

# Bubbles & Chill

Tea that takes you into the alpha

Brand Development Guide

by Marisabel

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## 1- The Company

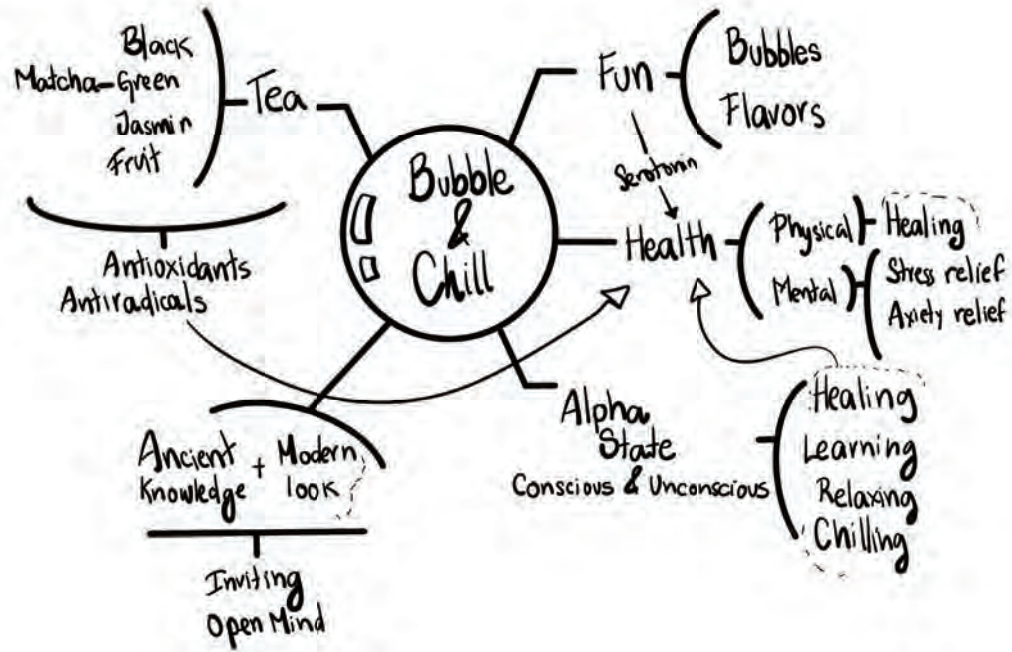
My start-up gives a mix of bubble tea and an extremely relaxing environment that makes people enter their alpha state creating the perfect mean for learning, and accelerating people's abilities to heal. You drink bubble tea and chill.

## 2- Company History

In 2010 a college student called Stephanie Jules was living the perfect life, she considered herself the most chill person in the world. Yet, one day, despite all her efforts, she failed her Ph.D. dissertation in neuropsychology. Her experiments were not recognized by one professor, who made her repeat them all over again. Stress filled her for the first time. She got immensely sick, her immune system betrayed her, and depression found its way.

However, as a logical being, she asked herself, how did I pass from being chill to being this sick? She accepted the 6 months sabbatical offered by the School for her mental health and used it to research how to fix herself. She took all her knowledge about neuropsychology and mixed it with the old knowledge of herbs. She traveled to China, Japan, and later Taiwan. She noticed a relationship between good health and tea, and started trying everything, yet found the act of drinking tea kind of boring. Until one tiny shop in Taiwan brought her a tea with funny bubbles inside. This awakened many sensations, and finally started relaxing, her mind relaxed in a way as never before and entered a calm state to just get that "Eureka" moment. How could she bring this to everyone, this peace? Stephanie went back to school, changed her studies, and experimented with the alpha state of the mind. Her discoveries are now in her tea and the environment of the tea shop. Defenitely worth the visit to drink bubble tea and chill.

### 3- Name Brainstorming



## 4- Naming Ideas

1

*Bubbles & Chill*

2

Alpha Bubble

3

Relaxed Bubble Tea

## 5- Philosophy - (Adjectives)

1

Relaxed

2

Inviting

3

Healing

## 6- Contemporary References

### 5 REASONS YOU SHOULD DRINK MORE TEA

- 1 ANTIOXIDANTS**  
Tea is rich in antioxidants, which can help reduce the risk of chronic diseases.
- 2 LESS CAFFEINE THAN COFFEE**  
Tea contains less caffeine than coffee, making it a better choice for those who are sensitive to caffeine.
- 3 CALORIE FREE**  
Tea is a calorie-free beverage, making it a great choice for those who are watching their weight.
- 4 AIDS IN DIGESTION**  
Tea can help improve digestion and reduce bloating.
- 5 HYDRATING TO THE BODY**  
Tea is a hydrating beverage, making it a great choice for those who are looking to stay hydrated.



