

LYMA - BRANDING

T A D A C R E A T I V E S T U D I O



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NOTES

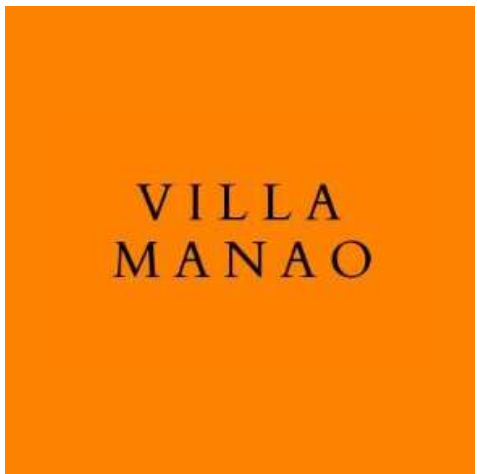
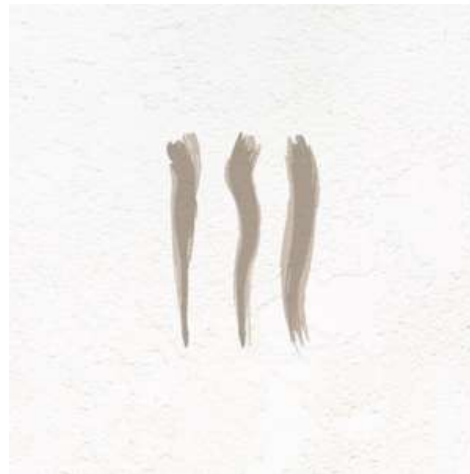
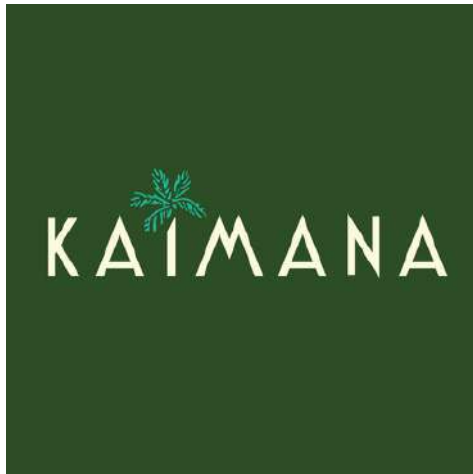
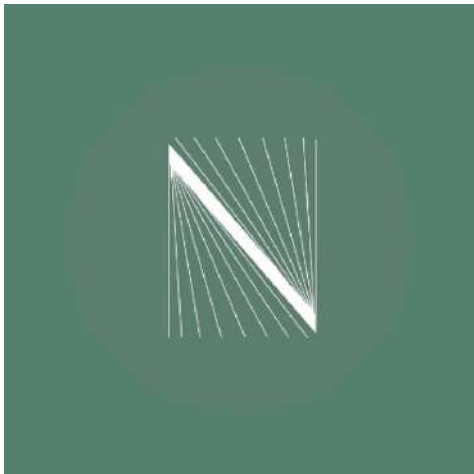
Notes: Branding in Siargao

-

Colours: Green, Orange, Beige, Blue, Earthy tones

Icons: Palm tree, Wave, Shell

Fonts: Simple linear, serif, mostly full cap.



Notes: Branding in Siargao

-





WHAT IS LYMA

What is Lyma

-

Meaning of Lyma = Five

Symbolic name for the five key points that composes the concept's back bone:

Ingredients, technique, creativity, craftsmanship, and experience

strong core values

What is Lyma

-

A space where Chef Marc can fully express his vision and share his passion with the world,.

Bringing together his experience, his roots, and his creativity in one place.

> It is his playground - He and his team are the story.

Chef driven concept

What is Lyma

-

Its Goal: Redefine island dining, where flavours, cultures, and ideas converge in a seamless fusion of tradition and modernity.

harmony between two worlds

What is Lyma

-

Its Vision: Crafting creative cuisine that harmonizes Filipino ingredients with Western techniques and tradition, embracing the essence of “Lima” (five)—a philosophy of balance and connection.

beauty in duality.



Lyma Strong Points

> The Human - A Chef driven concept

> Food - Chef Marc's playground combining his love and respect for the PH with his technic and creativity

Fusion of Filipino ingredients

+ Contemporary culinary techniques

“Umami with a touch of citrus” Deep, Balanced, Full of Character, Bright, Fresh and Surprising.

> The Place Cellar - Pairing Filipino ingredients dishes to Wine. Creating a Social environment.

> The Duality - Not too high end, Intimate sophisticated dinning but Fun and inviting Brunch, Elegant yet approachable. A perfect balance

The logotype as a voice for the Chef and his team

The logotype should represent the “Know-how”, Skills, craftsmanship. It should be clean, structured, solid. It should be a Symbol of Trust.

