

NAAN MUDHALVAN PROJECT

Brand Name: Wabi Sabi

Category: Food Restaurant

Target Audience: All (Male and Female)

Brand personality Trait: Preferences of Patrons of All Ages.

Email: wabisabirest01@gmail.com

Logo Theme: Aesthetic That Finds Beauty In Imperfection

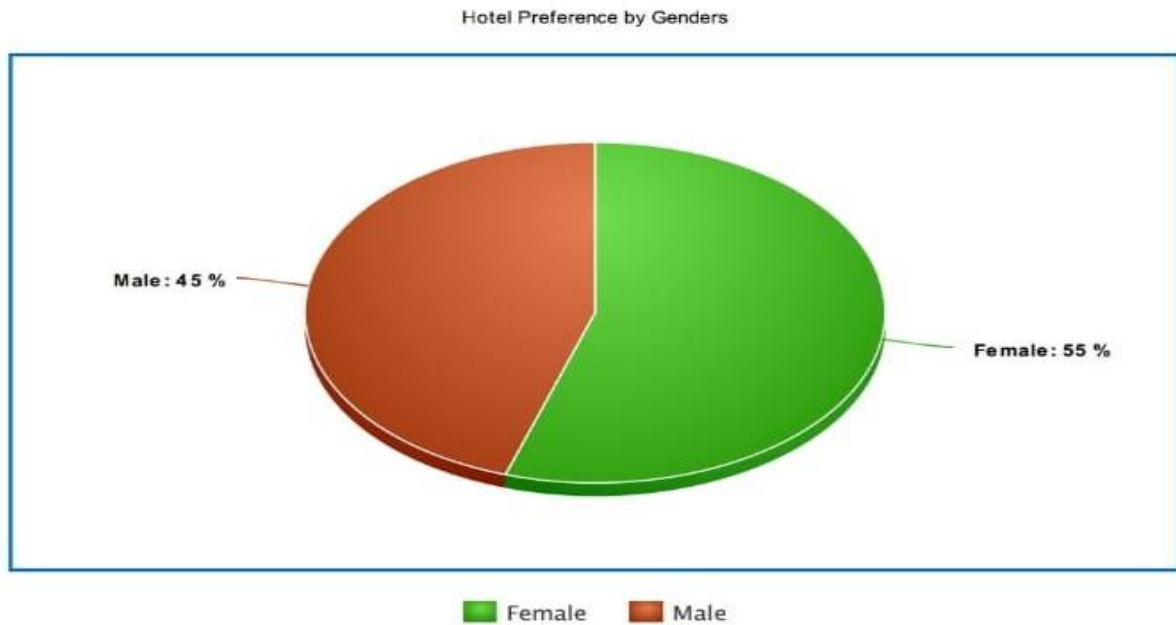
Upload Your Logo Design



