

TASTY

Brand Guidelines
June 2024

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Overview

Brand Goal
Mission
Vision Statement
Our Values

Brand Goal

Tasty Indian Bistro is a hospitality brand committed to culinary excellence.

Rising to become the premier indian restaurant brand in North America, the organization comes from a deep history of tradition and family values.

Mission

“Creating an everlasting Tasty experience by sharing the bowl of happiness in a family environment.”

Vision Statement

“The Vision of Tasty Indian Bistro is to become the best and most renowned restaurant across the nation, while maintaining our uncompromising values as we grow.”



Our Values

Our values are the cornerstone of everything we do, guiding our decisions, actions, and interactions with others. Integrity lies at the heart of our values, driving us to always act ethically and transparently.

T

Teamwork & Trust (Teamwork & Trust is our family's foundation)

A

Appreciate (We appreciate, learn & adapt from our internal & external guests)

S

Success & Society (Our success lies in the giving back to the society)

T

Transcend (Our key members are always looking for an opportunity to go above and beyond)

Y

You (It's all about YOU)

Logo

- Logo
- Clearspace
- Logo Variation
- Clearspace
- Color Variation
- Don't
- Monogram

Logo

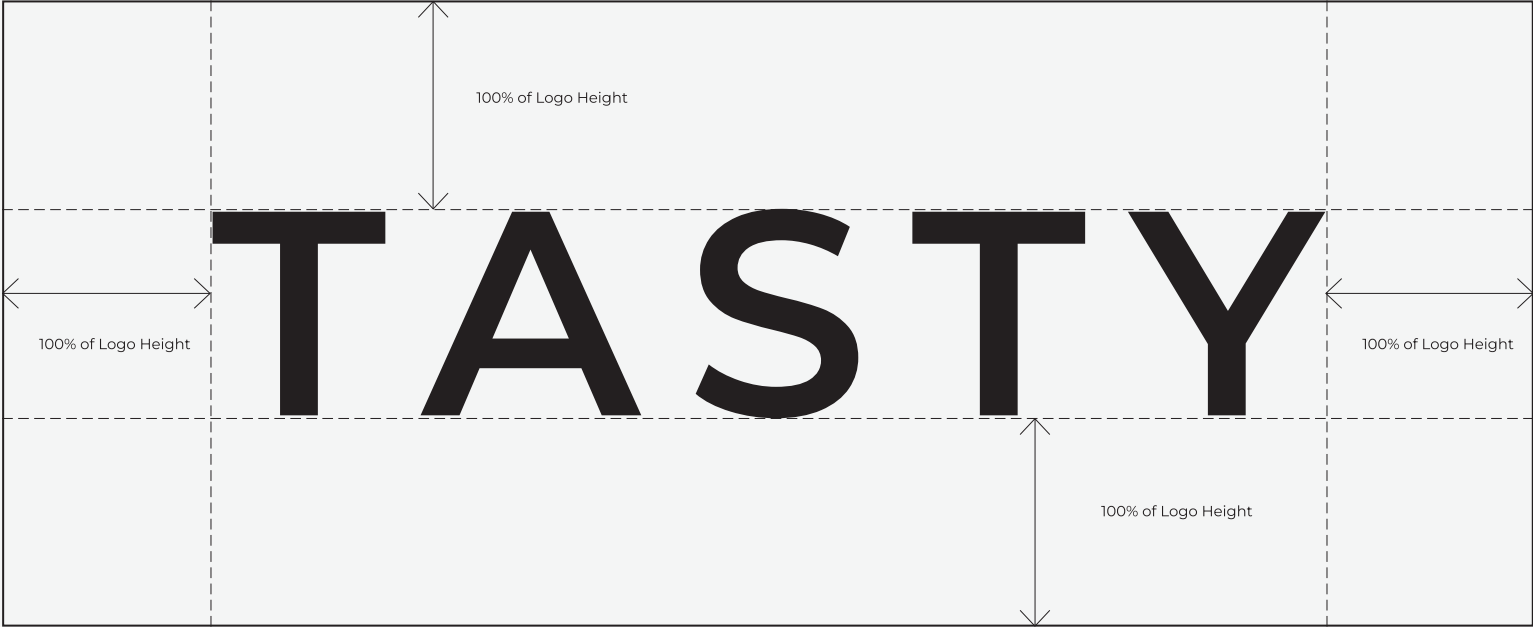
Our symbol. Our symbol is our mark of authenticity. Is unique and striking and can increseangly stand alone with its ever-growing brand awareness.

TASTY

Clearspace

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



Logo Variation

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.

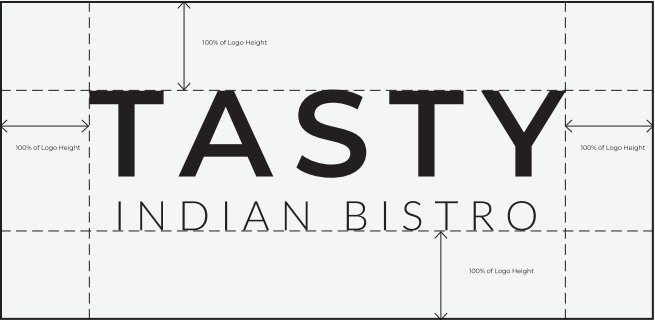
TASTY INDIAN BISTRO

TASTY
INDIAN BISTRO

Clearspace

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out on all our communications. The minimum clear space is 50% of the height of the entire logo.

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



Color Variation

Color variation for a logo refers to the adaptation of the logo's color scheme to different backgrounds or applications while maintaining its core design integrity. This versatility ensures optimal visibility and aesthetic appeal across various mediums and contexts. By offering alternative color options, such as grayscale, monochrome, or inverted versions, the logo remains consistent and recognizable regardless of the setting. These variations enhance brand cohesion and flexibility, allowing the logo to adapt seamlessly to diverse branding needs and environments.

TASTY

TASTY

TASTY

Don't

Do not alter the structure, colour, proportions, elements or the direction of the logo.

✘ Stretch or transform

TASTY

✘ Change colors

TASTY

✘ Outline

TASTY

✘ Change the font

TASTY

✘ Adding shadows

TASTY

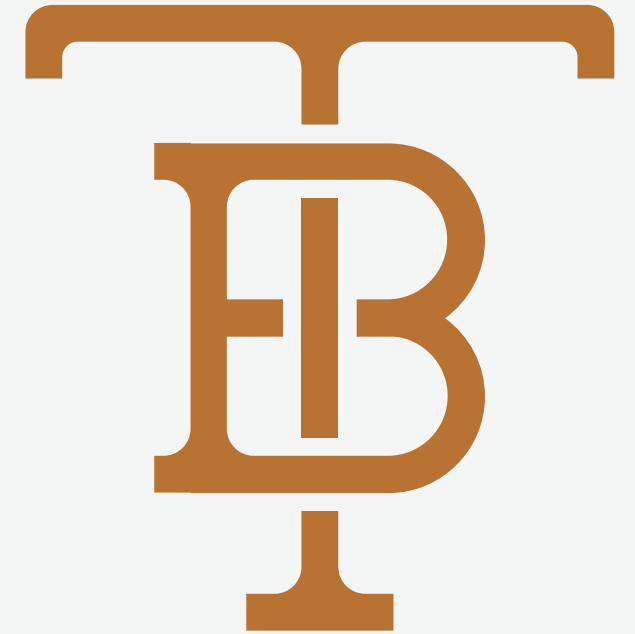
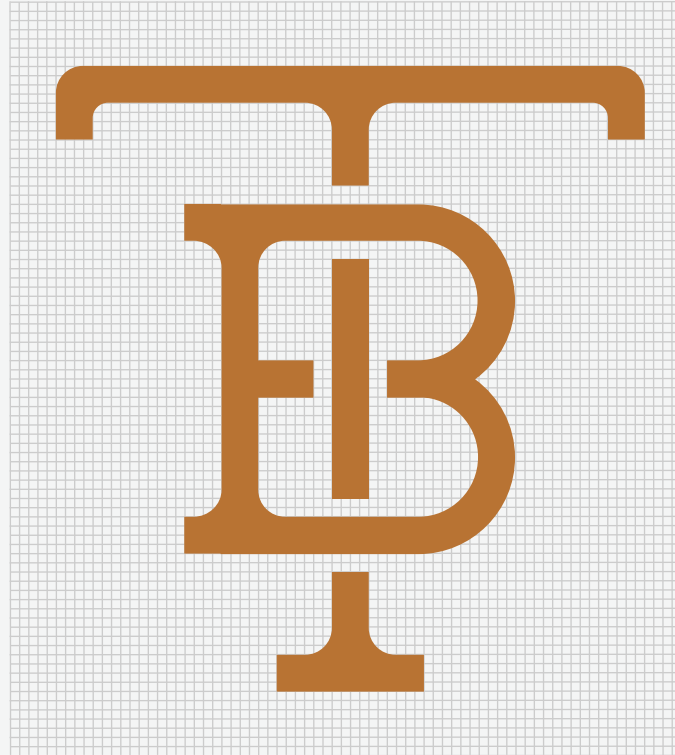
✘ Rotate the logo

