Brand Guidelines

TASTY

Brand Guidelines

TASTY

Contents

1.0   The Brand

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.

Our Mission
"Creating an everlasting Tasty experience by sharing the bowl of happiness in a family environment."

Our 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
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)

TASTY

TASTY INDIAN BISTRO

THIS DOCUMENT WAS
MADE WITH LOVE.

Prepared by Evolve:
evolvebranding.ca

TASTY INDIAN BISTRO

Brand Guidelines

www.tastyindianbistro.com

1.0 / THE BRAND

Section 1.2: Keywords

2020 V1.0 / Page 6
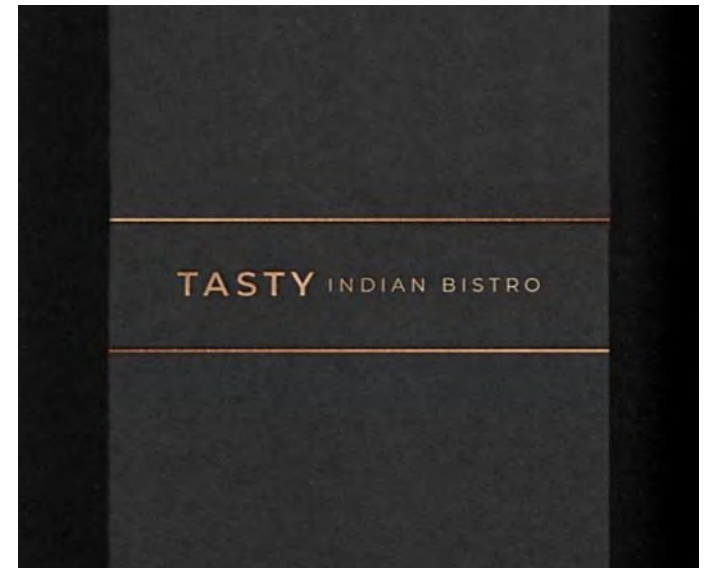
Keywords

Our brand is characterised by the following keywords. These keywords drive the direction and vision of the brand design. The Tasty brand encapsulates an East meets West culinary experience.

Our food is carefully prepared with love, and has been developed to serve the more North American palette. As the brand continues to advance across North America, we will continue to drive the organization towards broad appeal, that feels welcoming to all cultures and walks of life.

Word List

Classic
Understated
Royal
Elegant
Upbeat
Cultural
Family
Ambience

Epic
Minimal
Contemporary
Industry Leader
Delicious
Indian Infused
North American
Unique

2.0   Logo

TASTY INDIAN BISTRO

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2.0 / LOGO

Section 2.1: Primary Logo

2020 V1.0 / Page 8

Primary Logo

This is the Primary Logo. The logo must be resized proportionately, never stretched. The Logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.

TASTY

Download Logos

TASTY INDIAN BISTRO

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2.0 / LOGO

Section 2.2: Logo Clear Space

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Logo Clear Space

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

100% of Logo Height

100% of Logo Height

100% of Logo Height

100% of Logo Height

Download Logos

Secondary Logo

This is the Secondary Logo. The logo must be resized proportionately, never stretched. The Logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.
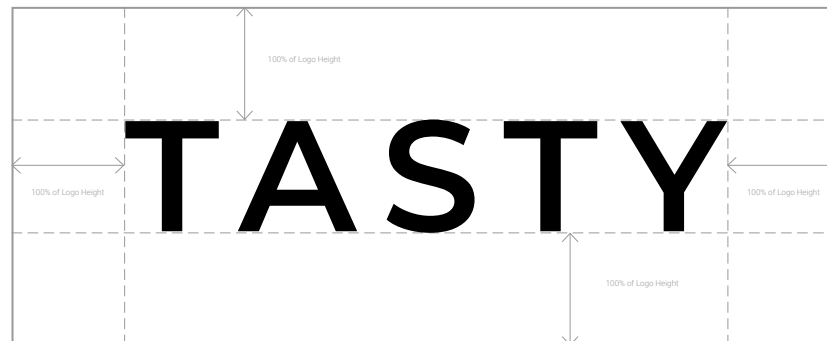
TASTY INDIAN BISTRO

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2.0 / LOGO

Section 2.4: Logo Clear Space

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Logo Clear Space

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 100% 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.

100% of Logo Height

100% of Logo Height

100% of Logo Height

100% of Logo Height

TASTY INDIAN BISTRO

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2.0 / LOGO

Section 2.5: Brand Stamp

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Tertiary Logo

This is the Tertiary Logo / Brand Stamp. The Brand Stamp must be resized proportionately, never stretched. The Brand Stamp can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.
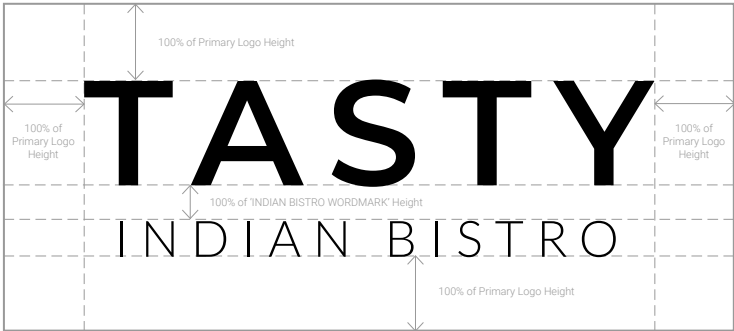
This usage is primarily for legibility / readability on advertising materials, and when space is limited.

TASTY
INDIAN BISTRO

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TASTY INDIAN BISTRO

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2.0 / LOGO

Section 2.6: Brand Stamp Clear Space

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Tertiary Logo Clear Space

Clear space is the area surrounding our brand stamp 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 graphic element.

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

Download Logos

100% of Primary Logo Height

100% of Primary Logo Height

100% of Primary Logo Height

100% of 'INDIAN BISTRO WORDMARK' Height

TASTY
INDIAN BISTRO

100% of Primary Logo Height

Logo Misuse

Any changes to our logo diminish its integrity and the equity of our brand. The examples shown here are some specific "do nots" for our logo.

