BRAND GUIDELINES · LAST UPDATE 10/2024

KIDILUM

South Indian — Reimagined

WWW.KIDILUMNYC.COM

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INTRODUCTION

Using our brand correctly is extremely important to us. Please read through this guide and always refer and adhere to it.

Enjoy getting to know our brand!

Intent of this guide

KIDILUM is a modern South Indian restaurant offering a contemporary twist on traditional South Indian cuisine. This guide is the reference for everyone authorised to work with the brand.

It is not meant to restrict creativity. Innovation is one of our core values. What we want is a distinctive, consistent presence in everything we create, so that people know it is KIDILUM.

Some executions — business cards, letterhead — are standardised. The focus here is to give you the elements you need to create, so your work looks like KIDILUM every time.

PERMISSIONS

Using our assets

We maintain strict control over our brand and reputation, and expect the same high standards wherever it appears.

You need specific permission to use any brand material, including everything in this guide and its accompanying files.

Having these materials does not imply permission in any way.

Questions go to an authorised representative — usually your point of contact.

We may disapprove or deny any use of our logo, visuals or other brand elements at any time, for any reason.

01

Brand strategy

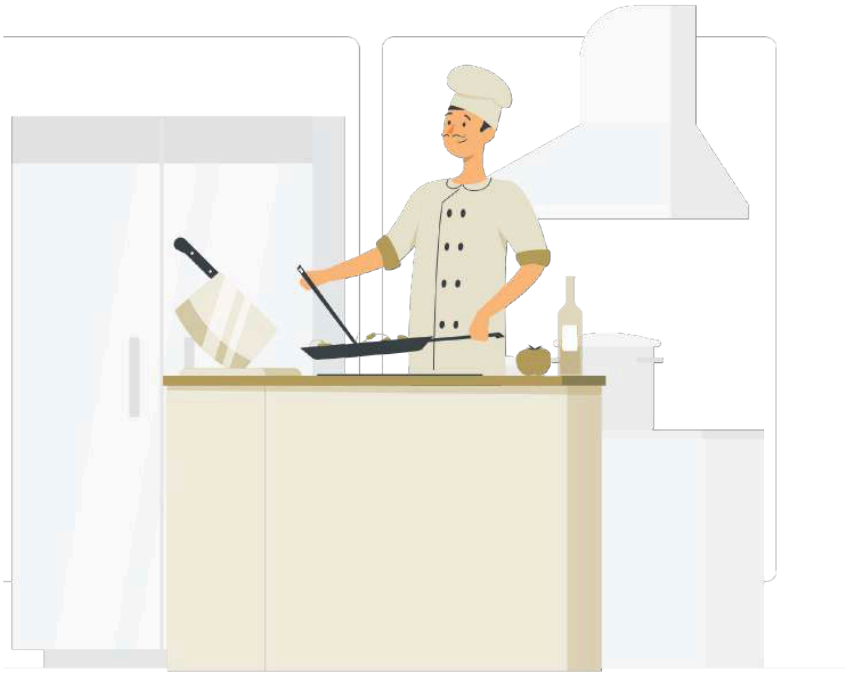
Our brand is more than our name and our logo. It’s about who we are, what we do, and what we stand for.



BRAND PURPOSE

“To elevate the standards of South Indian food, so that misconceptions are replaced with admiration.”

Know why we’re in business and talk about it often, to rally the team and give guests a reason to engage. Keep the essence, even when the wording changes. Use it to open a speech, an interview, a presentation, or any introduction.



BRAND VISION

“To offer the most innovative and contemporary South Indian cuisine in the world.”

Use this statement to explain our intentions and motivate the team towards the future we’re building. Used together, vision and purpose communicate the direction and values of our restaurant.



BRAND VALUES

Our fundamental beliefs and guiding principles. They define our culture and our behaviour. Use them as a filter to check you are on the right path.

Authenticity	Staying true to the traditional roots of South Indian cuisine.
Creativity	Experimenting with new flavours and techniques, blending traditional recipes with contemporary twists.
Enthusiasm	Approaching our work with passion and excitement.



TARGET AUDIENCE

“Working professionals who want to discover new dining options with authentic South Indian flavours.”

Working professionals and business people who want to relax in a welcoming, family-friendly atmosphere and immerse themselves in unique experiences.

SAMPLE CUSTOMER PROFILE

Muhammad · 30+ · lives in NYC

A busy professional who wants memorable, enjoyable dining experiences for his family or office colleagues.



BRAND POSITIONING

“We provide South Indian food lovers the true essence of South Indian cuisine, in a modern way.”

We help South Indian food lovers and food enthusiasts who are dissatisfied with typical dining options. At KIDILUM we provide true value for money and satisfaction, built on pure ingredients and unparalleled professionalism.

Use this statement whenever you need to explain how we are different.



BRAND PERSONALITY

“We love creating unique, authentic South Indian culinary experiences.”

Primary · Creator

Secondary · Ruler

We love knowledge and service because we care about people and the quality of their lives. We are driven by expertise, with a hint of innovation. We rely on facts, not opinion. Use this to shape the attitudes expressed in brand communication.



BRAND VOICE

Our tone of voice is how we want to sound. It defines quality writing across every touchpoint.

PRIMARILY

Friendly & respectful

...but not overly formal.

SECONDARILY

Playful & professional

...but not overly enthusiastic.



BRAND TAGLINE

South Indian – Reimagined

A distillation of our core beliefs, and the story of our brand in three words. Use it in all brand communications to convey our value proposition and help guests remember us.



02

Brand logo

Our logo is the most visible element of our brand. Consistent use is key to recognition.



PRIMARY LOGO

Mandala and wordmark

The most distinctive part of our brand. It goes on every form of communication — ours and our partners'. Use the primary logo whenever possible.