The branding should showcase the duality. Modern yet Traditional Inviting and friendly yet sophisticated

The branding can have a side of “pop” to mimic the surprising fresh and bright aspect of the food

The Logotype must have a side of playfulness Friendly, not too intimidating - social aspect (inviting)

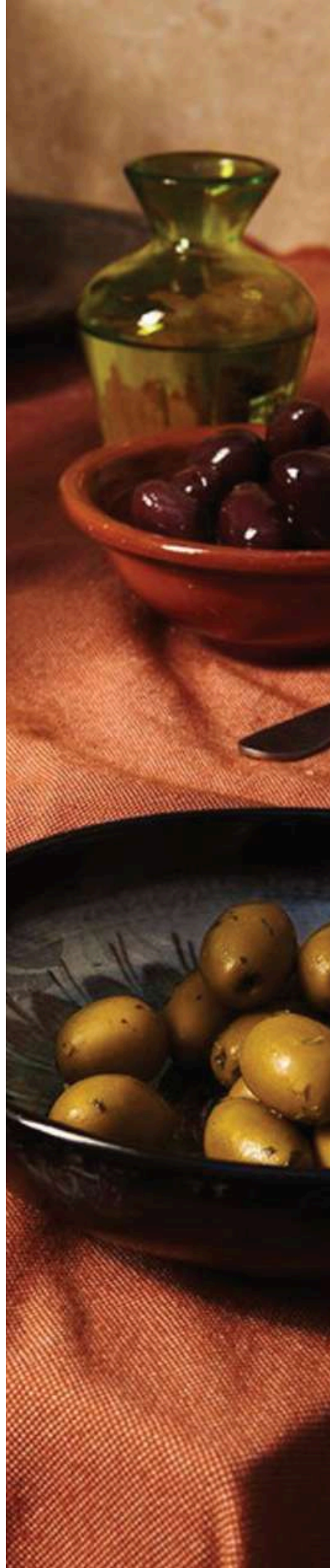
Finding a balance within the logotype between these two worlds. High end / Approachable



**BRAND POSITIONING
+ TONE OF VOICE**

Balance in duality

Elegant, know-how, techniques, trustworthy, solid and grounded
yet surprising, bright, fresh, fun, welcoming



Lyma

A culinary destination in Siargao - sophisticated, moody, intimate

Carefully curated Wine Cellar - curious, inviting and fun

Chef Driven - techniques, know - how, a voice

Embodying strong values and philosophy of “Lima” - a unique Culinary approach

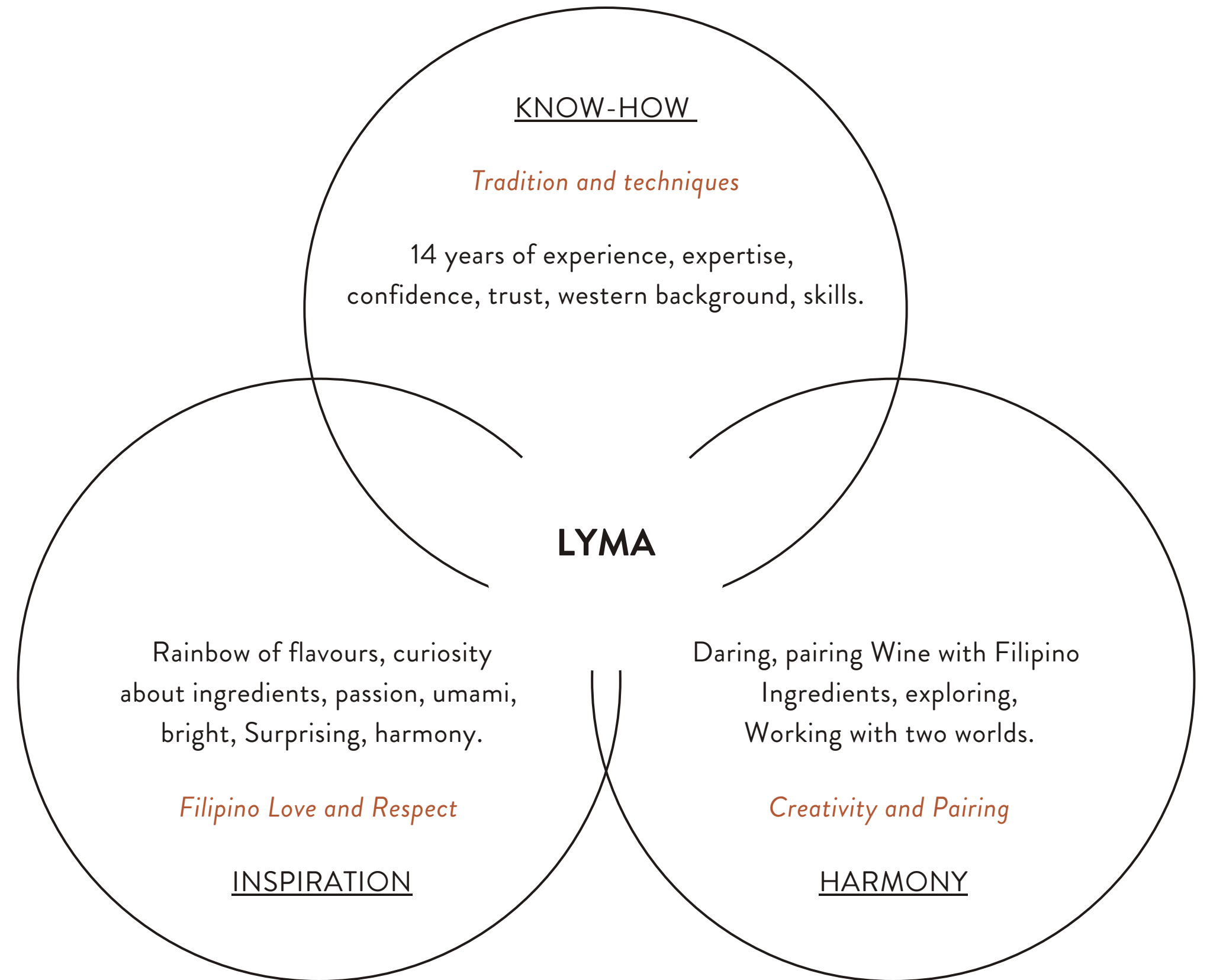


If Lyma was a Human

It would be

- Thoughtful, creative, effortlessly sophisticated. Someone who enjoys deep conversations and appreciates art, culture, and craftsmanship.
- Warm yet refined, welcoming yet mysterious, deeply rooted in tradition but always evolving.