The only way to use the logo(s):

1. Primary

TASTY

2. Secondary

TASTY INDIAN BISTRO

3. Tertiary

TASTY
INDIAN BISTRO

Download Logos

T**A**S**T**Y

Do not alter the logo's colours in anyway

TASTY

Do not place the logo in a holding shape

TASTY
Order with DoorDash

Do not lock-up text to the logo

TASTY

Do not alter the logo's shape in anyway

TASTY

Do not add elements or shadows to the logo

TASTY

Do not outline the logo

TASTY

Do not rotate the logo

TASTY

Do not change the relationship of the logo's components

3.0   Colour Palette

Brand Colours
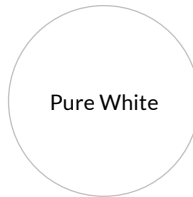
Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of these colours can dramatically change the tone and appearance of our brand so it is important to consider how they work together. Keeping colour consistent is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently.

Print
Pantone colours are used to print the designs, rather than CMYK. Pantone colours will provide the maximum amount of consistency. In instances where this is not possible we have created optimised CMYK values. We recommend using real metal 'copper' for all menus, merchandise and signage applicantions of the logo.

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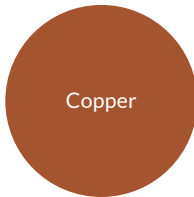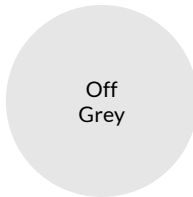Not all RGB colours render the same online. Therefore we recommend the use of hexadecimal colours when applying colours to screen. And primary usage of 'White' logo usage on mobile applications such as the website.

	Charcoal	Copper	Off Grey	Off White	Pure White
Pantone	P 179-16 C	METALLIC COPPER	11-4800 TCX	P 1-1 C	N/A
CMYK	68 / 66 / 63 / 65	26 / 74 / 92 / 17	9 / 6 / 8 / 0	2 / 1 / 1 / 0	0 / 0 / 0 / 0
RGB	46 / 42 / 43	164 / 84 / 47	230 / 230 / 230	247 / 247 / 247	255 / 255 / 255
HEX	#2E2A2B	#A4542F	#E6E6E6	#F7F7F7	#FFFFFF

TASTY INDIAN BISTRO

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3.0 / COLOUR PALETTE

Section 3.2: Hero Colour

2020 V1.0 / Page 17

Hero Colour

Copper is our hero colour. Keeping colour consistency is a vital element to our branding. Colour is the way we differentiate and identify our brand in a crowded marketplace. To help achieve greater brand recognition it is important that our colour palette is applied accurately and consistently.

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

The correct colour values are specified below. Make sure to use them.

PANTONE®
#a4542f
Copper

CMYK
C26 M74 Y92 K17

RGB
R164 G84 B47

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Brand Guidelines

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3.0 / COLOUR PALETTE

Section 3.3: Colour Hierarchy

2020 V1.0 / Page 18

Overall Colour Hierarchy

A colour hierarchy has been implemented within the restaurants, ranging from Copper, Charcoal and Off White. Copper is used for conveying importance. Whilst Off White is mainly used for background washes.

● **Copper**
16-1325 TPX
CMYK 23 / 59 / 93 / 8
RGB 184 / 115 / 51
HEX #b87333

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

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

TASTY INDIAN BISTRO

Brand Guidelines

www.tastyindianbistro.com

3.0 / COLOUR PALETTE

Section 3.4: Web Colour

2020 V1.0 / Page 19

Web Colour Hierarchy

A web colour heirarchy has been identified to be most trustworthy, ranging from Off White to Copper and Charcoal. Copper is used for conveying importance. Whilst Off White is mainly used for background washes.

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

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

● **Copper**
16-1325 TPX
CMYK 23 / 59 / 93 / 8
RGB 184 / 115 / 51
HEX #b87333

TASTY INDIAN BISTRO

Brand Guidelines

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3.0 / COLOUR PALETTE

Section 3.5: Colour Tints

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Colour Tints

If there is an occasion when you need to create contrast without adding extra colours, you can use incremental tints. Our tints are to be applied in increments of 20%. From 80%, 60%, 40% and 20%. Avoid using any other tints.

● **Copper**
16-1325 TPX
CMYK 23 / 59 / 93 / 8
RGB 184 / 115 / 51
HEX #b87333

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

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

100%

80%

60%

40%

20%

TASTY INDIAN BISTRO

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3.0 / COLOUR PALETTE

Section 3.6: 4 Colours

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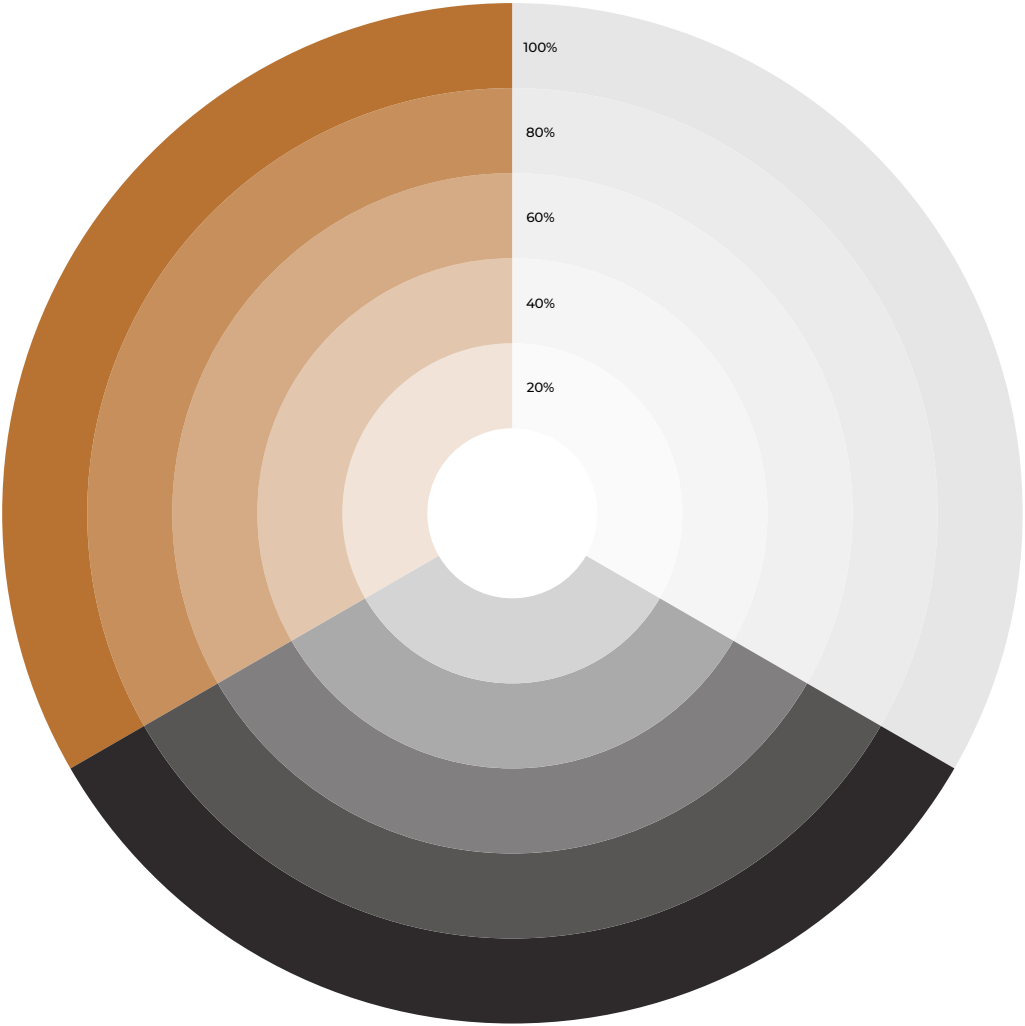
4 Colours

