

Brand Guidelines

Dil Raj's brand Identity manual 2023/2024

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To celebrate the diverse culinary heritage of Bangladesh and India, blending flavours, traditions, and hospitality to craft memorable dining experiences that nourish the body, delight the senses, and bring people together in a sense of community.

01

BRAND STRATEGY

HOSPITALITY

Creating a warm and welcoming atmosphere where guests feel like part of the family, with attentive service and a focus on customer satisfaction.

QUALITY

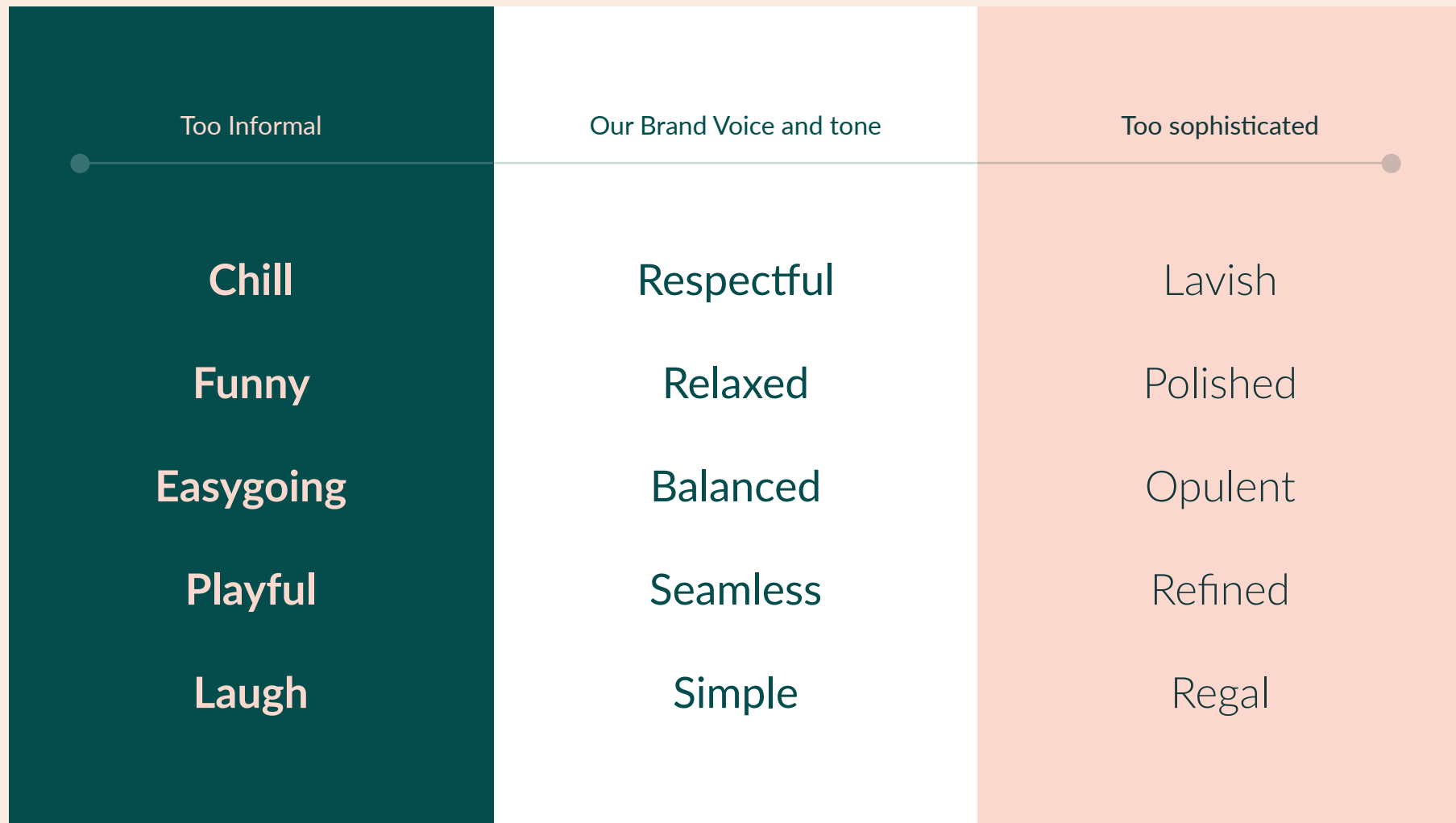
We prioritise the use of fresh, high-quality ingredients to ensure that every dish we serve is bursting with flavour and meets our exacting standards of excellence.

