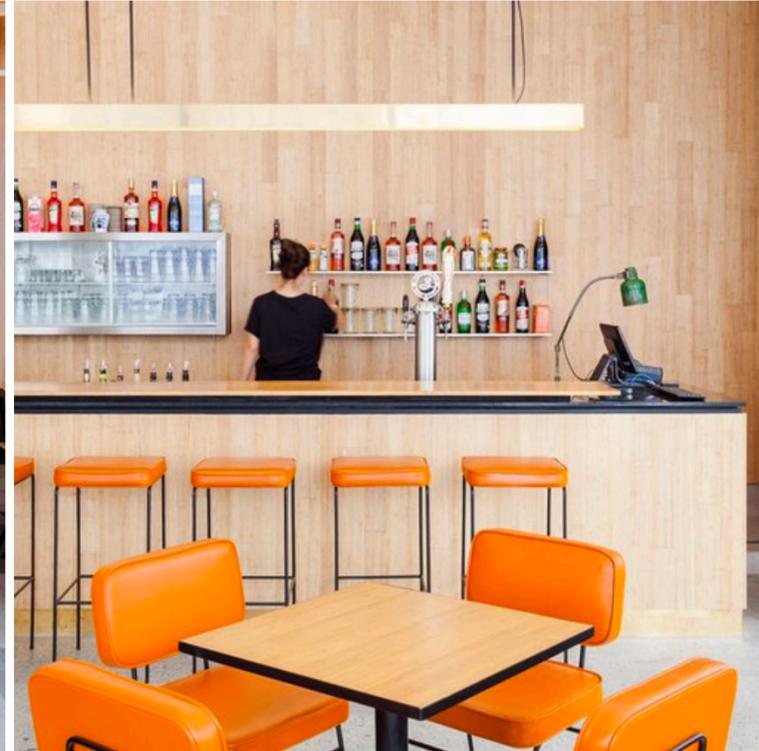


N A M A S T E
EST 1990
GLASGOW

| | |
|-----------------|-----------|
| INDIAN SCOTTISH | 00 |
| MOOD BOARD | 00 |
| FAMILY | 01 |
| FLAVOUR | 02 |
| FUN | 03 |
| MAIN LOGO | 04 |
| SUPPORTING | 05 |
| SERVICE MARKERS | 06 |
| COLOUR PALETTE | 07 |
| BUTTERMILK | 08 |
| SAFFRON | 09 |
| GOLD | 10 |
| ARCHIVO BLACK | 11 |
| ARCHIVO NARROW | 12 |
| PHOTOGRAPHY | 00 |
| PLATES | 13 |
| BEER MATS | 14 |
| MENU | 15 |
| WEBSITE | 00 |
| SOCIAL | 00 |

INDIAN SCOTTISH

INDIAN SCOTTISH. AFTER ALL THAT'S WHAT WE ARE AREN'T WE? AND WE WOULDN'T WANT IT ANY OTHER WAY. WE HATE BEING OVERCHARGED. WE LOVE A GOOD DEAL. WE HATE WEAK FOOD. WE LOVE STRONG WHISKEY. WE COULDN'T BE DISHONEST EVEN IF WE TRIED. YOU'D SEE THE LOOK OF DISAPPOINTMENT ON OUR FACE. WE PUT THINGS IN THE FRYER, MAKE THEM SPICY AND SERVE THEM GENEROUSLY. WE FILL YOU UP WITH SAMOSAS. WE DON'T CHARGE YOU FOR POPPADOMS. OUR GRANDDAD MAKES THE CHAI. WE LOVE YOU.



01

FAMILY

Remember your childhood. Remember the people that made you who you are. Honour thy father and mother. We built the kind of restaurant that our own family would be proud to hang out in. Come. Eat. Bring yours.

02

FLAVOUR

Some people call it subtlety. We call it meanness of spirit. If you want bland food, just tell us. We'll send you to wagamama. We season, cook, glaze and sprinkle — then we slip it under your nose with generosity.

