

TEN DIES!

BRAND GUIDELINE

Brand
Identity

References

BRAND IDENTITY

TENDIES is a modern, fast-casual restaurant based in Bali, specializing in high-quality breaded chicken fingers. The concept is built on a simple, modular menu that is operationally efficient, while the branding is designed to be vibrant, trendy, and highly appealing to a diverse local and international market.

TENDIES is positioned to appeal to a broad demographic through a balance of affordability, quality, and a cool, welcoming atmosphere. Primary Local Market: Lower-to-middle class Indonesians seeking affordable, high-quality, and flavorful meals.



MENU IDENTITY

Menu Strategy: Ultra-efficient and modular, centered around a single protein (chicken breast tendies) to ensure consistent quality and minimize perishables. Our pricing strategy focuses on an attractive entry point (39k IDR Core Meal) with profitable upsells to full combos and high-margin sauces.

Hero Product: Our Sauce Bar is the star, featuring unique flavors like TENDIES Sauce (House), Classic Ranch, Honey Mustard, Zesty Lime Crema, Hot Honey, and Classic BBQ. We also feature "The Motherlode" – a 32oz cup of sauce for superfans.



STYLE GUIDE



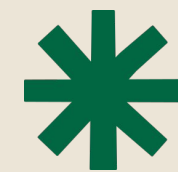
90s Vibe

A mix of bright neon colors (especially in the early '90s) blended with duller tones like brown, olive, and mustard (for the grunge style). Bold abstract geometric patterns, tartan/plaid checks, and designs that often looked pixelated or low-res.



Retro Commercial

a unique blend of relaxed self-expression, an early retro-futuristic aesthetic, and the rise of subcultures like grunge and hip-hop style.



Fresh and Fun

Content or Visual featured thick, bubbly fonts, fun meme, backgrounds with neon/holographic color gradients, and visual elements that were a bit glitchy or grainy

LOGO IDEATIONS

**Brand
Identity**

Marketing Plan

References

FINAL LOGO

TENDIES

AUTHENTIC CHICKEN TENDER

LOGO

Basic Logo

TENDIES

TENDIES

Basic Logo with “Authentic”

TENDIES

AUTHENTIC CHICKEN TENDER

Tendies Color



Cobalt Blue - #2d66a6

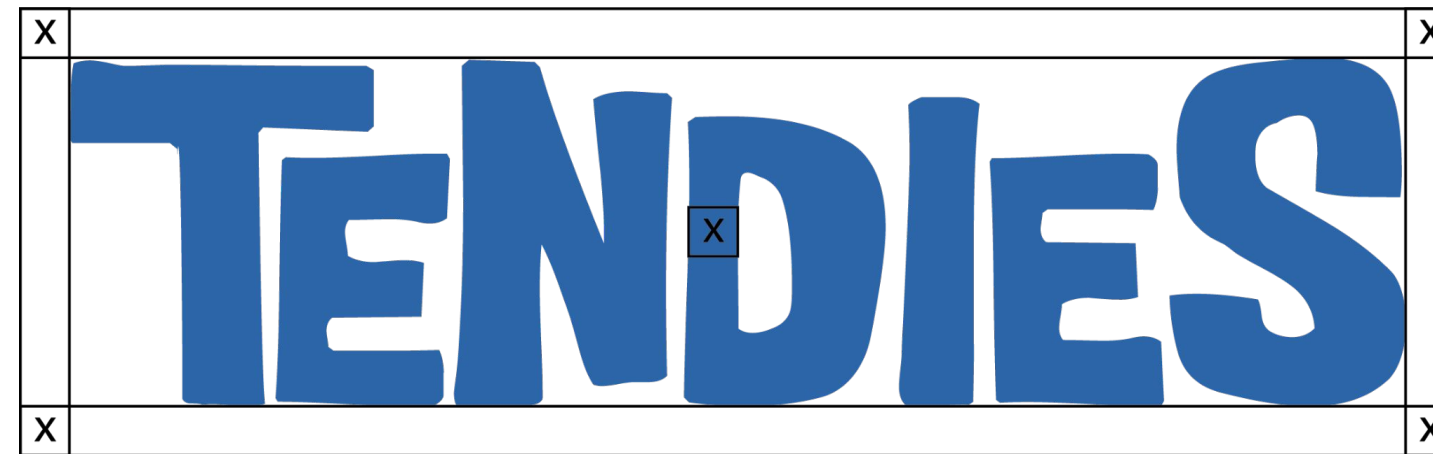


Golden Yellow - #ffcf1c

Together, **Cobalt Blue** and **Golden Yellow** balance **logic and emotion**. A perfect mix of clarity and cheerfulness. Blue anchors the brand with **trust**, while yellow lights it up with **positive energy**.

LOGO

Safe Area



The logo's safe area is defined to ensure maximum visibility and impact.
No graphic elements or text should appear within this space.

For the **TENDIES** logo:

- The **clear space** around the logo is determined by the **width of the vertical stem of the letter "D."**
- The **logo height** reference is taken from the **top of the "T"** and the **bottom of the "S."**

Always maintain at least one "D-stem width" of clear space on all sides to keep the logo visually balanced and legible.