SECONDARY LOGO

Brandmark & seal

Use the Mandala brandmark when space is limited and the wordmark would become illegible: favicons, social profile pictures, and anywhere the primary logo can't be used.



Brandmark



Restaurant seal

LOGO CONSTRUCTION

A Mandala and a luxury serif

Carefully constructed to keep its ownable character while staying legible at any size. Optical kerning and refined weights and proportions make it instantly recognisable.



Mandala · cap height · baseline

LOGO SAFE AREA

Clear space = cap height of the K

Give the logo plenty of space so it is never obscured by words, images or anything else. This applies to every colour variation and version.



LOGO SIZES

Big enough to make an impact

Keep scaling consistent across print and digital. Recommended sizes work in landscape and portrait. For other sizes, start from the closest one.



With tagline
50 mm · 280 px



Minimum
25 mm · 140 px



Recommended
40 mm · 220 px



Icon
6 mm · 35 px

Logo colours





Primary — on white and dark backgrounds. Use whenever you can.





Secondary — white, on colour backgrounds where neither primary stands out.



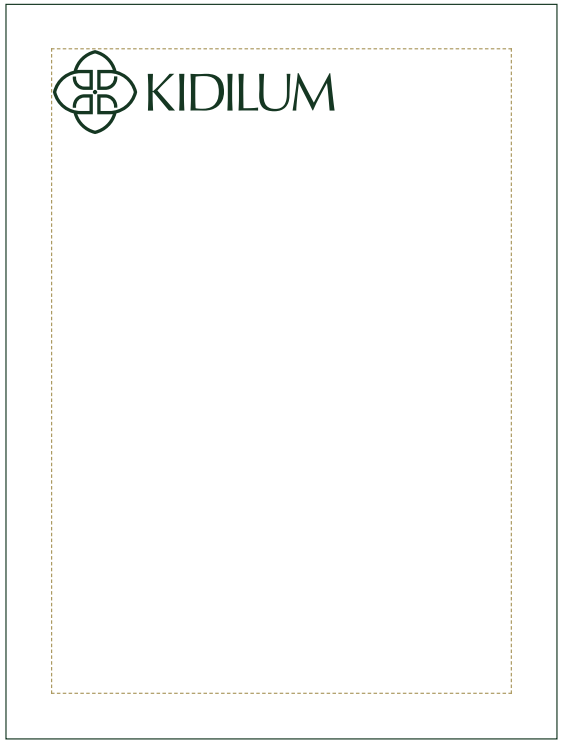


Black & white — when colour isn't available, e.g. fax, embroidery.

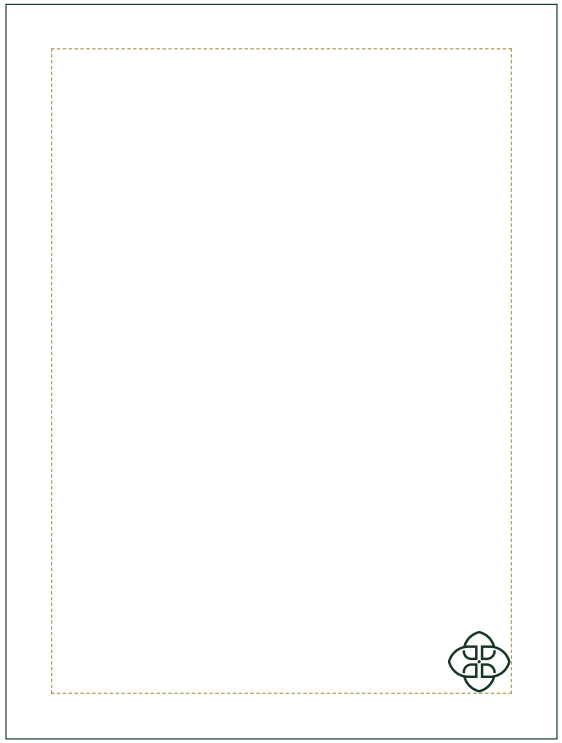
LOGO PLACEMENT

Left for primary, bottom-right for the mark

Place the primary logo on the left of the layout, in print and digital. On multi-page documents or tight spaces, place the brandmark in the bottom-right corner.



Primary · logo 35 mm / 220 px · margin 15 mm / 64 px



Secondary · mark 6 mm / 35 px · margin 15 mm / 64 px · bottom right

Logo don’ts

Always use the approved files. Never stretch, recolour, recreate, add shadows or otherwise modify the logo. The most common errors:



✕ Do not change colours



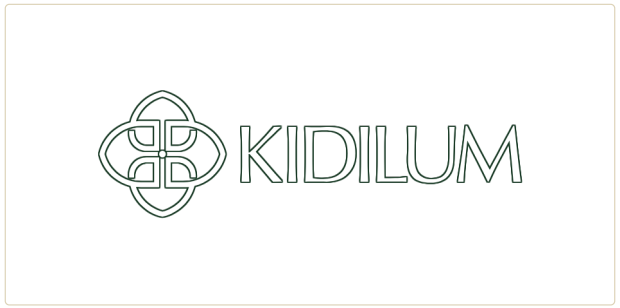
✕ Do not recreate the logo



✕ Do not scale disproportionately



✕ Do not add special effects



✕ Do not display as an outline



✕ Do not display with limited legibility

03

Brand colours

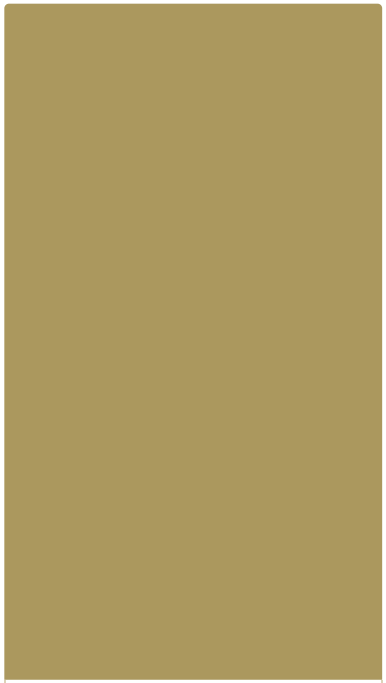
A distinctive palette, designed as a key element of our visual toolkit.