### Bubble Tea Toppings

Cassia Jelly (50-70 cal)	Tapioca Pearls (94-104 cal)	Coconut Jelly (20-100 cal)
Passionfruit Jelly (150-190 cal)	Brown Sugar Pearls (180-200 cal)	Popping Boba (64-70 cal)
Pudding (70-90 cal)	Sago (140-150 cal)	Red Beans (180-200 cal)

### MEDITATION AND BRAINWAVES

Meditation has used for thousands of years, but only in the last few decades has science begun to uncover the many benefits of meditation using sophisticated tools like neuro-imaging, functional magnetic resonance imaging, brain mapping technology, and gene research, thus allowing scientists an unprecedented ability to measure the effects of meditation on the brain and brainwave patterns.

- 14-24Hz - Beta Waves**  
Beta brainwave frequencies occur in the range from 14 - 24 Hz and correspond to the typical "busy mind" experience common to most of us. The Beta frequency range is characterized by a chaotic, fragmented, unbalanced thinking typical of left brain dominance, commonly referred to as the "monkey mind."
- 8-13Hz - Alpha Waves**  
The beginning of balanced brainwave activity occurs in the Alpha frequency range between 8 - 13 Hz. The more alpha waves that a person is able to produce in ordinary states of consciousness, the easier it is for them to access deeper meditative states.
- 4-7.5Hz - Theta Waves**  
In the Theta frequency range between 3.5 - 7 Hz, balanced brainwave activity increases. The Theta state corresponds to the experience of visionary, creative and intuitive levels of experience. It is characterized by "trance" images and visions that correlate with increased theta activity.
- 0.5-4Hz - Delta Waves**  
The Delta frequency range between 0.5 - 4Hz brings a level of balance that corresponds to the "beyond the mind" experience of the subtlest levels of meditative awareness possible. This is the range in which meditators experience what is termed "deep sleep."



### How Many Calories Are In Bubble Tea?

Calorie counts are based on 100g Sugar / 100g Sugar / No Sugar / No Sugar

Calories vary depending on ingredients, sizes and toppings added.

For more information visit: [www.hankstobubble.com](http://www.hankstobubble.com)

Bubble Tea (珍珠奶茶)	Brown Sugar Milk Tea (黑糖珍珠奶茶)	Bubble Fruit Milk Tea (珍珠水果奶茶)	Green Milk Tea (抹茶奶茶)	Milk Foam Cream Tea (奶盖奶茶)	Milk Tea Oreo Milk Tea (奶茶奥利奥)
Mulberry Latte (桑葚拿铁)	Green Tea (绿茶)	Orange Tea (橙子茶)	Strawberry Lemon (草莓柠檬)	Lemon Caramel (柠檬焦糖)	Mixed Fruit Tea (综合水果茶)
Passionfruit Black Tea (百香果黑茶)	Black Tea (红茶)	Tea Peach Milk (桃子奶茶)	Tea Blue Tea (蓝莓奶茶)	Chocolate Latte (巧克力拿铁)	Black Tea (红茶)

### The HEALTH BENEFITS of BUBBLE TEA

**ALSO KNOWN AS:** Pearl Milk Tea, Bubble Milk Tea, Boba Tea

Brewed black or green tea mixed with milk, sugar and chewy tapioca pearls. Typically served cold with ice.

**HEALTH BENEFITS INCLUDE:**

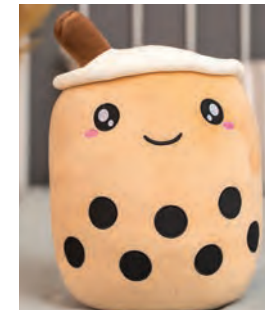
- Anti-inflammatory
- Anti-carcinogenic
- Protects the body against free radicals

**IT MAY HELP PREVENT:**

- High blood pressure
- Heart disease
- Diabetes

### ALPHA Brain Waves

Access Higher levels of Intelligence and your subconscious.

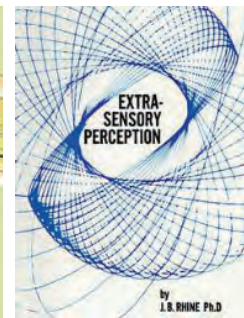


Disclaimer: These images are used as personal reference. No commercial use is intended.

# 7- Historical References



IN SEARCH OF SERENITY, HOPEFUL THOUSANDS STUDY THEIR OWN BRAIN WAVES





## 8- Type Explorations

*Bubbles & Chill*

Bubbles & Chill

Bubbles & Chill

Bubbles & Chill

Bubbles & Chill

## 9- Logotype Development

Bubbles & Chill

Bubbles  
& Chill

Bubbles & Chill

Bubbles & Chill

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state

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 $\odot$  Chill

Bubbles  
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Bubbles  
& Chill

Bubbles  
 $\odot$  Chill

9- Logotype Development.. cont...