LOGO VARIATION

Logo with Tagline



Pattern



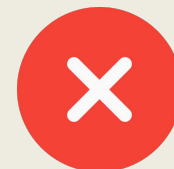
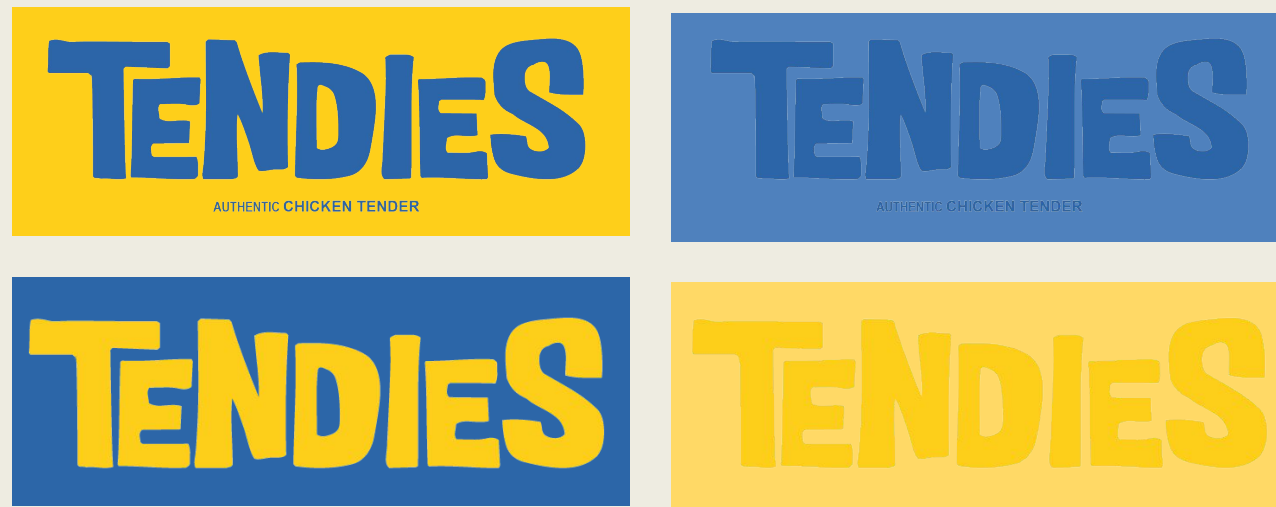
Monocolor



LOGO VARIATION

.Low contrast.

Make sure the logo is always easy to read and stands out.



.Logo with Background.

Add dark layer after photo to keeps visibility and balance.



.Gradient Background.

Avoid textures or gradients that distract from the logo.



DO & DON'T!

.Proportions.

Use the logo in its original proportions,
Don't distort or stretch the logo.



.Color.

Don't change the logo colors, stick to
the brand palette only.



.Effect.

Don't add effects! Avoid shadows,
gradients, glows, outlines, or textures



.Crop & Cut Out.

Don't crop or cut off any part of the
logo, always display it in full.



MUST!

- ✓ **Keep clear space around the logo.**
Maintain enough breathing room from other elements.
- ✓ **Use high-resolution files.**
Make sure the logo looks sharp across all media and sizes.
- ✓ **Use the official logo files only.**
(e.g., .svg, .png, or .eps from the brand kit)

Link for Tendies Logo Asset!

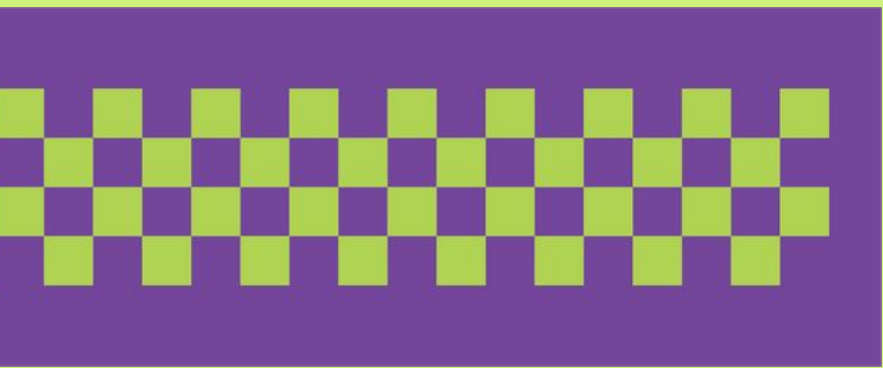
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Mockup Product

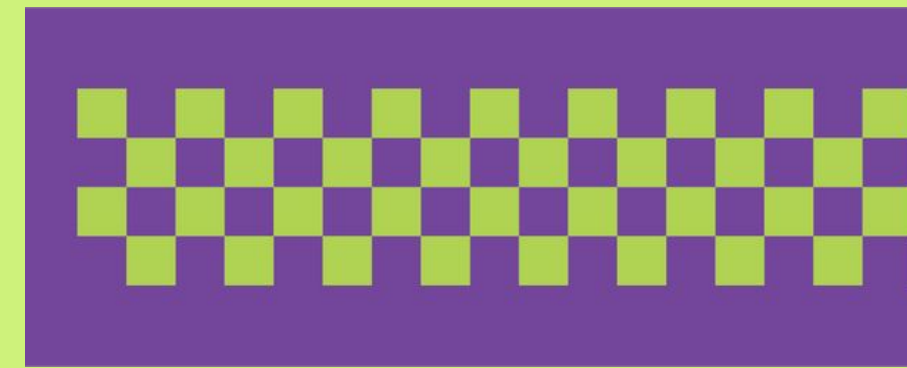
TENDIES

AUTHENTIC CHICKEN TENDER





**THANK
YOU**



LET'S DISCUSS!