



# Brand Development Guide

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# Company

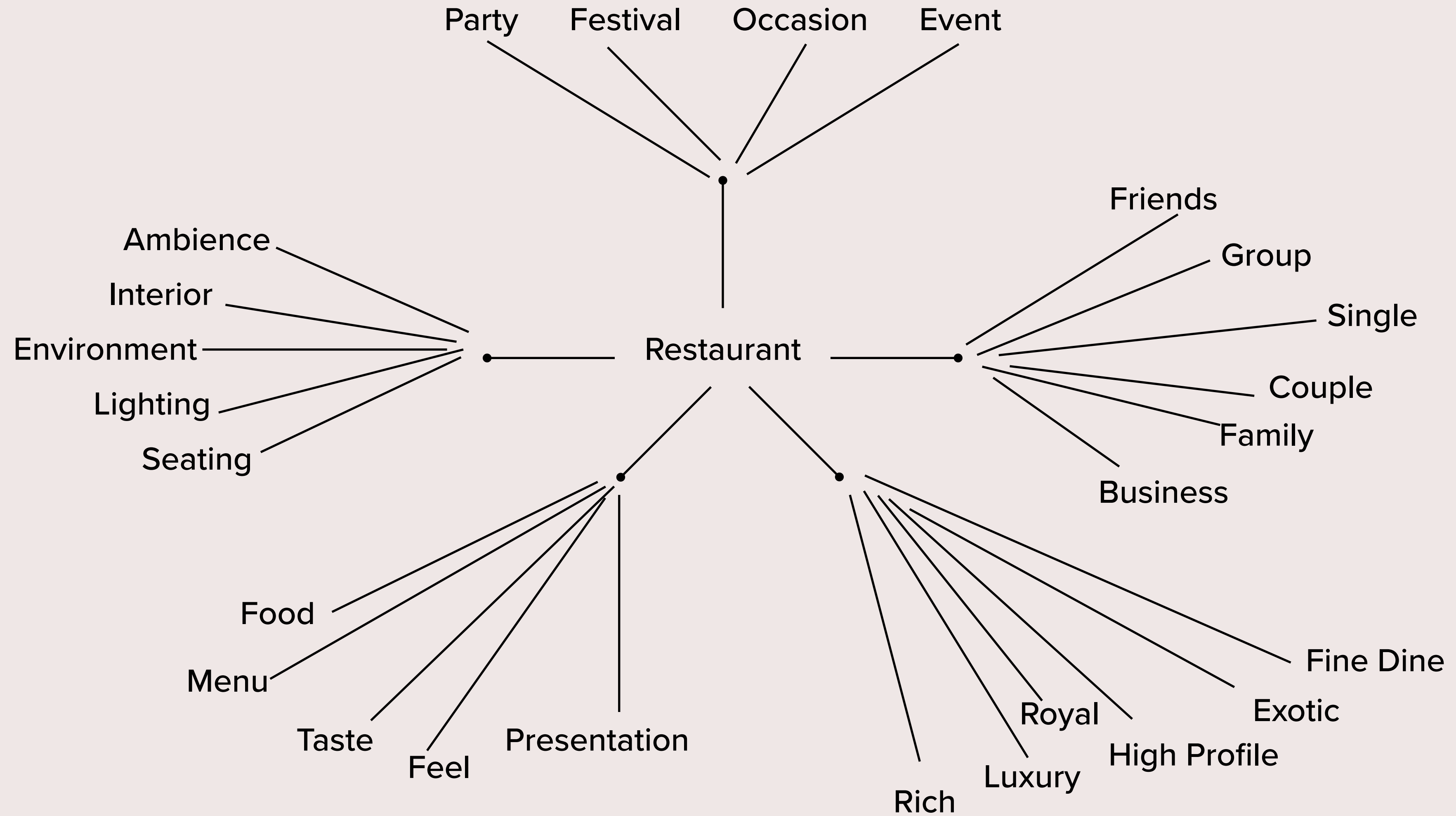
**An exotic and luxurious restaurant that specialises in elegant and aesthetic ambience and fine dining.**