PRIMARY COLOURS

Gold, green and grey

Ideally about 80% of everything we do. Gold and green add a luxury feel. Gold is unique to KIDILUM — use it sparingly, for credibility and assurance. Grey is for less important, secondary elements.



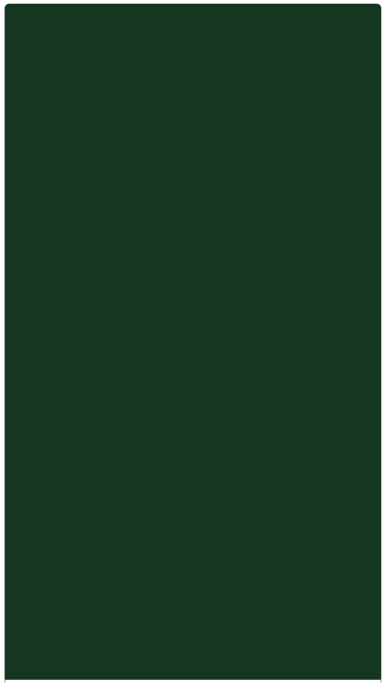
Ecru

HEX #AB985E

RGB 171 · 152 · 94

CMYK 0 · 11 · 45 · 33

Pantone P 9-13 U



Royal Green

HEX #153722

RGB 21 · 55 · 34

CMYK 88 · 47 · 88 · 62

Pantone 627 U



Ultimate Grey

HEX #949698

RGB 148 · 150 · 152

CMYK 3 · 1 · 0 · 40

Pantone 17-5104 TCX

SECONDARY COLOURS

Lapis and maroon

Use sparingly in illustrations and graphs, to add meaning and visualise data. Never use secondary colours as a replacement for the primary palette.



Lapis Lazuli

HEX #235789

RGB 35 · 87 · 137

CMYK 74 · 36 · 0 · 46

Pantone 19-4052



Maroon

HEX #8A2623

RGB 138 · 38 · 35

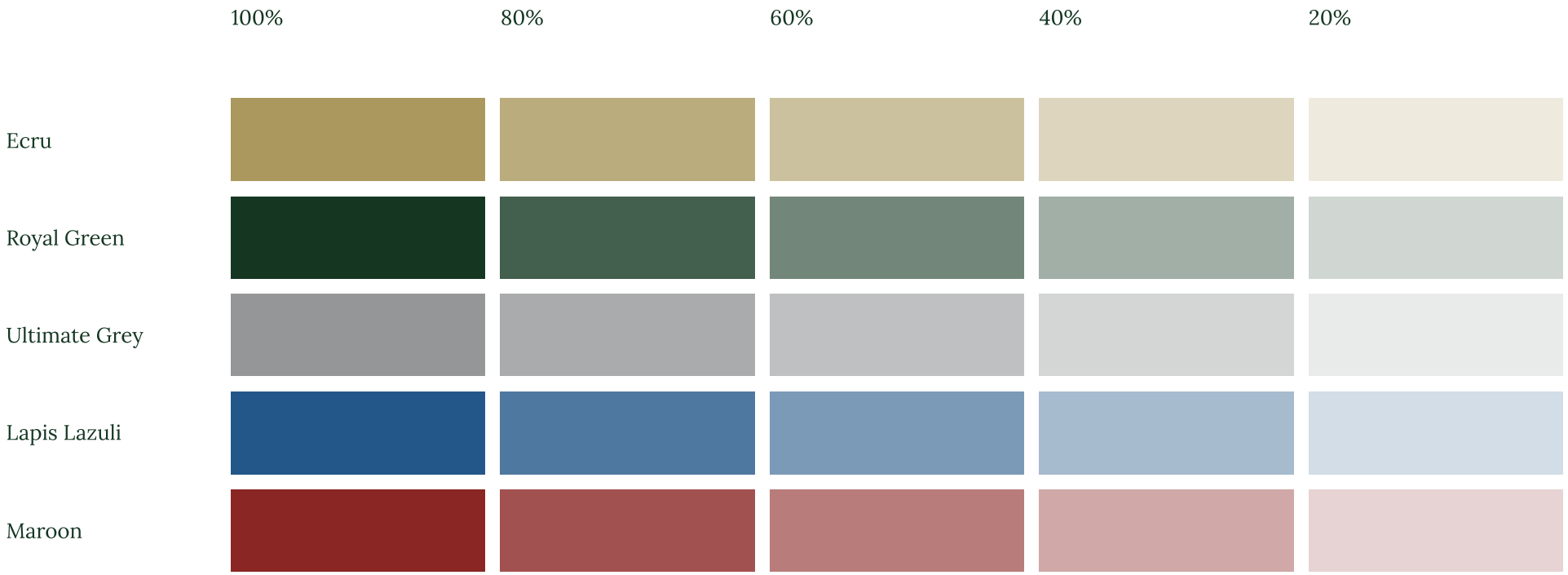
CMYK 23 · 100 · 100 · 27

Pantone P 50-8 C

SPECIALTY COLOURS

Tints for depth

Only for illustrations and data visualisations that need a range of tone and opacity. Use them to create depth and perspective. Illustrations may extend the greys.



COLOUR BALANCE

White leads

White balances our gold and green in print and online. Keep backgrounds white, except for covers, title pages and headers. Secondary and specialty colours are only for illustrations and graphs.