Documentation-Attached Screenshots with Steps

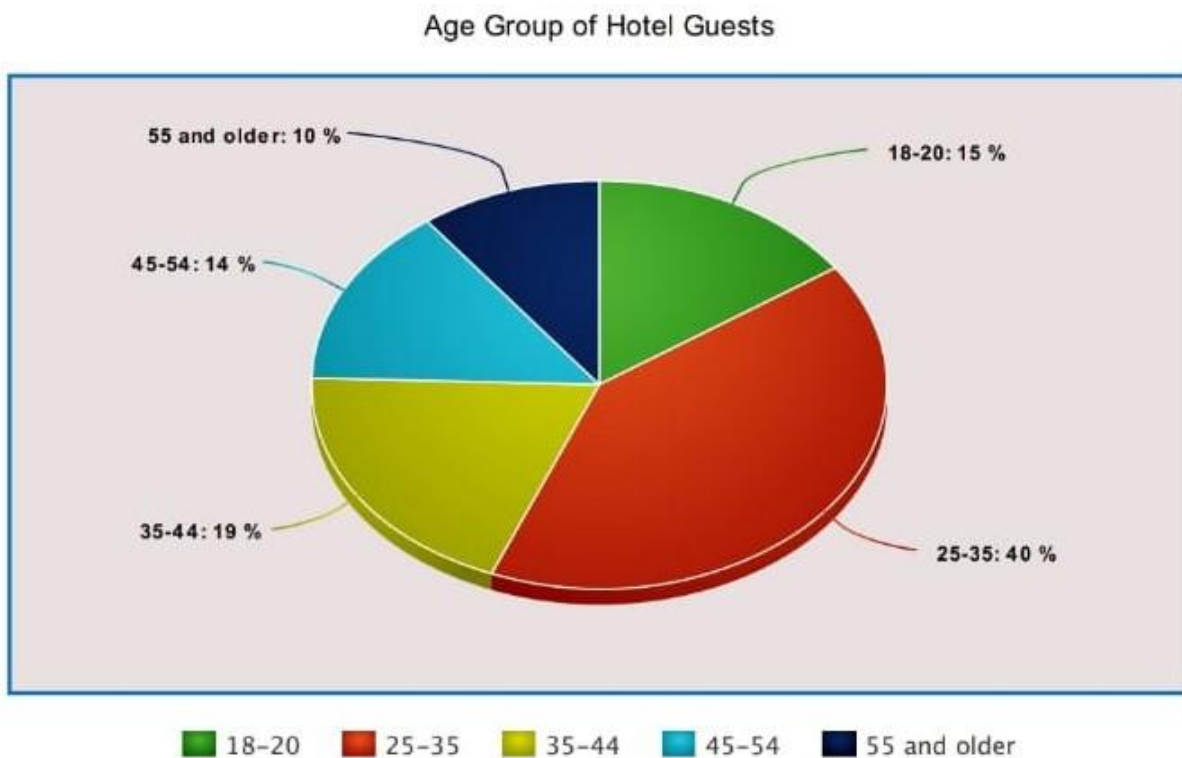
Step 1:

Identify Your Target Audience



Step 2:

Define your Brand Personality



Step 3:

Make A List of Brand Name Ideas

2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP

You can select a sticky note and hit the pencil (switch to sketch) icon to start drawing!