03

FUN

Some people take themselves too seriously. Fussy interiors, obsession with business protocols and fear of letting go. We are not those people. We enjoy what we do and believe that happy chefs make better food.

04

MAIN LOGO

The main logo is composed of:

NAMASTE in custom typeface "Black Mango"

EST 1990 in "Archivo Black"

GLASGOW in "Archivo Narrow"



05

SUPPORTING

We're proud of our years of service, and we're proud of our wonderful city, so our supporting copy will always be: EST 1990 GLASGOW

EST 1990
GLASGOW

06

SERVICE MARKERS

We don't try and be everything to everyone, but for people that like Indian classics with Scottish liquids, we're a must-visit.

— CHAI —
— PAKORA —
— BEER —
— SAMOSA —
— LASSI —
— CURRY —
— WHISKY —
— BIRYANI —

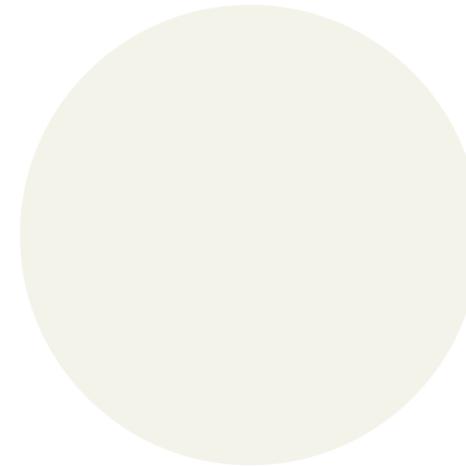
07

COLOR PALETTE

In India, gold is often seen at weddings (especially on bride's dresses) and is offered to newborn babies as a symbolic way to attract wealth to the newly formed family.

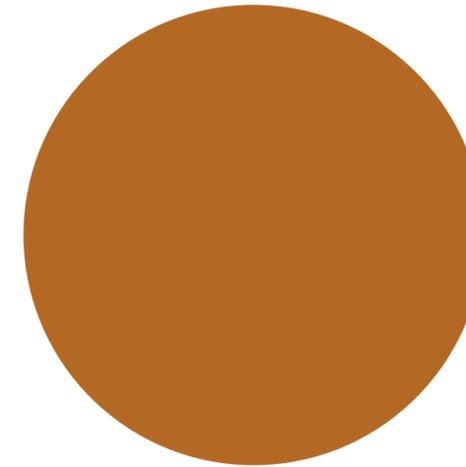
A tone teetering between orange and yellow, saffron is the most sacred colour in India. The saffron stripe on the national flag symbolises courage, sacrifice, and renunciation of material gains, and can also signify purity and religious abstinence. In Hindu philosophy, orange represents the second chakra, associated with the realm of emotions. It is the centre of feelings and sensations, and is particularly active in sexuality and creativity.

In the past, buttermilk meant the absence of dye: the most basic and rustic state of a fabric, used by segments of the population with lower access to resources. Over time, buttermilk began to be seen as the colour connected with the earth and nature and is now a symbol of sustainability and authenticity. It is also a comforting and calming hue, used by some brands to reflect an approachable and casual personality.



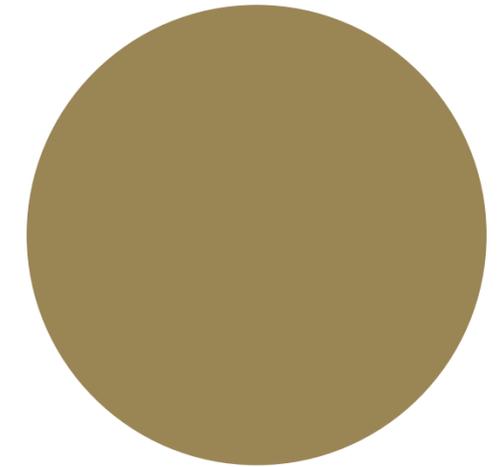
08

HEX CODE #F4F3EA
RGB 244, 243, 234
BUTTERMILK



09

HEX CODE #B36924
RGB 179, 105, 36
SAFFRON



10

HEX CODE #9A8555
RGB 154, 133, 85
GOLD

11

HEADERS

Archivo black is a bold, grotesque sans serif typeface from Omnibus-Type. It was originally designed for highlights and headlines.

