

Hauteur

tea & tidbits

After conducting research on Lewis Carroll, and the hatter character 'Hatta', from Alice in Wonderland & Through the Looking Glass I have settled on the name 'Hauteur.' I stumbled upon this word while looking up definitions and synonyms related to the characters trade and personality traits. 'Hauteur' sounds similar to 'Hatter,' but is more posh and works well with my visions of a trendy tea lounge.

I have finished my initial research and am currently working on logo development. I believe I have settled on 'Bickham Script Pro' for the type portion of my logo, as pictured above. The 'tea & tidbits' part is a font called 'JellyKa Saint-Andrew's Queen, that I would also like to use perhaps for descriptions or labels. I am still experimenting with color, text layout, and have begun brainstorming for some sort of logomark or design to accompany the logo type.

Here's some descriptive information I put together to help paint a picture. I've made a lot of notes and have collected inspiration images and believe I have a better idea for my vision.

Hauteur

A trendy, modern tea lounge with victorian flair.

Target Audiences:

College Students, Adults in their 20-30s. People with sophisticated taste.

Services & Atmosphere:

Serves specialty teas, and small gourmet treats and sandwiches inspired by the traditional English Low Tea tradition. Also provides information that educates consumers about specialty teas. Provides a relaxing atmosphere and space to lounge with others while enjoying various teas & tidbits.

Competitors:

Cafe's, Coffee Shops, Bakeris, Shops that sell specialty tea. This will sort of do for tea what Starbucks does for coffee.