DAL ROTTI

Indian Restaurant & Bar

Brand Guidelines

about the brand

DAL ROTTI is an Indian restaurant in the heart of Germany, founded by a group of Indian friends who share a passion for the cuisine they grew up eating. Their vision was simple: to make the authentic flavors of India accessible to their friends and neighbors in Frankfurt. DAL ROTTI is a testament to this vision, offering a menu that is a tribute to India's rich culinary heritage, filled with dishes that capture the essence of traditional spices, vibrant aromas, and unforgettable flavors.

Set in a luxurious ambiance that blends premium interiors with a warm, inviting atmosphere, DAL ROTTI provides a unique dining experience that truly delights the senses. Beyond dining in, the restaurant also offers delivery and takeaway options, ensuring that the genuine taste of India can be enjoyed at any time, anywhere.

With every bite, DAL ROTTI takes its guests on a culinary journey through India, staying true to its founders' mission of sharing the food they love with the world.

about the logo

The logo for Dal Rotti, an authentic Indian restaurant in Germany, beautifully combines traditional elements with a modern design aesthetic to convey the brand's unique identity. At its center is a stylized figure of a Maharaj—a term used in India for a distinguished chef—wearing a vibrant turban and mustache, symbols of Indian hospitality and heritage. This mascot instantly communicates the restaurant's commitment to authentic Indian cuisine. The warm color palette of deep reds, oranges, and browns reflects the richness of Indian spices, evoking a sense of warmth and comfort central to the dining experience. The clean design balances cultural representation with modern appeal, ensuring versatility across various marketing materials. The bold, rustic typography adds a dynamic touch, while the lotus motif symbolizes purity and reinforces the restaurant's deep cultural roots. This logo effectively represents Dal Rotti's mission to deliver a genuine Indian culinary experience, appealing to both local and international audiences in Germany.