AUTHENTICITY

Our restaurant is committed to offering an authentic culinary experience that faithfully represents the flavours and traditions of Bangladeshi and Indian cuisine.

Brand values

Brand voice and tone



02

BRAND LOGO

Primary logo

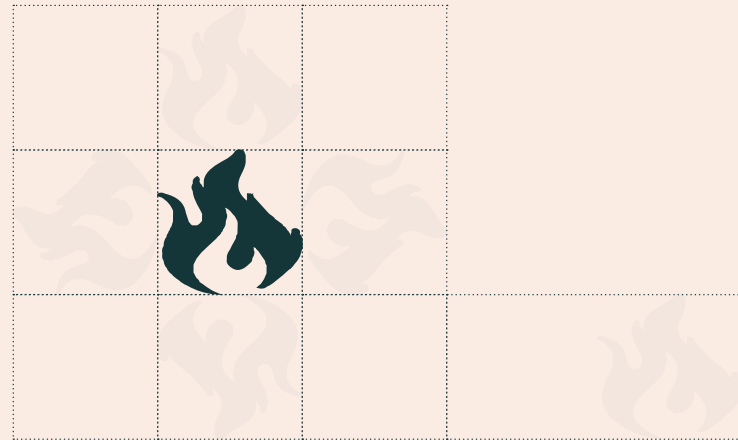
Our primary logo is the cornerstone of our brand identity, embodying the essence and values of our brand. It's more than just an image; it's the embodiment of who we are. Crafted with care and attention to detail, it tells our story in a visual language.

The design and articulated structure of the logo is inspired by the fluidity of Bengali writing, where letters are intricately connected with lines at the top. Additionally, the flame positioned above the "I" embodies the essence of our cuisine—melding flavours and spices with heat and fire to create the beautifully authentic taste of Bangladeshi and Indian cuisines.



Logo safe area

Maintaining clear space around our logo is crucial to preserving its integrity and impact. Ensure a minimum safe area of four lines around the logo to safeguard its visibility and maintain visual clarity. By adhering to this guideline, our logo will consistently stand out and make a lasting impression on our audience.



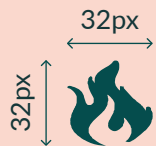
Ensure that the space surrounding the logo is equivalent to the height of the favicon.



The clearance surrounding the logo should be at least 44% smaller than the logo's height. In this case the logo height is 72px, hence, the minimum space around the logo should be 44% of 72 px, leaving at least 40px of space around the logo.

Logo sizes

Our logo size guidelines ensure clear visibility and consistency across all brand materials. Adhere to the minimum size for legibility and stay within the preferred range for maximum impact. Avoid excessive enlargement, maintain clear space, and scale proportionally for digital and print. Regular testing ensures compliance and upholds brand identity effectively.



The Dil Raj's iconic flame should be used solely as a favicon with the recommended size of 32px by

DIL RAJ

DIL RAJ

DIL RAJ

DIL RAJ

DIL RAJ 25px

This is the minimum size the logo should be

Logo colours

We take great pride in our logo and aim to maximise its presence to enhance brand awareness and recognition. Consequently, the Dil Raj logo is designed to be adaptable to various background colours, although we strongly recommend the backdrop colours depicted on the right for optimal visual impact. Given the brand's flexibility, the logo is recommended to appear in either our Pure White (#FFFFFF) when placed on darker backgrounds or Gable Green (#143638) when set against lighter backgrounds.



Logo don'ts

The success of the brand depends on the Dil Raj logo maintaining a consistent appearance in all communications. In order to preserve the integrity of the logo, the following examples illustrate how it should not be used.



