



# Brand Development Guide

Created By:  
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1

# ABOUT THE COMPANY

My StartUp is a Restuarant, promoting local economy by serving Healthy Food with great taste made from Local Produce, grown organically.



1



## HISTORY

In 2020, with the world facing a global pandemic across and food habit being one of the reasons to the spread of coronavirus. The world is looking at localization of businesses as the cross border businesses and travel is put on hold due to closing of borders and lockdown in several countries. I believe that people with healthy food habits were less effected by the virus.



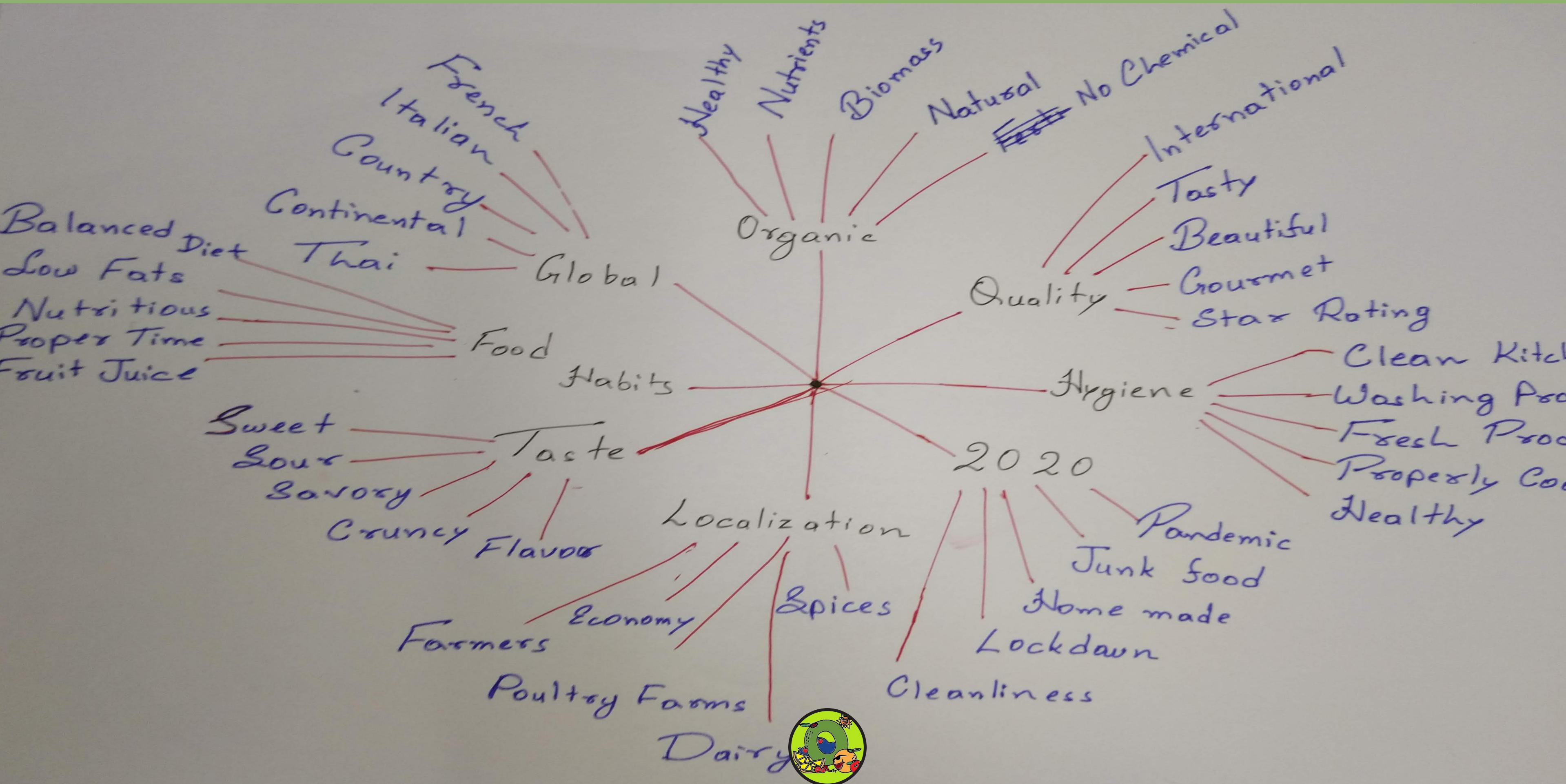
Hence, I decided to start a restaurant, which would take organic produce from local farmers, poultry farms and businesses. Providing Tasty, Hygienic, Global standard food.