Dal Rotti / primary logo

DAL ROTTI

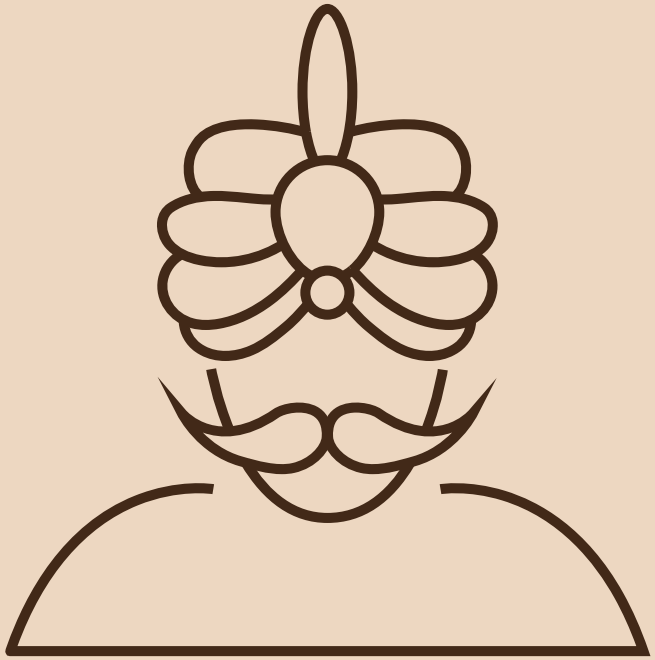
Dal Rotti / primary logo

DAL ROTTI

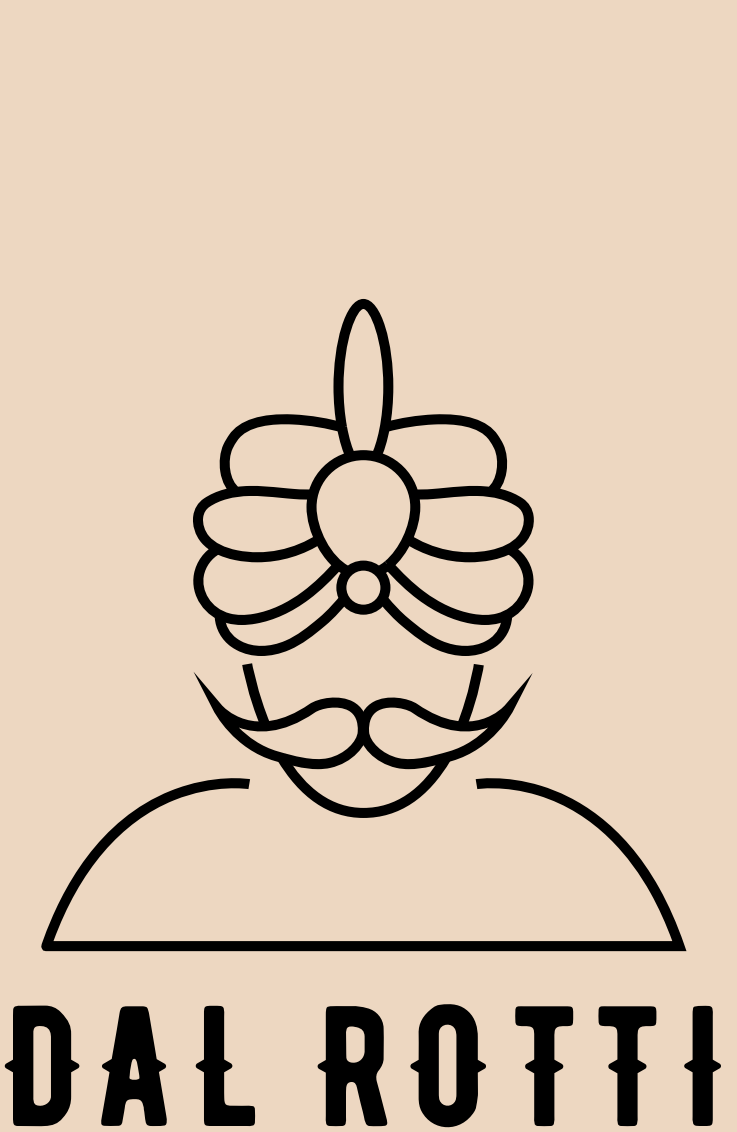
DAL ROTTI

Dal Rotti / secondary logo

DAL ROTTI



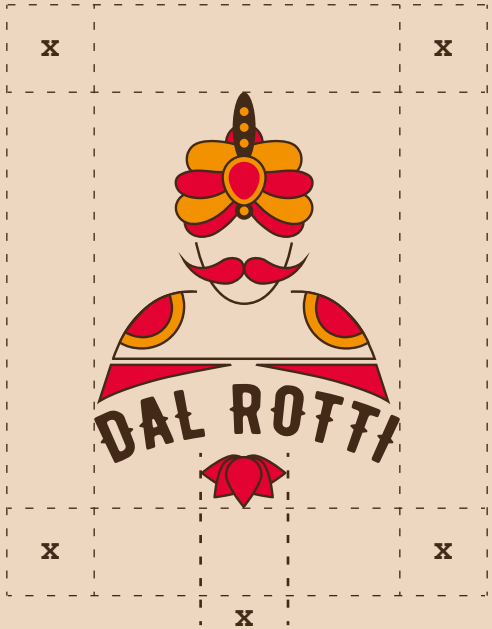
DAL ROTTI



Dal Rotti / secondary logo

Safe Space

It is important to keep the logo clear of any other graphics or elements around.
To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the minimum gap that should be maintained around the logo to ensure its visibility and clarity.



Minimum Size

To ensure visibility and clarity of the logo on all surfaces, thelogo cannot be used smaller than the sizes given below.

Web usage
including website, social media digital banners, digital vouchers etc

85 px high

Print usage
including menu, brochure, business cards, letter head, envelope etc

1 inch high

logo usage - don’ts

Don’t warp or
stretch the logo

Don’t change
the logo font

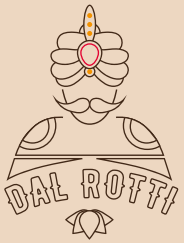
Don’t change the
orientation of the logo