Don't use low contrast



Don't use any effects on the logo



Don't compress the logo



Don't rotate the logo



Don't use any colours other than Gable Green or Pure White



Don't split the logo colours



Don't make it ineligible against images



Don't separate the flame from the rest of the logo



Don't use fill with images or use gradients

03

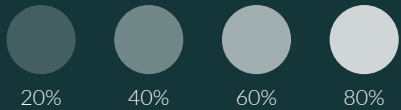
BRAND COLOURS

Gable Green

HEX: #143638

RGB: 20 54 56

CMYK: 88/53/57/62

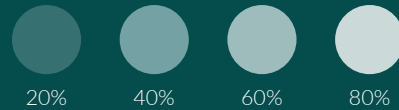


Teal Green

HEX: #054d4d

RGB: 5 77 77

CMYK: 90/42/56/47

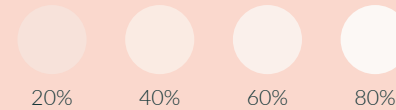


Tacao

HEX: #fad8cd

RGB: 250 216 205

CMYK: 1/20/18/0

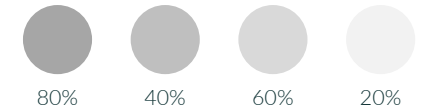


Pure White

HEX: #FFFFFF

RGB: 255 255 255

CMYK: 0/0/0/0



Primary colours

Our primary colours form the foundation of our brand's visual identity. Bold and distinctive, they convey our essence with clarity and authority, ensuring consistency and recognition across all materials.

The brand colors offer versatility across light and dark shades. We recommend Tacao at a 40% light shade when choosing a light colour background. Explore shade variants on:

maketintsandshades.com.

Secondary colours

Our secondary colors are more than just supporting players; they're vital elements that amplify the impact of our primary hues.

By adding depth, versatility, and visual interest to our brand, they ensure our visual communication is both cohesive and impactful. These colors create contrast, balance, and evoke emotions, enriching our brand identity and resonating with our audience on a deeper level.

