Thali Moments

Serving Culture Daily

Detailed

BRAND KIT AND GUIDELINES DOCUMENT

What's In this Document?

1. Purpose of the Document

- This document is the official playbook for Thali Moments. It defines who we are, what we stand for, and how we present ourselves in every channel from a business card to a festival campaign.
- Consistency is key: every logo placement, every tone of voice, every photograph used in marketing should speak the same language and reinforce the identity of Thali Moments as Pune's authentic Maharashtrian thali caterer.

It is intended for:

- Internal teams (marketing, operations, business development)
- External vendors (designers, agencies, event partners, printers)
- Corporate partners and co-branding associates

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2. Disclaimers

- All creative assets such as logos, fonts, imagery, and content belong to Thali Moments.
- Unauthorized use, modification, or replication is prohibited.
- This is a living document; revisions may occur as the brand evolves. Always use the latest version.
- Any adaptation outside these guidelines must receive written approval from the brand custodian.

3. Brand Foundations

These elements define who you are and where you're headed. They give clarity to teams, build emotional connection with customers, and ensure your brand has both purpose and direction. Without them, the rest of the identity risks inconsistency.

About The Brand

Brand Story

Mission & Vision

Brand Goals

Core Values

Unique Selling Proposition (USP)

Tagline + Tagline Usage Guidelines

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Building Success Stories

About The Brand

Thali Moments is a Pune-based catering brand specializing in authentic Maharashtrian thalis for corporate events, family functions, and cultural celebrations. Built on the belief that food is more than a meal, we see every thali as a moment of tradition, togetherness, and celebration.

We stand apart by combining regional authenticity with modern service standards. From office meal trays to wedding feasts, our focus is on delivering fresh, hygienic, and flavorful thalis that honor cultural roots while meeting today's expectations of reliability and professionalism.

At its heart, Thali Moments is about savoring tradition and celebrating the moment — one plate at a time.

Brand Story

Thali Moments was born from a simple idea: to bring the authentic taste of Maharashtrian thalis to people and occasions that matter most. In a city like Pune, where tradition and modern life meet every day, we saw a gap that plenty of caterers offered food, but very few offered cultural authenticity and warmth.

The thali has always been more than just a meal. It represents hospitality, togetherness, and celebration, a complete experience where every dish tells a story of tradition. We wanted to preserve this essence and deliver it with the professionalism required for today's corporate and event settings.

From our very first thali served, our mission has been consistent: to make every plate a moment worth remembering. Whether it's a corporate lunch, a family wedding, or a festive gathering, we take pride in creating experiences that honor culture while delighting modern tastes.

At Thali Moments, we don't just serve food, we serve heritage, celebration, and trust, plated beautifully for every occasion.

Mission

To deliver authentic, hygienic, and wholesome Maharashtrian meals that make every gathering – big or small – memorable.

Vision

To be Pune's most trusted food solutions partner, known for blending Maharashtrian tradition with modern service, and making every thali a reason to connect and celebrate.

Brand Goals

- Build brand recognition across Pune's corporate and event ecosystem.
- Position Thali Moments as the go-to solution for authentic Maharashtrian catering.
- Maintain high service reliability and quality to encourage referrals.
- Expand digital presence for brand discoverability (SEO, GMB, social media).

Core Values

- Authenticity: Preserving recipes and cultural nuances.
- Celebration: Every thali is designed to feel festive.
- Community: Food as a bridge to togetherness.
- Trust: Dependable service, transparent processes.
- Quality: Hygienic, fresh, and beautifully presented meals.

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USPs

- **Authenticity with Care** – Traditional Maharashtrian recipes prepared with respect for culture and community.

- **Cleanliness & Hygiene First** – Strict hygiene protocols at every stage, with staff carrying annual medical fitness certification.

- **Safe & Pure Cooking** – No harmful additives, no synthetic colors, no soda, and strictly no reused oils.

- **Timely Delivery, Every Time** – Punctuality as a promise, ensuring events and corporate schedules run smoothly.

- **Premium Ingredients** – Only high-quality, fresh ingredients go into every thali, ensuring taste and trust.

- **End-to-End Service** – Beyond just food — complete catering support with serving staff, utensils, and customization options.