A genuine passionate here to share his love for food.





Tone of voice

The Logotype should embody the following aspect of Lyma

Grounded in Techniques and “Know-How” - Strong, Clean, Straight forward

Love and Respect for the Philippines and the Ingredients - Not Intimidating

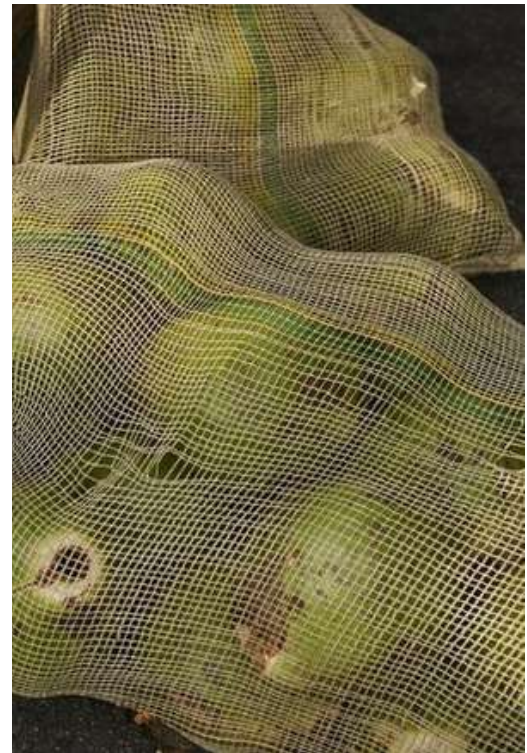
Creative, Surprising and Daring - A touch of Lightness, a Pop

A Unique Core structure and Back Bone - Merging Dualities

*A “Deep” (personal journey) Logotype with a hint of “Classic” and “Nostalgic” (know-how)
combined with a touch of “Pop” and “Lightness” (filipino love + wine cellar)*



DESIGN DIRECTION



Design Direction: A Chef's Signature



5 Pillars of Lyma =
The Restaurant's Signature



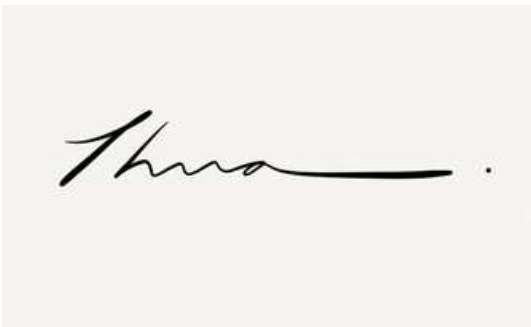
Unique back bone



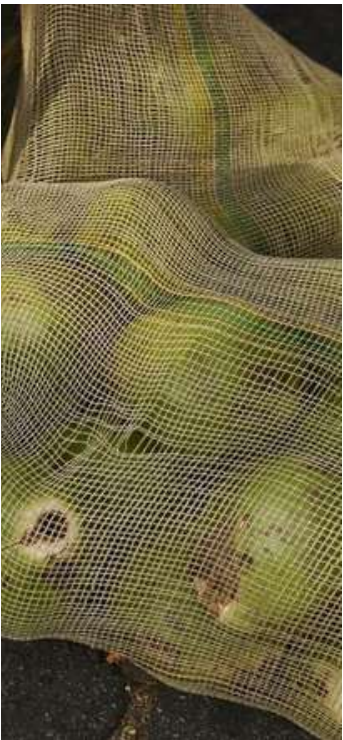
A solo venture



Tailor made concept



"A Signature Dish"