ARCHIVO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

12

BODY

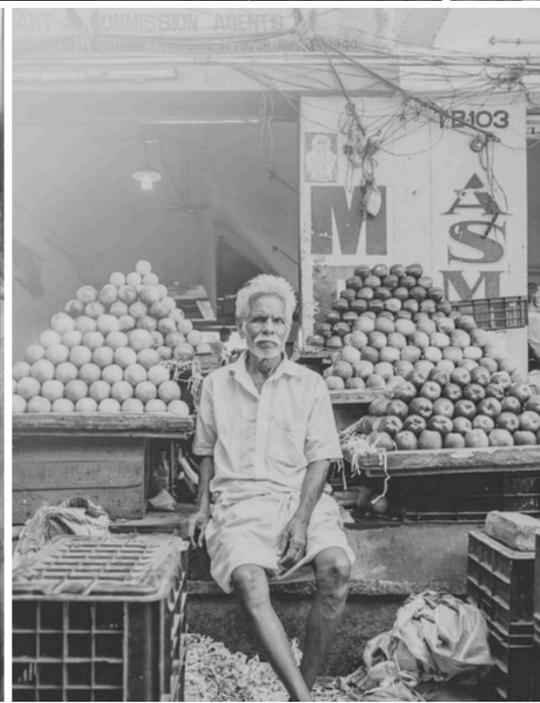
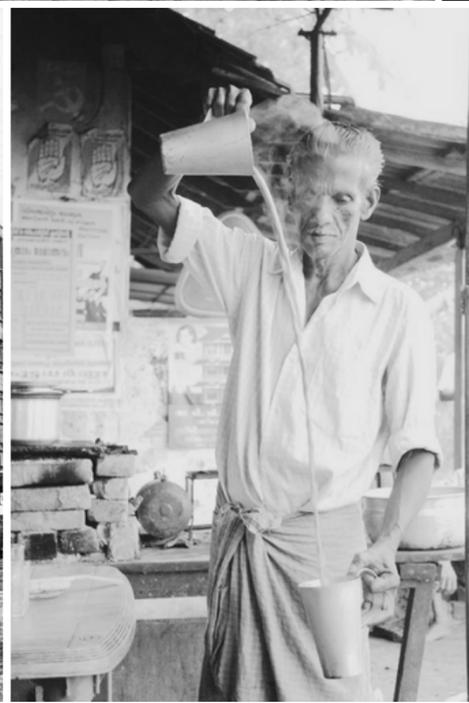
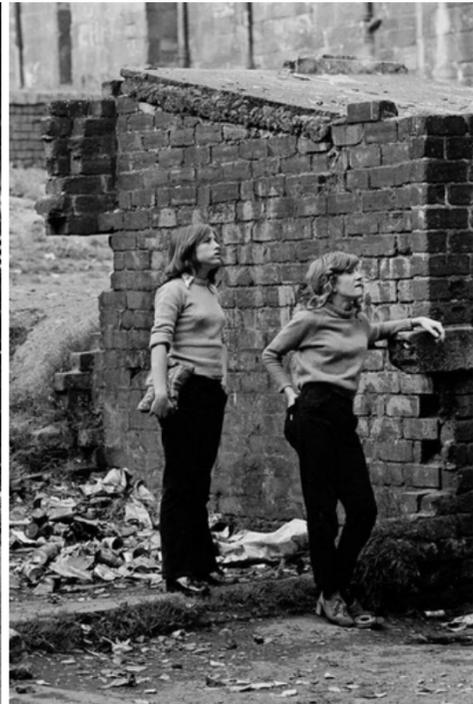
Archivo narrow is a thinner, taller version of the above. It is better suited to body copy and draws the eye with unique detailing and impeccable spacing.