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Tagline Options and Usage Guidelines

Tagline - Serving Culture Daily.

- Always paired with logo in campaigns.
- Use sentence case (never all caps).
- Do not abbreviate or rephrase.
- May be translated into Marathi for regional campaigns.

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4. Audience & Market

Clear audience insights prevent wasted effort. Knowing your target, personas, and positioning ensures your brand speaks to the right people in the right way, and stands apart from competitors.

Target Audience

Target Areas / Regions

Customer Personas

Market Positioning

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Targeting Parameters

Target Audience

- Corporates: Companies needing catering for meetings, staff meals, annual events.
- Families: Weddings, naming ceremonies, Ganesh puja feasts.
- Event Planners: Partners managing cultural and corporate gatherings.

Target Areas

- Pune (urban + suburban)
- Secondary growth into key Maharashtrian cities

Market Positioning

We are not "just another caterer." Thali Moments positions itself as the authentic Maharashtrian thali experience with professional service standards, blending cultural pride with reliability.

Customer Personas

1. The Corporate Manager

Profile: Middle-management or senior HR/Admin manager in a mid-to-large company in Pune.

- Demographics
  - Age: 35–50 years
  - Gender: Male/Female
  - Income: ₹12–30L annual package
  - Location: Pune (IT parks, business hubs like Hinjewadi, Baner, Magarpatta)
- Psychographics
  - Values professionalism, punctuality, and hygiene above all.
  - Pragmatic decision-maker, influenced by company policies and employee satisfaction.
  - Sees food as part of employee welfare and productivity.
- Goals & Motivations
  - Wants reliable catering partners for daily meals and special corporate events.
  - Seeks variety to keep employees engaged.
  - Needs zero complaints from staff about food quality or delivery.
- Pain Points
  - Previous caterers often late or inconsistent.
  - Complaints about hygiene or repetitive menus.
  - Balancing quality with budgets.
- Behaviors
  - Shortlists 2–3 vendors before finalizing.
  - Expects samples and trial meals.
  - Uses email/WhatsApp for coordination.

Customer Personas

2. The Cultural Host

Profile: Family-oriented individual planning weddings, pujas, or cultural gatherings.

- Demographics
  - Age: 28–45 years
  - Gender: Male/Female
  - Income: ₹8–20L annual family income
  - Location: Pune + nearby towns (for events in Pune)
- Psychographics
  - Emotionally invested in family reputation and cultural pride.
  - Wants authentic Maharashtrian food for events.
  - Prioritizes service that makes hosting stress-free.
- Goals & Motivations
  - To create a memorable, culturally rich experience for guests.
  - Wants assurance that guests leave happy and well-fed.
  - Seeks customization (special fasting menus, festive sweets).
- Pain Points
  - Fear of food shortages or poor taste at events.
  - Unreliable staff or mismanaged service during functions.
  - Worries about hygiene, especially when serving elders and children.
- Behaviors
  - Researches caterers through word-of-mouth, WhatsApp groups, and community networks.
  - Visits caterer kitchens or asks for tasting sessions.
  - Prefers package deals (food + serving staff).

Customer Personas

3. The Food Enthusiast

Profile: Young professional, student, or social media savvy individual.

- Demographics
  - Age: 20–35 years
  - Gender: Male/Female
  - Income: ₹4–10L annual (early career professionals)
  - Location: Pune urban (Kothrud, FC Road, Viman Nagar, Baner)
- Psychographics
  - Loves trying authentic and new food experiences.
  - Active on Instagram/Zomato/Swiggy reviews.
  - Values presentation, freshness, and cultural uniqueness.
- Goals & Motivations
  - Wants to explore Maharashtrian cuisine beyond vada pav and misal.
  - Seeks Instagram-worthy thali experiences.
  - Wants to feel connected to local traditions.
- Pain Points
  - Disappointment with watered-down "commercial" versions of food.
  - Lack of authentic Maharashtrian thali options in premium catering.
  - Distrust of hygiene standards in small caterers.
- Behaviors
  - Actively clicks and shares food photos online.
  - Seeks out seasonal/festival specials.
  - Often influences group decisions (friends, colleagues, social circles).