● **Copper**
16-1325 TPX
CMYK 23 / 59 / 93 / 8
RGB 184 / 115 / 51
HEX #b87333

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

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

● **Whisper White**
N/A
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX #FFFFFF
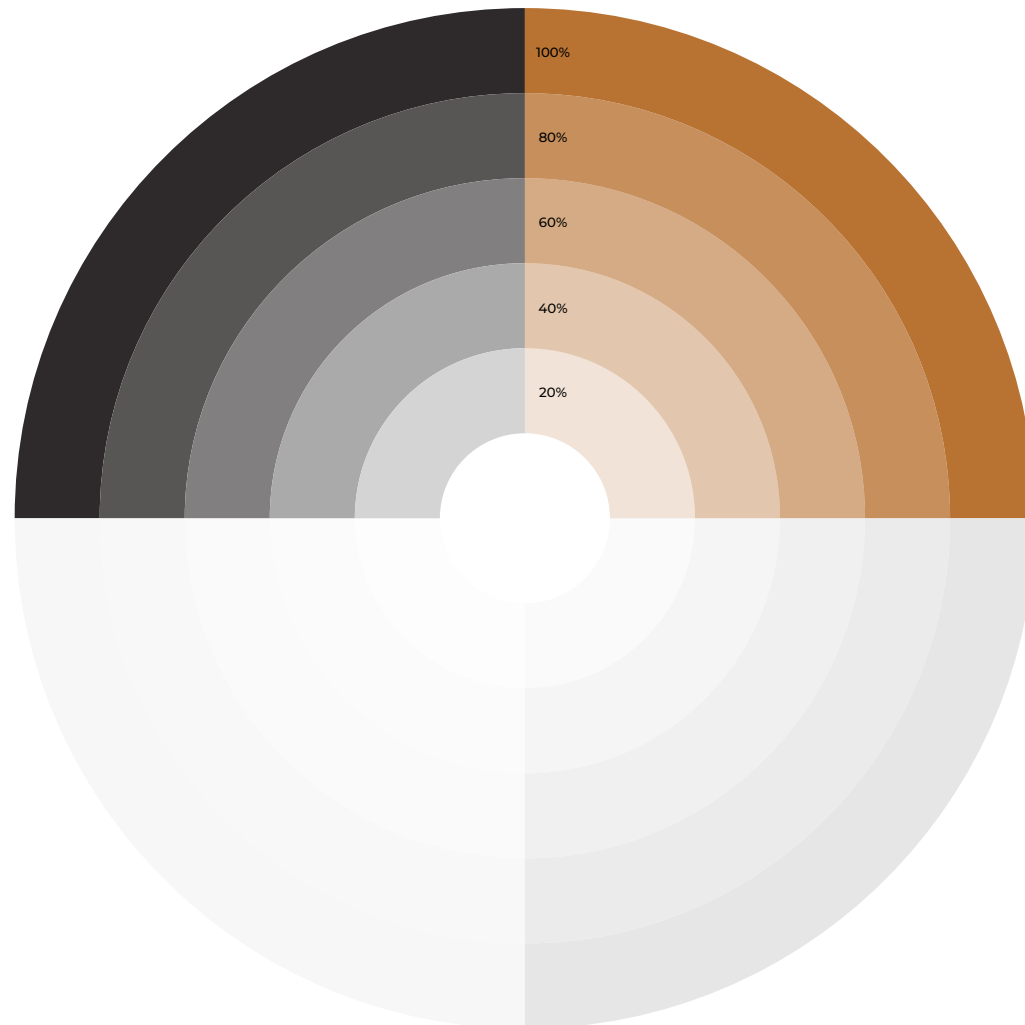
100%

80%

60%

40%

20%

4.0   Typography

TASTY INDIAN BISTRO

The Tasty Experience

www.tastyindianbistro.com

4.0 / TYPOGRAPHY

Section 4.1: Primary Typeface

2020 V1.0 / Page 23

Primary Typeface

Montserrat is our primary brand typeface. Our typography is as unique and elegant as we are. Typography is a key element in our brand. It works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve brand consistency.

Download Fonts

Montserrat

ÀÁÂÃABCDEFGHIJKL
MNOPQRSTUVWXYZ
àáâãäåabcdefghijklm
nopqrstuvwxyz
1234567890
!@#$%^&*()+
ÆÇÈØ£×ßåæç

Aa

TASTY INDIAN BISTRO

Brand Guidelines

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4.0 / TYPOGRAPHY

Section 4.2: Secondary Typeface

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Secondary Typeface

Lato is our secondary brand typeface. Lato is a humanist sans-serif typeface designed by Łukasz Dziedzic. It was released in 2015. The name "Lato" is Polish for "summer". As of August 2018, Lato is used on more than 9.6 million websites, and is the third most served font on Google Fonts, with over one billion views per day.