To Tasty Health Food!!!



# MINDMAPPING



# NAMING

1  
**THOR**

(Tasty, Healthy, Organic Restaurant)

2  
**El Orgánico**

(Spanish “The Organic”)

3  
**Organic Tadka**  
(Combination of English and Hindi)

# ADJECTIVES

1

Organic

2

Tasty

3

Healthy

# HISTORICAL REFERENCES



**GENTLEMEN'S ORDINARY, 2½ O'CLOCK.  
WEDNESDAY, January 18, 1860.**

**S O U P .**  
Potage, au Puree de Pois.

**F I S H .**  
Cod Fish, Egg Sauce.

**B O I L E D .**  
Leg Mutton and Capers.  
Corned Beef with Cabbage.

**S I D E D I S H E S .**

Sugar Cured Hams.  
Chickens, Oyster Sauce.



**Demos'**  
Since 1989  
RESTAURANT

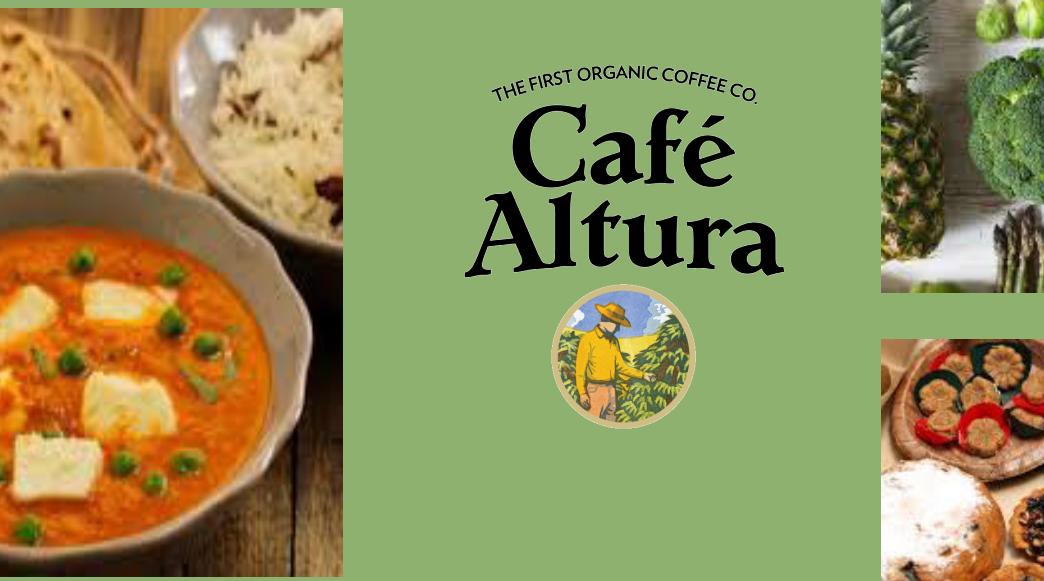


DINNER BILL.	
DISHES CHECKED NOT SERVED THIS DAY.	
EXTRA DISHES.	
Boiled Lamb, and Vegetables.	.40
Roast Turkey, Cranberry Sauce	.60
Roast Spring Chicken,	.50
Mutton Cutlets and Tomato,	.40
Boiled Leg of Mutton and Capers,	.40
Potted Pigeon,	.40
Chicken Fricassee,	.40
Boiled Chicken and Oysters,	.50
Fried Smelts, in Batter or Crumbs,	.30
Chicken, White Sauce,	.40
<b>Soups.</b>	
Mutton Broth.....	.15
Macaroni.....	.15
Chicken.....	.15
Fish Chowder, Mou, Wel, Fri.....	.15
Clam " Tues., Thurs. and Sat.".....	.15
<b>Fried</b>	
Tripe.....	.25
Fried Sausages.....	.25
Pork Steak.....	.35
Fried Veal Steak.....	.30
Beef Steak and Onions.....	.50
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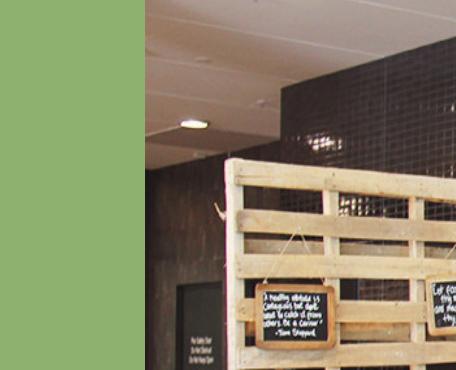
# CONTEMPORARY REFERENCES



CAFE ORGANIC  
GARDEN GANGSTAS



THE FIRST ORGANIC COFFEE CO.  
**Café Altura**  
©



## TYPE EXPLORATION

THOR  
THOR  
THOR  
THOR  
THOR  
THOR

Letter Shapes

THOR  
THOR  
THOR  
THOR  
THOR  
THOR

Type Skeletons



## FINAL LOGOTYPE

Tasty  
Healthy  
Organic  
Restaurant

Where Healthy Meets Tasty