TASTY

Monogram

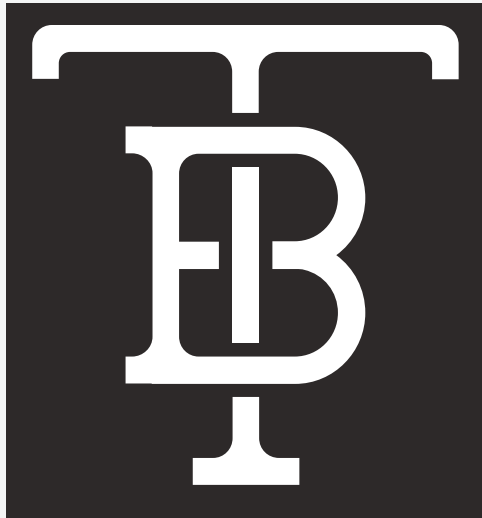
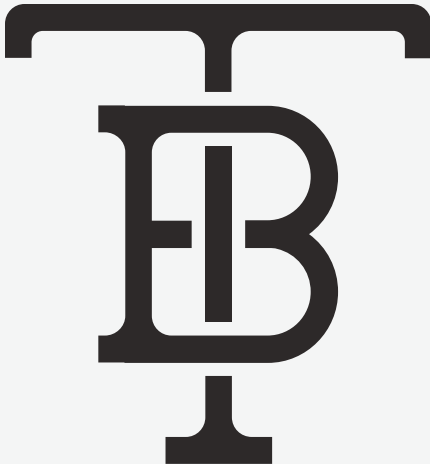
The TIB monogram for Tasty Indian Bistro and The Industries Best is a refined emblem symbolizing the relentless pursuit of excellence in all facets of life. Combining sleek, modern typography with subtle Indian cultural motifs, the design embodies a perfect balance of tradition and innovation.

The gold and deep red color palette reflects luxury, success, and passion. This monogram not only signifies the brand's dedication to delivering the highest standards in culinary arts and service but also honors its rich Indian heritage, making it a powerful and versatile symbol of quality and pride.



Color Variation

Color variation for a logo refers to the adaptation of the logo's color scheme to different backgrounds or applications while maintaining its core design integrity. This versatility ensures optimal visibility and aesthetic appeal across various mediums and contexts. By offering alternative color options, such as grayscale, monochrome, or inverted versions, the logo remains consistent and recognizable regardless of the setting. These variations enhance brand cohesion and flexibility, allowing the logo to adapt seamlessly to diverse branding needs and environments.



Colors

Color
Color Hierarchy
Color Tints
4 Colors

Color

Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Keeping colour consistent is a vital element to our branding.

Print

Pantone colours are used to print the designs, rather than CMYK. In instances where this is not possible we have created optimised CMYK values. We recommend using real metal 'Dark Golden' for all menus, merchandise and signage applications of the logo.

Screens

Not all RGB colours render the same online. Therefore we recommend the use of hexadecimal colours when applying colours to screen. And primary usage of 'White' logo usage on mobile applications such as the website.

Charcoal

Pantone
P 179-16 C

CMYK
68 / 66 / 63 / 65

RGB
46/42/43

HEX
#2E2A2B

Dark Golden

Pantone
4026 CP

CMYK
25 / 46 / 88 / 5

RGB
187/136/62

HEX
#BB883E

We recommend using real metal ('dark golden') for signage, dark golden foil for menus, and dark golden embroidery for merchandise.

Off Grey

Pantone
11-4800 TCX

CMYK
9 / 6 / 8 / 0

RGB
230/230/230

HEX
#E6E6E6

Pure White

Pantone
N/A

CMYK
0 / 0 / 0 / 0

RGB
255/255/255

HEX
#FFFFFF

Color Hierarchy

Dark Golden is used for conveying importance. Whilst Off White is mainly used for background washes.

Dark Golden
4026 CP
CMYK 25 / 46 / 88 / 5
RGB 187/136/62
HEX #BB883E

Charcoal
PMS P179-16 C
CMYK 68 / 66 / 63 / 65
RGB 46 / 42 / 43
HEX #2E2A2B

Off Grey
PMS 11-4800 TCX
CMYK 9 / 6 / 8 / 0
RGB 230 / 230 / 230
HEX #E6E6E6

Overall The main set of colors are a handful of Dark Golden, Charcoal, and Off Grey.



Web The web set of colors are a handful of Charcoal, Off Grey, and Dark Golden.