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5. Brand Strategy & Personality

Your tone, personality, and messaging give the brand its human voice. These rules keep communication consistent, relatable, and trustworthy in everyday marketing and even in crisis moments!

Brand Tone

Brand Personality

Voice Samples

Messaging Guidelines

Communication Languages

Crisis Guidelines

Brand Tone

- Warm, hospitable, celebratory.
- Semi-formal for corporate communication.
- Friendly and festive for cultural campaigns.

Brand Personality

- Authentic, Trustworthy, Joyful, Hospitable, Rooted, Reliable.

Messaging Guidelines

- Key Messages: "Authenticity you can taste, service you can trust."
- Do's: Emphasize tradition, freshness, cultural pride.
- Don'ts: Avoid cheapness, over-commercialization, or comparing with fast food.

Communication Languages

- Primary: English (corporate communication, website)
- Secondary: Marathi & Hindi (festivals, community events, cultural marketing)

Example Voice Samples

- Social Post: "Bring the taste of Maharashtra to your next celebration, because every moment deserves a Thali Moment."
- Email: "We're excited to serve your team. Attached is a menu crafted to keep your event flavorful and memorable."
- Ad Copy: "Your tradition, our thali — together at every celebration."

Crisis Communication

Principles to Follow

1. **Transparency** – Never hide or sugarcoat issues. Customers respect honesty.
2. **Empathy** – Acknowledge the inconvenience and show that you genuinely care.
3. **Ownership** – Take responsibility as a brand; avoid blaming staff, vendors, or external factors.
4. **Solution-Oriented** – Always pair the apology with a clear resolution or next step.
5. **Consistency** – The tone and message must be uniform across staff, managers, and online communication.

Step-by-Step Response Framework

1. **Listen & Acknowledge**
   - Actively listen to the complaint without interruption.
   - Acknowledge the customer's feelings: "I understand this must be frustrating for you."
2. **Apologize Clearly**
   - Use direct language: "We sincerely apologize for this issue" instead of vague lines like "Sorry for the inconvenience."
3. **Take Responsibility**
   - Accept the fault on behalf of the brand, even if caused by external circumstances.
   - Example: "This was not the experience we intended to give you, and we take full responsibility."

4. Offer Immediate Solutions

- Suggest a clear fix (e.g., replacement, compensation, immediate staff deployment).
- Example: "Our backup team is already on the way to ensure your guests are served promptly."

5. Follow Up After Resolution

- Once the crisis is managed, reach out again to confirm satisfaction.
- Example: "We're glad the issue was resolved during your event. Thank you for giving us the chance to make it right."

Crisis Scenarios & Sample Responses

1. **Delayed Delivery**
   - Response: "We regret the delay in today's delivery. Our team is en route and will reach you in the next 20 minutes. Meanwhile, we are preparing a small complimentary sweet dish to ensure your event starts on a positive note."

2. Quality Complaint (taste, freshness, hygiene)
   - Response: "We take food quality very seriously. Thank you for highlighting this. We are replacing the batch immediately and will investigate the root cause to ensure it doesn't happen again."

Crisis Communication

3. Staffing/Service Issue

- Response: "We apologize for the service gap at your event. We're dispatching additional serving staff right away. Your event experience is important to us, and we will ensure smoother execution going forward."

4. Social Media Complaint

- Public reply: "We're sorry to hear this. Please DM us your details so we can resolve this quickly."
- Private follow-up: Apologize, explain resolution, and offer goodwill compensation if necessary.

Tone & Language Do's/Don'ts
Do's:
- Be polite, warm, and professional.
- Keep sentences short and clear.
- Show urgency and accountability.

Don'ts:
- Don't use defensive or dismissive language ("It wasn't our fault.").
- Don't over-promise something you can't deliver.
- Don't ignore negative feedback on public platforms.

Escalation Process
- First response: Service staff or on-ground supervisor (within 5 minutes).
- Escalation: Event manager or catering head if unresolved.
- Final escalation: Brand custodian/owner for high-profile clients or social media escalations.

6. Visual Identity

The visual system is your brand's face. Logos, colors, typography, and imagery build recognition and trust, while strict usage rules protect against distortion or inconsistency.