Lato compliments our minimalist typeface Montserrat, by adding a distinctive and classic look to the brand visual identity.

Download Fonts

Lato

ÀÁÂÃABCDEFGHIJKL
MNOPQRSTUVWXYZ
àáâãäåabcdefghijklm
nopqrstuvwxyz
1234567890
!@#$%^&*()+
ÆÇÈØ£×ßåæç

Aa

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4.0 / TYPOGRAPHY

Section 4.3: Use of Type

2020 V1.0 / Page 25

Use of Type

One of the most important techniques for effectively communicating content is the use of typographic hierarchy. Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text. 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."

5.0   Imagery

TASTY INDIAN BISTRO

Brand Guidelines

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5.0 / IMAGERY

Section 5.1: Image Direction

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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.

Download Images

6.0   Applications

TASTY INDIAN BISTRO

Brand Guidelines

www.tastyindianbistro.com

6.0 / APPLICATIONS

Section 6.1: Digital Application

2020 V1.0 / Page 29

Digital Application

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

8:25

TASTY

The Tasty Experience

Order Pick Up

DoorDash Delivery

Already have an account? Log in

TASTY

The Tasty Experience

Order Pick Up

DoorDash Delivery

Already have an account? Log in

TASTY INDIAN BISTRO

The Tasty Experience

www.tastyindianbistro.com

6.0 / APPLICATIONS

Section 6.1: Digital Application