Logotype Selected



lyma
BY
CHEF MARC

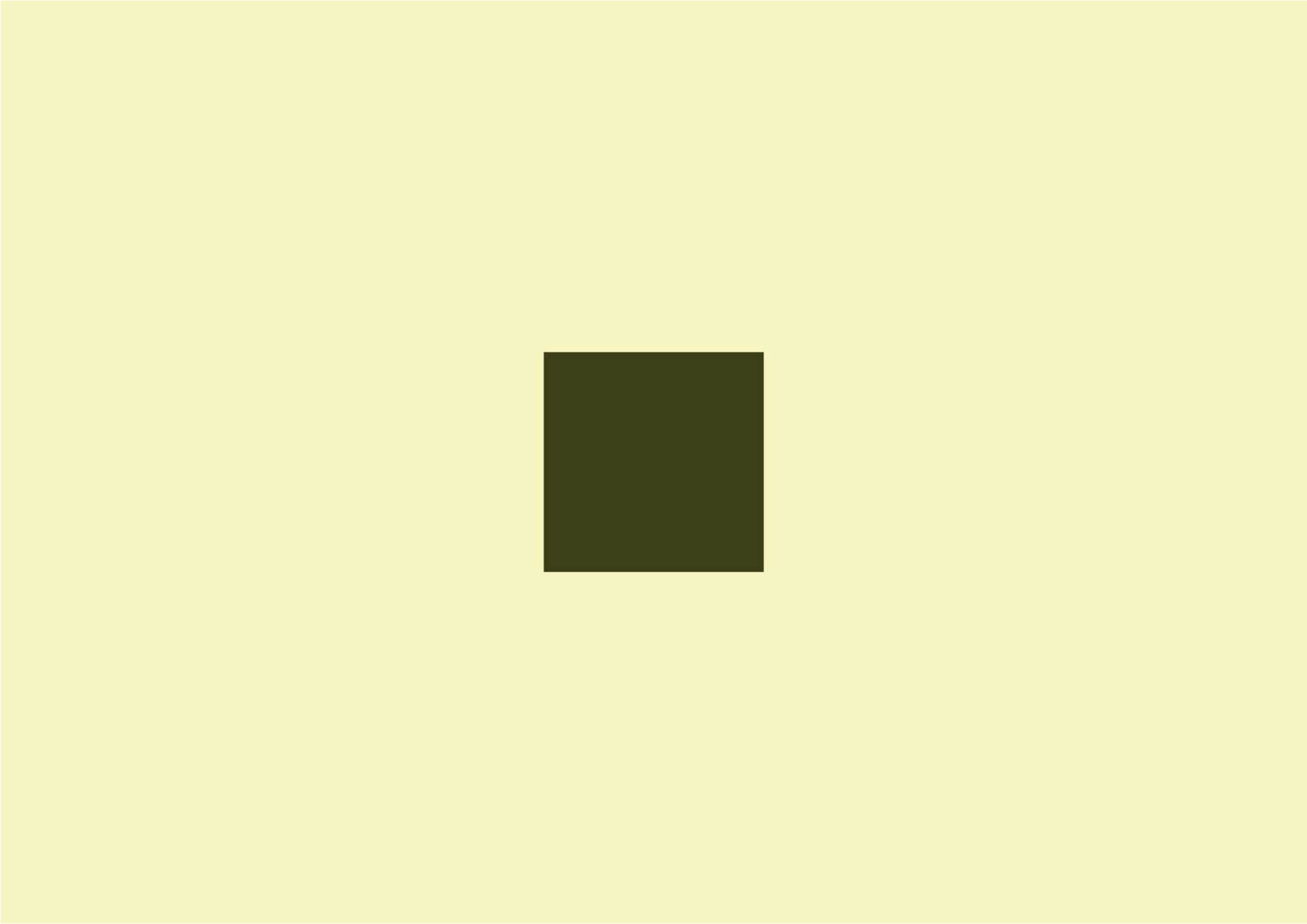
Logotype
& Colour Combo Selected

Logotype Selected



lyma
BRUNCH
AND DINE

Logotype Selected



Logotype Selected

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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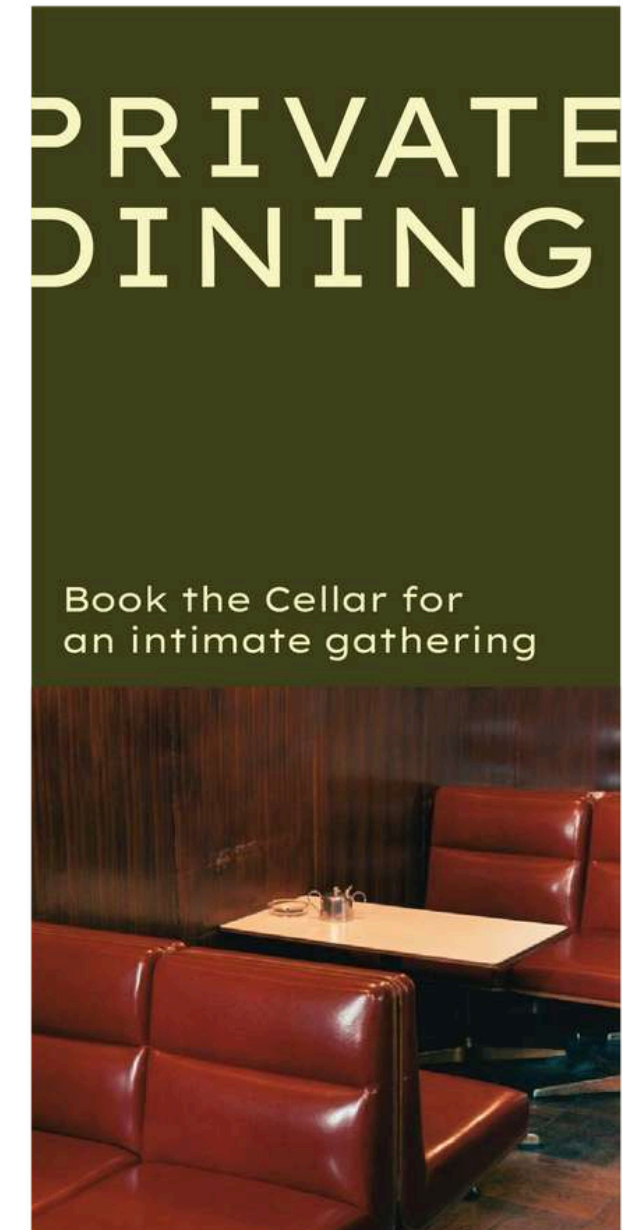
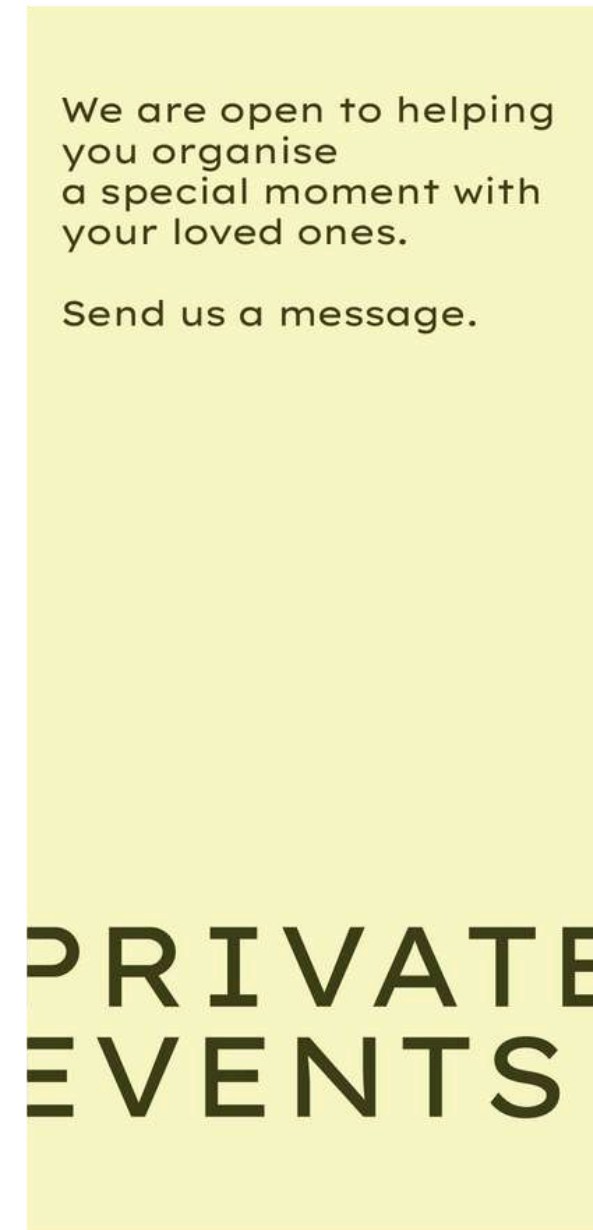
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Lexend Giga Regular

