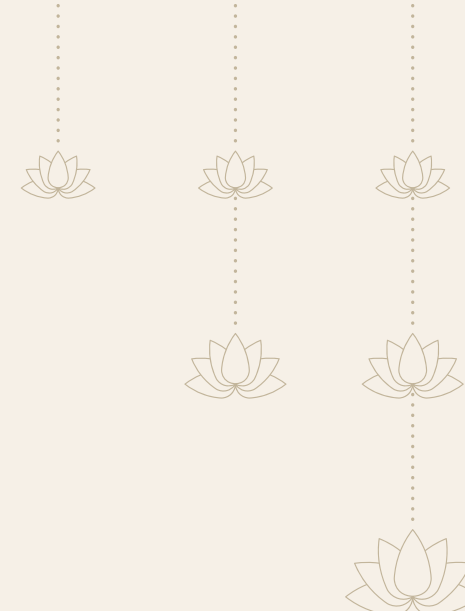
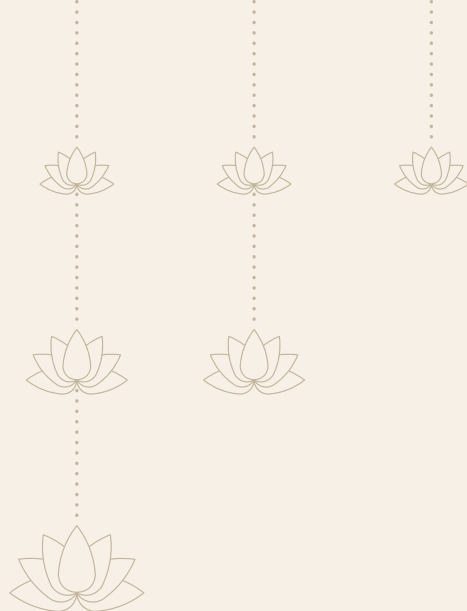




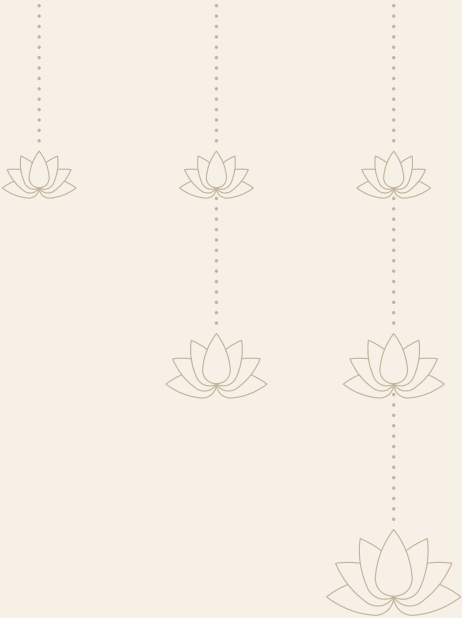
# Lala's Kitchen



BRAND GUIDELINES

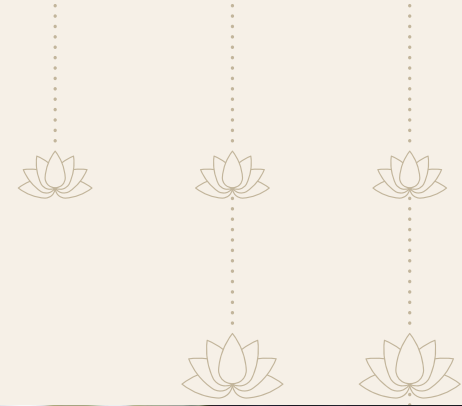


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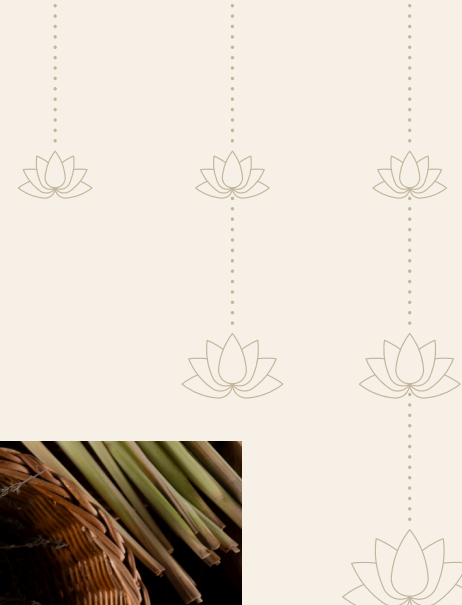