2020 V1.0 / Page 30

Digital Application

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

8:25

TASTY

The Tasty
Experience

Order Pick Up

DoorDash Delivery

Already have an account? Log in

8:25

TASTY

The Tasty
Experience

Order Pick Up

DoorDash Delivery

Already have an account? Log in

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6.0 / APPLICATIONS

Section 6.1: Digital Application

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Digital Application

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

TASTY

The Tasty Experience

Order Pick Up

DoorDash Delivery

Already have an account? Log in

TASTY INDIAN BISTRO

The Tasty Experience

www.tastyindianbistro.com

6.0 / APPLICATIONS

Section 6.1: Digital Application

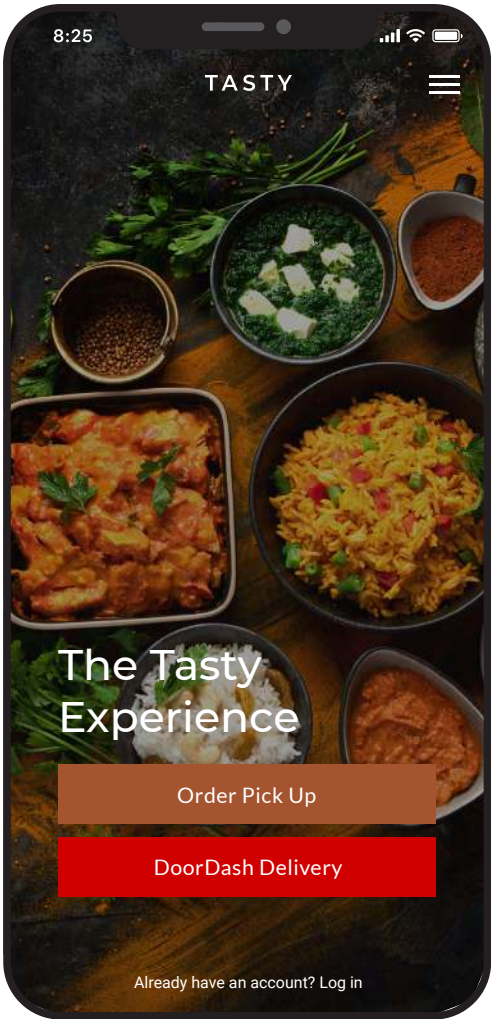2020 V1.0 / Page 32

Digital Application

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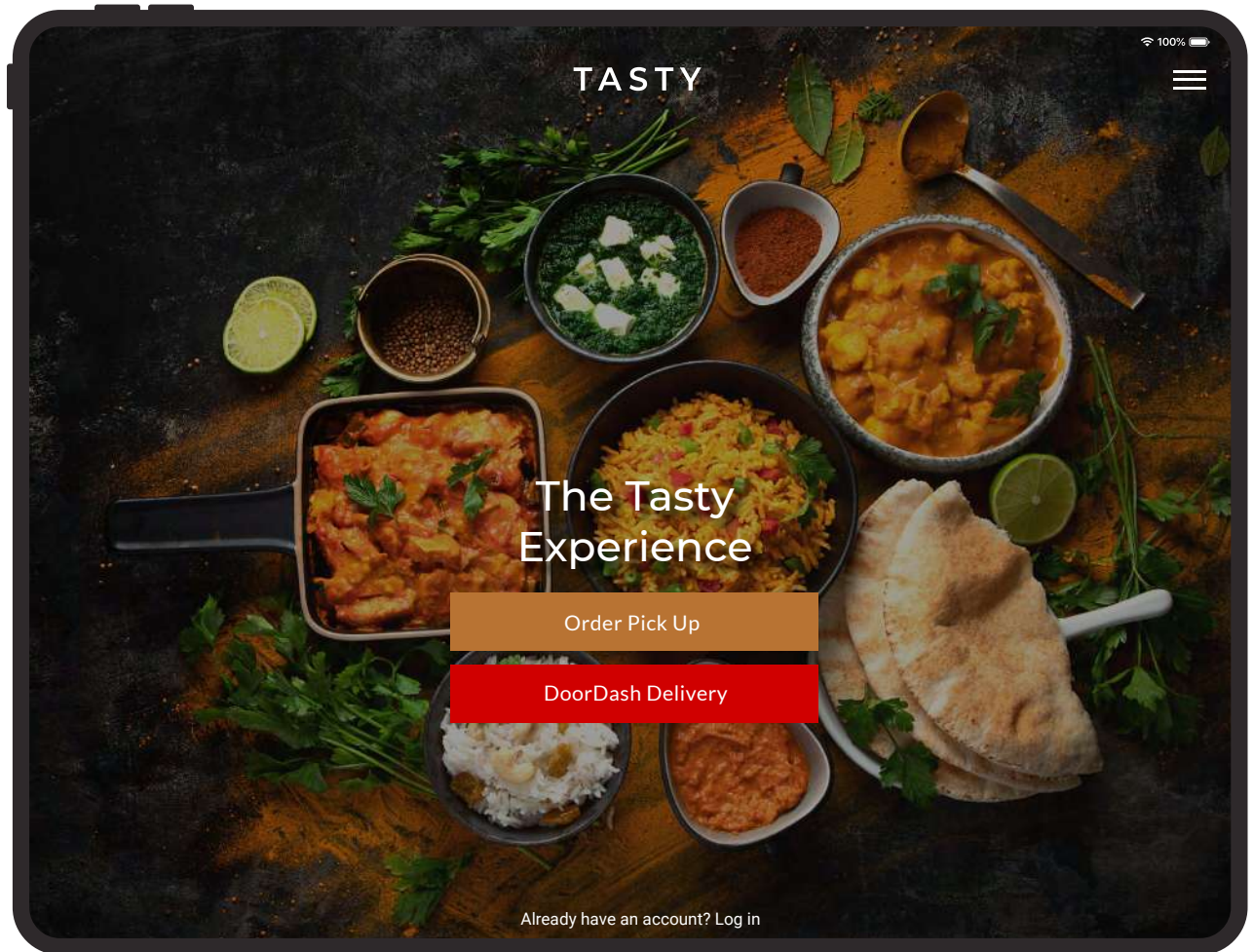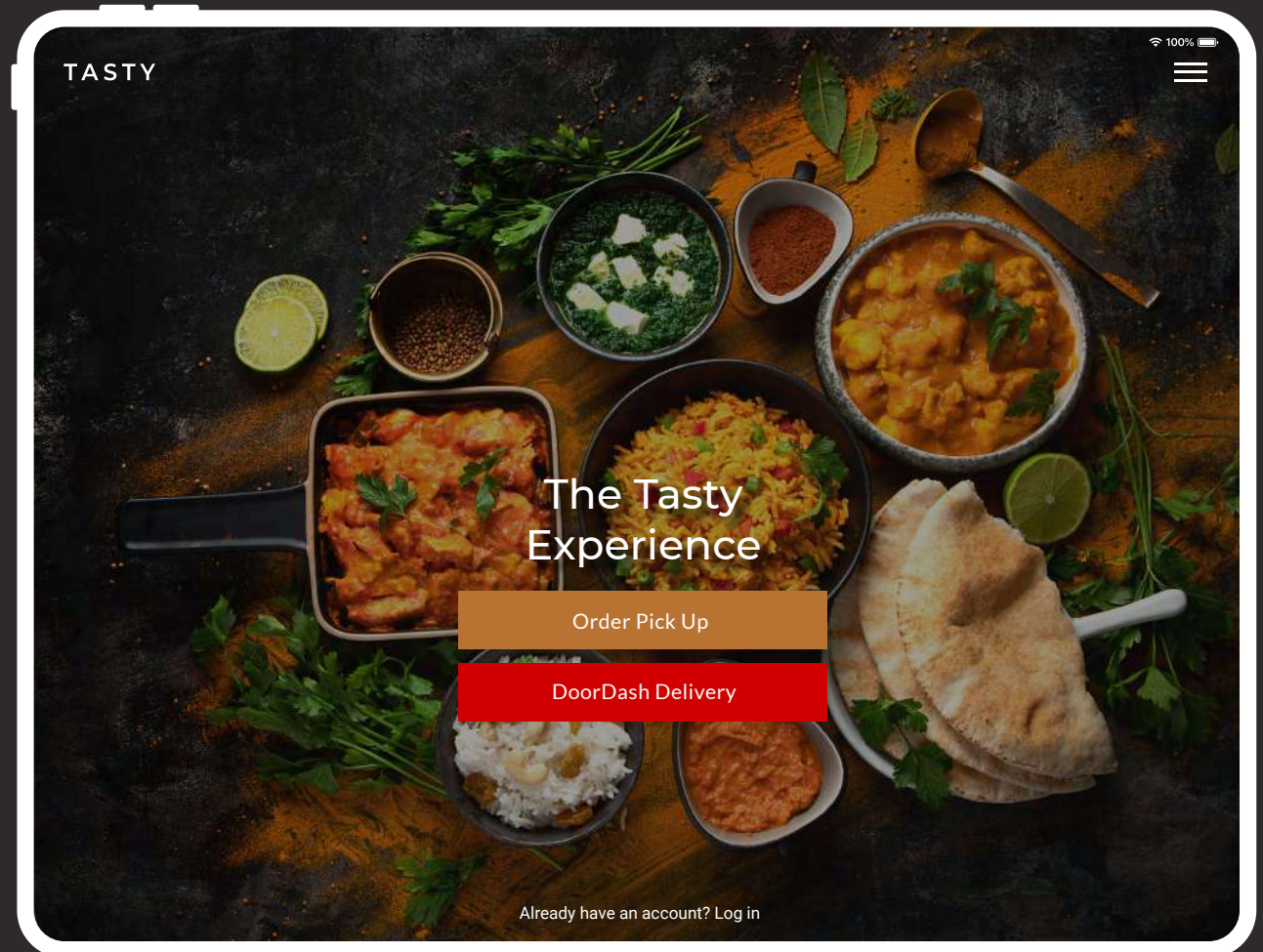

TASTY

100%

The Tasty
Experience

Order Pick Up

DoorDash Delivery

Already have an account? Log in

TASTY INDIAN BISTRO

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6.0 / APPLICATIONS

Section 6.2: Stationery

2020 V1.0 / Page 33

Stationery

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

Large Envelope

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 Owns
Re: Your Recent Google Review

Dear Michelle Owns,

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.