Where Healthy Meets Tasty

Tasty  
Healthy  
Organic  
Restaurant

For use in large spaces only.

## COLOR PALETTE



#1e448c Endeavour Blue



#fd5e53 Sunset Orange



#69973f Wasabi Green



#367689 Astral Blue

#fbac44 Yellow Orange

Chosen Color: Wasabi Green and Black. As the color green has been used throughout the history to represent natural, healthy as well as organic food.

## ICON/MARK



(Selected Mark)



# SECONDARY TYPEFACE

*Where Healthy Meets Tasty*

Where Healthy Meets Tasty

Where Healthy Meets Tasty

WHERE HEALTHY MEETS TASTY

*Where Healthy Meets Tasty*

Chosen Secondary Typeface: Garamond

In 2020, with the world facing a global pandemic across and food habit being one of the reasons to the spread of coronavirus. The world is looking at localization of businesses as the cross border businesses and travel is put on hold due to closing of borders and lockdown in several countries. I believe that people with healthy food habits were less effected by the virus.

# IMAGERY

THOR



Where Healthy Meets Tasty



We at THOR strive to challenge the **status quo** that *Healthy and Tasty* cannot ride together.

Hence, we bring to you an *Organic twist*, which will **satisfy your taste palette, while keeping you healthy.**

# MODULARITY OF SYSTEM



## Modular “O”:

The letter “O” in the logo can be varied based on the “dish of the day”; “ingredient of the day”; season and cuisine. The shape of letter “O” can be varied as required.

## Monthly Logo Design Competition (Phase 2):

Every delivery package can have a space for doodling “O”, which will be submitted by the Customers to Website. At the end of each month, the best design of “O” can be selected and the Logo can sport the selected logo for the following month.