Don’t modify or
change the logo
colors

Don’t rearrange the symbols within the logo

Do not remove or rearrange the logo elements

Don’t change the spacing within the characters of the logo

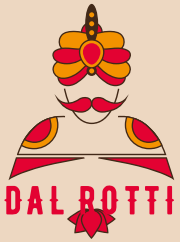


Don’t create an outline version of the logo

Don’t apply shadows, glow effects, or outlines to the logo

Don’t place a box/ any shape around the logo

Don’t remove any element of the logo



Don’t straighten the typography of the logo, rather use the secondry version

brand typefaces

BERNIER
REGULAR

Logo

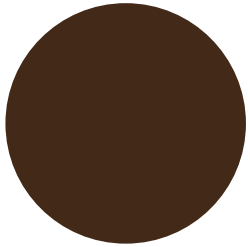
Hepta
Slab semibold

Tagline | Headers

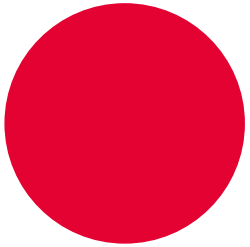
Hepta
Slab regular

Body text

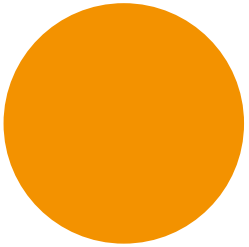
brand colours



C **47** M **68** Y **78** K**72**
R **66** G **41** B **24**
#422918



C **1** M **100** Y **76** K **0**
R **227** G **2** B **50**
#e30232



C **0** M **50** Y **97** K **0**
R **243** G **146** B **0**
#f39200

C **8** M **17** Y **26** K **0**
R **235** G **215** B **193**
#edd7c1

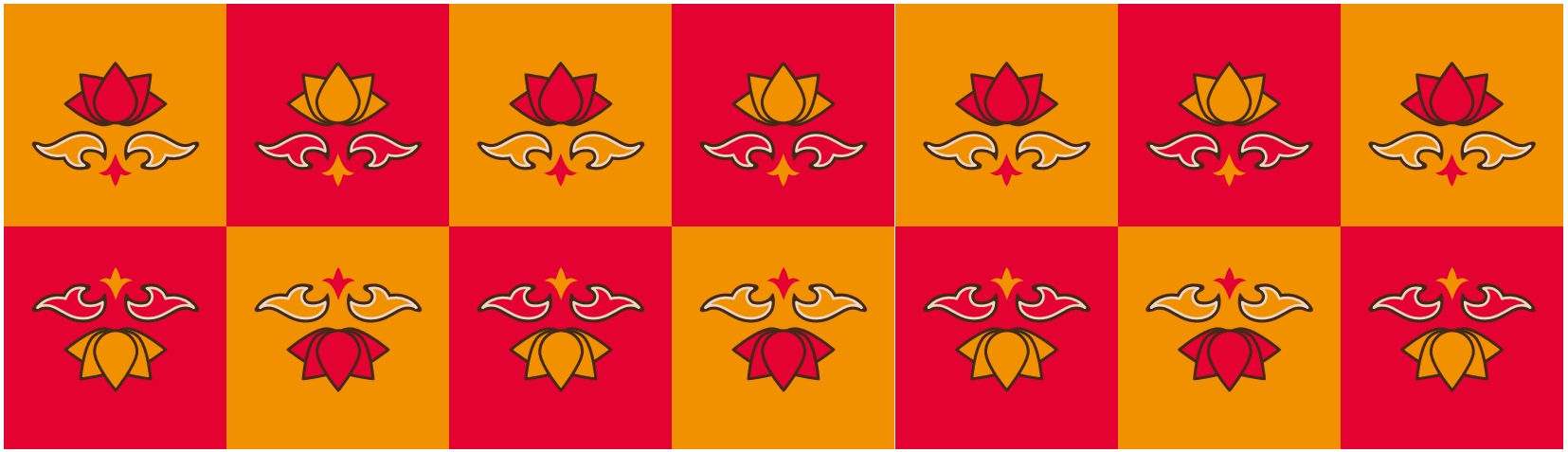
logo usage - on colour

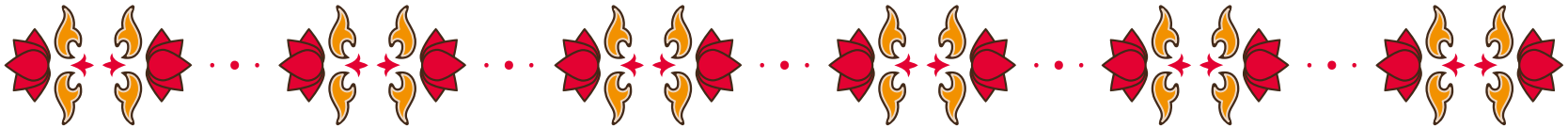
logo usage - on images and videos

Put an overlay on busy images and only use the secondary logo

Primary logo can only be used on clean and minimal images

brand imagery





brand application - uniform

Designed by Stuti Bajaj