1.Dhanish

Life of Pie

Nacho
Daddy

The Urban
Spice Market

2.Abick Sharon

Wabi Sabi

Egg Slut

Frying Nemo

3.Gokul

Take It
Cheesy

Lord of the
Wings

FlavorFusion
Bistro

4.Asantow

Culinary
Canvas Cafe

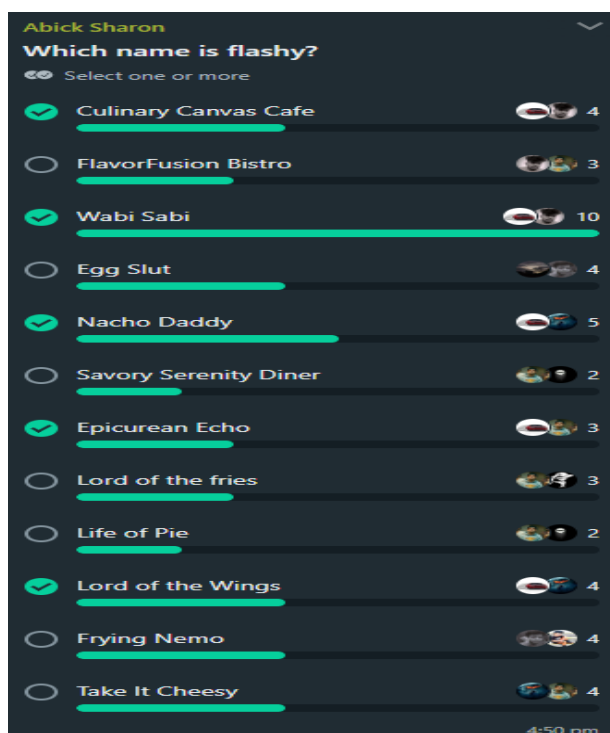
Epicurean
Echo

Savory
Serenity
Diner

1. Wabi Sabi Restaurant: "Wabi Sabi" represents a Japanese aesthetic that finds beauty in imperfection. A restaurant with this name might focus on serving dishes with a rustic, natural, and simple charm.
2. Nacho Daddy Restaurant: "Nacho Daddy" suggests a restaurant known for serving nachos. It's a place where you can expect an extensive menu of creatively topped nachos.
3. Savory Serenity Diner: A "Savory Serenity Diner" likely offers a peaceful and comforting dining experience with a focus on delicious, satisfying, and hearty food.
4. Epicurean Echo Restaurant: An "Epicurean Echo" restaurant is likely to be a culinary establishment that resonates with the pursuit of fine dining, gourmet cuisine, and a love for culinary delights.
5. Lord of Fries Restaurant: "Lord of Fries" is a playful twist on "Lord of the Rings." This restaurant is likely known for its specialty fries and creative variations of this classic dish.
6. Life of Pie Restaurant: "Life of Pie" suggests a restaurant that specializes in pies, both sweet and savory, with a nod to the famous novel "Life of Pi."
7. Lord of the Wings Restaurant: A "Lord of the Wings" restaurant is likely focused on chicken wings, offering a variety of flavors and styles.
8. Frying Nemo Restaurant: "Frying Nemo" is a humorous reference to the movie "Finding Nemo." This restaurant might serve a variety of seafood dishes, especially fish and chips.
9. Take It Cheesy Restaurant: "Take It Cheesy" hints at a restaurant that emphasizes cheesy dishes, such as gourmet mac and cheese or cheese-based comfort foods.

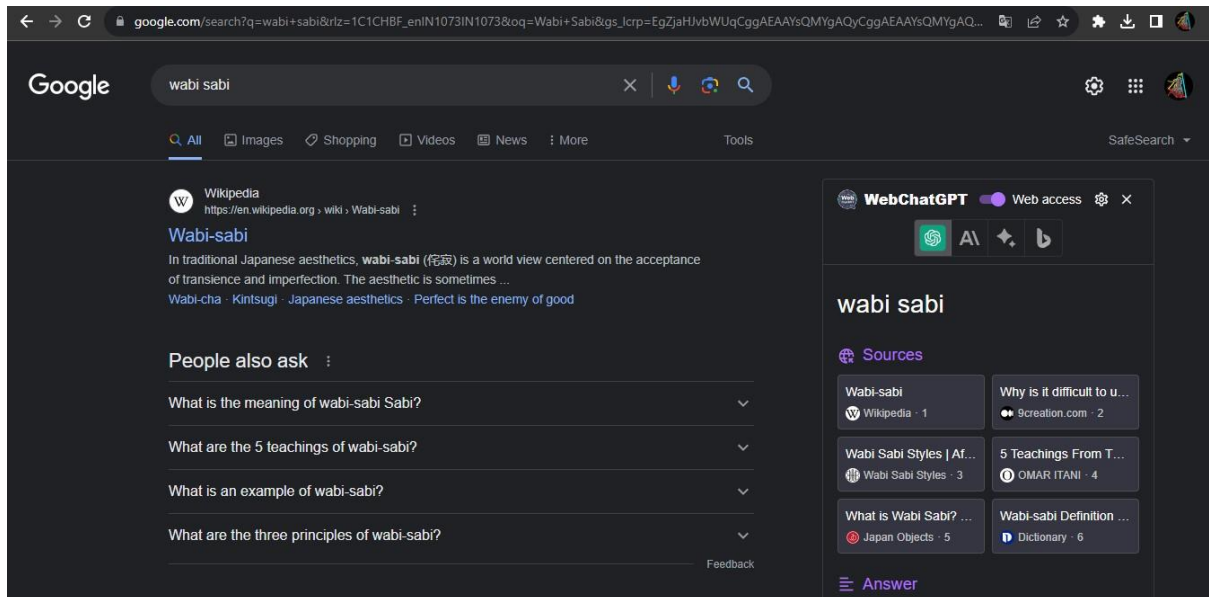
Step 4:

Narrow Yours List

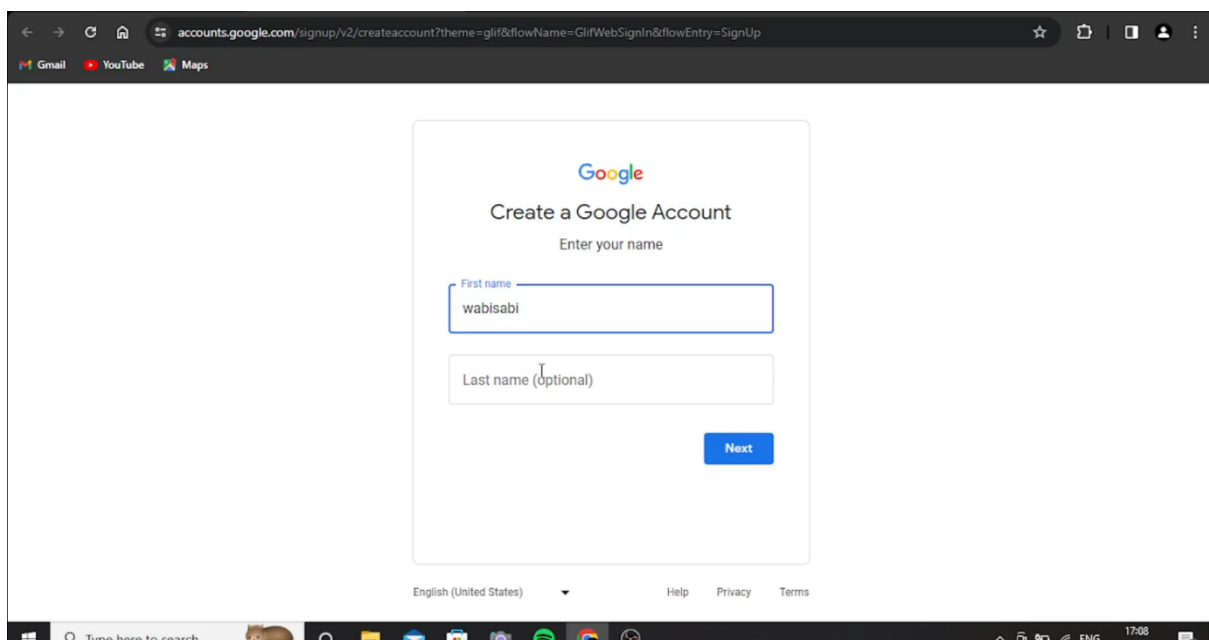


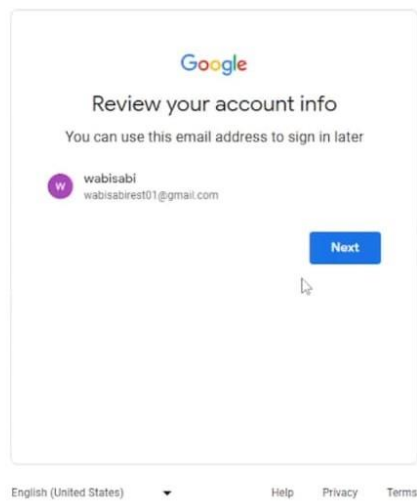
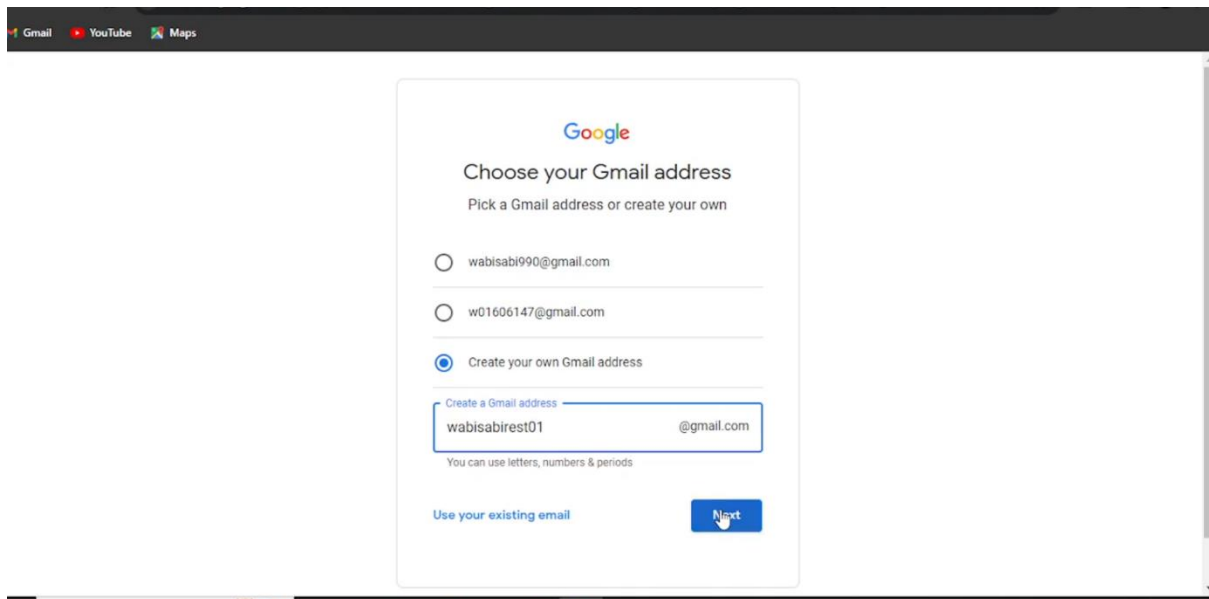
Step 5:

Check For Availability



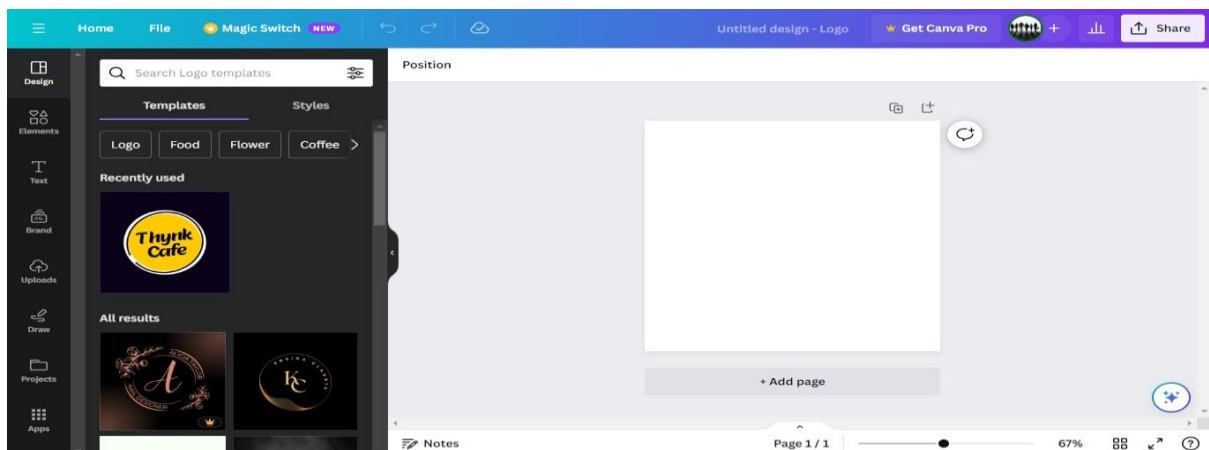
Step 6: Create The Brand Email

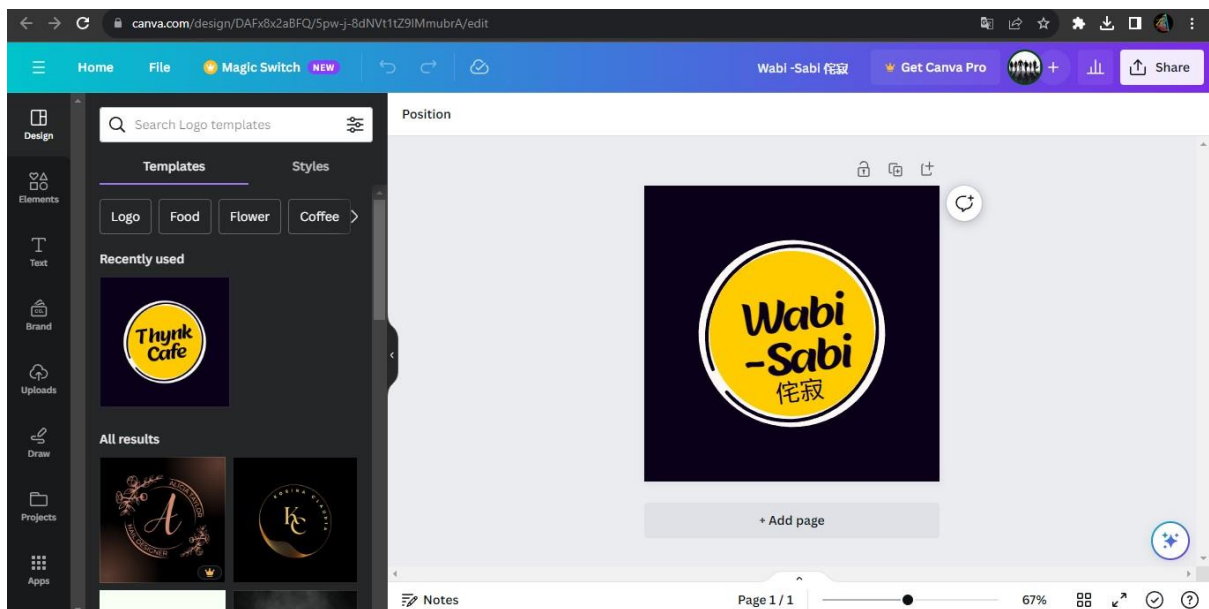
