



Branding & Visual Communication Guide



A Family Tradition.

A Little More
Spiced.



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Mission & Vision

Mission & Vision

To bring an authentic, family tradition of Sri Lankan cuisine to office workers in the Salt Lake City Area.



Branding Statement

Brand Position Statement

Through the direct experience of making food in a family business in the country of Sri Lanka, Sharmila, Mathan, and Savita have an acute knowledge and authentic connection to Sri Lankan cuisine. For office workers within the Salt Lake City area, the Taste of Sri Lanka provides a unique ethnic food delivery service that features simple and spiced Sri Lankan cuisine.



Brand Language & Taglines

A LITTLE MORE
SPICED

A FAMILY TRADITION
THE TASTE OF
SRI LANKA

Brand Language

The Taste of Sri Lanka's brand language should feature messaging that explains Sri Lankan Cuisine, the generational family connection Sharmila, Mathan, and Savita have with Sri Lankan food, and its function as a food delivery service.

Taglines

Language such as "A Family Tradition, The Taste of Sri Lanka" and other messages that highlight the connection with Mathan, Savita, and Sharmilla's history with the family food business in Sri Lanka can be used to support its authenticity.

To demonstrate this difference between the Taste of Sri Lanka and its Indian competitors, the branding phrase such as "A Little More Spiced" will be used showcasing how Sri Lankan food is generally more spiced than its Indian counterpart.



LOGO

Visual Style Guide



The logo design of the Maharjan Headdress with the text “Taste of Sri Lanka” should be featured in all marketing and visual materials to promote the brand’s visual identity.



Colors



Color Template

Per the focus surveys on the target audience and the relationship to the Sri Lankan Flag, colors for the logo and all design elements will feature yellow, orange, and red. The written elements can feature yellow, red, orange, or black depending on background.



Typography

Mr. Keningbeck Pro Font.

LOCAL BREWERY 4

Helvetica (Regular)

Helvetica Bold

Helvetica Light

Typefaces

To develop consistency and brand identity throughout all marketing and branding elements of the Taste of Sri Lanka the following typefaces are recommended:

For logo use only:

Mr. Keningbeck Pro Font.

For menu items and titles:

LOCAL BREWERY 4

For all subject matter text:

Helvetica (Regular)

Helvetica Bold

Helvetica Light



Marketing Materials

List of Materials

Business Card Design

Menu Design

Facebook Banner

Instagram Ad

Minimalist Ad

Infograph



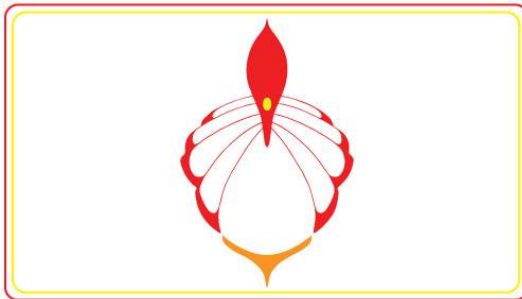
Business Card

Business Card Front

Utilizing the uniquely created logo as the only visual highlights a clean and simple branding image.

Business Card Back

The stylized logo adds a custom touch used to draw attention to the patterns detail helping to imprint the clients name in the customers memory as well as build a relatable brand. Branding tagline is added as an embellishment as well



Menu



Menu Brand Language

The Taste of Sri Lanka's menu brand language should feature messaging that explains Sri Lanka cuisine and its inherent difference from Indian Food. Backgrounds utilizing colorful images of food must always be present to promote brand image. Color scheme must be the standard red, yellow, and orange to keep all branding tools consistent. All font must be Local Brewery Four to keep branding image consistent as well.

Taglines

Language such as "A Little More Spiced" is utilized to keep taglines consistent.



Facebook Banner

Facebook Banner

Facebook as a point of contact with customers is key. Presented here is a mock Facebook banner for a future grand opening. Backgrounds utilizing colorful images of food must always be present to promote brand image. Color scheme must be the standard red, yellow, and orange to keep all branding tools consistent. All font must be Local Brewery Four to keep branding image consistent as well.



Instagram Ad



Instagram Ad

Instagram will be a tool used by The Taste of Sri Lanka as a point of contact with customers. The Taste of Sri Lanka's brand visuals should feature messaging that highlights the chosen taglines as well as the company's logo. Backgrounds utilizing colorful images of food must always be present to promote brand image. Color scheme must be the standard red, yellow, and orange to keep all branding tools consistent. All font must be Local Brewery Four to keep branding image consistent as well.



Minimalist Ad

Minimalist Ad

The Taste of Sri Lanka's brand language can include multiple type of ads built in the same brand language as well other ads. Colorful images add visual highlight points as embellishments for customers to relate to.



Infograph



Infograph

Infographs are to be used on all media platforms as well as supplemental media presented to customers at location or included in deliverys. This cements brand language as well as differentiating between Indian and Sri Lankan food, pressing the authenticity that Taste of Sri Lanka has to offer.

As with all media, backgrounds utilizing colorful images of food must asways be present to promote brand image. Color scheme must be the standard red, yellow, and orange to keep all branding tools consistent. All font must be Local Brewery Four to keep branding image consistent as well.