## 10- Logotype

Bubbles  
& Chill

## 11- Color Palette



#343b36



#767a47



#d0A163



#c3af7f

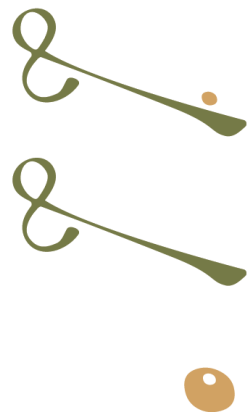


#faeec6

R	52	118	208	195	250
G	59	122	161	175	238
B	54	71	99	127	198
C	12	3	0	0	0
M	0	0	23	10	5
Y	8	42	52	35	21
K	77	52	18	24	2

## 12- B/W and color Mark

### Special Icons



### B/W

### Color

Bubbles  
& Chill

Bubbles  
& Chill

Bubbles  
& Chill



## 13- Secondary Type

Avenir > Heavy > Roman > Light

### Primary Headline

Secondary Headline

Laut expe con exerferitis dolorum fugitia verspisquia  
ventius moditatas escipsundia eum et enimaximajor  
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## 14- Image Style



Disclaimer: These images are used as personal reference. No commercial use is intended.



## 15- Secret Ingredients

### The Slogan

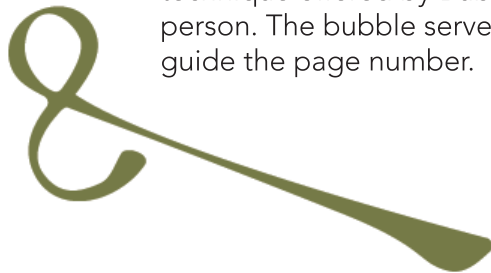
"Tea that takes you into the alpha" only used in special occasions to clarify it is about tea and not about soap or other bubble related market.

### The Ampersand/Alpha/Spoon

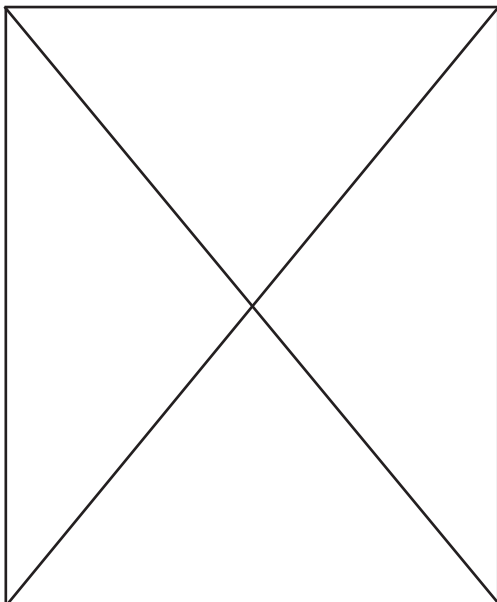
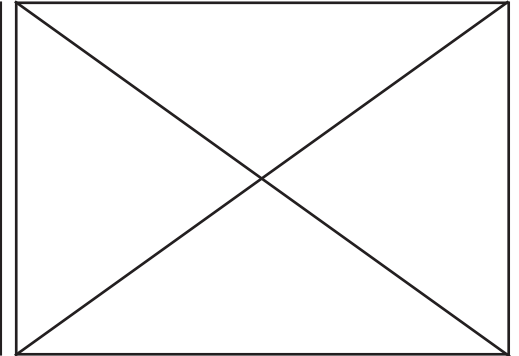
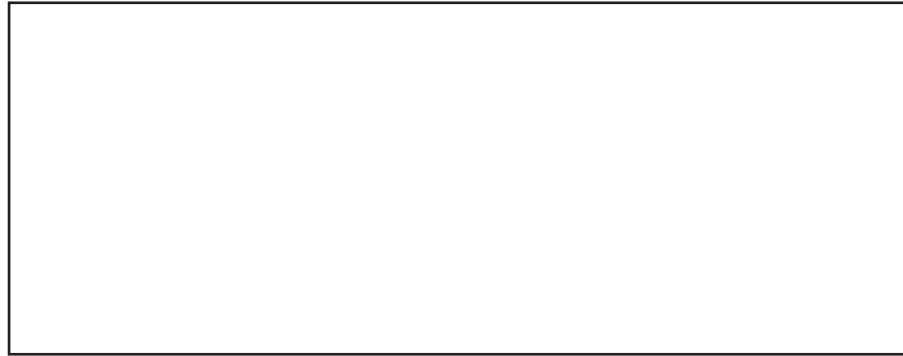
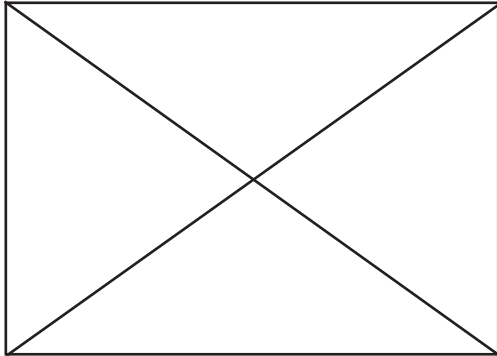
Used for creating emphasis and highlighting important information. For example special seasonal flavors of the tea, in the menu, website, and app.