Bay Leaf

HEX: #72ad87
RGB: 114 173 135
CMYK: 60/13/56/1

60%

40%

20%

Beryl Green

HEX: #cfe0af
RGB: 207 224 175
CMYK: 24/1/40/0

60%

40%

20%

Cameo

HEX: #ddc0a1
RGB: 221 192 161
CMYK: 14/25/38/2

60%

40%

20%

Harvest Gold

HEX: #e2bf7d
RGB: 226 191 125
CMYK: 12/25/57/2

60%

40%

20%

Deep Space

HEX: #3f4044
RGB: 63 64 68
CMYK: 69/58/51/54

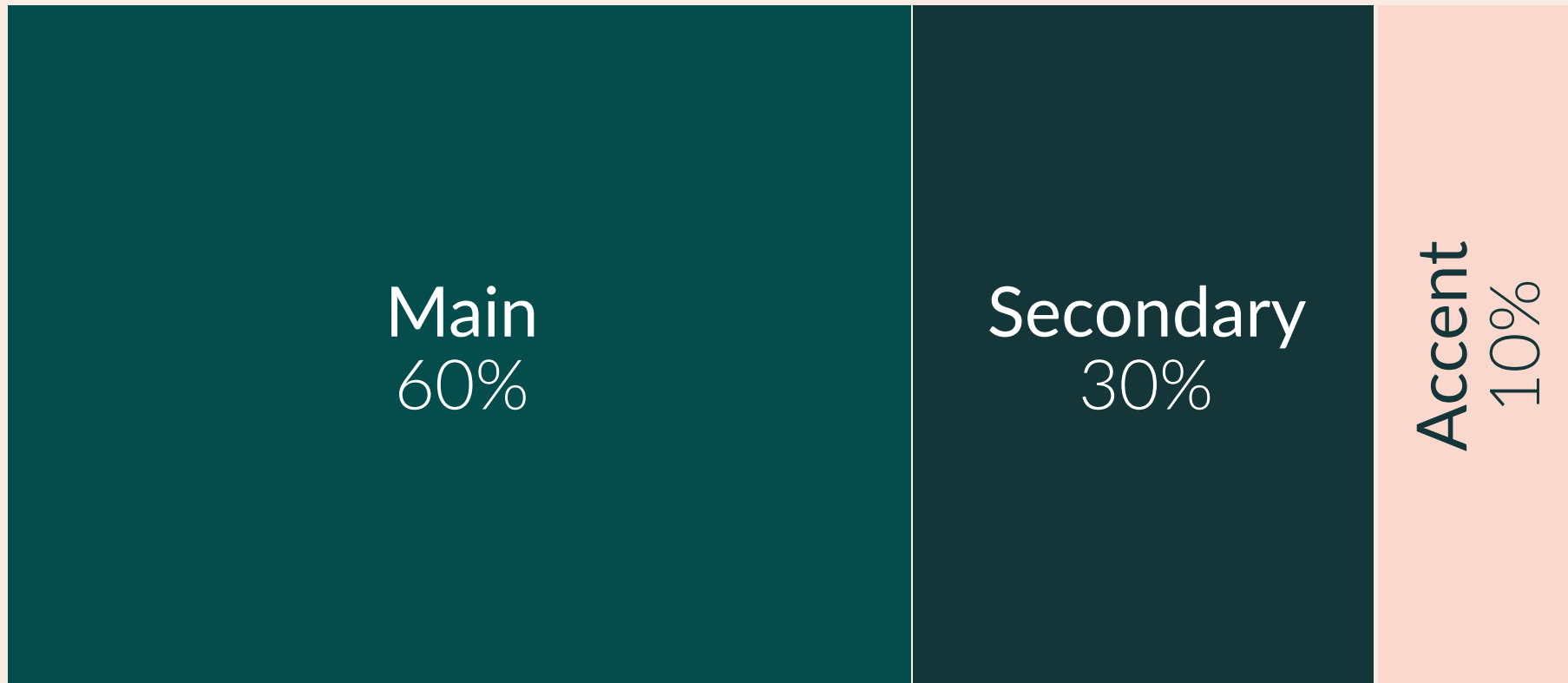
60%

40%

20%

Colour balance

Teal Green (Main - 60%): Anchors the brand with sophistication and stability, while Gable Green (Secondary - 30%) complements it, adding depth and versatility. Tacao (Accent - 10%) injects energy and highlights key elements.



04

TYPOGRAPHY

Primary typeface

IvyPresto Headline is a stylish and elegant typeface designed for headings and titles. Its clean lines and sophisticated appearance make it perfect for grabbing attention and creating a memorable impression.

Lato is a versatile and modern typeface family consisting of three styles: Light, Regular, and Bold. It offers excellent readability and versatility, making it ideal for body text, subheadings, and other informative elements within brand materials. With its balanced proportions and clear letterforms, Lato ensures optimal legibility across various mediums and sizes, maintaining consistency and professionalism throughout the brand's communication.

Both font typefaces can be accessed through Adobe fonts.

Headings

Aa

IvyPresto Headline

SemiBold

Body

Aa

Lato

Regular

IvyPresto Headline SemiBold

Lato Light and Lato Regular
to be only used for body

Lato Light
Lato Regular

Lato Bold to be only used
for subheadings or highlight
important text.

Lato Bold

Secondary typeface

Our secondary typeface should only be used when the primary typeface cannot be accessed. These typefaces, "Times New Roman" and "Arial," have been selected due to their availability on all devices, making them easier to use. They should only be used when absolutely necessary and as a last resort.

Times New Roman should be exclusively used for titles and headings, while Arial regular can be used in body text and sub-headings.

Headings

Times New Roman Bold

Aa

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 7 8 9

Body

Arial Regular

Aa

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 7 8 9

Font colour and sizing

01

Pure White text should be used when placing the text over a dark coloured background to help text legibility.

02

Gable Green text should be used when placing the text over a light coloured background. This helps with text visibility.

03

It is recommended to use Lato's regular typeface on coloured backgrounds to improve readability. This is a must when it comes to formal documents.

04

The brand allows to use any of the brand colours as text as long text is accessible. We recommend to use this sparingly and very minimally.