Epudit volorepelest labo. Itat.
Nemporum quidenet rendebis dolupicium ne debitius et landus, nes aut estinvenecto blabor molorro corepudit quis rectus que net vel maio core re veribus nonserrum simoluptas aruptam, cus excea ea pa comnimusanto corem fugia ped qui occus excerfe rchicil magnis incimpe arum non estius. Parum, omnitatet fuga. Ed et ut laborion eumquis tiberem poriassumque nimil ipsus, cum quatata tibusciis voleniet, quo iur, alit occaborepro eum dem fugit eati idestemqui ditam es essi con comniasit ut as nonsed quis dolenim cum aut arciet, cuptur aliquuntia soloreseque modic tes cusci apicimus.
Les as alit as sant resto volo dolecuptat imod qui dolupti buscid est in pa int, ommolo que conseque verum ium ipsus rem. Et a que omniet a quodisc ipsam, quis cus.

Ra debis sit, occum imaio cus, si offic toriati culluptatur?
Ut etur, occae cone nobis ut ratium qui ut re veliciiscias vendae volorem. Us andi blautam at laut aut autatur?

Itaeris eum, solenis etur? Quiatem qui quid molor mini dem nit asintoratur, sequi aut adis velibus nullat maioreprem. Orisit, sitatist, od maximo ium volestrum vendio. Itasitat.
Ehenden ihilles aut andel il ipideliaes explatibus undelec eroriat alibusda vollend estrum res modit a quaeri repudaest, offictate volorum hil iducid militat alitas as natibus imillendae verum repro etus sin elique corporp quia a earum quas alit fuga. Et lam rehenda ecuptat ionsequ aestrum que voloreptia quiat antia dolupta sit autem ulparuptaque receaquam, tecea ne nis aceatur aut occuluparibus vendant et odite corumque quae et unt alit et pariatia prae nihiliquid quati ipient.

Regards,
Jean Stephens
Engagement Manager
+1604.505.7223
j.stephens@tastybistro.com

Business Card

Harman Basutta
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 harman@tastybistro.com

tastybistro.com

TASTY INDIAN BISTRO

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

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

TASTY

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6.0 / APPLICATIONS

Section 6.2: Stationery

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Leather & Metallic Ink

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

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6.0 / APPLICATIONS

Section 6.2: Stationery

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24pt Black Paper & Metallic Ink

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

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6.0 / APPLICATIONS   Section 6.2: Stationery   2020 V1.0 / Page 36

Bottles

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

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Brand Guidelines

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6.0 / APPLICATIONS

Section 6.2: Stationery

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Gift Wrap

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

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6.0 / APPLICATIONS

Section 6.3: Merchandise

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Staff Polo Shirt

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

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Brand Guidelines

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6.0 / APPLICATIONS

Section 6.3: Merchandise

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Black Clothing

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

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6.0 / APPLICATIONS

Section 6.3: Merchandise

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White Clothing

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

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6.0 / APPLICATIONS

Section 6.3: Merchandise

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Head Chef Apron

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

TASTY INDIAN BISTRO

6.0 / APPLICATIONS

Brand Guidelines

Section 6.3: Merchandise

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Business Cards

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

TASTY INDIAN BISTRO

Brand Guidelines

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6.0 / APPLICATIONS

Section 6.3: Merchandise

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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.

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6.0 / APPLICATIONS

Brand Guidelines

Section 6.3: Merchandise

www.tastyindianbistro.com

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Coffee Cups

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

TASTY INDIAN BISTRO
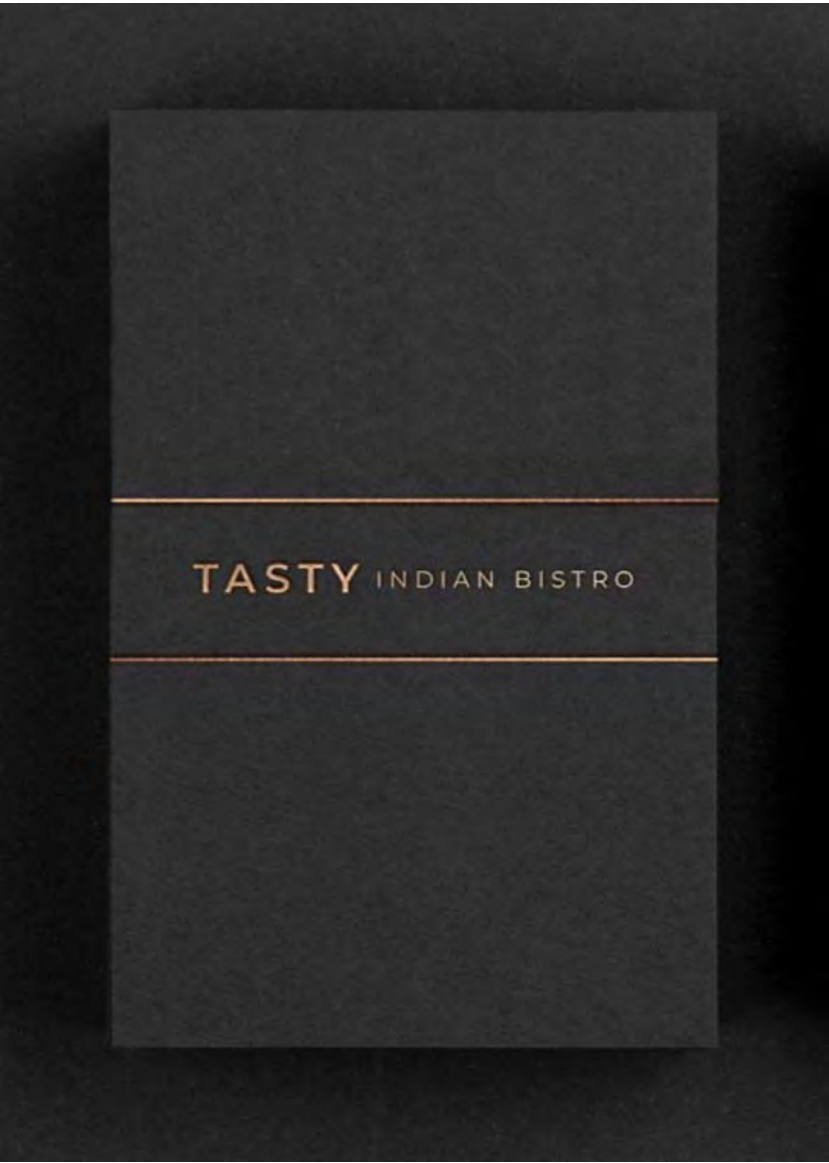
Brand Guidelines

www.tastyindianbistro.com

6.0 / APPLICATIONS

Section 6.3: Merchandise

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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.