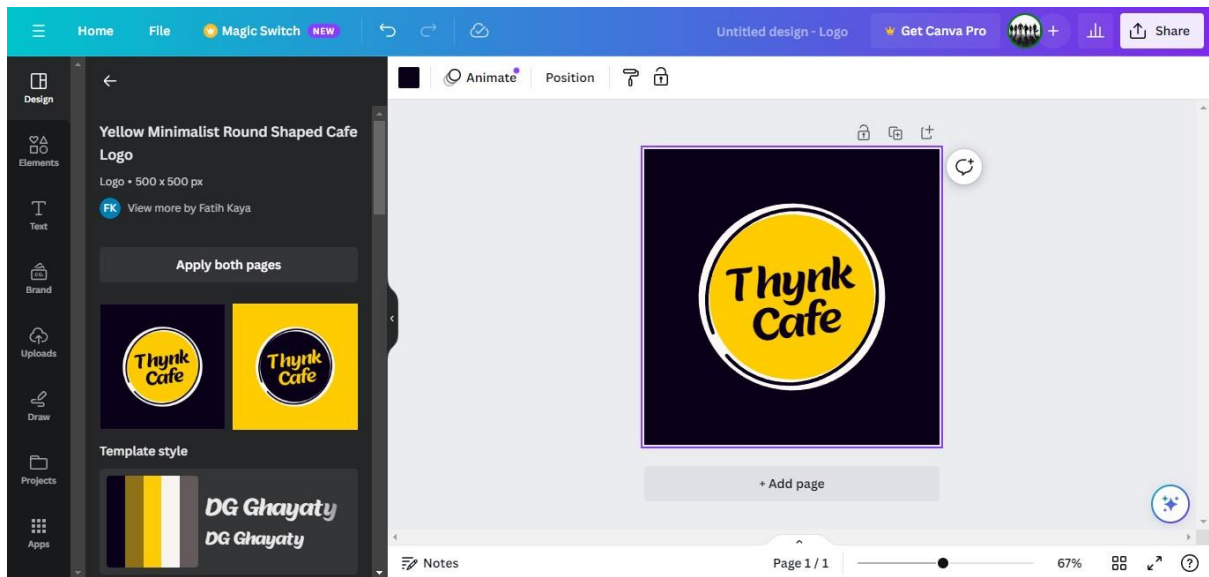




Step 7:

Logo Design





Upload Recorded Video

https://drive.google.com/file/d/1Ar1H2CdprvBREY9hLeqbCepv-xcD9agt/view?usp=share_link