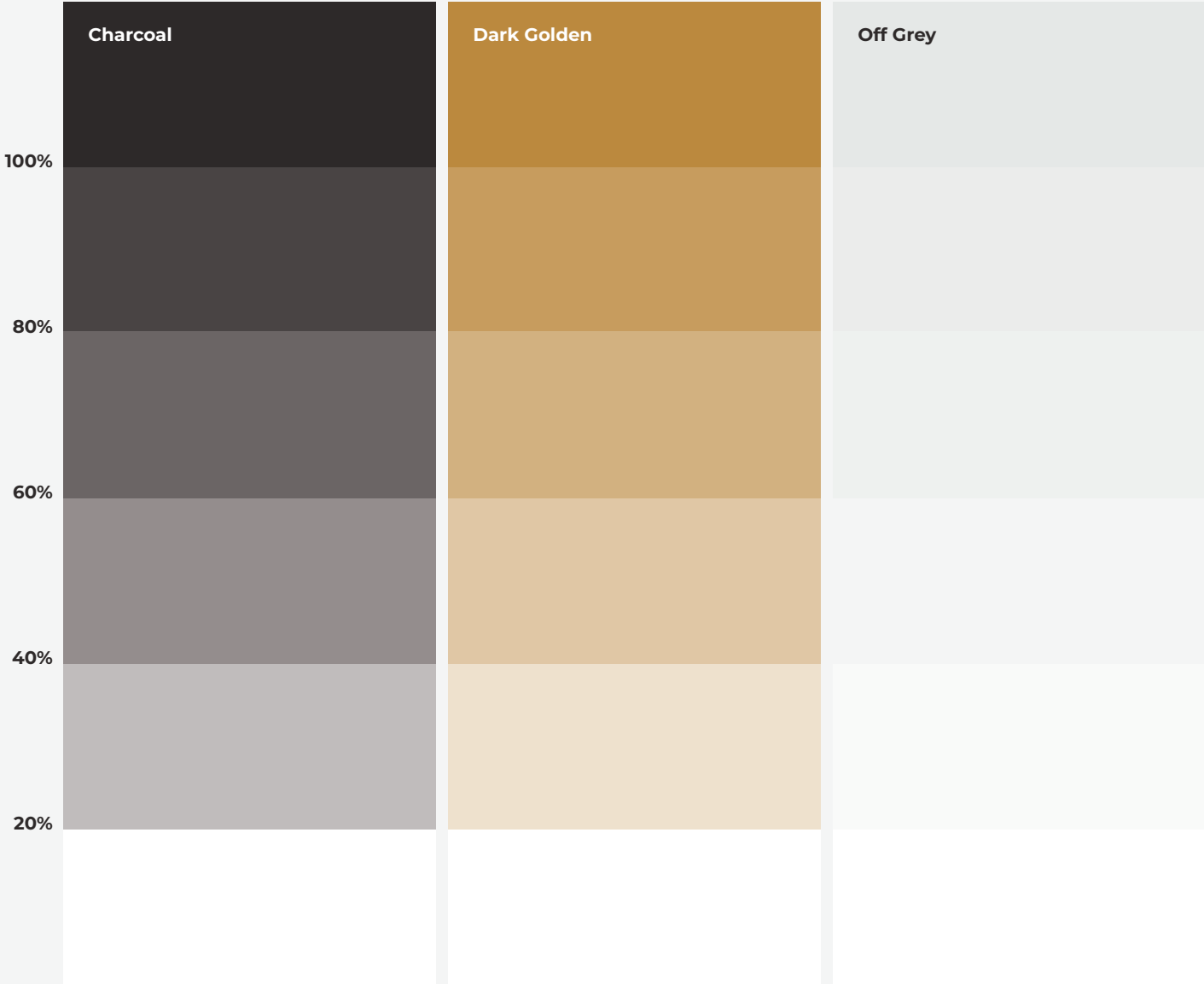
Color Tints

When you need to create contrast without introducing additional colors, use incremental tints. Our tints are to be applied in increments of 20%. From 80%, 60%, 40% and 20%. Avoid using any other tints.

Dark Golden
4026 CP
CMYK 25 / 46 / 88 / 5
RGB 187/136/62
HEX #BB883E

Charcoal
PMS P179-16 C
CMYK 68 / 66 / 63 / 65
RGB 46 / 42 / 43
HEX #2E2A2B

Off Grey
PMS 11-4800 TCX
CMYK 9 / 6 / 8 / 0
RGB 230 / 230 / 230
HEX #E6E6E6



4 Colors

Dark Golden

4026 CP
CMYK 25 / 46 / 88 / 5
RGB 187/136/62
HEX #BB883E

Charcoal

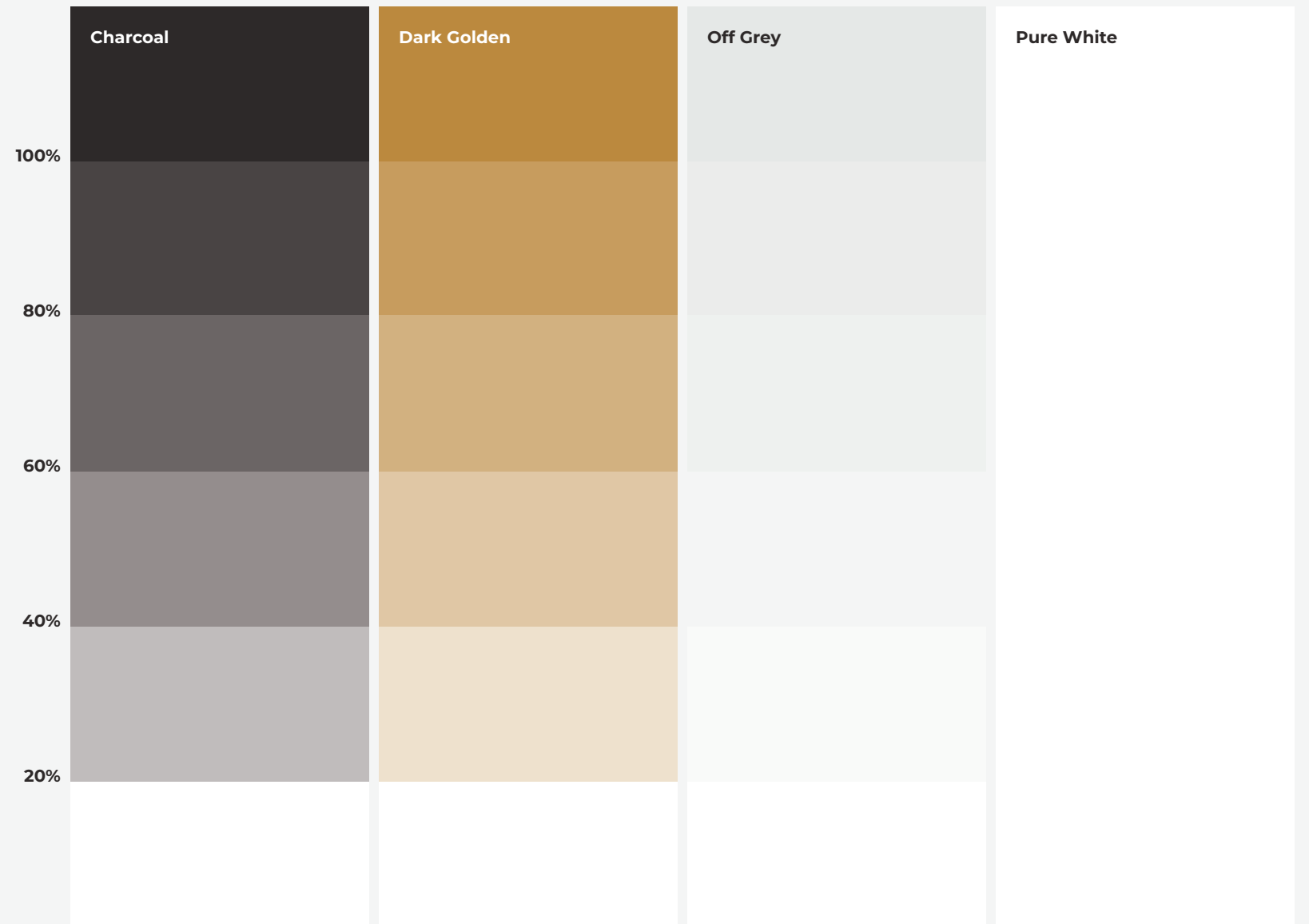
PMS P179-16 C
CMYK 68 / 66 / 63 / 65
RGB 46 / 42 / 43
HEX #2E2A2B

Off Grey

PMS 11-4800 TCX
CMYK 9 / 6 / 8 / 0
RGB 230 / 230 / 230
HEX #E6E6E6

Pure White

N/A
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF



Typography

Primary Typeface
Secondary Typeface
Use of Type

Primary Typeface

Montserrat is our primary brand typeface. Our typography is as unique and elegant as we are. Each letter, word, and sentence crafted in Montserrat contributes to a visual identity that is both distinctive and sophisticated. This typeface ensures that our messaging is not only clear but also stylish, reflecting the high standards and refined taste that define our brand.

Black

Bold

Medium

Regular

Light

Thin

À Á Â Ã 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

à á â ã ä å 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

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * () +

Æ Ç È Æ × ß à æ ç

Secondary Typeface

Lato compliments our minimalist typeface Montserrat, by adding a distinctive and classic look to the brand visual identity. As our secondary font, Lato brings a subtle elegance that enhances the overall aesthetic, creating a harmonious balance between modernity and tradition. This typeface provides versatility and depth to our designs, ensuring that every piece of content is not only visually appealing but also aligned with our brand's sophisticated and timeless character. By integrating Lato into our typography, we achieve a cohesive and polished presentation that reinforces our commitment to quality and style.

