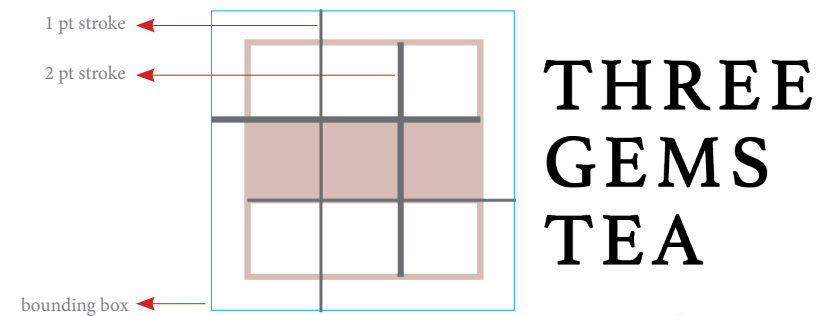


## PRIMARY LOGOTYPE

---



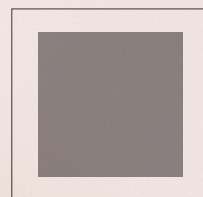
The final logo design include two rectangular shapes with the intersection in the middle to represent the idea of connections of two different generations and the three boxes symbolize the magic of three. The lines on top of the boxes represent the joinery that tie people from different generation together.

