Can a cup of tea keep the stories coming?

A tea identity with a story of its own.



Bunbuku comes to Dhaka.

CHA STORY'S RETELLING OF BUNBUKU CHAGAMA

Once upon a time, Bunbuku found his way to Dhaka.

Every day, he poured endless tea and asked, "What's your Cha Story?"

One day, people realized his secret, Bunbuku's magic wasn't the tea, but the never-ending stories it inspired.

Because of that, Dhaka became a city of tea and tales.

Until finally, Bunbuku's spirit lived on in Cha Story, where every cup carries warmth and endless stories.



A tiny fan, tucked into the name.

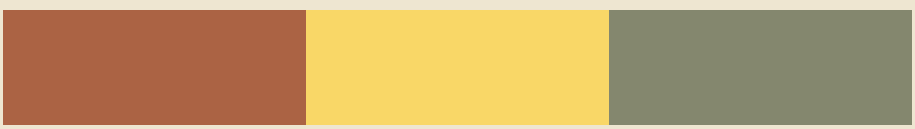
A paper fan sits at the end of the wordmark, and the Bangla letter cha sits between the English words. The artwork below turns the fan's curved geometry into a repeating pattern.

ORIGINAL WORDMARK AND PATTERN ARTWORK



Colours with a place in the story.

The original rationale ties terracotta, mustard and muted greens to Bangladeshi soil, textiles and pottery. Cream gives the bolder colours room.



Cream	Terracotta	Mustard	Earth green
#EEE6D1	#AB6344	#F9D767	#84876E

COLOURS SAMPLED FROM THE ORIGINAL CHA STORY ART

The kettle starts a conversation.

Bunbuku becomes the face of the brand's invitation. The smiling kettle appears on the cup and asks the question from the story, "What's your Cha Story?"

ORIGINAL BUNBUKU MASCOT ARTWORK



A story you can turn in your hand.

The cup dieline places the tagline, Bunbuku and a donation message around the wrap. The same repeating curves run underneath all three.

ORIGINAL CUP WRAP AND DIELINE

WE DONATE 1 TAKA FOR EACH CUP TO GAZA

every cup tells a story



Follow the pattern around the cup.

The original cup mockup wraps the pattern around the base. Higher up, the cream paper gives the wordmark, illustrations and messages space to read.

ORIGINAL BRANDED CUP MOCKUP



Every cup tells a story.

The fan starts as a small detail beside the name. On a cup, its repeating curves give the whole surface a familiar rhythm.

CHA STORY

Connect the unconnected.



Onindo Ahmed

A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

+880 1611878701

hello@onindoahmed.com

onindoahmed.com