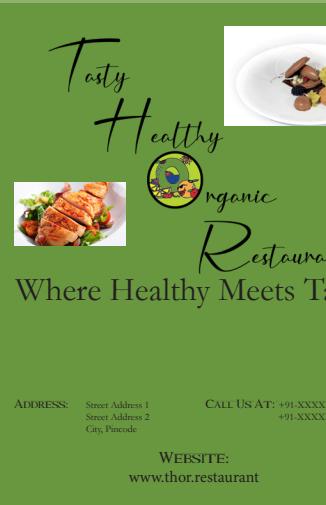
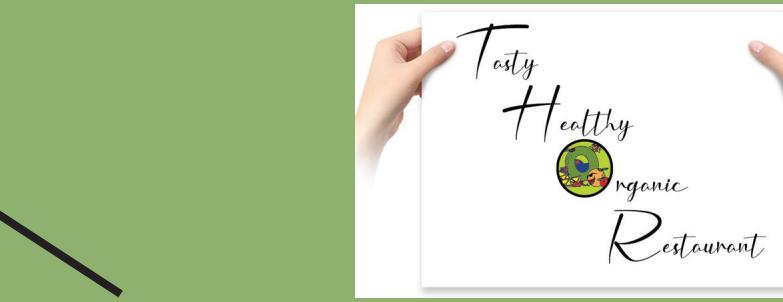
# BRAND APPLICATIONS



1. Employee Uniform



2. Delivery Package



4. Business Card

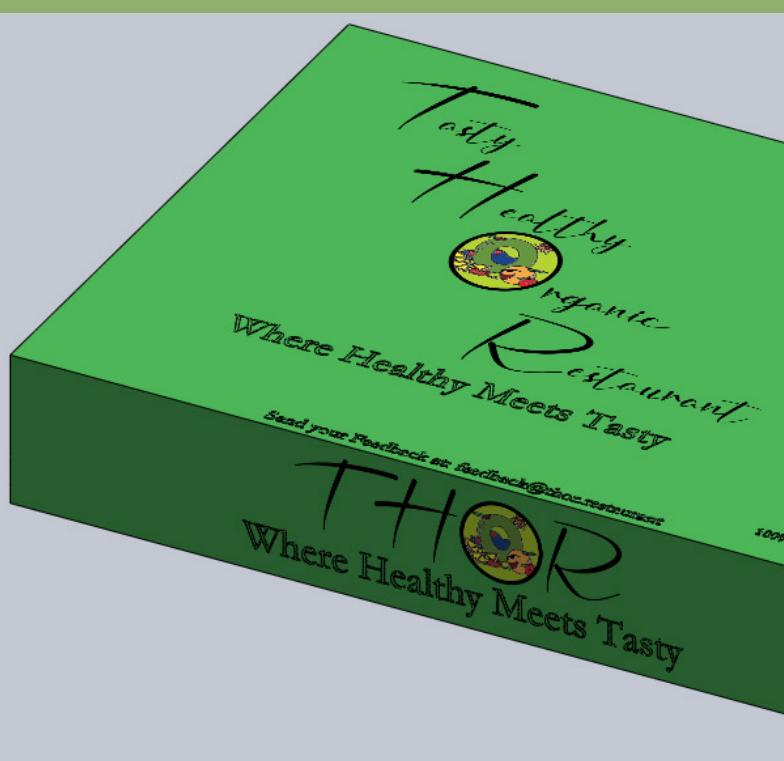
## BRAND APPLICATION: EMPLOYEE UNIFORM



Cap with Brand Icon  
in the Front

Tshirt with Brand Icon in the Front and the Full  
Brand Logo in the back

## BRAND APPLICATION: DELIVERY PACKAGE



Box cover with Full Brand Logo, Brand Icon, Tagline  
and feedback information in the Front and the Brand  
Logo on the sides of the box.

## BRAND APPLICATION: MENU AND TABLE MAT



Menu with Full Brand Logo, Tagline, Contact Information and Pictures of Dishes in the Front and the Brand Logo with Tagline and List of food in the back.



Table Mat to have  
Full Brand Logo on  
Top

## BRAND APPLICATION: BUSINESS CARD



Back of the Business Card to have Employee Name, Employee Designation, Contact Number, EmailID and Address. Alongwith Brand Logo and Tagline, Placed at 41° Angle. The card is divided into two equal halves at 7/8th of an inch with a line drawn at 41° Angle. The shades are #69973f at 500% and 100% Opacity.

Front of the Business Card to have Full Brand Logo, Tagline and website.



Specialization in  
Graphics Design  
Capstone Project

Cousera/CalArts

2020