Main Logo

Logo Variations

Logo Story

Logo Usage Guidelines

Placement rules

Logo Mockups

Color Palette

Typography

Imagery Guidelines

Motion & Animation Guidelines
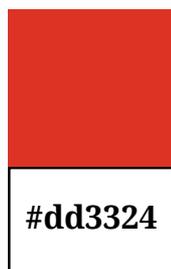
Icons, Shapes & Design Motifs

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Main Logo

Horizontal Logo

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Font Used: **Bright Vintage**

Colours Used:

| #dd3324 | #548738 | #ffffff | #8f8f8f | #e4a808 |

Symbol:

Logo Variations

This is how the logo will be used on different backgrounds

Logo Story

The Thali Moments logo is more than a visual mark, it is a symbol of purity, culture, and tradition, reflecting the essence of the food we serve. Every element has been carefully chosen to communicate our values of authenticity, hygiene, and cultural pride.

Circle – Wholesome & Timeless

The circle represents the round plate (thali) used in Indian dining traditions. It symbolizes wholeness, completeness, and continuity — just as a thali brings together diverse flavors in harmony. It also reflects our philosophy of serving food that nourishes body, mind, and spirit.

Triangle – Agni & Swadhisthana Chakra

The triangle within the circle denotes Agni (fire), the eternal purifier in Indian tradition. Fire represents transformation, purity, and energy, the qualities we infuse into our food. It also references the Swadhisthana Chakra, which governs nourishment, taste, and vitality that is aligning with our promise of serving food that is satvik and energizing.

Rangoli Motif – Celebration & Culture

The rangoli-inspired design adds a touch of Indian artistry and festivity. Rangoli is a traditional expression of hospitality, created at doorsteps to welcome guests with warmth and joy. In our logo, it symbolizes how every meal from Thali Moments is a celebration of culture and togetherness.

Vertical Lines – Rooted in Tradition

The two vertical lines signify Indian tradition and discipline, the values we uphold in our kitchen and service. They reflect the balance between authentic cultural practices and modern hygiene standards that define our catering philosophy.

Essence of the Logo

Together, these elements form a logo that is deeply rooted in Indian tradition yet modern in design. It communicates that the food we serve is:

- **Satvik** – pure, nourishing, and energizing.
- **Hygienic** – prepared with care, discipline, and safety.
- **Cultural** – connected to the rituals and traditions of Indian dining.

The Thali Moments logo is not just an identity mark, it is a visual promise that every thali we serve is as pure as fire, as complete as a circle, and as celebratory as rangoli.

Logo Usage Guidelines

1. Main Logo

- The primary Thali Moments logo is the full-color version featuring the thali-inspired symbol and the brand name in the official typography.
- This version should be used in most communications where space and clarity allow.

2. Logo Variations

To ensure flexibility across platforms and media, the logo exists in multiple approved versions:

1. **Primary Full-Color Logo**
   - For print, digital, and high-visibility uses.
   - Works best on white or light neutral backgrounds.
2. **Secondary (Monochrome) Logo**
   - For single-color applications such as embossing, packaging stamps, or black-and-white print.
   - Approved colors: 100% black, 100% white.
3. **Reversed Logo**
   - White logo on dark or photo backgrounds where the full-color logo loses legibility.
4. **Icon/Symbol-Only Version**
   - The thali symbol alone, without the wordmark.
   - Reserved for small spaces (favicon, app icons, social media profile pictures).
5. **Horizontal & Vertical Layouts**
   - Horizontal lockup: symbol on the left, wordmark to the right.
   - Vertical lockup: symbol above the wordmark.
   - Use depending on layout and space requirements.

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Logo Usage Guidelines

3. Clear Space Rule: Always maintain a buffer zone around the logo equal to the height of the letter "T" in Thali. No text, images, or design elements should intrude into this space

4. Minimum Size:
- Print: 1 inch wide
- Digital: 120px wide
- Below this size, use the icon-only version to preserve clarity.

5. Background Control
- Light Backgrounds: Use the primary full-color logo.
- Dark Backgrounds: Use the reversed white version.
- Busy/Photo Backgrounds: Place the logo on a solid saffron/maroon shape or add a semi-transparent overlay behind it.

7. Do's and Don'ts

Do's:

✔ Use only approved versions of the logo.