Font used for baseline
& Collaterals

Logotype Selected



Social Media

IG stories layout

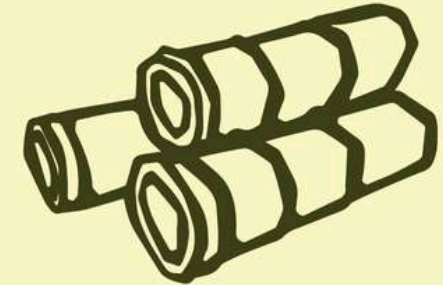
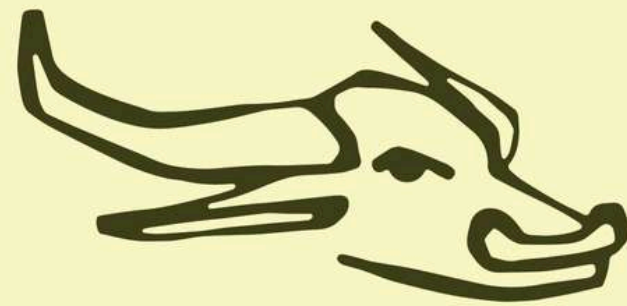
Logotype Selected

Illustrations

using only the two colours of the palette



Logotype Selected

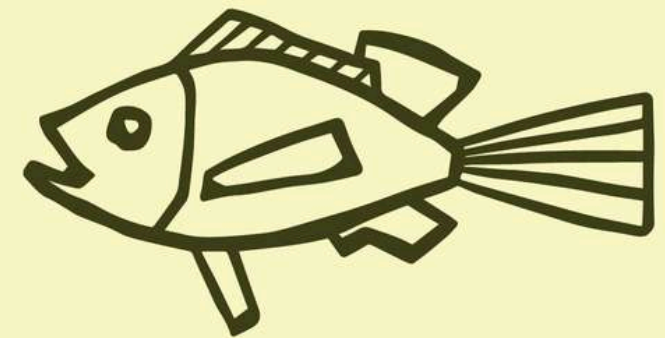
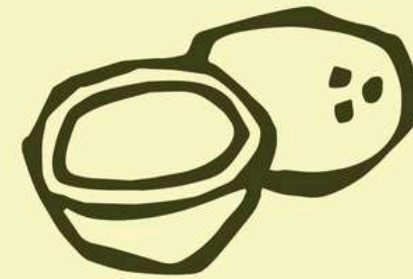


Carabao

Shell

Bamboo Salt

Logotype Selected



Grapes

Coconuts

Fish

Logotype Selected



Sugar Cane (Muscovado)