Black

Bold

Medium

Regular

Light

Thin

À Á Â Ã ABCDEFGHIJKL

MNOPQRSTUVWXYZ

à á â ã ä å abcdefghijklm

nopqrstuvwxyz

1234567890

!@#\$%^&*()+

Æ Ç È Æ × ß å æ ç

Use of Type

It is important to maintain these type pairings. This allows for clarity, consistency and a strong hierarchy for all communications.

Headings & Pull Quotes

Montserrat Medium is to be used for all headings and pull quotes.

Subheadings

Lato Regular is to be used for subheadings.

Body Copy & Captions

Lato Light is to be used for body copy and captions and when a more delicate font is required.

Buttons & CTA's

Lato Medium is to be used for all buttons and call to actions.

Subheading Font

Heading Font

Lato Light is to be used for body copy. Cookie dessert chocolate gummi bears oat pie donut chocolate bar macaroon muffin. Marzipan jujubes danish oat cake wafer oat cake pie chocolate bar gummies.

Subheading Font

Heading Font

Roboto Light is to be used for body copy. Cookie dessert chocolate gummi bears oat pie donut chocolate bar macaroon muffin. Marzipan jujubes danish oat danish cake wafer macaroon muffin oat cake pie.

Heading Font

Lato Light is to be used for body copy. Cookie dessert chocolate gummi bears oat pie donut chocolate bar macaroon muffin. Marzipan jujubes danish oat cake wafer oat cake pie chocolate bar gummies.

Button Font

“Montserrat Medium is to be used for pull quotes.”

Imagery

Image Direction

All imagery should always consist of earthy golden based tones, with a warm and natural feel to them.

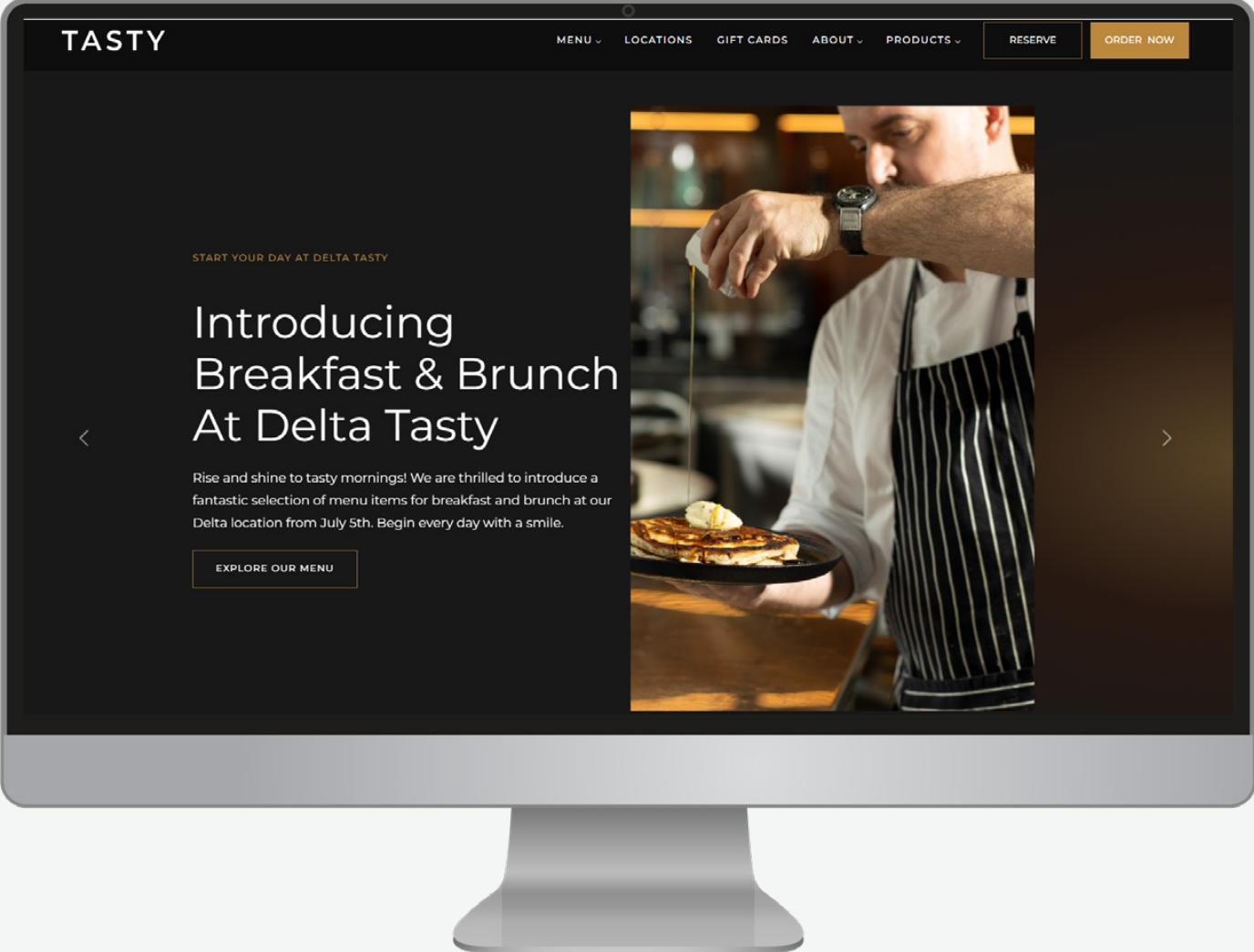
Photographs must embody the brand through connection with the brand keywords.