✔ Maintain proper proportions and spacing.

✔ Ensure high resolution for print (minimum 300 DPI).

✔ Use vector files (.AI, .EPS, .SVG) for scaling.

Don'ts:

✘ Do not stretch, squeeze, or distort the logo.

✘ Do not apply unapproved colors or gradients.

✘ Do not add shadows, glows, or outlines.

✘ Do not place on low-contrast or patterned backgrounds without an overlay.

✘ Do not change the typography of the wordmark.

✘ Do not combine with other brand logos without approved lockup guidelines.

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Colour Pallet

Primary Colors

Secondary Colors

Neutrals/Backgrounds

Proportions: 60% primary, 25% secondary, 15% neutral.

Application Rules

- Digital Media: Always use RGB or HEX values.
- Print Media: Use CMYK/Pantone equivalents to avoid shade mismatches.
- Accessibility: Maintain strong color contrast (e.g., white text on maroon/saffron backgrounds).

7. Do's & Don'ts

✔ Use saffron for CTAs (buttons, highlights) to draw attention.
✔ Pair maroon with white for premium contrast.
✔ Use turmeric yellow for festive or seasonal accents.
✔ Keep green subtle, as a freshness cue.
✘ Do not introduce unapproved shades of orange, red, or green.
✘ Avoid overusing yellow or green (they are accents, not primaries).
✘ Never use neon or pastel tones that dilute the cultural richness.
✘ Avoid low-contrast combinations like maroon text on saffron background.

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Typography

Primary Font   Libre Baskerville

- Usage: Hero banners, headings, menus, pull quotes, and section dividers.
- Style: Classic serif, elegant, formal yet approachable. Conveys trust and tradition.
- Weights: Regular, Italic, Bold.

Guidelines:
- Use for H1, H2, and key brand statements.
- Avoid long paragraphs in Libre Baskerville (works best in short bursts).
- Recommended sizes:
  - Digital: 32px–48px (H1), 24px–30px (H2)
  - Print: 18pt–36pt

Secondary Font   Droid Serif

- Usage: Body copy, brochures, menus, social captions, formal communication.
- Style: Readable serif font designed for digital and print legibility. Warm but professional.
- Weights: Regular, Italic, Bold.
- Guidelines:
- Use for paragraphs, explanatory text, and long-form content.
- Maintain left alignment for best readability.
- Recommended sizes:
  - Digital: 14px–18px
  - Print: 10pt–12pt

Typography

3. Fallback Fonts
- Headings (Libre Baskerville fallback): Georgia
- Body (Droid Serif fallback): Times New Roman or Arial (for system-restricted use, e.g., emails).

4. Hierarchy & Pairing
1. H1 (Main Heading): Libre Baskerville, Bold, 42–48px (digital) / 28–36pt (print).
2. H2 (Subheading): Libre Baskerville, Regular/Bold, 28–32px.
3. H3 (Section Titles): Droid Serif, Bold, 20–24px.
4. Body Text: Droid Serif, Regular, 14–16px (digital) / 10–12pt (print).
5. Captions/Disclaimers: Droid Serif Italic, 12px (digital) / 9pt (print).

5. Application Rules
- Digital Media: Always use web-safe font kits (Google Fonts recommended).
- Print Media: Ensure fonts are embedded to avoid replacements.
- Accessibility: Maintain minimum body size of 14px on digital for legibility.
- Pairing Rule: Use Libre Baskerville sparingly for emphasis (headlines, banners) and Droid Serif for readability (body).

Imagery Guidelines

1. Photography Style

- Tone: Warm, authentic, appetizing.
- Subject Matter:
  - Hero shots of Maharashtrian thalis — complete and well-plated.
  - Group dining moments showcasing togetherness.
  - Food serving experiences (staff in action).
  - Event setups: weddings, corporate buffets, festive spreads.
- Angles & Composition:
  - Overhead (flat lay) for full thali presentation.
  - 45-degree angle for depth and dimension.
  - Close-ups of food textures (dal pouring, sabzi steam, sweets glistening).
- Lighting:
  - Use natural daylight or soft warm artificial light.
  - Avoid harsh flash, low light, or bluish tones.
- Backgrounds:
  - Minimal clutter — clean tables, banana leaf backdrops, cultural props (toran, brass vessels).
  - Neutral backdrops (white/charcoal) for menus and brochures.
- Filters/Editing:
  - Keep colors true-to-life.
  - Enhance contrast slightly to make food look vibrant.
  - Avoid over-saturation or Instagram-style heavy filters.