ARCHIVO NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



**13
PLATES**



NAMASTE

EST 1990
GLASGOW

14
BEER MATS



NAMASTE

EST 1990
GLASGOW



CHAI—PAKORA—BEERS—SAMOSA—LASSI—CURRY—WHISKEY—BIRYANI

| | |
|----------------------|------|
| POPPADOMS & DIPS (v) | 5 |
| VEG SAMOSA (v) | 5 |
| SAMOSA CHAAT (v) | 8 |
| VEGETABLE PAKORA (v) | 5 |
| CHICKEN PAKORA | 5 |
| HAGGIS PAKORA | 5 |
| PANEER TIKKA (v) | 8/13 |
| PRAWN TIKKA | 8/13 |
| CHICKEN TIKKA | 8/13 |
| LAMB CHOPS | 8/13 |
| BLACK DHAL (v) | 8/13 |
| SHAHI PANEER (v) | 13 |
| CHICKEN MALAIDAR | 13 |
| CHICKEN CHASNI | 13 |
| BUTTER CHICKEN | 13 |
| CHILLI CHICKEN | 13 |
| LAMB BHOONA | 13 |
| TANDOORI SALMON | 21 |
| LAMB BIRYANI | 21 |
| RICE (v) | 3 |
| MASALA FRIES (v) | 3 |
| NAAN (v) | 3 |
| GARLIC NAAN (v) | 3 |
| RAITA (v) | 3 |
| MARS BAR PAKORA (v) | 5 |
| MANGO KULFI (v) | 3 |

