identifier, embodying the essence of the brand in its most iconic form.



Full Logo: Stacked

This version pairs the logomark with the vertically arranged wordmark “CHI,” offering a secondary logo configuration ideal for flexible brand applications.



Full Logo: Horizontal

This version pairs the logomark with the horizontally arranged wordmark "CHI," offering a secondary logo configuration ideal for flexible brand applications.



Clear Space

Maintain a minimum clear space equivalent to the height of the “C” in “CHI” on all sides of the logo. This ensures visual clarity and prevents crowding across applications.



Minimum Sizes

To preserve legibility, the logo must appear no smaller than:

- Print: 15 mm
- Digital: 42.5 px

Usage below these dimensions risks loss of detail and brand recognition.



15mm/42.5px



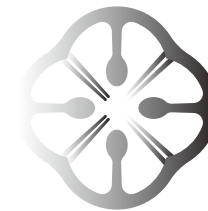
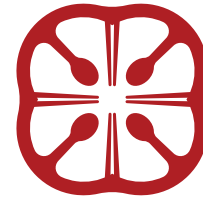
15mm/42.5px

CHI

8.5mm/24px

Misuse

As the face of our brand, the logomark must always be used with care. While it can stand alone, particular attention is needed when used alongside the wordmark. To maintain brand integrity, always follow the usage guidelines and avoid the misapplications illustrated here.



Color

Color is a powerful tool in brand storytelling. The CHI palette evokes warmth, tradition, and elegance through consistent use of:

- Primary: Auspicious Red, Amber Gold
- Secondary: Espresso, White, and Silk

Together, these hues create a visual identity that is both cohesive and emotionally resonant.