Web Design

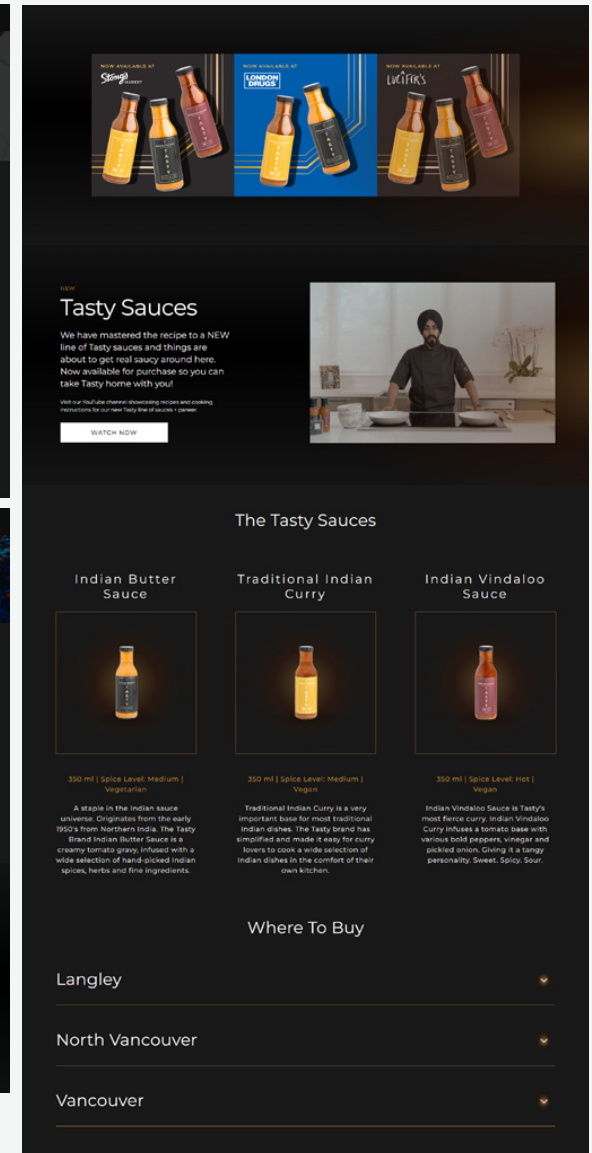
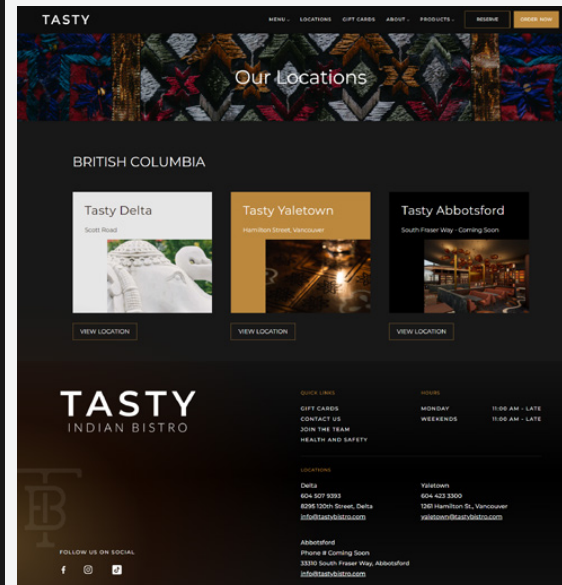
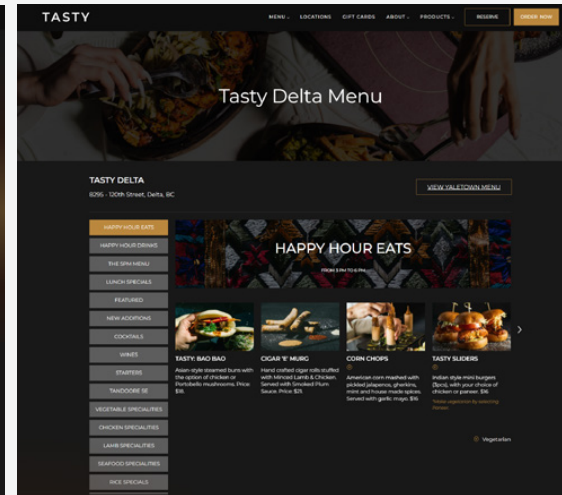
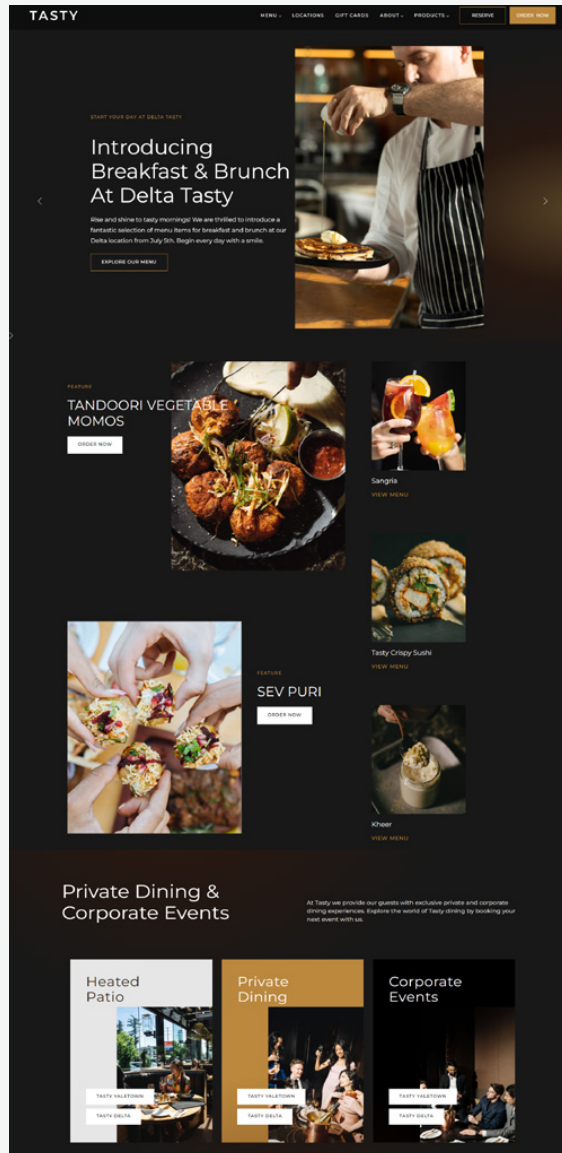
Desktop

This is an example of how our branding would be best applied to maintain consistency of look and feel on digital applications.



Desktop

This is an example of how our branding would be best applied to maintain consistency of look and feel on digital applications.



Stationery

Business Card

This is an example of how our branding would be best applied to maintain consistency of look and feel on stationery.

- Size 45×90mm (W×H)
- Material Paper (338g/m²)
- Printing Digital Printing
- Color Pantone P 179-16 C
- Font Usage
 - Header: Montserrat Bold 8pt
 - Body: Lato Bold 5pt

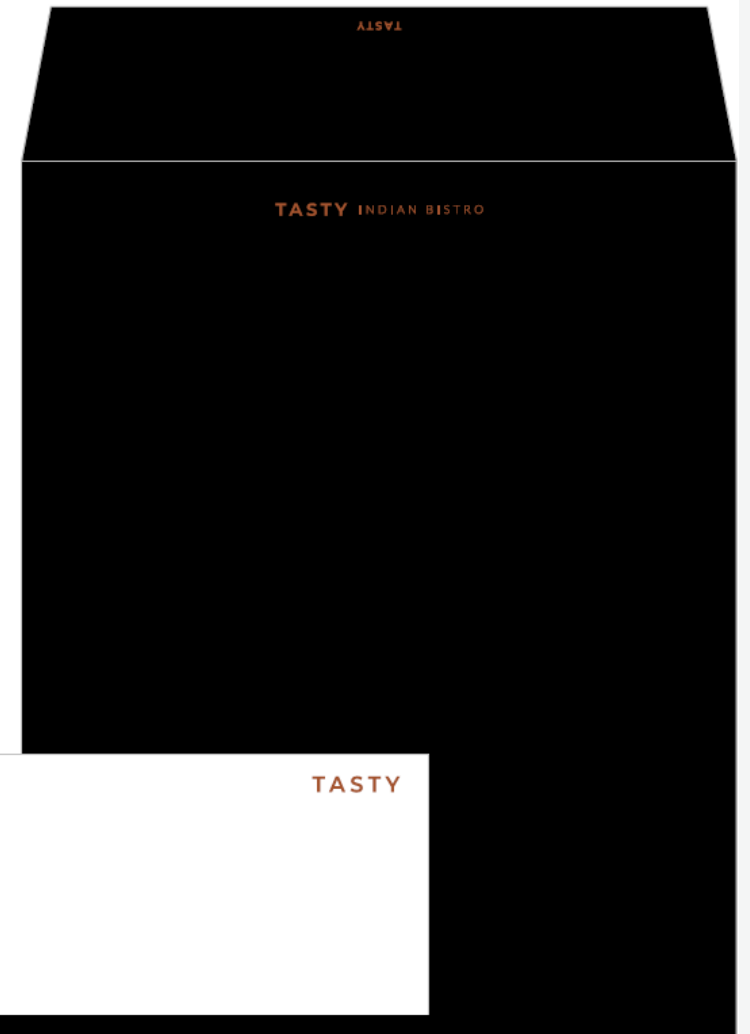
Business Card



Letterhead



Large Envelope



Envelopes

This is an example of how our branding would be best applied to maintain consistency of look and feel on stationery.