Ecru 10%. Grey, Lapis and Maroon appear only within text, icons and charts.

Readable pairings

Aa	Green on white · 13.1:1	All text
Aa	White on green · 13.1:1	All text
Aa	Gold on green · 4.6:1	All text
Aa	Gold on white · 2.8:1	Display only
Aa	Grey on white · 3.0:1	Large text only

Colour don’ts

Never mix, change or create new colours, add gradients, or depart from the colour balance.



✕ Specialty colours for text on colour



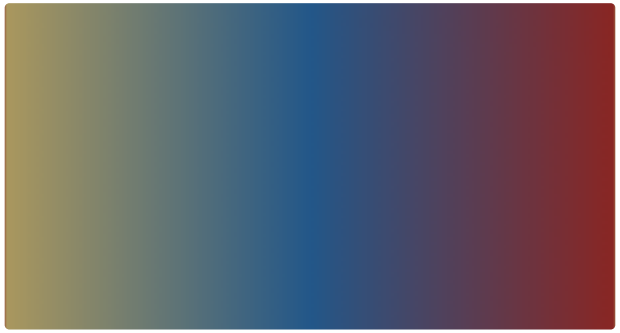
✕ Too many colours in one design



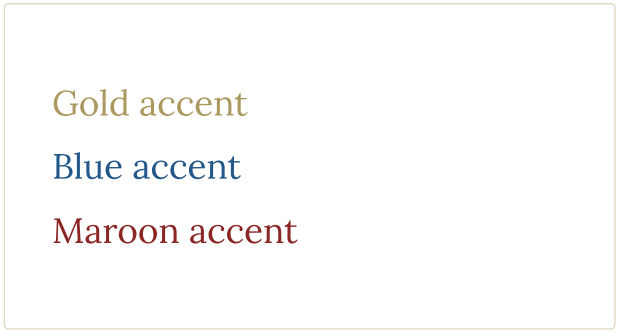
✕ Specialty colours as backgrounds



✕ Wrong colour proportions



✕ Gradients or new colours



✕ More than one accent colour

04

Typography

Our typography complements the logo and is a key asset for recognition and ownability.

Aa

Three typefaces

PRIMARY · HEADLINES

Abc

Optima LT Bold

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 0123456789 & @ # %

Bold headlines and quotes. Distinctive and trustworthy, chosen to convey credibility.

SECONDARY · TEXT

Abc

Lora Regular

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 0123456789 & @ # %

Subheads, body text and everything else. Always Regular, except paragraph headers.

TERTIARY · QUOTES

Abc

Kaushan Script

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 0123456789

Quotes and highlighted phrases, in gold, at display size.

Font colour & sizing

Optima Bold for headlines	Headline · 70 pt · line 70 pt · tracking −10 · Dark Green
DESCRIPTOR	Descriptor · Lora · 9 pt all caps · tracking 100 · line 150%
Lora regular, set in bright green, for subheads	Subhead · ½ headline · line 120% · Bright Green
Paragraph header	Paragraph header · 110% of body · Extra Bold · tracking 25
Lora regular is used for body copy. For readability, body copy should be at least 10 pt in print and 16 px in digital.	Body · Lora Regular · line 150% · Dark Green
"Kaushan Script set in gold is used in quotes."	Quote · Kaushan Script · ½ headline · Gold

FONT SPACING

Space measured in headline units

Space between elements is a multiple of one unit, X. Keep it consistent so the hierarchy reads at a glance.

DESCRIPTOR

1 × X

Optima Bold is used in headlines

1 × X

Lora regular, set in bright green, for subheads.

2 × X

Paragraph header

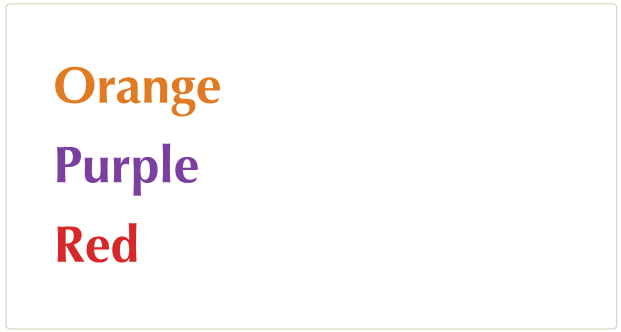
Lora regular is used for body copy. For readability, body copy should be at least 10 pt in print and 16 px in digital.

2 × X

"Kaushan Script set in gold is used in quotes."

Type don’ts

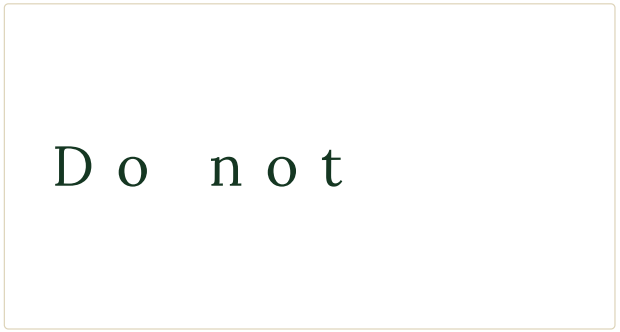
Never change colours, weights, letter-spacing or line-height. Check the approved sizing and spacing before you lay out text.