The body minimum size should not be lower than 8px. Our typical body font size should be set at 16px and should be incremented by 2px to suit the style of media. Headings minimum size should be no less

The leading between the body text should have sufficient spacing. The ideal leading should be 1.2 times the font size.

1.2 x
↑
Line spacing is
↑
measured baseline
↑
to baseline.

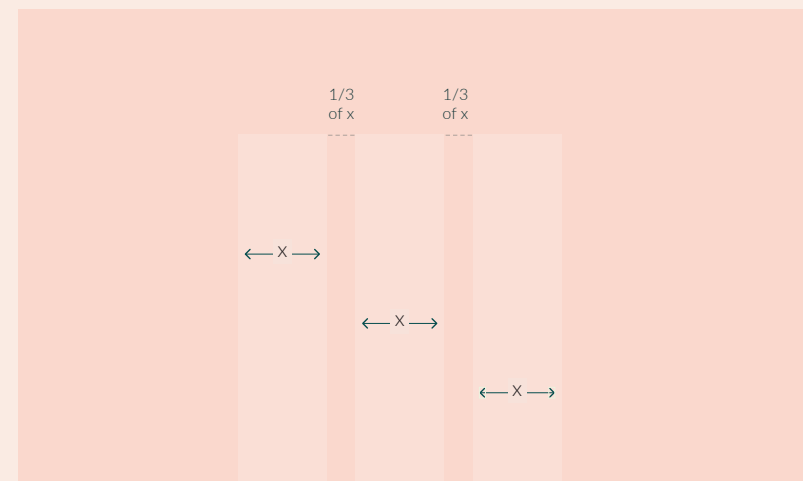
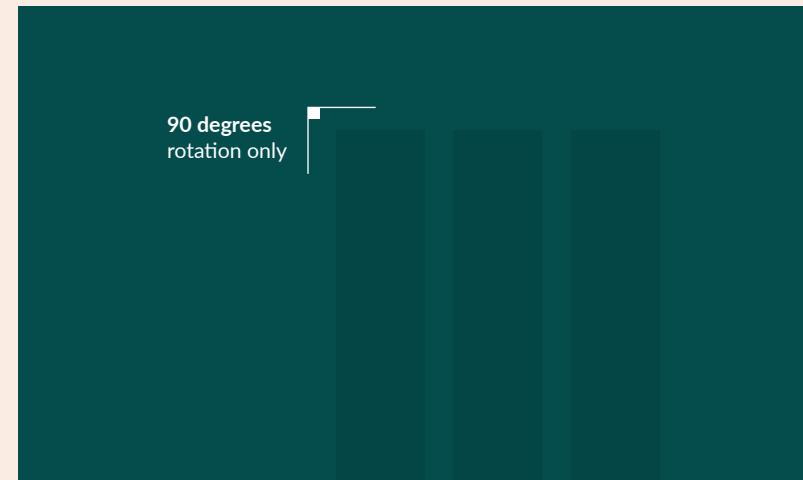
Pattern construction

The Dil Raj brand's patterns represent our core values: hospitality, quality, and authenticity.

These patterns, comprising three evenly spaced rectangles, can be used horizontally or vertically but must be rotated in 90-degree increments.