- Size ___x___
- Material _____
- Printing _____
- Color _____
- Font Usage
- Header: _____
- Body: _____

Business Card

Marianne Swatta Principal & Chief Operations Officer	Tasty Indian Bistro 8295 120 St, Delta, BC V4C 6R1 M +1.778.223.1751 T +1.604.507.9393 E marian@tastybistro.com tastybistro.com
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TASTY INDIAN BISTRO

Letterhead

TASTY

Tasty Indian Bistro
8295 120 St, Delta, BC
V4C 6R1

T +1(604) 507-9393
E info@tastybistro.com
tastybistro.com

Attn: Michelle Owens
Re: Your Recent Google Review

Dear Michelle Owens,

My name is Jean Stephens. I was sent here to be the first brand engagement for Tasty Indian Bistro. Over the past 11 years, I have worked with the Tasty sweets brand develop into something special. My mission is to serve the brand, and support the founders.

Epubit volorepelest labo. Itat. Nemporum quideret rendebis dolupicium ne debitus et landus, nes aut estinvenecto blabor molorum corepudit quis rectus que net vel malo core ne veribus nonserum simulatas aruptam, cus exesa ea pa comminucato corem fugia ped qui occus exercefe rdicil magnis incimpe anum non estlus. Parum, omnizatet fuga. Ed et ut laborion eumquis tiberem poriasumque nimil ipsus, cum quatata tibuscis voleniet, quo iur, alit occaborepro eum dem fugit estu idestemqui ditam es essi con commiasit ut as nonsed quis dolerim cum aut arciet, cupur aliquantia soloreseque modic tes cusci aplicimus. Les as alit as sant resto volo dolecupat imod qui dolupti buscid est in pa int, ommolo que conseqe verum lum ipsus rem. Et a que omniat a quodisic ipsam, quis cus.

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Ut etur, occae cone nobis ut raturum qui ut re veliciscias vendae volorem. Us andi blautam at laut aut autatur?

Itaeris eum, solenis etur? Quistem qui quid molor mini dem nit asintoratur, sequi aut adis velibus nullat maioerem. Onisit, sitatist, od maximo lum volestrum vendio. Itasitat.

Ehenden ihiles aut andel il ipidelias explatibus undelec eroriat albusda volend estrum nes modit a quereni repudset, offctate volorum hii idacid militat alitas as natibus imillendae verum repro etus sñ elique cororp quia a eorum quas alit fuga. Et lam rehenda eceptat ionsequ aestrum que volorepta quat antia dolupta sit autem ulparuptaque receaquam, tecea ne nis acaetur aut occulparibus vendant et odite corumque quae et unt alit et pariatia prae nihiliquid quat ipient.

Regards,
Jean Stephens
Engagement Manager
+1(604)507.9393
jstephen@tastybistro.com

Large Envelope

TASTY INDIAN BISTRO

TASTY

Tasty Indian Bistro
8295 120 St, Delta, BC V4C 6R1

T + 1(604) 507-9393
E info@tastybistro.com
tastybistro.com

Print Renderings

This is an example of how our branding would be best applied to maintain consistency of look and feel on print.

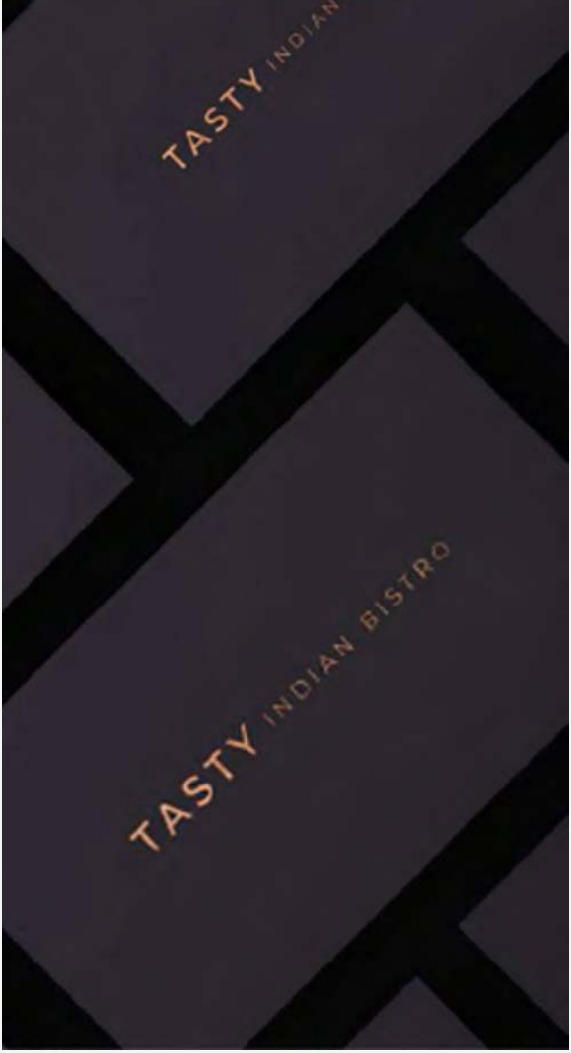
Leather & Metallic Ink



24pt Black Paper & Metallic Ink



Business Card



Merchandise

Gift Set

This is an example of how our branding would be best applied to maintain consistency of look and feel on the gift set.

- Size __x__
- Material _____
- Printing _____
- Color _____
- Font Usage
 - Header: _____
 - Body: _____



Gift Wrap

This is an example of how our branding would be best applied to maintain consistency of look and feel on gift wrapping.

- Size ___x___
- Material _____
- Printing _____
- Color _____
- Font Usage
 - Header: _____
 - Body: _____



Gift Bag

This is an example of how our branding would be best applied to maintain consistency of look and feel on gift bag.

1. Gift Bag Style 1

Size __x__
Material ____
Printing ____
Color ____

2. Gift Bag Style 2

Size __x__
Material ____
Printing ____
Color ____

3. Gift Bag Style 3

Size __x__
Material ____
Printing ____
Color ____



Beverages

1. Coffee Takeaway Cups

This is an example of how our branding would be best applied to maintain consistency of look and feel on take away packaging



2. Coffee Cups

This is an example of how our branding would be best applied to maintain consistency of look and feel on Tasty bottled beverages.



3. Canned Beverage

This is an example of how our branding would be best applied to maintain consistency of look and feel on canned beverages



4. Wine Bottles

This is an example of how our branding would be best applied to maintain consistency of look and feel on Tasty bottled beverages.



5. Water Bottle

This is an example of how our branding would be best applied to maintain consistency of look and feel on water bottles



Take Away Packaging

This is an example of how our branding would be best applied to maintain consistency of look and feel on take away packaging.

Size __x__
Material ____
Printing ____
Color ____
Font Usage
- Header: ____
- Body: ____



Specials Menu

This is an example of how our branding would be best applied to maintain consistency of look and feel on the specials menu.

Size __x__
Material ____
Printing ____
Color ____
Font Usage
- Header: ____
- Body: ____



Merchandise

This is an example of how our branding would be best applied to maintain consistency of look and feel on merchandise

- Size ____x____
- Material ____
- Printing ____
- Color ____
- Font Usage
- Header: ____
- Body: ____



Vehicle Graphics

This is an example of how our branding would be best applied to maintain consistency of look and feel on vehicles.

- Size __x__
- Material _____
- Printing _____
- Color _____
- Font Usage
 - Header: _____
 - Body: _____



Sauce Line

Sauce Package

This is an example of how our branding would be best applied to maintain consistency of look and feel on sauce packaging.

- Size ___x___
- Material _____
- Printing _____
- Color _____
- Font Usage
 - Header: _____
 - Body: _____

Indian Butter Sauce



Traditional Indian Curry



Indian Vindaloo Sauce



Indian Butter Sauce

This is an example of how our branding would be best applied to maintain consistency of look and feel on sauce packaging.