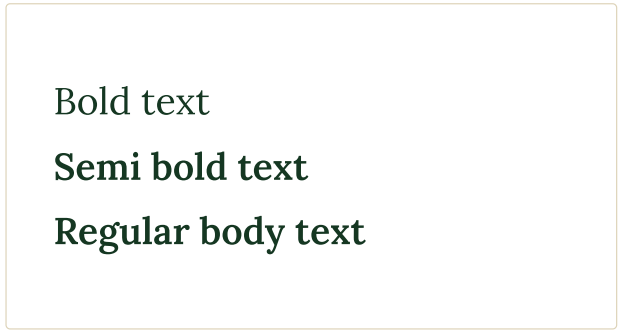
× Off-palette coloured type



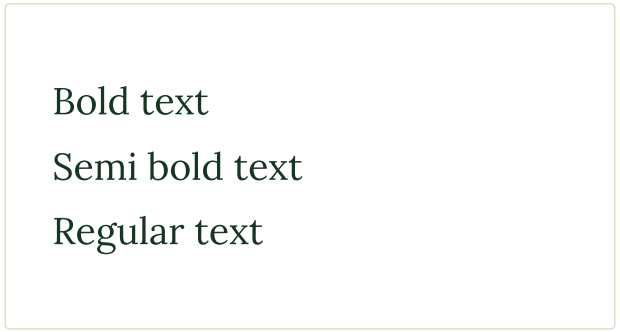
× All caps for headlines



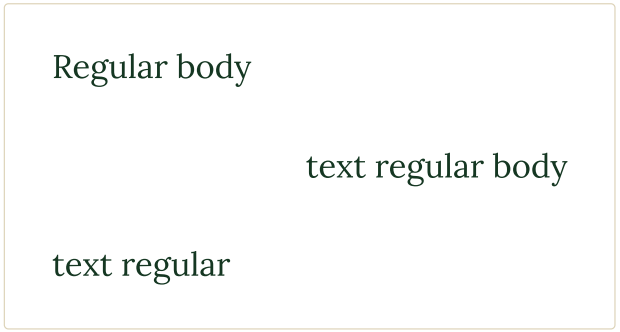
× Adjusted kerning or tracking



× Random font weights



× Hierarchy levels the same size



× Separated chunks of text

05

Pattern

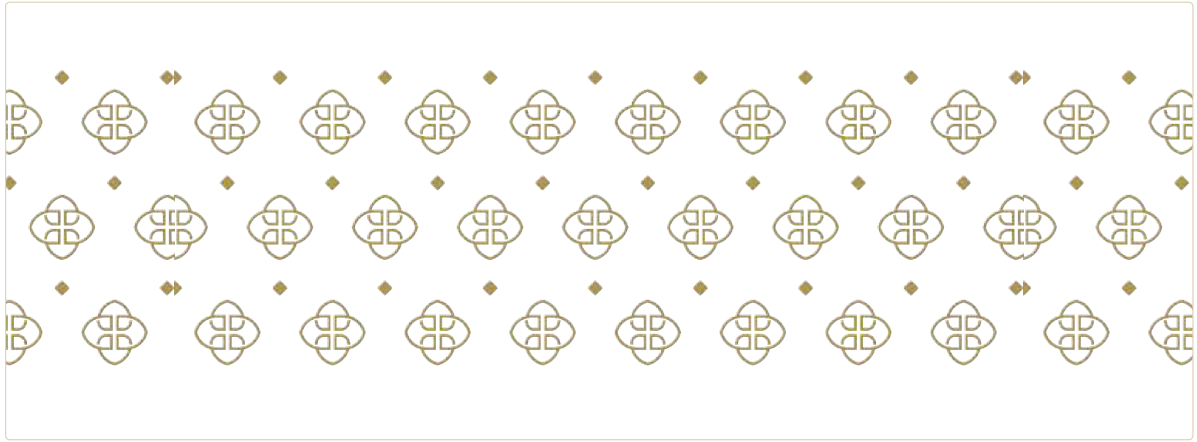
A key graphic element that adds life and luxury to our brand.



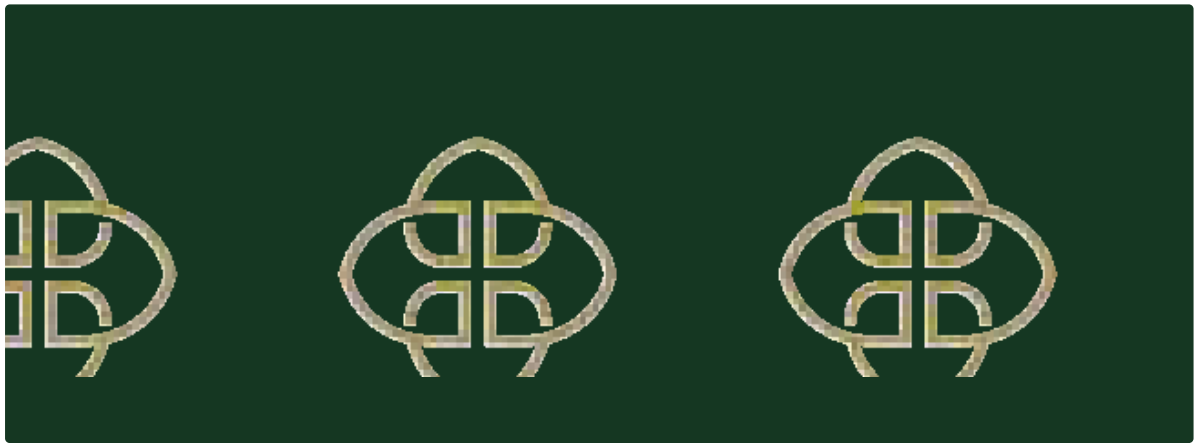
PATTERN CONSTRUCTION

One tile, flipped

Create endless patterns from the original tile by flipping every other tile vertically. Always use the original artwork and keep the spacing between Mandalas. The pattern faces right horizontally and up vertically.



Horizontal



On Royal Green

PATTERN SIZES & PLACING

Two tiles = one wordmark

Use the pattern to decorate a composition. To size it, two tiles equal the width of the wordmark. For wraps, fabrics and similar, it may cover the entire canvas.