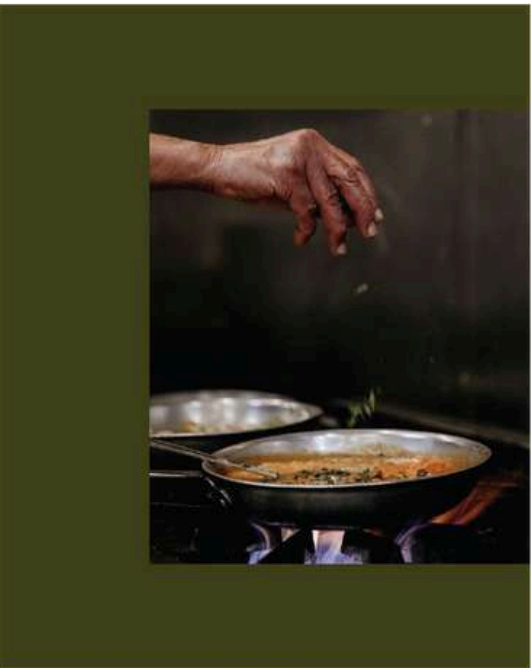
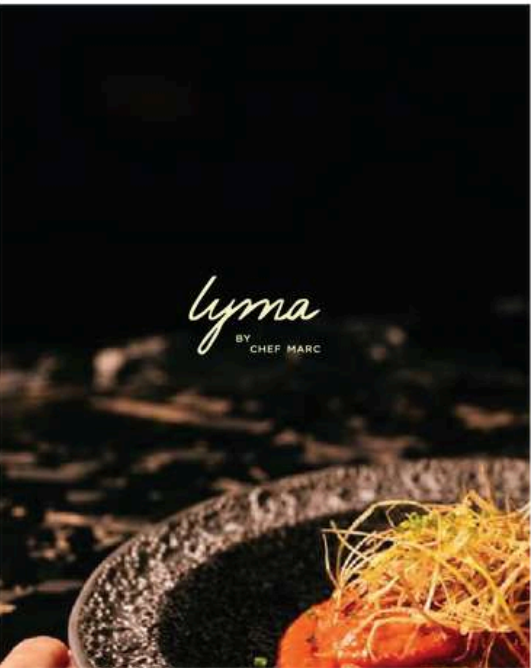
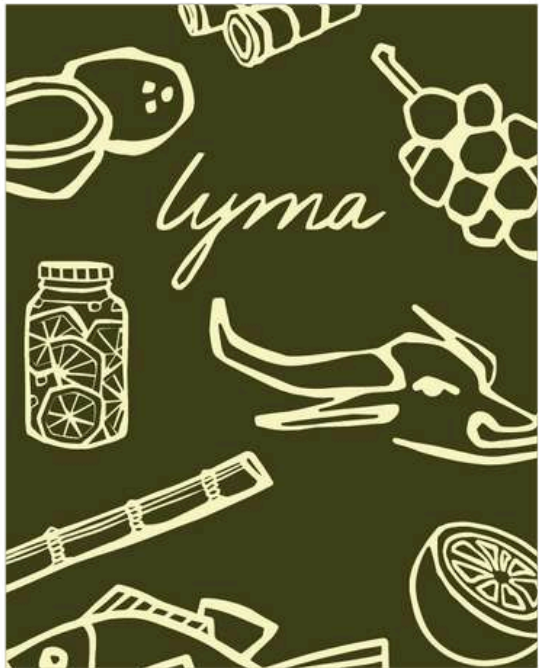
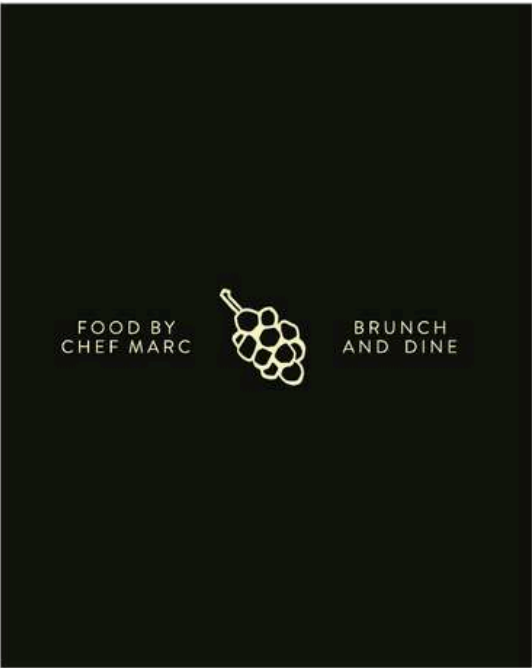
Fermentation