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Imagery Guidelines

Do's

✔ Show full, appetizing food servings (not half-eaten).

✔ Include people enjoying meals for community feel.

✔ Highlight hygiene and service in staff photos.

Don'ts

✘ Avoid stock-like artificial food photos.

✘ No dull or underlit shots.

✘ Don't use empty plates, messy setups, or unclean visuals.

2. Illustration Style

- Design Approach: Flat, festive, minimal.
- Use Cases: Website icons, social posts, menus, posters.
- Motifs: Toran borders, thali symbols, banana leaf textures.
- Color Palette: Stick strictly to saffron, maroon, turmeric, and green.
- Line Style: Clean, consistent stroke weights (avoid sketchy or cartoonish styles).

3. Videography Style

Tone: Storytelling, warm, celebratory.
Footage Types:
- Food prep shots: rolling bhakri, frying pakoras, garnishing sweets.
- Slow pans across full thalis.
- Guests taking first bite, smiling, enjoying.
- Serving staff plating thalis at events.

Transitions: Smooth fades, pans, or cross-dissolves. Avoid flashy, rapid cuts.
Filters: Natural colors — emphasize yellows, greens, and warm skin tones.
Duration:
- Corporate promos: 60–90 sec
- Reels/Stories: 15–30 sec
- Festival greetings: 10–15 sec

4. Motion & Animation Guidelines

1. Logo Animation
- **Logo Reveal:**
  - Thali symbol appears first, followed by brand name.
  - Colors fade in using saffron → maroon gradient animation.
  - Animation duration: 3–4 seconds, smooth and elegant.

2. Social Media Reels/Stories
- Style: Slow pans, close-ups, celebratory background music.
- Motion Techniques:
  - Steam rising animation over hot food.
  - Toran patterns sliding in as frames.
  - Text overlays (short, bold, in saffron/maroon).
- Pacing: Medium-slow; avoid fast, flashy transitions.
- Mood: Warm, inviting, joyous.

3. GIFs/Animations
- Applications: WhatsApp menus, festive greetings, Instagram stickers.
- Examples:
  - Animated thali icon rotating slowly.
  - Banana leaf texture "unfurling" as background.
  - Steam animation rising from food.
- Style Rule: Keep it subtle and clean. No blinking, shaking, or cartoon-style effects.

4. Video Editing Guidelines
- Text Overlays: Use Libre Baskerville for headings and Droid Serif for subtext.
- Color Bars: Use saffron or maroon as intro/outro frames.
- Branding: Always include logo watermark (bottom-right corner, 30–40% opacity).
- Aspect Ratios:
  - Social Media Posts: 1:1 (square)
  - Reels/Stories: 9:16 (vertical)
  - YouTube/Corporate Videos: 16:9 (landscape)

7. Applications & Execution

Guidelines for digital, print, and everyday use bring the brand to life. They ensure consistency across social, websites, packaging, and communication so the brand feels the same everywhere.

Social Media Guidelines

Website Guidelines

Offline Branding Guidelines

Internal & External Communication Templates

Partnership & Co-branding Guidelines

Social Media Guidelines

Profile & Cover Images
- Profile Picture: Always use the icon-only logo (thali symbol) for clarity at small sizes.
- Cover Photo (Facebook/LinkedIn): Full logo with tagline, saffron-maroon background gradient.

Post Design
- Frames & Layout: Maroon borders with saffron accent lines.
- Overlays: Subtle saffron gradient overlays on food shots to maintain brand tone.
- Icons/Motifs: Use toran-inspired borders or thali icons as accents.
- Typography: Headings in Libre Baskerville, captions in Droid Serif.

Content Mix
- 40% Food Photography: Thalis, festive spreads, close-ups.
- 30% Event Showcases: Weddings, corporate gatherings.
- 20% Cultural/Festival Greetings: Ganesh Chaturthi, Gudi Padwa, Diwali.
- 10% Behind-the-Scenes: Kitchen prep, staff stories, hygiene practices.