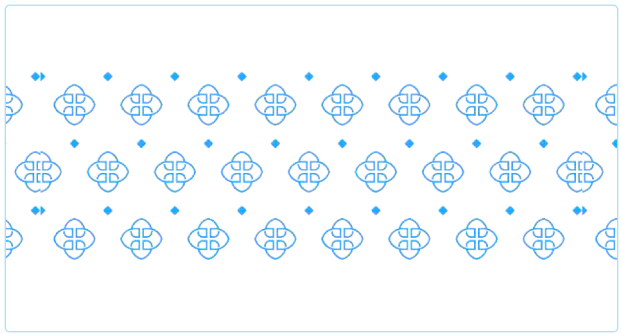
KIDILUM

Size of logo



Pattern don’ts

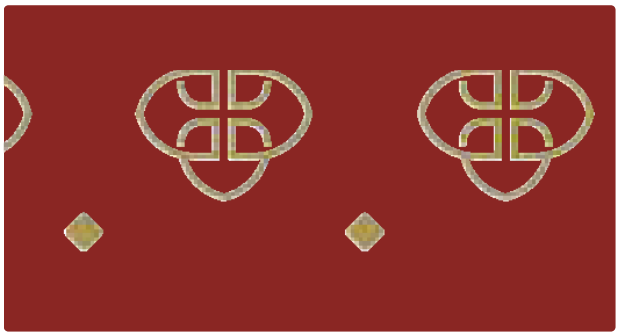
Never change colours or size. The pattern may only sit on white or Royal Green.



✕ Change pattern colours



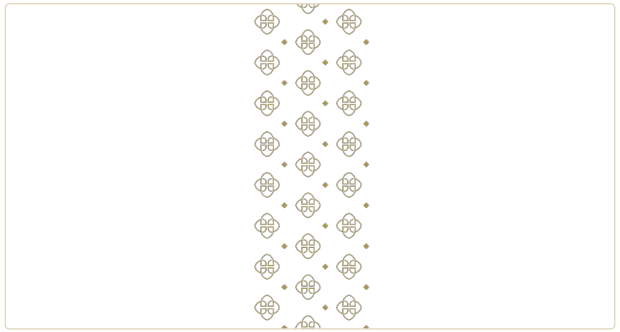
✕ Add drop shadows or effects



✕ Use on other colour backgrounds



✕ Scatter tiles randomly



✕ Change the orientation



✕ Use the pattern as a keyline

06

Imagery

Treatments that bring consistency to how we combine photos and text.



OVERLAY CONSTRUCTION

Photo, 75% overlay, white text

For headers and cover images. Always use 75% opacity and a primary colour. Use the appropriate logo version, and place text in white on top of the overlay.



Photo background



Overlay · 75% opacity



Text layer · white

Overlay don’ts

Overlay is always 75% opacity with white text. Combine it only with the keyline — never with other graphic elements.



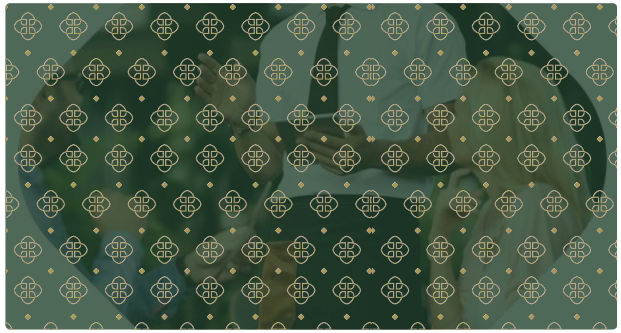
× Change overlay colours



× Change opacity levels



× Gradients or other effects



× Combine with the pattern



× Cover the background partially



× Text masks or other effects

MASK CONSTRUCTION

Overlay plus keyline

Create the overlay first, then a Mandala keyline to hold the image. Use on cover pages to show an image without filling the screen. Primary or secondary colours may be used; text is always white.



Mask don’ts

Never change colours, opacity, size or direction. The mask overlay is always 50%, always with white text.