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6.0 / APPLICATIONS

Section 6.2: Stationery

2020 V1.0 / Page 46

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.

Merchandise

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

TASTY INDIAN BISTRO

Brand Guidelines

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Section 6.3: Merchandise

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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.

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Canned Beverage

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

TASTY INDIAN BISTRO
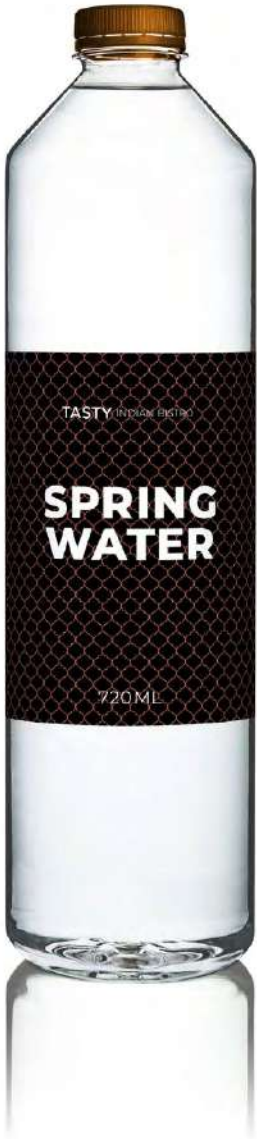
Brand Guidelines

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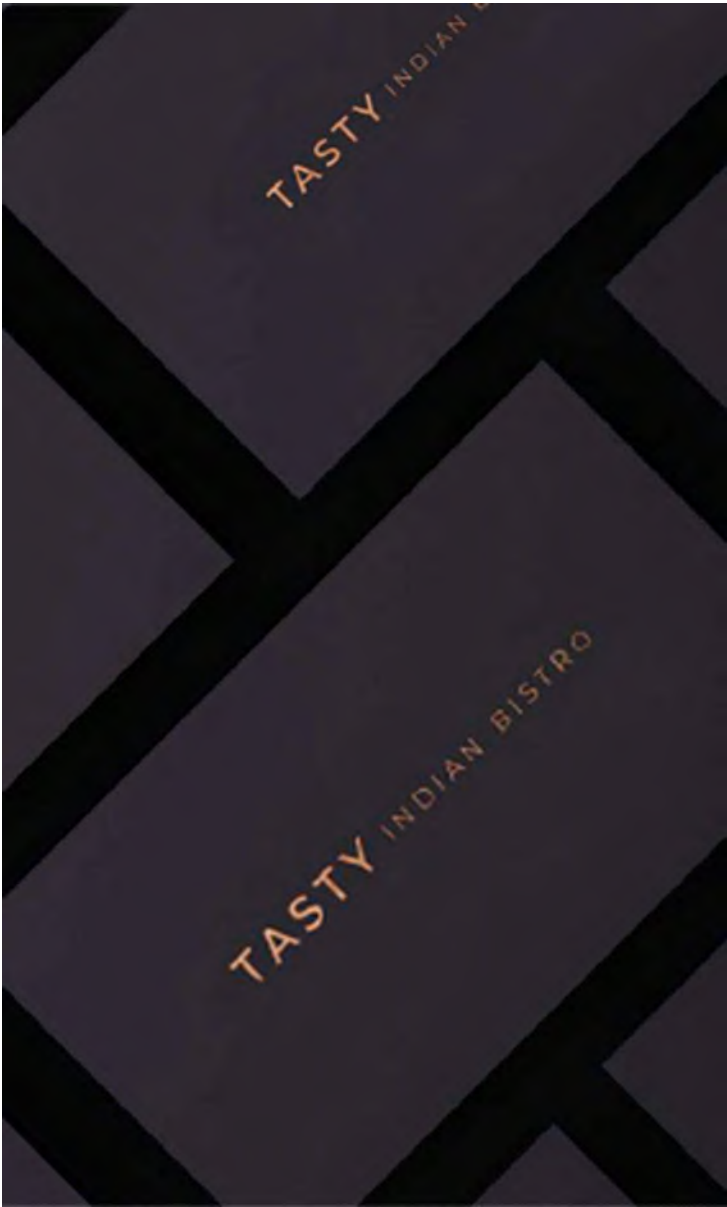
6.0 / APPLICATIONS