Hashtags
- Always include: #ThaliMoments #MaharashtrianThali #CateringInPune
- Seasonal tags: #GanpatiSpecial #FestiveFlavors #PuneFoodies

Social Media Guidelines

Do's & Don'ts

Do's
✔ Keep tone festive, authentic, and celebratory.
✔ Use brand palette consistently.
✔ Showcase real photography (not stock).
Don'ts
✘ Avoid memes or irrelevant trends.
✘ Do not over-clutter designs with too many motifs.
✘ Never use unverified or generic food images.

Website Guidelines

- **Design Language:** Saffron-maroon gradient hero section, clean white sections for text.
- **Navigation:** Clear top menu (Home, Services, Menus, Contact).
- **CTAs:** "Book Now," "Call Us," and "Request a Quote" should be saffron buttons with white text.
- **Typography:** Libre Baskerville (headings), Droid Serif (body).
- **Accessibility:**
  - Minimum 14px font size for body.
  - Alt text on all food images.
  - High-contrast text (maroon on white, saffron on dark).

Offline Branding Guidelines

Print Collateral

- Brochures/Flyers: Maroon headers, saffron dividers, authentic thali images.
- Menu Cards: Banana-leaf backgrounds, saffron headings.

Stationery

- Letterheads: Logo top-center, saffron footer line with contact details.
- Business Cards: Front: Logo + tagline on saffron base. Back: Contact details on white background with maroon accents.

Packaging

- Eco-friendly food boxes with turmeric yellow logo stickers.
- Carry bags in maroon with saffron logo imprint.

Signage & Outdoor

- Event stalls in maroon with saffron highlights.
- Minimum logo size = 15% of stall width.
- Use toran-inspired borders for cultural events.

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Partnerships & Co-Branding

Logo Lockups:

- Place Thali Moments logo on the left or top; partner logo on the right/below.
- Maintain equal visual weight.

Color Balance: Thali Moments palette always dominates; partner branding secondary.

Approval: All lockups must be reviewed by brand custodian.

8. Brand Architecture & Governance

Structure and oversight keep the brand strong as it grows. Clear service scope and ownership prevent confusion and ensure assets are used correctly over time.

Brand Architecture

Services Offered

Governance & Ownership

Approval Processes

Version Control

Brand Architecture & Governance

Main Brand
- Thali Moments – core identity representing Maharashtrian thali catering.

Services
1. Event Catering – Weddings, pujas, community gatherings.
2. Corporate Meal Solutions – Daily/weekly bulk meal trays.
3. Customized Menus – Tailored to event type, dietary needs, or festivals.
4. Meal Trays – Individual servings for corporates and bulk orders.

Governance
- Brand ownership and updates maintained by the Brand Manager/Owner.
- All materials (logos, templates, marketing content) must follow guidelines.

Approval Process
- New designs must be reviewed and approved by the brand custodian before release.
- Vendors (printers, agencies) must receive approved final files — no self-modifications allowed.

Version Control
- Guidelines updated annually or as needed.
- Latest version distributed as PDF brand book to all stakeholders.

9. Extended Guidelines

Accessibility, legal notes, and seasonal adaptations future-proof the brand. They add inclusivity, protection, and flexibility without losing identity.

Accessibility Guidelines

Legal / Trademark Usage Notes

Content Creation Rules

Tone in Different Contexts

Extended Guidelines

Accessibility
- Text Contrast: Maroon on white or saffron on black for maximum legibility.
- Font Sizes: Minimum 14px for digital body text.
- Alt Text: Mandatory for all food images (describe dishes clearly).

Legal
- Logo & tagline trademark application pending.
- Unauthorized use (alteration, replication, or third-party branding) is subject to legal action.

Content Creation
- Blogs: Focus on festivals, Maharashtrian food traditions, event catering insights.
- Social Media: Festival greetings, behind-the-scenes, food stories.
- PR: Position Thali Moments as Pune's go-to thali catering brand.

Tone in Different Contexts
- Festivals: Energetic, rooted in Marathi culture.
- Corporate: Professional, structured, reliable.
- Sensitive Times: Respectful, minimal, no over-promotion.