Calamansi

Rosemary

Shell

Logotype Selected

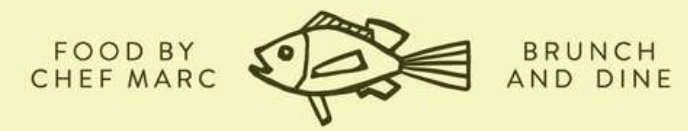


Potential Grid

Logotype Selected



Logotype Selected



Logotype Selected



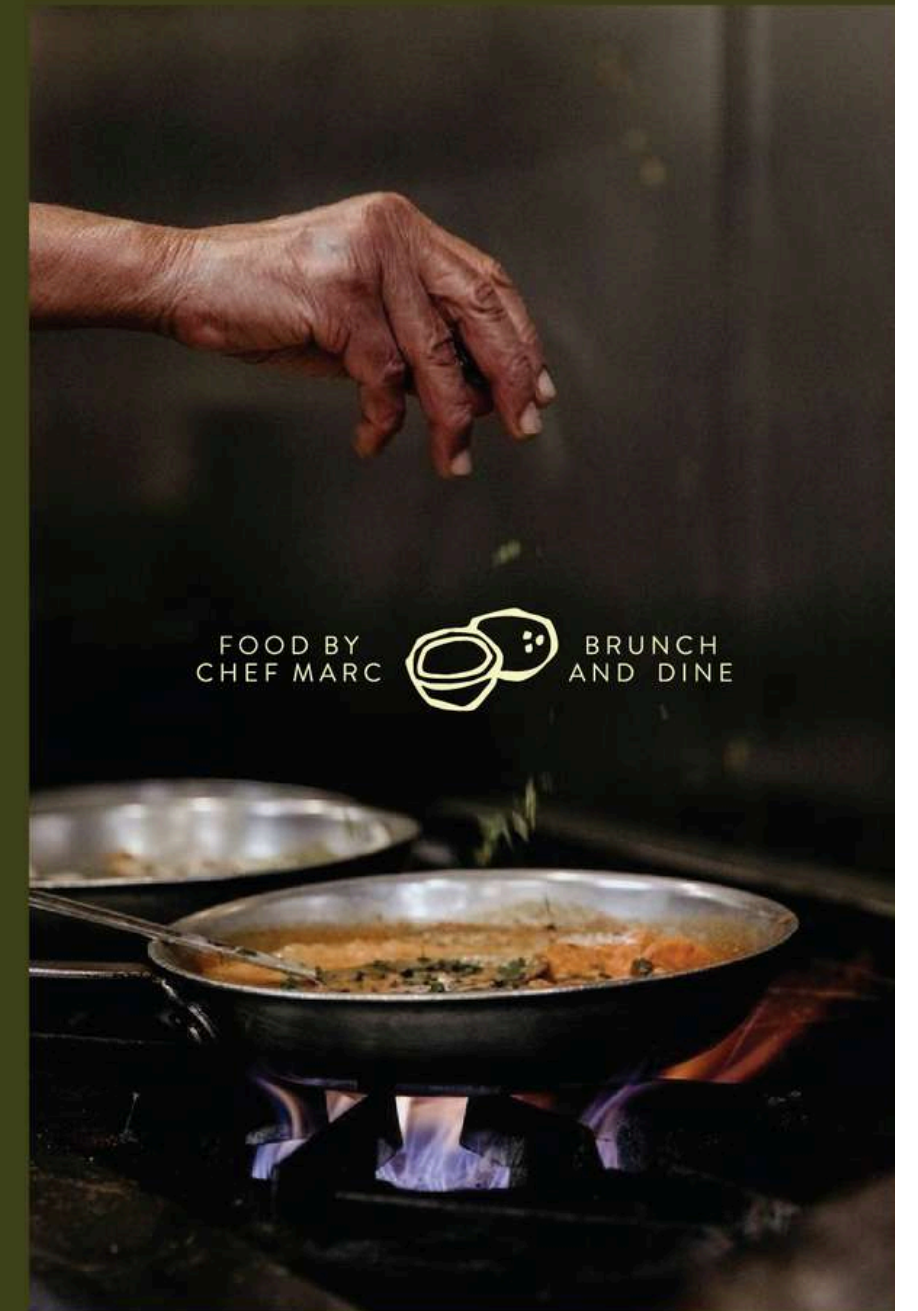
Logotype Selected



THE DISH