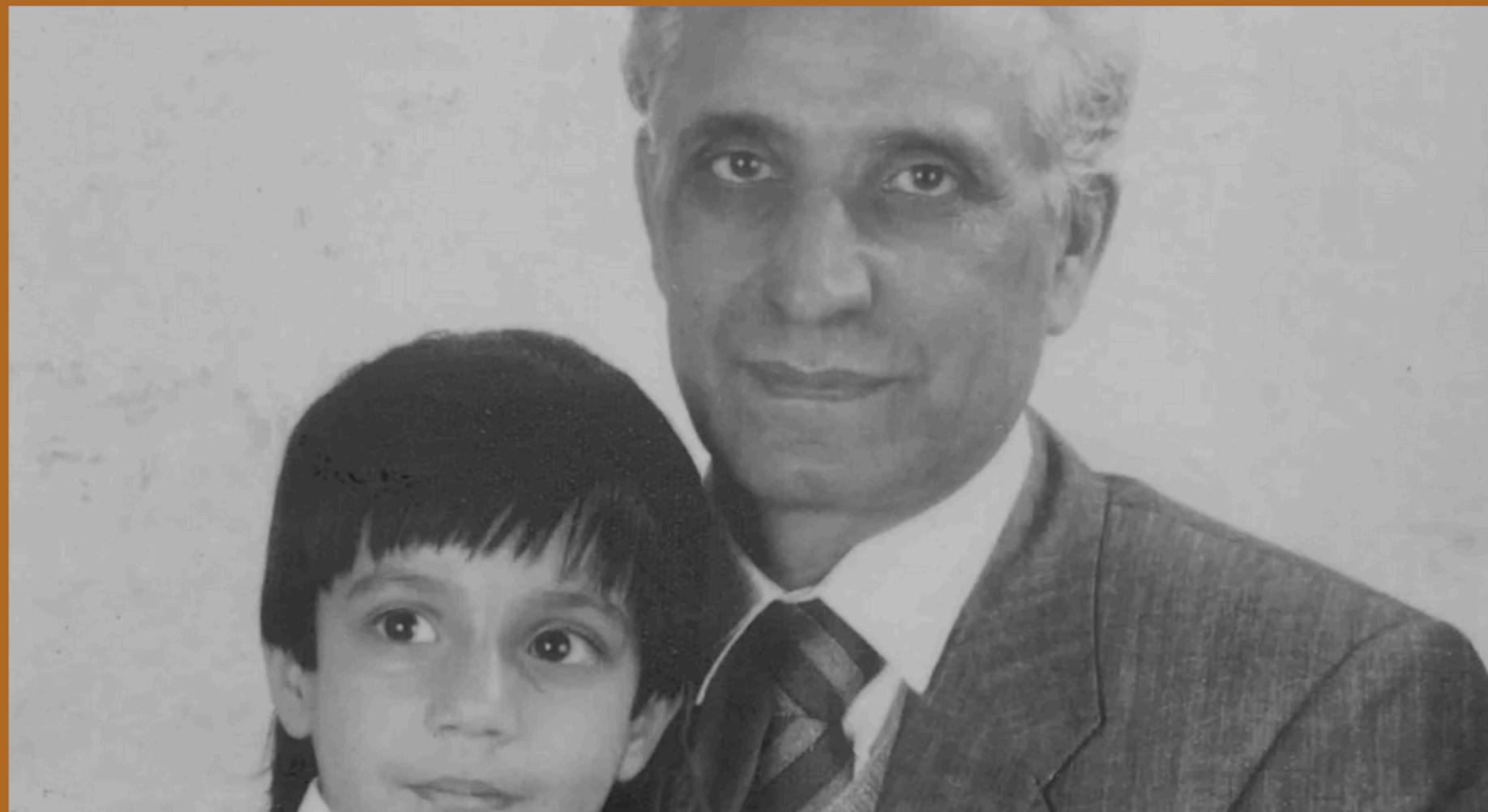
| | |
|--------------------|------|
| GRANDDADS CHAI | 4 |
| LASSI | 5 |
| MANGO LASSI | 5 |
| SOFTS | 4 |
| COBRA | 4/8 |
| COBRA ZERO | 4/8 |
| PEACOCK | 8 |
| PEACOCK MANGO+LIME | 8 |
| PROSECCO | 8/35 |
| PINOT GRIGIO | 8/35 |
| SAUVIGNON BLANC | 8/35 |
| PROVENCE ROSE | 8/35 |
| RIOJA | 8/35 |
| MALBEC | 8/35 |
| GIN+TONIC | 4/8 |
| WHISKY+MIXER | 4/8 |