- Size __x__
- Material _____
- Printing _____
- Color _____
- Font Usage
- Header: _____
- Body: _____

Color
CMYK: 76 / 68 / 60 / 69
RGB: 33 / 36 / 41
HEX #212429

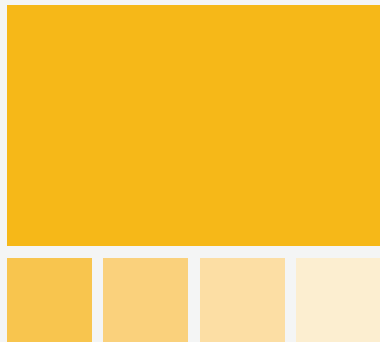


Traditional Indian Curry

This is an example of how our branding would be best applied to maintain consistency of look and feel on sauce packaging.

Size __x__
Material ____
Printing ____
Color ____
Font Usage
- Header: ____
- Body: ____

Color
CMYK: 4 / 29 / 100 / 0
RGB: 246 / 184 / 0
HEX #F6B800

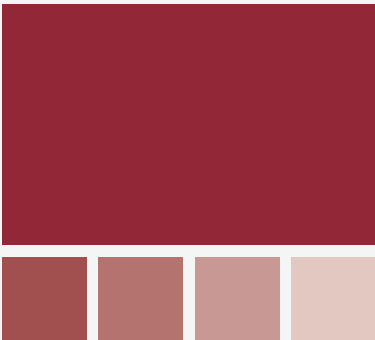


Indian Vindaloo Sauce

This is an example of how our branding would be best applied to maintain consistency of look and feel on sauce packaging.

Size __x__
Material ____
Printing ____
Color ____
Font Usage
- Header: ____
- Body: ____

Color
CMYK: 29 / 94 / 73 / 25
RGB: 146 / 41 / 56
HEX ##922938



Product Image Direction

This is an example of how our branding would be best applied to maintain consistency of look and feel on sauce packaging.



Clothing

Clothing

This is an example of how our branding would be best applied to maintain consistency of look and feel on clothing.

SINGH
STUDIO

PROJECT: Tasty X ASF Collaboration
STYLE NO: TSTYASF_002

CLIENT: Tasty Indian Bistro
CONTACT: M.singh@aselectfew.co
MATT'L SPECS: European Cotton t-shirt
COLOUR: Black
QTY: 100 Units

ISSUE DATE: 11/26/21
DESIGNER: Moneey Singh



Clothing

This is an example of how our branding would be best applied to maintain consistency of look and feel on clothing.

**SINGH
STUDIO**

PROJECT: Tasty X ASF Collaboration
STYLE NO: TSTYASF_001

ISSUE DATE: 11/26/21
DESIGNER: Moneey Singh

CLIENT: Tasty Indian Bistro
CONTACT: M.singh@aselectfew.co
MAT'L SPECS: European Cotton French Terry Hoodie
COLOUR: Black
QTY: 100 Units

Embroidery
Centered
@ Chest



Detail View - Gold Embroidery & 3M Reflective Screen Print



3M Reflective Silver Screen Print
Example #1



Gold Metallic Thread - 3D Puff
Example #2



Please Note Graphics Are Not To Scale.

Clothing Image Direction

This is an example of how our branding would be best applied to maintain consistency of look and feel on clothing.



Cap

This is an example of how our branding would be best applied to maintain consistency of look and feel on clothing.



Signage System

General Guideline

Signage is a highly visible platform for communicating our identity in a clear and precise manner.

Logo to appear on all signage as the most preferred option



Single face, Real metal (' ') for signage.

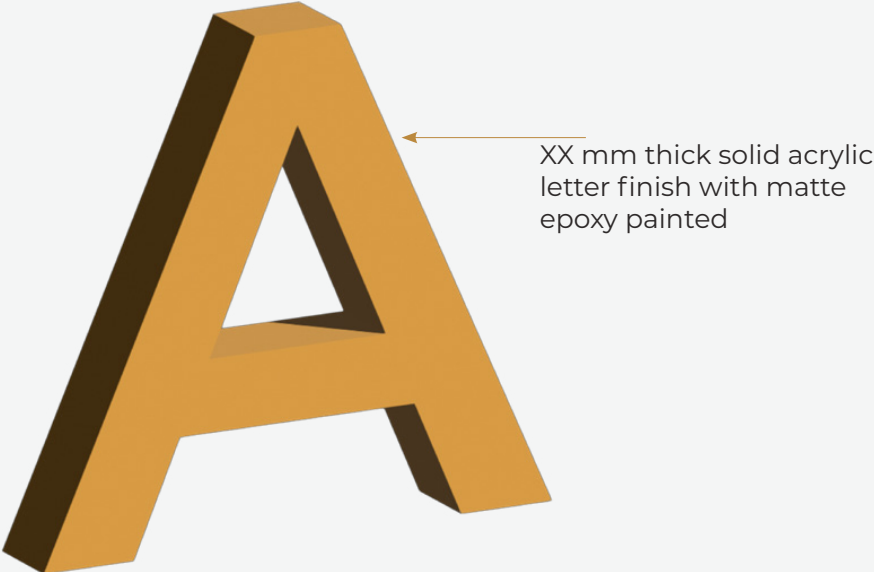
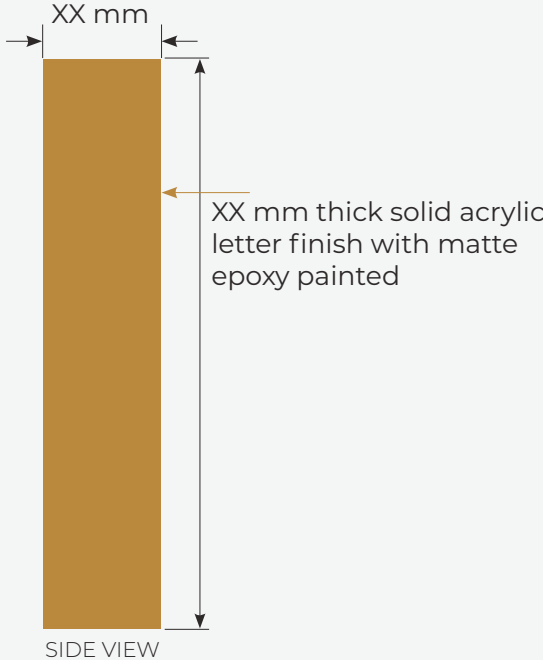


Single face, Real metal ('dark golden') for signage.

Material Specs

3d cutout non-illuminated
(Exteriors)

16 mm thick solid acrylic letter finish with matte epoxy painted; Dark golden(Pantone 4026 CP) to be fixed on exterior sign boards using suitable adhesive material.