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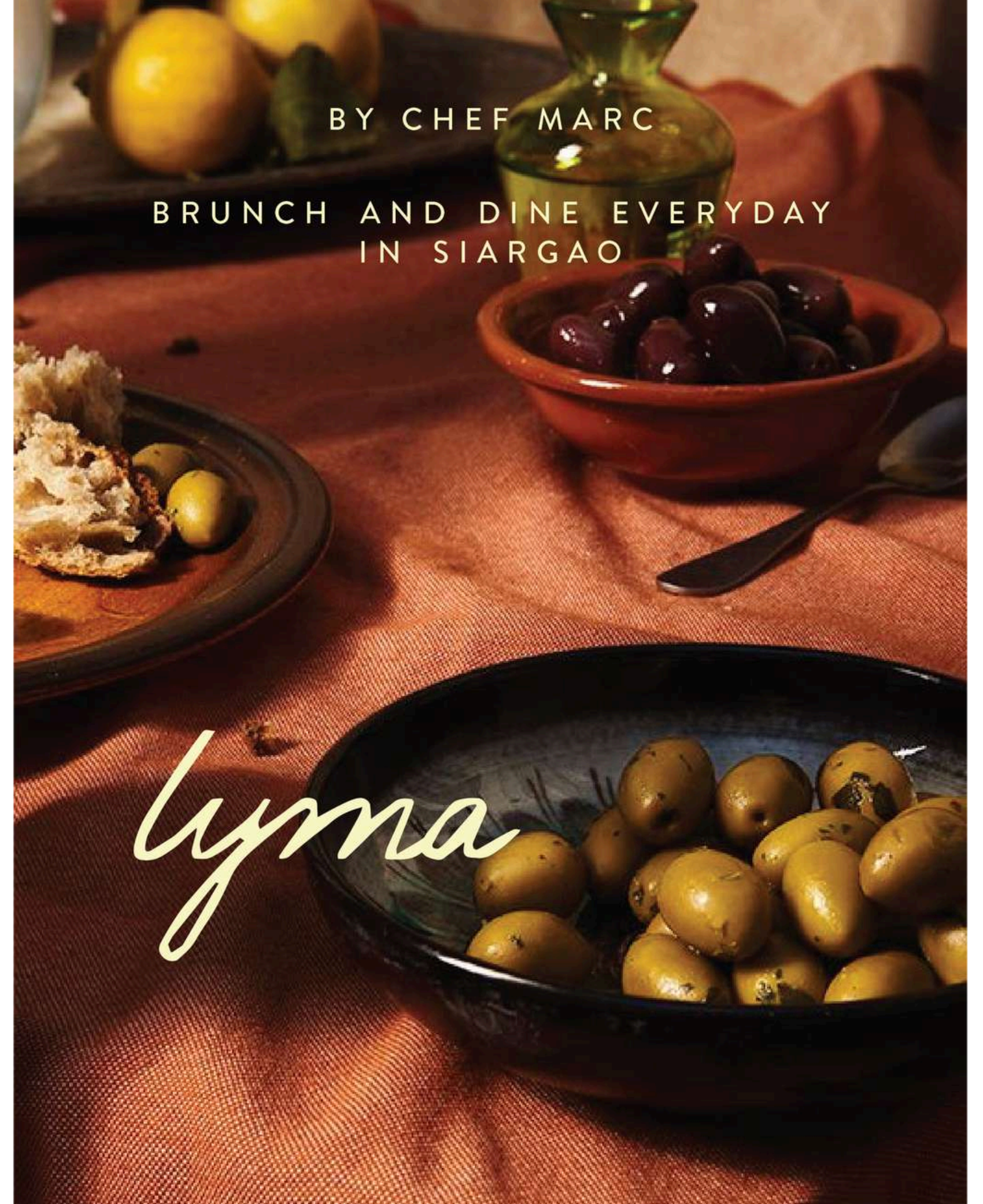
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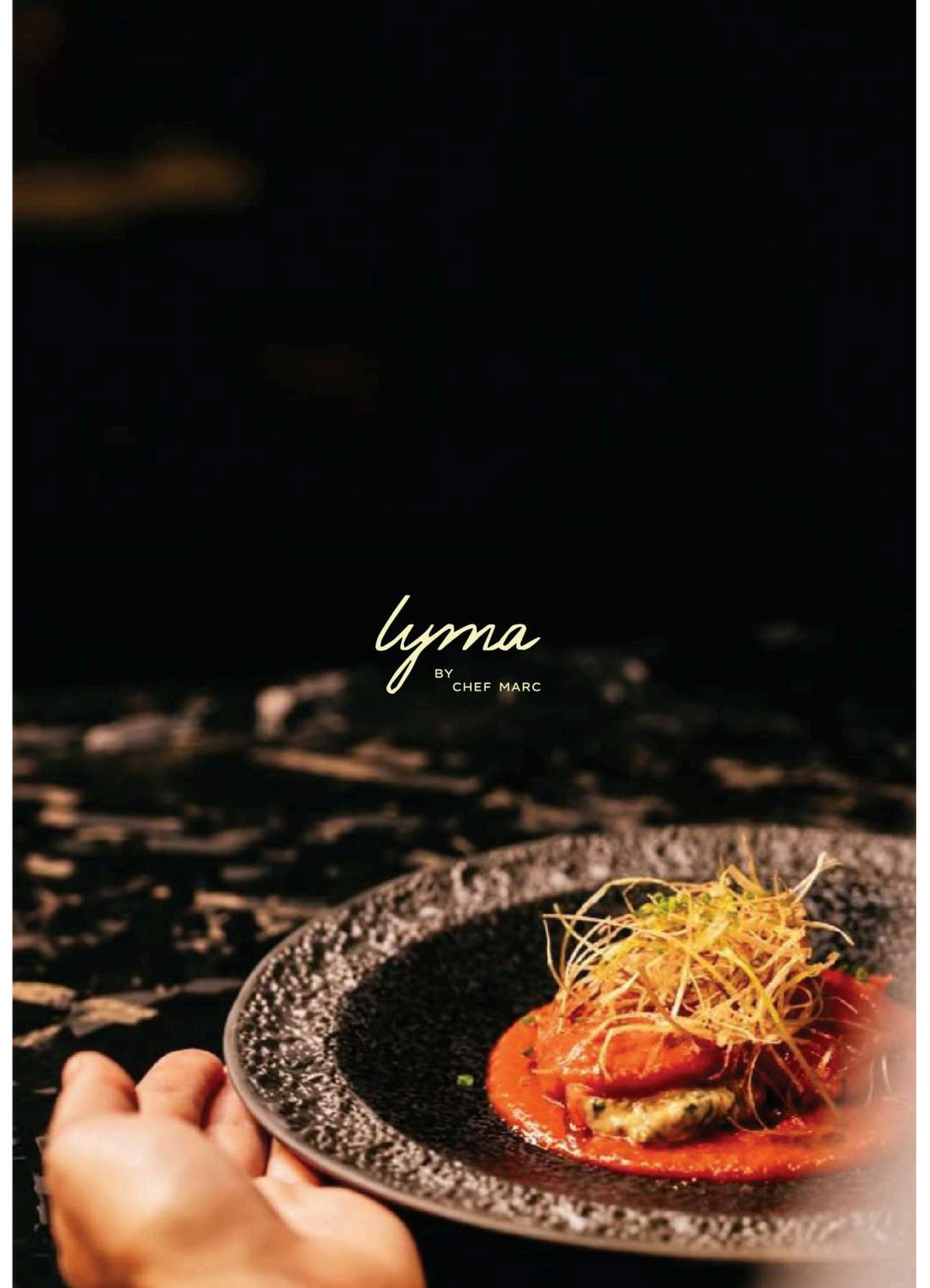
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