✕ Remove or change the overlay



✕ Gradients or other effects



✕ Colour text on the overlay



✕ Combine with the pattern



✕ Different colours for overlay and BG



✕ Other shapes for the mask

07

Composition

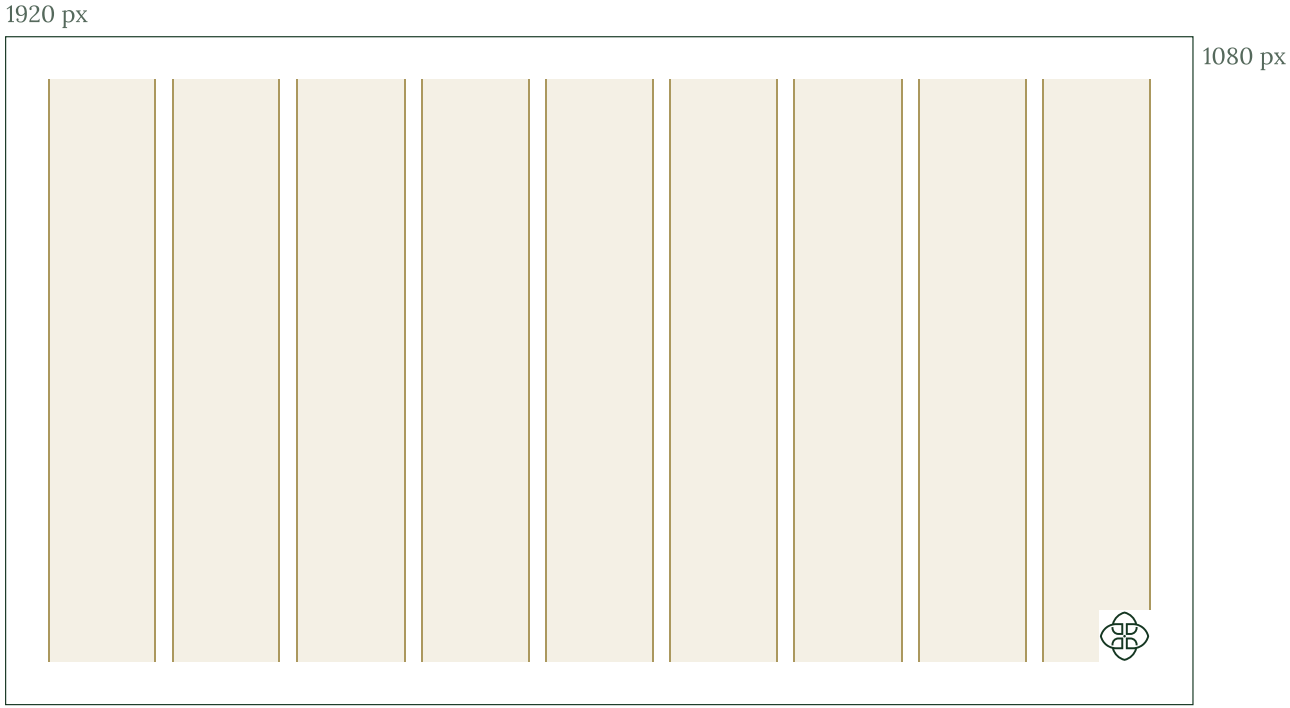
A flexible system, easy to use, that accommodates all of your content needs.

COLUMN GRID

Nine columns at 16:9

Divide the layout according to the message. Fill the whole space or subdivide it. Choose the number of columns that suits the composition; for 1920 × 1080 presentations, nine works best.

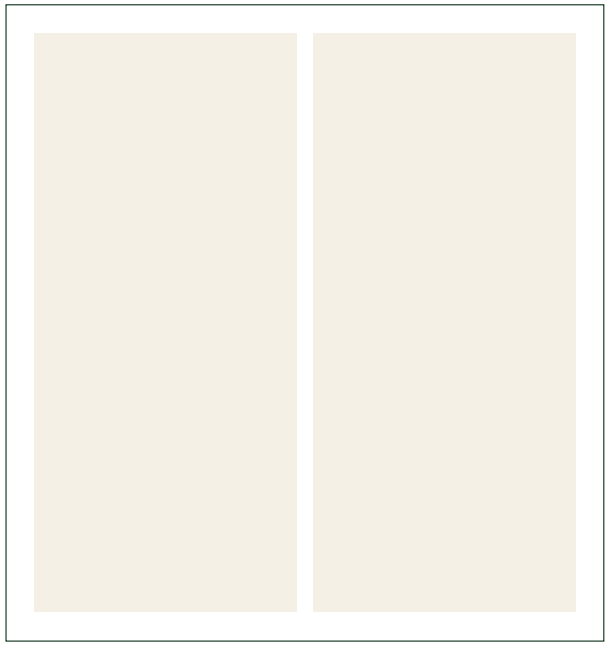
Margin	64 px
Gutter	24 px
Vertical subdivision	Flexible



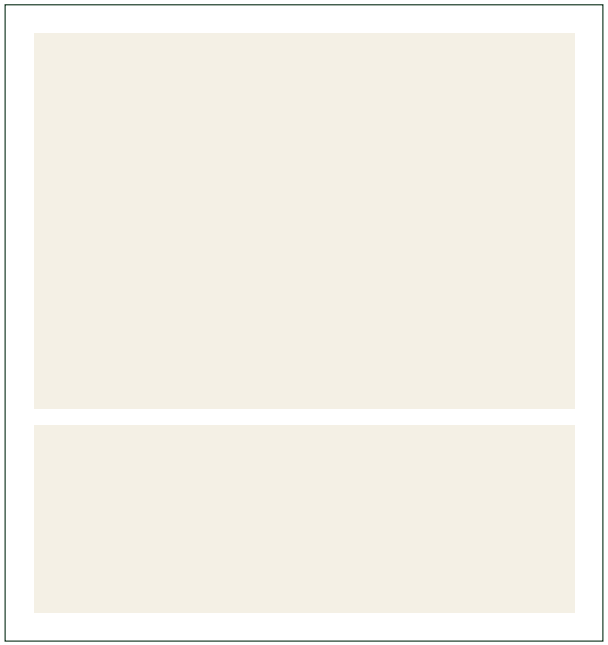
LAYOUT VARIATIONS

Straight divisions, any number of blocks

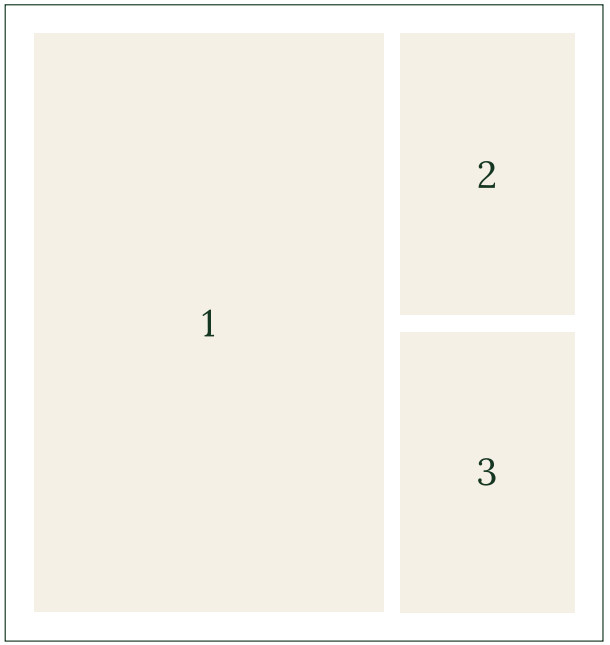
Subdivide horizontally and vertically. Divisions are straight — symmetrical or clearly asymmetrical. The number and relative size of spaces is flexible.