ALL PRICES ARE IN SCOTTISH POUNDS

NAMASTE

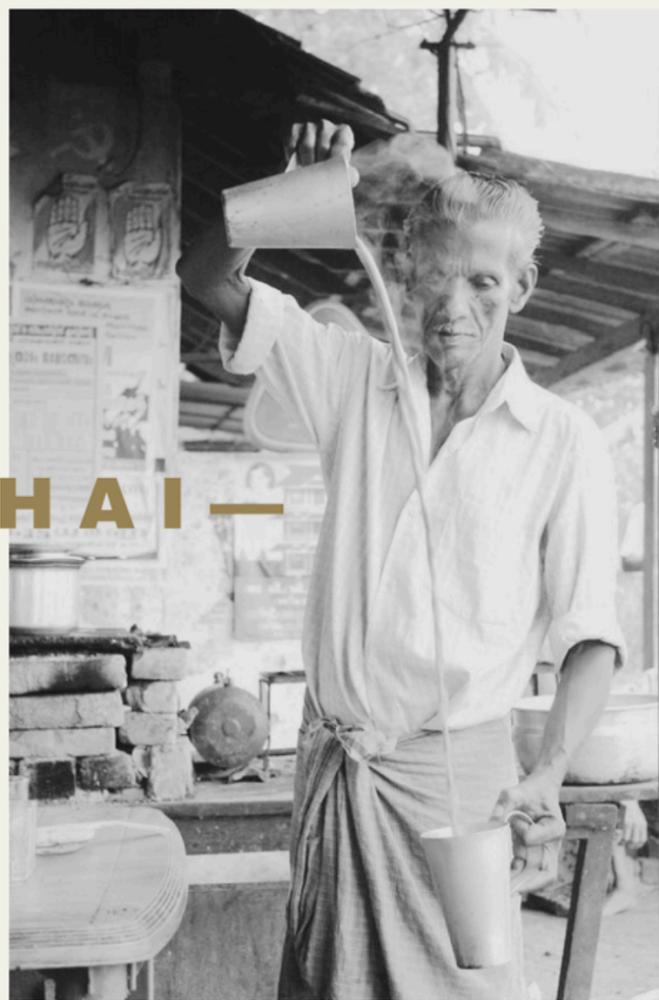
EST 1990
GLASGOW

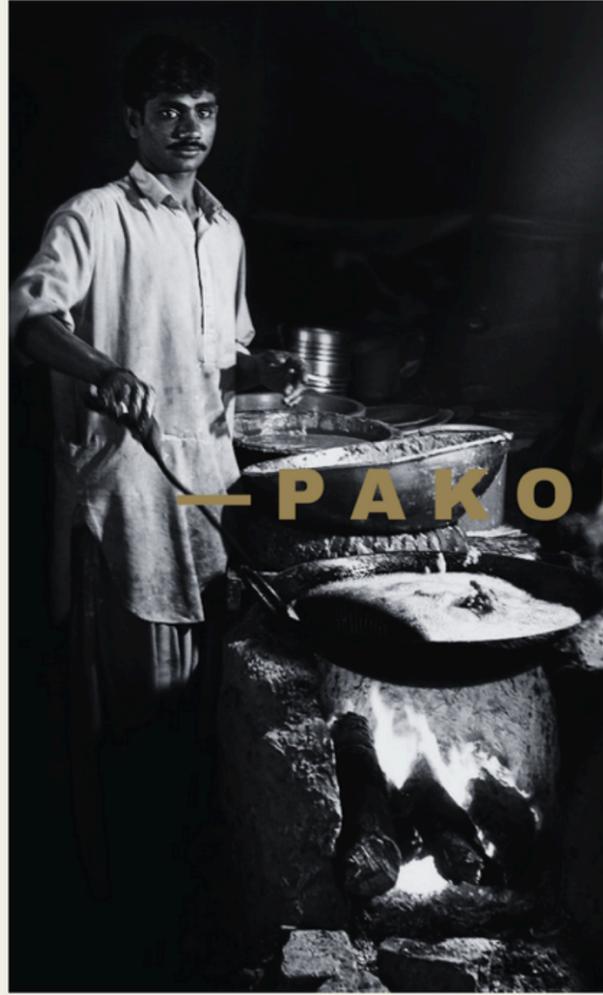
[MENU](#) [ABOUT US](#) [RESERVATIONS](#) [CHAI](#) [READYMEALS](#)