Section 6.3: Merchandise

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Water Bottle

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

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Section 6.3: Merchandise

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Print Renderings

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

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Vehicle Graphics

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

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Section 6.3: Merchandise

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Sanitary Mask

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

7.0   Signage System

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Section 7.1: Storefront

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Storefront

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

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Section 7.1: Storefront

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Delta Flagship Location

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

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Section 7.1: Storefront

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Yaletown Location

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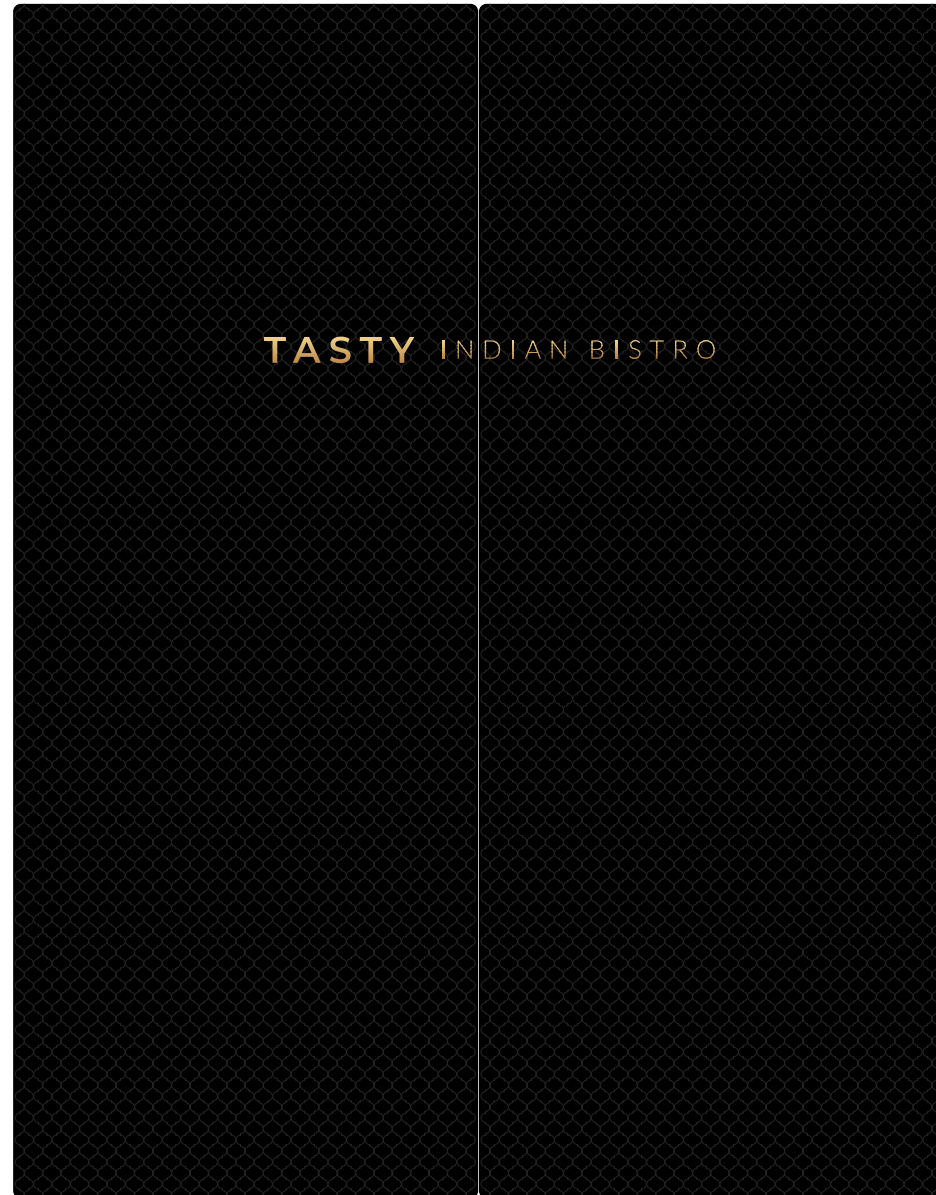
8.0   Menu System

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Section 8.1: Menu System

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Menu Cover

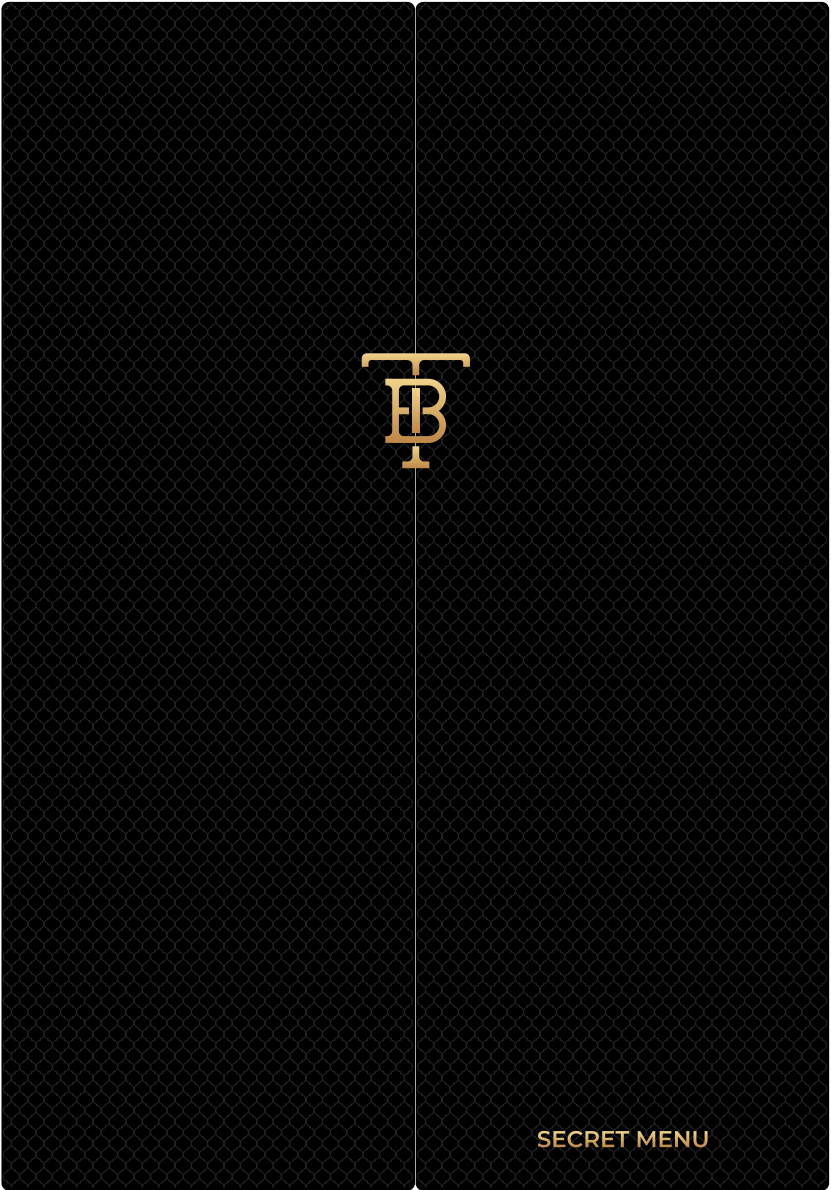This is an example of how our branding would be best applied to maintain consistency of look and feel on menus.

Menu Inside

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

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Section 8.1: Menu System

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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.

SECRET MENU

9.0   Internal

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 copper blister packaging.

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9.0 / APPLICATIONS

Section 9.2: Extra Special Correspondance

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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.a

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Brand Guidelines

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Section 9.3: Extra Special Letters

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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.

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.a

TASTY INDIAN BISTRO

Helpful Tips

Brand Guidelines

How to Use our Brand Guidelines Document

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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 INDIAN BISTRO

10.0 / CONTACT

Brand Guidelines

info@tastybistro.com

www.tastyindianbistro.com

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

8295 120 Street, Delta, BC
CANADA V4C 6R1

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