Vertical subdivision · flexible



Horizontal subdivision · flexible



Number of blocks · flexible

COMPOSITION EXAMPLES

Obey margins and gutters

The logo snaps to the bottom-right margin. Gutters may grow up to margin size. Vertically, centre elements; horizontally, align text left, right or centre. Add columns as the content needs.



LOTUS STEM



CHEMMEEN MOILEE



NANDU CURRY

Composition don’ts

Align text primarily left, secondarily centre (e.g. covers). Set up a few master layouts and reuse them.

Don’t position

things

randomly

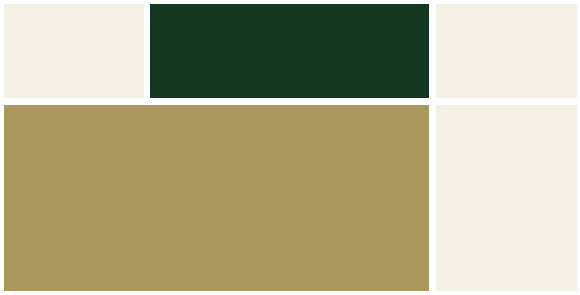
✕ Elements positioned randomly



✕ Text overlapping images

Don’t position text to objects

✕ Text placed against objects



✕ Fragmented layouts

Don’t place text close to edge. Don’t place text close to edge. Don’t place text close to edge. Don’t place text close to edge.

✕ Text too close to the edge

Pellentesque ante est, sollicitudin auctor commodo

✕ Unusual text alignments

08

Applications

How our identity comes to life across brand communication.





UNIFORM

Cap

Royal Green with the 3D primary logo in gold.





UNIFORM

T-shirt

Front: primary logo on the chest.
Back: Mandala brandmark between the shoulders.



UNIFORM

Apron

Royal Green apron with the gold primary logo, worn over the chef's whites.



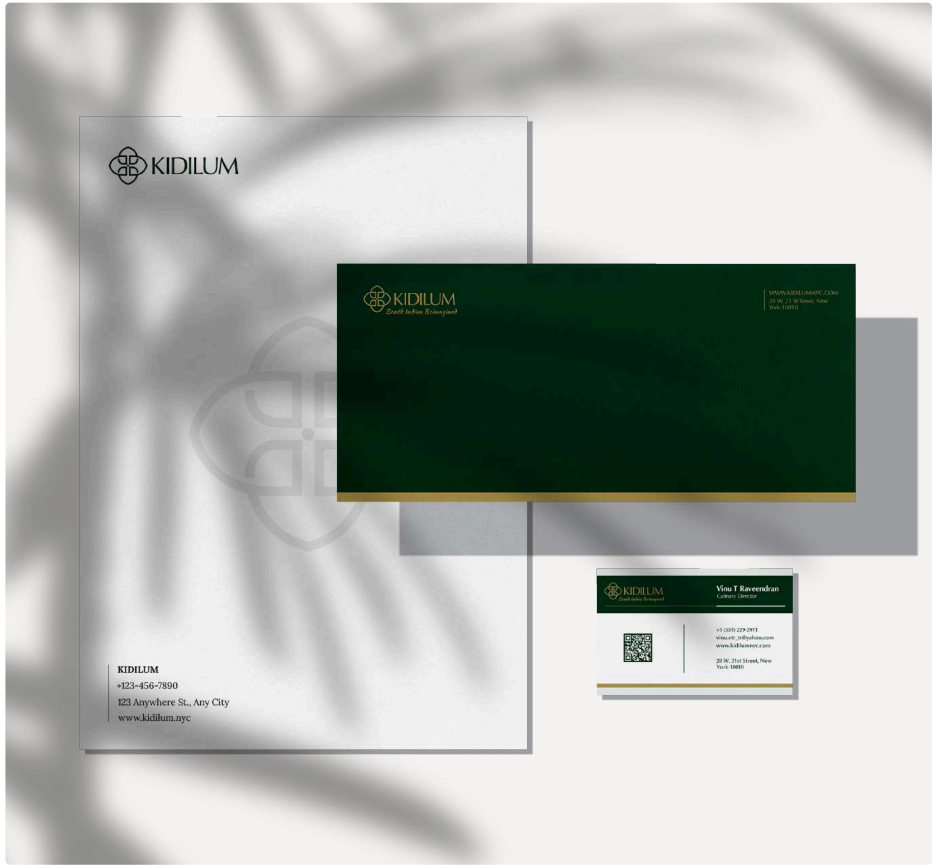
Menu folder

Royal Green cover, gold brandmark centred.



Matchbook

Green box with gold-tipped matches.



Letterhead

White sheet, logo top-left, green envelope.



Visiting card

Green front with logo; white back with details and QR.



Food packaging

Green pouch, gold logo, seal sticker on the fold.



Paper bag

Royal Green with gold rope handles and logo.



Pen

Green barrel, rose-gold trim.



Gift card

Ecru card in a green folder.



Wrapping paper

Full-canvas Mandala pattern in gold on white.



Thank-you card & resource folder

White and green, with brandmark.

Corrections in this edition

Royal Green RGB corrected (was 255, 255, 255)	Ecru RGB matched to its hex value
Primary typeface: Optima (Athelas references removed)	Secondary typeface: Lora (Manrope references removed)
Colour balance totals 100%	One minimum body size: 10 pt / 16 px
Gold and grey limited to large type on white	Copy from an unrelated guide removed; typos fixed



Thank you

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