AUSPICIOUS RED

R: 176 G: 31 B:36

C: 35 M: 100 Y: 100 K: 0

B01F24

ESPRESSO

R: 54 G: 27 B: 11

C: 70 M: 85 Y: 100 K: 60

361B0B

WHITE

R: 255 G: 255 B: 255

C: 0 M: 0 Y: 0 K: 0

FFFFFF

AMBER GOLD

R: 219 G: 167 B: 117

C: 15 M: 40 Y: 55 K: 0

DBA775

SILK

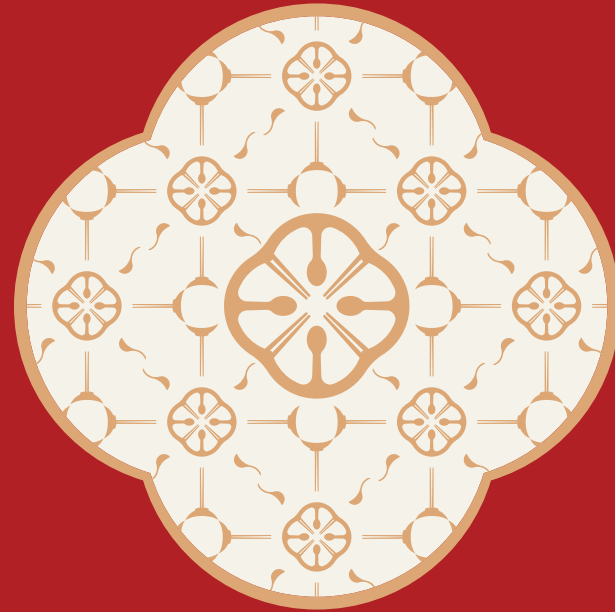
R: 254 G: 242 B: 233

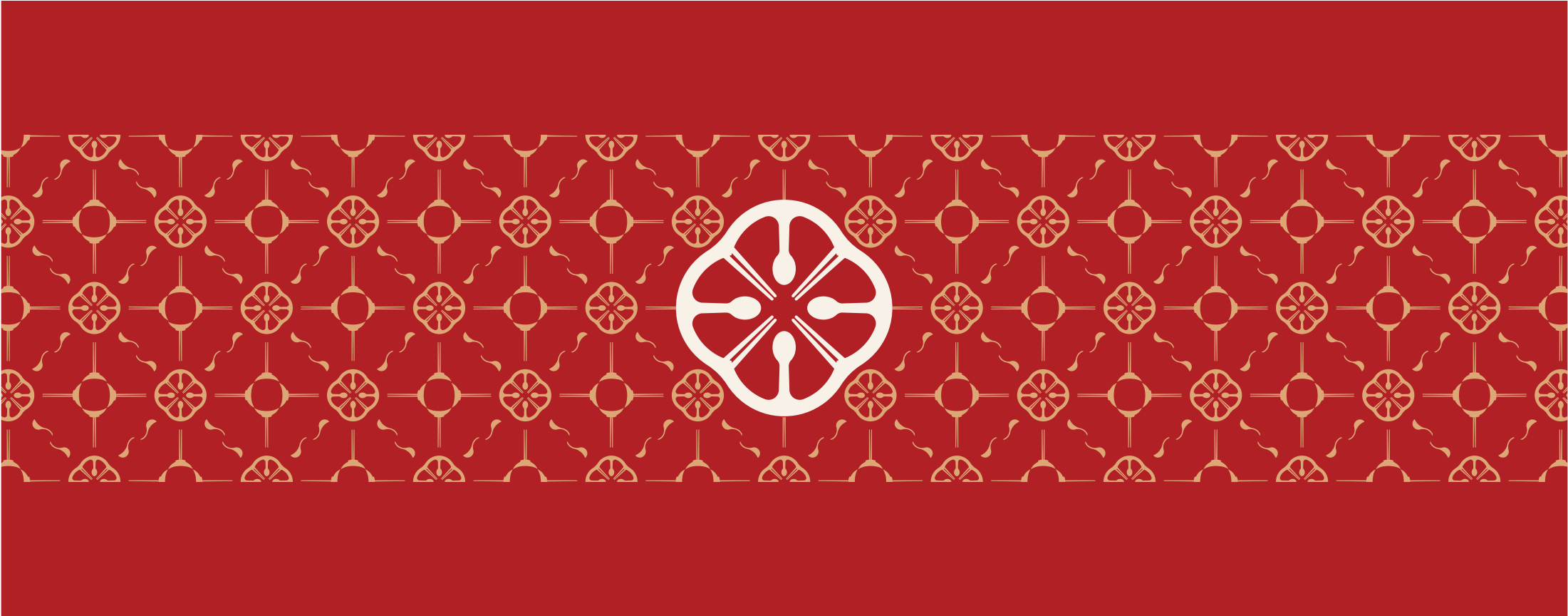
C: 5 M: 5 Y: 10 K: 0

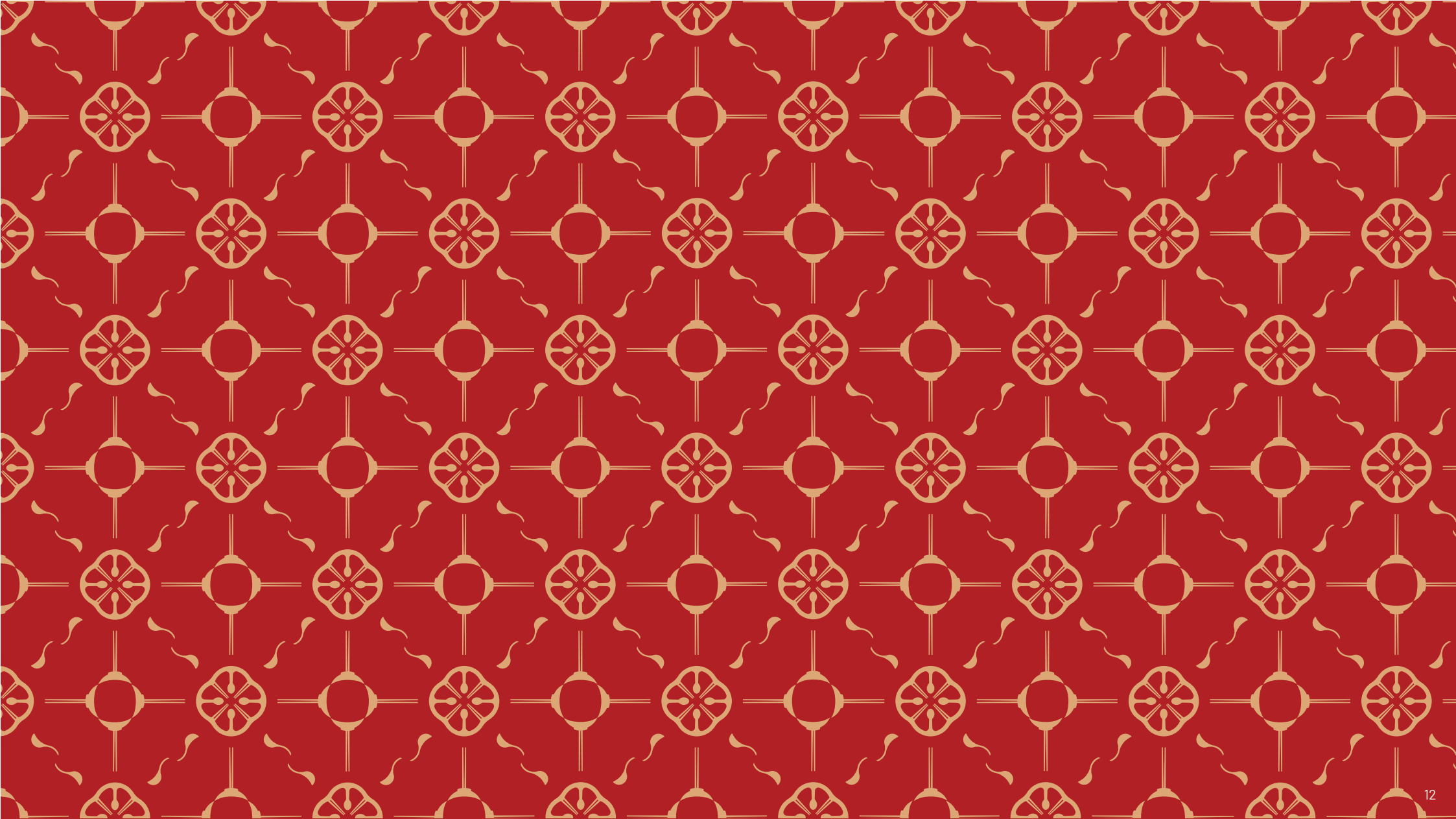
F5F2E9

Pattern

By integrating the logomark with elements of traditional Eastern tableware, we've crafted an Asian lattice window style motif to further elevate the brand. This pattern not only enriches the visual language but also connects CHI's identity with cultural artistry.









Typography

Our brand typefaces are Chi and Barlow. Please use these fonts in accordance with these guidelines to ensure branding consistency.

Headline

Chi

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890&7.\$#@?!

Sub Headline

Barlow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890& % \$ # @ ? !

Body Copy

Barlow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890& % \$ # @ ? !

Typography Usage

- Please be consistent with all type sizes and usage.
- Headlines should be big, bold, and the main focus over subhead and body copy.
- Headlines should be set in CHI primary and secondary colors. Please choose the CHI brand color that ensures optimal legibility.
- Do not scale, skew, shear or rotate text outside of recommended guidelines.
- Body copy should be no smaller than 7 pt.

*Your portal to authentic
Pan-Asian flavors.*

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

*Your portal to authentic
Pan-Asian flavors.*

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Examples

CHI's brand expression is defined by its adaptability and cultural richness. From refined menus and uniforms to interiors and packaging, each touchpoint integrates traditional Chinese aesthetics with modern craftsmanship. These applications illustrate how our brand can seamlessly elevate both everyday items and luxury experiences.













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