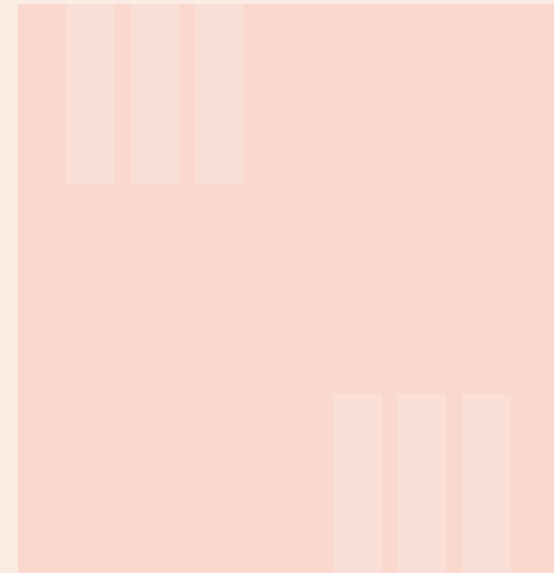
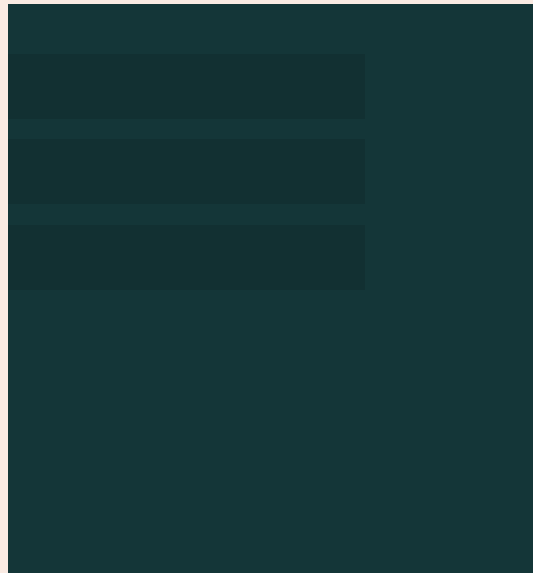
Maintain even spacing between the rectangles, with the gap being one-third of the rectangle's width. There are no set height or width limits; designers have the freedom to determine what works best.

The rectangular shape used for constructing the pattern is solid black (#000000) and opacity should range between 0 to 20% depending on the background colour.



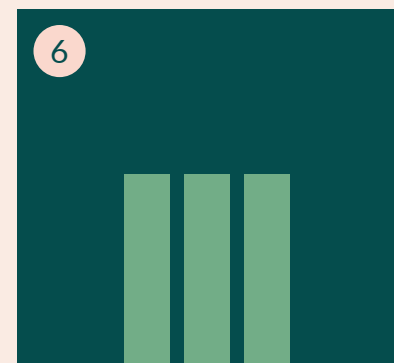
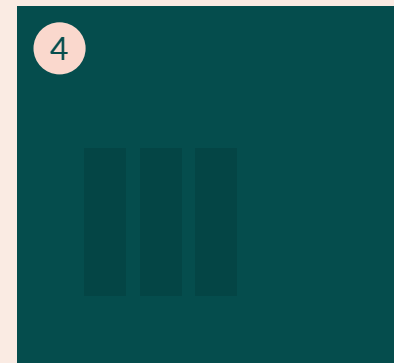
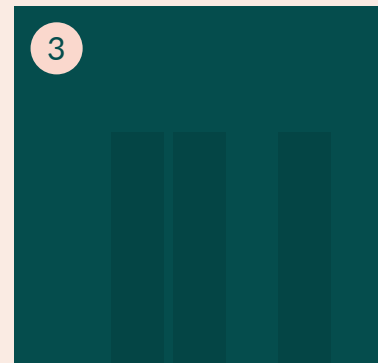
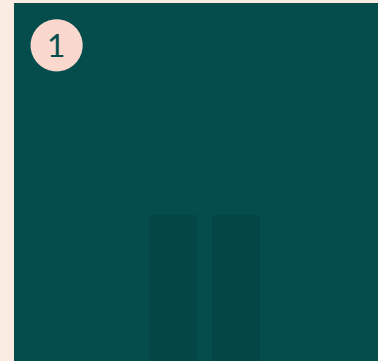
Pattern sizes and placing

Pattern sizes may vary, and it's the responsibility of designers to determine the most suitable options. We recommend adhering to the suggested display of patterns below, using them sparingly to complement and balance space. Alternatively, doubling patterns on opposing sides can effectively convey significant messages or quotes.



Pattern don'ts

- 1 Do not exceed or fall short of three rectangles.
- 2 Do not rotate at angles other than 90 degrees.
- 3 Do not vary spacing within the pattern.
- 4 Do not center the pattern; only place it on edges.
- 5 Do not overuse the pattern; use it sparingly.
- 6 Do not deviate from prescribed colors and opacity.



06

APPLICATIONS