# History

**Flynn, a small town teenager, came to New York City in the year 1993 for his education. Though Flynn secured a decent scholarship at the university, he still had a tough time with his daily expenses, given that he did not hail from a well-to-do family. After securing an entry level job at one of the largest companies of America, Flynn finally thought that his life was changing for the good. For this delightful occasion, Flynn took his little sister for dinner at a fine dine restaurant popular at that time. Looking at the two siblings and their poor appearance, the staff insulted them and denied them entry. Enraged by the incident, Flynn decided to start his own exotic restaurant brand, which is recognised throughout the world today.**

# Brainstorming

# Idea Mapping



# Naming

**The Exotica**

**The Royal Palate**

**AmbiDine**

# Key Qualities

**Luxury**

**Taste**

**Ambience**



# Moodboards



# Contemporary Reference





# Historical Reference





# Type & Logo

# Letter Shapes

**E A**

**E A**

**THE EXOTICA**

**E A**

*E A*

**e x a**

**e x a**

*e x a*

**The Exotica**

**e x a**

**e x a**

# Typeface Skeletons

**THE EXOTICA**

**THE EXOTICA**

**THE EXOTICA**

**THE EXOTICA**

**THE EXOTICA**

**THE EXOTICA**

**The Exotica**

**The Exotica**

**The Exotica**

**The Exotica**

**The Exotica**

**The Exotica**

# Minor Customisations

**THE EXOTICA**  
**T.H.E E.X.O.T.I.C.A**  
**—THE EXOTICA—**  
**THE EXOTICA**  
**THE EXOTICA**

**The Exotica**  
**T.h.e E.x.o.t.i.c.a**  
**—The Exotica—**  
**The Exotica**

# Logotype Development

THE EXOTICA

—THE EXOTICA—

THE EXOTICA

—The Exotica—

The Exotica

The Exotica



**Final Logotype**

  
**THE EXOTICA**

# Colours & Imagery

# Colour Palette

#F2F2F0

#993370

#262626

#FEEB96

#8C1C1C

# Coloured Logotype

  
**THE EXOTICA**

  
**THE EXOTICA**

  
**THE EXOTICA**

  
**THE EXOTICA**

  
**THE EXOTICA**

  
**THE EXOTICA**

  
**THE EXOTICA**

  
**THE EXOTICA**

# Custom Mark



# Secondary Typeface

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 8 9

Premium Dining Experience

Premium Dining Experience

Premium Dining Experience

Premium Dining Experience

Premium Dining Experience



# Imagery

  
**THE EXOTICA**

**Premium Dining Experience**



The mark can be associated with the logotype in multiple ways, with or without the tagline.



**THE EXOTICA**



**The Exotica**



**The Exotica**



**THE EXOTICA**  
Premium Dining Experience



**The Exotica**  
Premium Dining Experience



**The Exotica**  
Premium Dining Experience



# Brand Applications

# Website



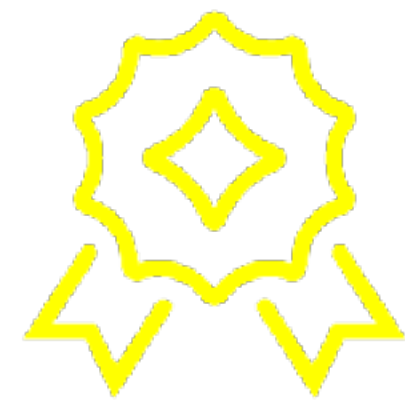
Heritage

Standards

Locations

About

Contact



**The Ultimate Premium  
Experience**

—  
Wine 'N' Dine 2020



# Business Cards



**THE EXOTICA**



**Alex Martin**  
Associate Manager

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[alex.martin@exotica.com](mailto:alex.martin@exotica.com)

555 000 5893



# Menu

 **The Exotica**  
Premium Dining Experience



## Signature Noodles

### Fried Prawns + Egg Bowl

**\$25**

A medium sized noodle bowl with partially fried prawns and half boiled eggs complemented with seafood flavourings.

 **The Exotica**  
Premium Dining Experience



## Thick Shakes

### Urban Chocolate

**\$15**

Large sized glass filled with deeply molten thick chocolate shake topped with a layer of soft and creamy ice-cream along with chocolate chips.



# Billboards



**THE EXOTICA**

Introducing **HAPPY HOURS**

Unlimited drinks\* at just

**\$29**

2 PM - 5 PM Weekdays

*\* The offer is subject to terms and conditions. For more details visit [exotica.com](http://exotica.com)*





# The Exotica

## Brand Development Guide

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Graphic Design Specialisation

Coursera/CalArts

2020