## COLOR SPECIFICATIONS

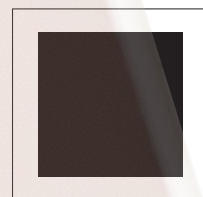
---



**Rose Pink**  
CMYK: 15 26 22 0  
PMS: 7605C



**Grey**  
CMYK: 0 0 0 74  
PMS: 7605C



**Black**  
CMYK: 0 0 0 100  
PMS: 7605C

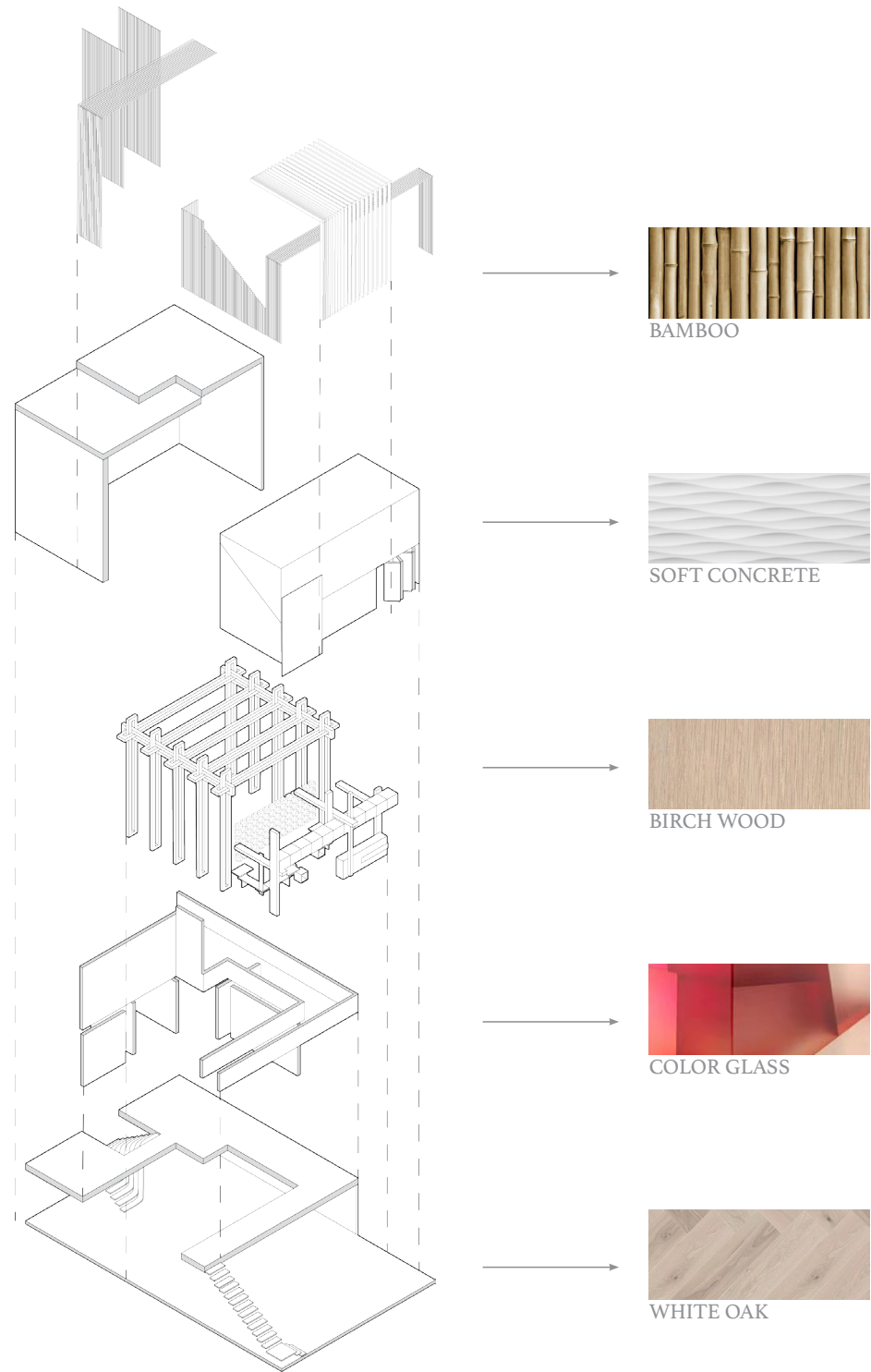


Tea is a drink with a few thousand years of tradition and innovation behind it. The three Gem Tea, work as a translator, and hope to present the traditional tea culture in a way that can be understood by younger generations who didn't grow up drinking tea in the world by simplifying and modernizing the process and packaging of traditional tea for them. The brand want to share the magic of a casual tea break with the rest of the world in a delightful way.

Across cultures and faiths, three gems have long represented the things that are most important in life. For us, three gems are to sip the good stuff, enjoy with company and take your sweet time, and we hope to make tea breaks good, simple and fun to all who love.

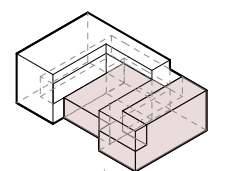
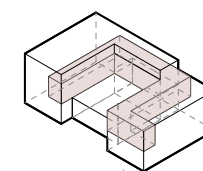
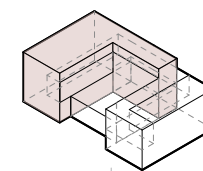
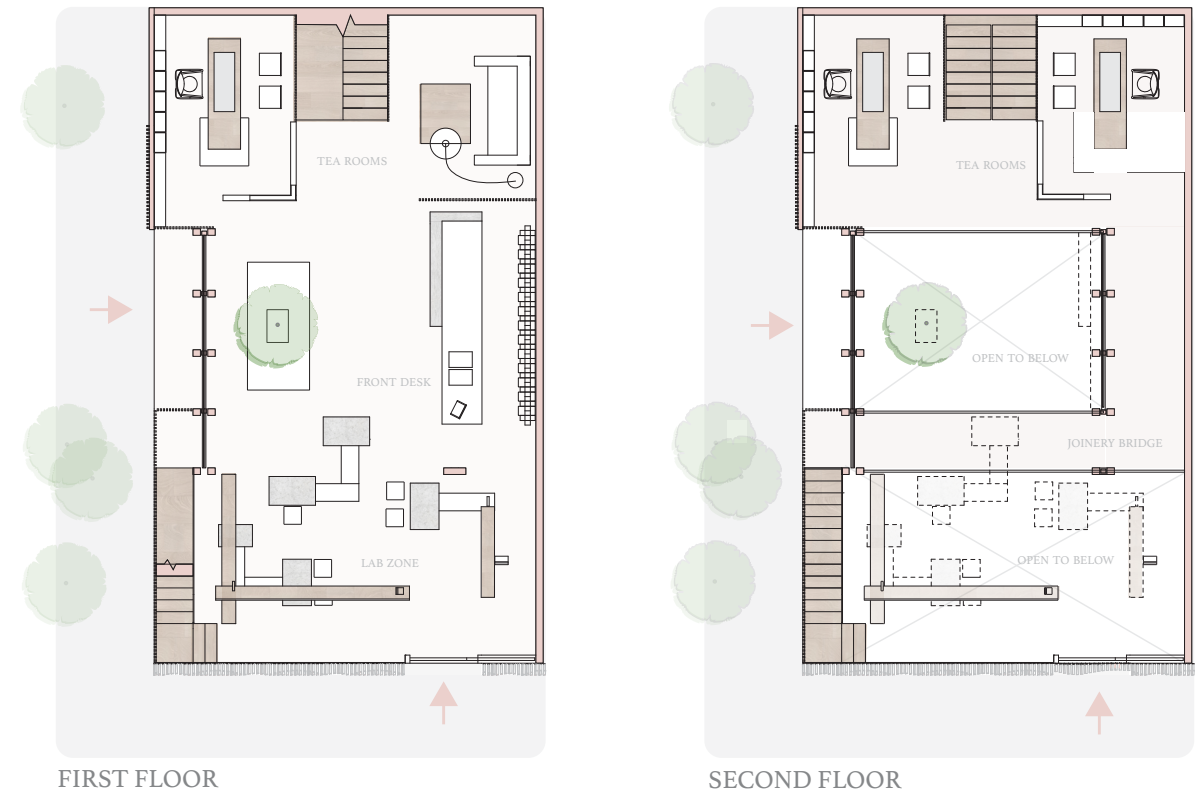
INSPIRING THE NEXT