— CHAI —

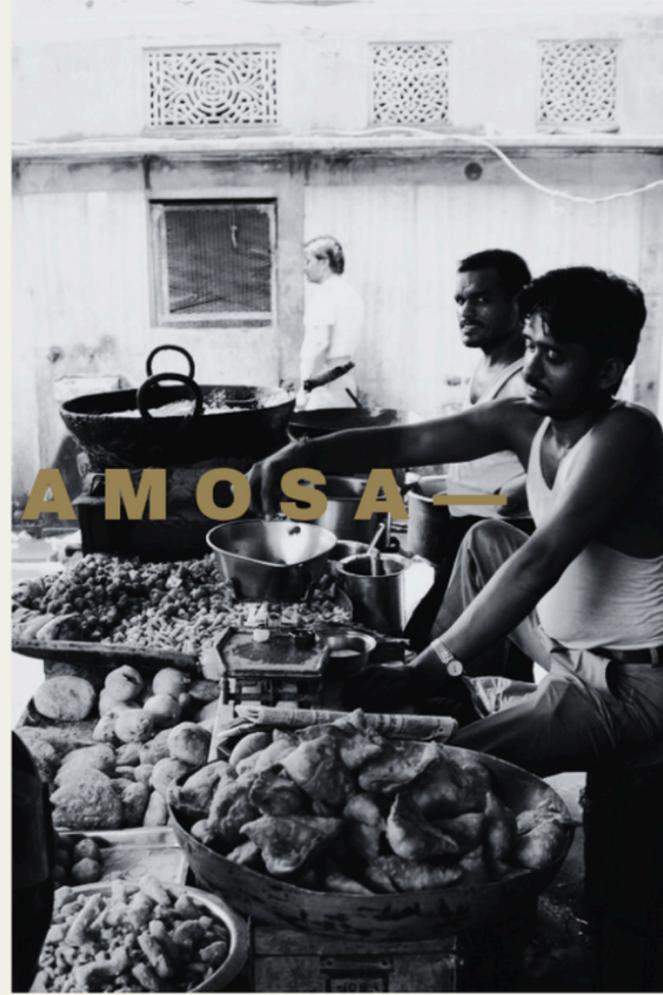




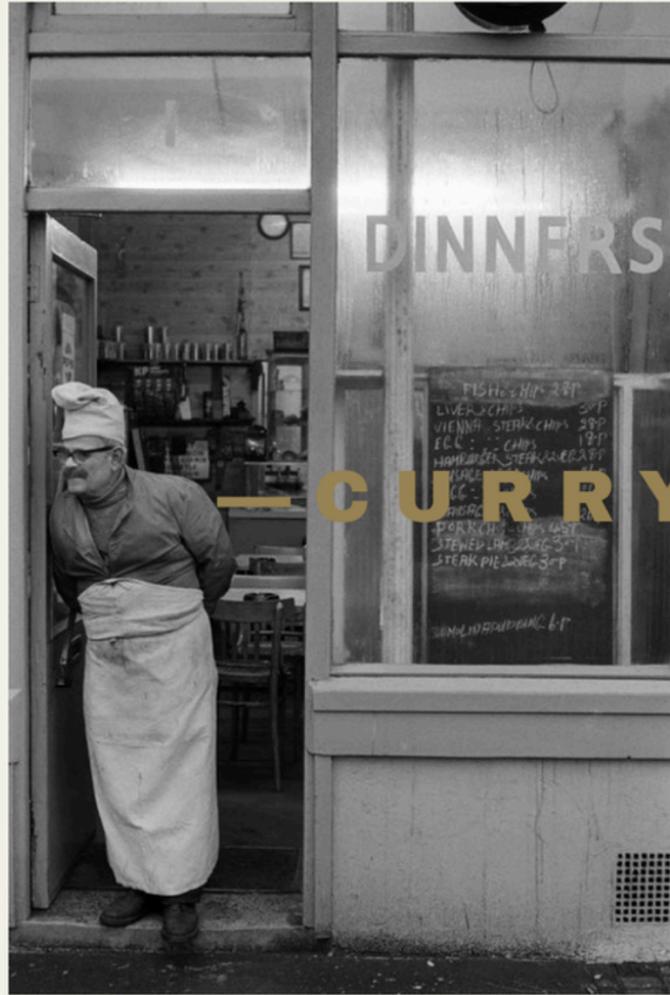
— PAKORA —



— SAMOSA —





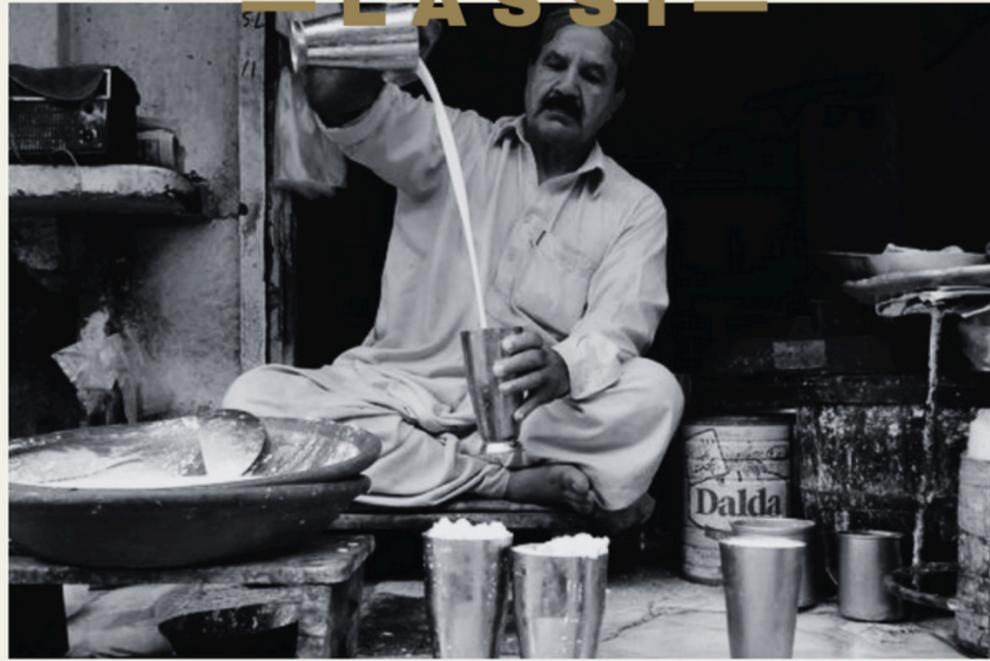


DINNERS

— CURRY —

FISH & CHIPS 2.99
LIVER & CHIPS 3.99
VIENNA STEAK CHIPS 3.99
E.C.C. CHIPS 1.99
HAMBURGER STEAK & CHIPS
PORK CHOP & CHIPS
STEAK & CHIPS
STEAK PIE & CHIPS
ENGLISHPHASE 6.99

— LASSI —





BIRYANI

— WHISKEY —



FURTHER WORK REQUIRED:

NEW URL

COPY EDIT

TERMS AND CONDITIONS

MENU FINALISATION

INTERIOR DESIGN

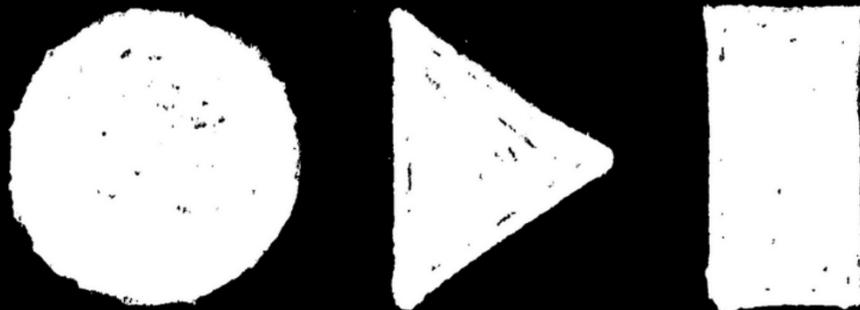
PHOTOGRAPHY - DESKTOP + MOBILE DIMENSIONS

SEARCH ENGINE OPTIMISATION

GMB SETUP FOR NEXT PREMISES

READYMEAL PACKAGING

CHAI PACKAGING



THESE BRAND GUIDELINES ARE PREPARED BY OFFICE OF OMAR.
A CREATIVE CONSULTANCY THAT DOES BRAND IDENTITY.
AREAS OF EXPERTISE:

NAMING, BRAND ARCHITECTURE, VISUAL IDENTITY, VISUAL SYSTEMS, CONTENT STRATEGY,
COPYWRITING, BRAND MANUALS, INFORMATION ARCHITECTURE, EDITORIAL, PUBLICATION
DESIGN, PACKAGING, WAYFINDING, SIGNAGE SYSTEMS, EXHIBITION DESIGN, UI/UX WEB
DESIGN AND DEVELOPMENT, SOCIAL MEDIA.

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