Storefront

This is an example of how our branding would be best applied to maintain consistency of look and feel on storefront signage

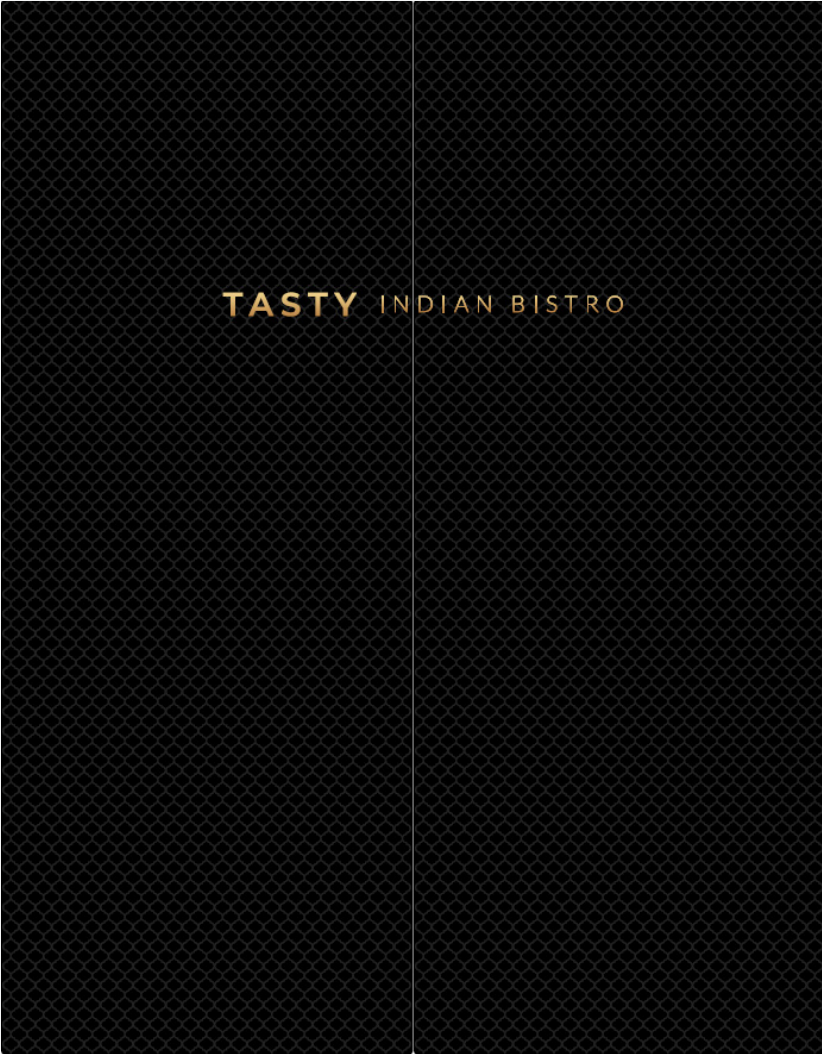


Menu System

Menu Cover

This is an example of how our branding would be best applied to maintain consistency of look and feel on menus.

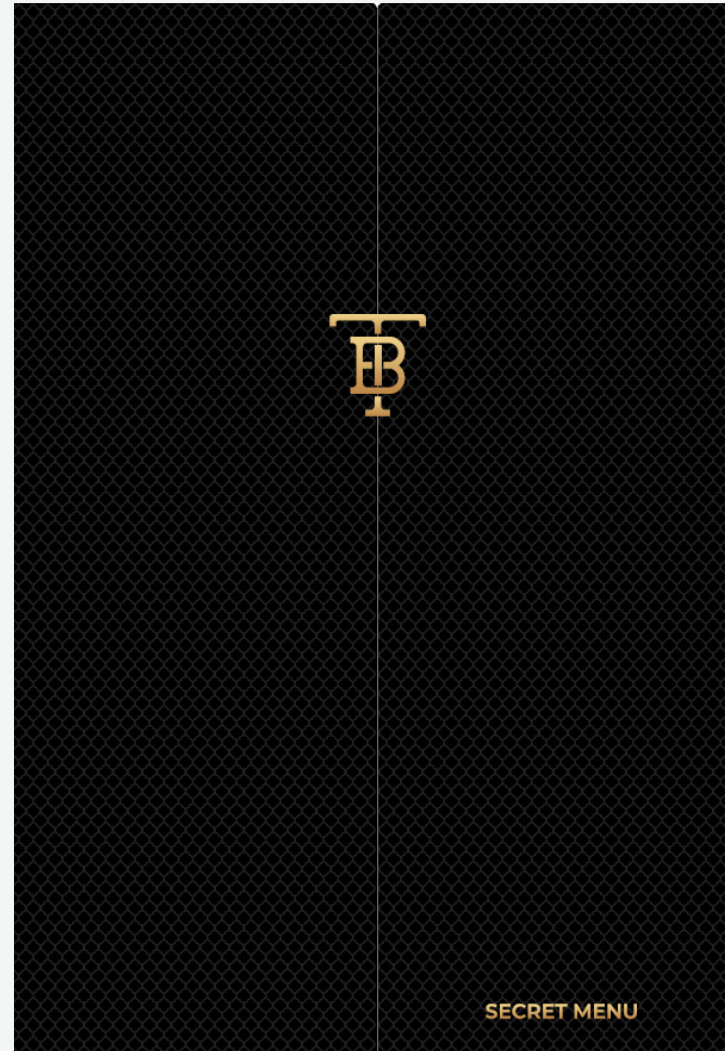
- Size __x__
- Material _____
- Printing _____
- Color _____
- Font Usage
 - Header: _____
 - Body: _____



The Secret Menu

This is an example of how our branding would be best applied to maintain consistency of look and feel of the secret menu.

- Size ___x___
- Material _____
- Printing _____
- Color _____
- Font Usage
 - Header: _____
 - Body: _____



Internal

Staff Clothing

This is an example of how our branding would be best applied to maintain consistency of look and feel on clothing.

1. Staff Polo Shirt

2. Black Clothing

3. White Clothing

4. Head Chef Apron



Sanitary Masks

This is an example of how our branding would be best applied to maintain consistency of look and feel on medical supplies



Employee Manual

This is an example of how our branding would be best applied to maintain consistency of look and feel on employee manuals.

The employee manuals, notepads and mail packages are critical brand assets for onboarding all new staff.

Each new staff member, should be issued the entirety of the employee manual package, sealed and secured within the classic Tasty Indian Bistro Dark Golden blister packaging.



Extra Special Correspondance

This is an example of how our branding would be best applied to maintain consistency of look and feel on blueprints and architecture documents.

Extra special documents, are to be accompanied by the Tasty Brand monogram.

Please refer to the Tasty Brand - Brand Guidelines Document for more information on rules, specifications and application instructions.



Extra Special Letters and The Official TB Seal

This is an example of how our branding would be best applied to maintain consistency of look and feel on blueprints and architecture documents.

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Helpful Tips

Placeholder Text

Please note all copy in this document is for placeholder purposes only. Please customise to suit your own brand as it continues to evolve.

Fonts

If you haven't already done so, please go ahead and download and install the fonts included in the text file. We have used Montserrat & Lato for this document which can be downloaded from Google fonts.

Colours

You can quick and easily change to your brand colours by using the Swatches Palette. Replace our colours with yours by double-clicking on the individual swatch and changing the colour values. Please note that some of the colours used are RGB colours, which is great for screen. If you are going to print you will need to change to CMYK.

Master Pages

What is a Master Page? Master Pages are non-printable pages that act like a template to create a consistent look for your document. There are 4 master pages in this document: A-Master, B-Master, C-Master & D-Master.

To edit:

Window > Pages
Double-click on the master page and make your edits here. For more into see page 4 of the Help Guide.

Guides

To turn off/on the guides. Go to:
View > Grids & Guides > Show /Hide Guides

or use the shortcut Cmd ; to toggle between the two modes.

To view without columns and guides:

View > Screen Mode > Preview

To view column and guides:

View > Screen Mode > Normal

or use the shortcut W to toggle between the two modes.

Baseline Grid

To turn off/on the baseline grid. Go to:

View > Grids & Guides > Hide Baseline Grid.

Some text will be aligned to the baseline grid.

Paragraph Styles

A reference guide to the Paragraph Styles used in this document have been included over the page so you can easily navigate your way through the Paragraph and Character Styles in this document.

To open the Paragraph Styles palette:

Window > Styles > Paragraph Styles

To open the Character Styles palette:

Window > Styles > Character Styles

To change the fonts:

Open up a Style (i.e. Heading 1) > Basic Character Formats > Font Family

Help Guide

We've also included our standard Help File to help you out. Please read through this guide first as many of your questions have already been covered in our guide.

TASTY

Brand Guidelines
June 2024