# SPATIAL



AXON VIEW OF THE SPACE WITH MATERIAL DISTRIBUTION

## PLAN DRAWINGS



The whole retail space is separate into three different zone. Making each zone as one part of the joinery structure, and the three parts will intersecting with each other forming whole space as a single joinery structure. Each zone will provide a different feelings to the customers. The facade provided a innovative and welcoming feeling; the joinery bridge will use aterials that have natural appearance with neutral colors to provide the sense of comfort feeling; in order for the customers to feel more engaging and fun in the tasty tea zone, the materials used were in vibrate color with interesting pattern that embedded with lights.



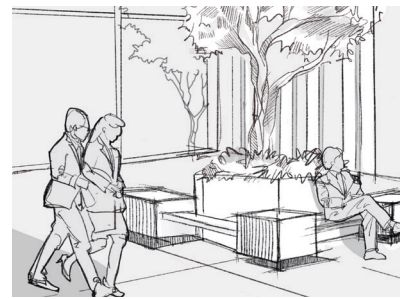
*RETAIL EXPERIENCE*



*ORDER TEA*



*DIY YOUR OWN FLAVOUR*



*REST IN THE GARDEN*



*CHALK IN THE PRIVATE TEA ROOM*



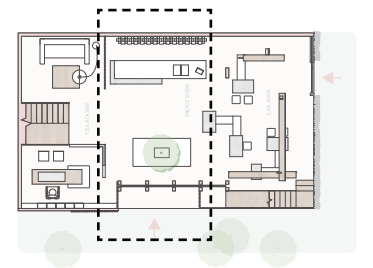
*WALK IN THE JOINERY BRIDGE*



*REST IN THE TASTY ZONE*

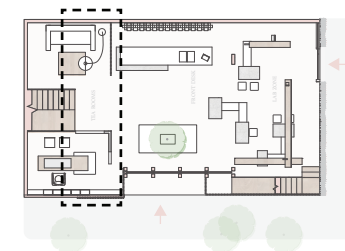


*The main entrance will be located in the middle which served as a transition area outdoor area where people could choose to go to either the private tea room on the left or the lab session on the right*



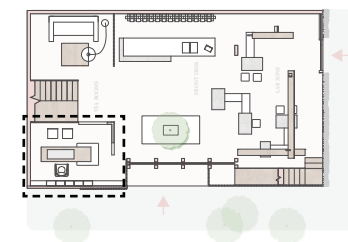


*Signage design on public space . The display wall in the middle divide the public area with the inner private tea room. The stairs in the middle leads people to the other tea rooms on the second floor.*



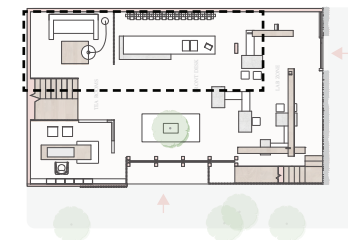


*On the left side of the store are the private tea rooms. The overall vibe is calm and relaxing. It is a modern tea room that embedded the style of the traditional tea room, but at the same time, the pink color on the chair make the room more vivid.*





*The joinery bridge aims to connect the tea rooms with the lab zone as the three gems tea want connect the younger generation and the older generation through the ceremony of tea.*





*There are two other tea rooms at the second floor connect ed by the joinery bridge . The big window shows the beauty of joinery structure.*