### The Bubble

Its imperfection is intentional to emphasize that not every bubble is the same, as every person is also unique. A type of tea and relaxation technique offered by Bubbles & Chill will work differently for each person. The bubble serves for itemizing, or as in this document to guide the page number.

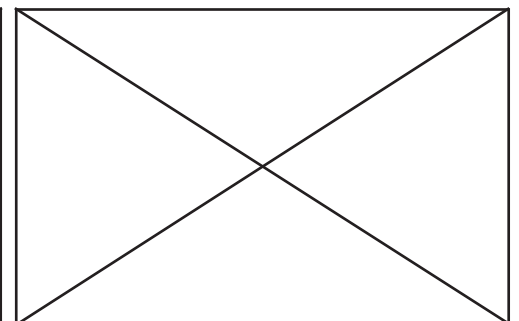
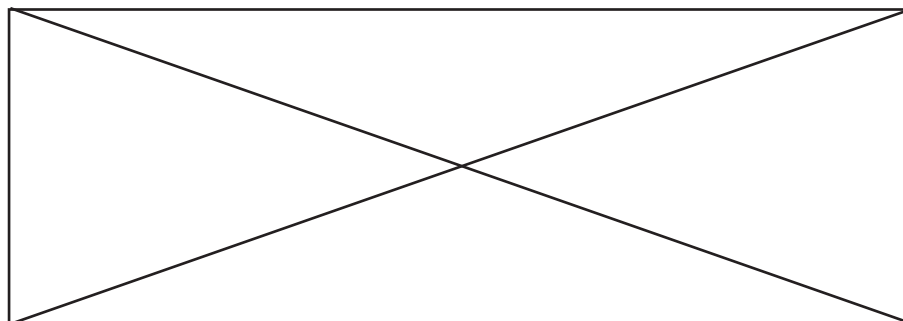
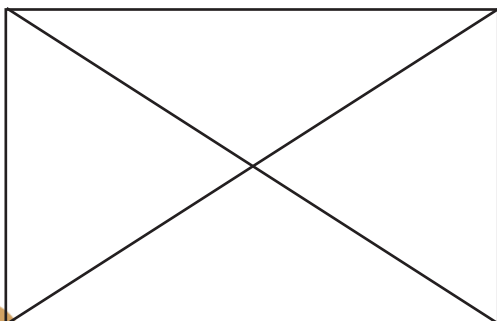
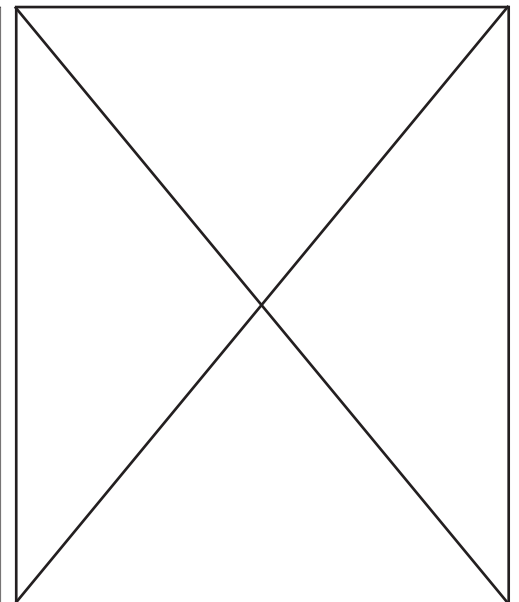


## 16- The Grid



The Grid has 3 columns and 3 rows, designed from the center of the page with a relationship of 8-12. From here the adjacent pieces are separated from the center piece by 2mm and reach the original margin set. The margin must be decided according to the mean and purpose.

The main information is placed in the centered piece. The piece above is reserved for heading and subheading. Images can compress a piece or a combination of pieces of this grid.



# 17- Brand Applications (1/2)

1 Package



2 Cup



3 Store Sign



## 17- Brand Applications (2/2)

### 4 Web page and App



### 5 Mug (Extra)



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