# INTRODUCTION

Lala's Kitchen DFO is all about bringing bold Indian flavours to busy shoppers who don't want to compromise on taste. Whether you're grabbing a quick bite or taking something home, we make sure every meal is packed with authenticity and ready in no time.





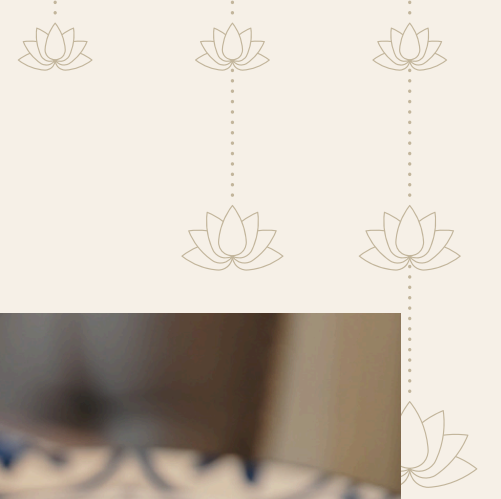


# WHO WE ARE

Lala's Kitchen is a fast, convenient extension of our love for Indian food. We serve up fresh, high-quality meals that fit seamlessly into a busy lifestyle, making sure every bite is as satisfying as a sit-down meal.



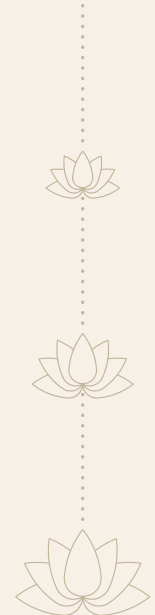




# HISTORY

Lala's Kitchen started with Chef Ashvinbhai Patel, fondly known as "Lalabhai." With over 40 years of culinary expertise, he brought traditional Indian cooking to Australia. From its roots in Anand, Gujarat, to a well-loved brand today, Lala's Kitchen continues to share authentic Indian flavours in a way that suits modern, fast-paced dining.





# LOGO

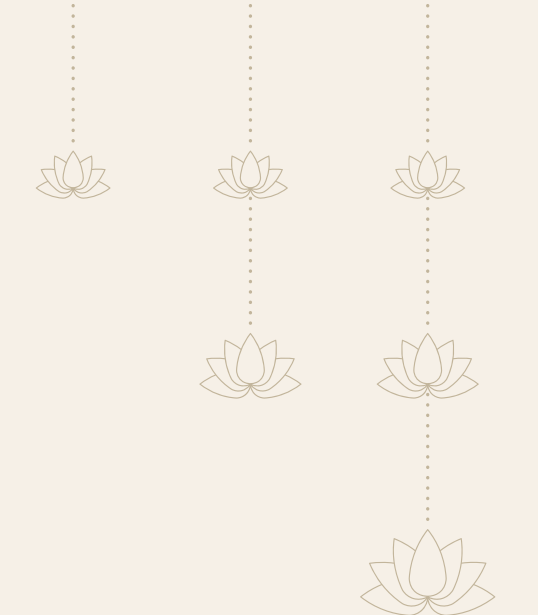




# LOGO MOCKUP







# COLOUR PALETTE

RGB (255, 255, 255)

CMYK (0, 0, 0, 0)

HEX (ffffff)

RGB (255, 165, 0)

CMYK (0, 41, 100, 0)

HEX (#ffa500)

RGB (0, 0, 0)

CMYK (75, 68, 67, 90)

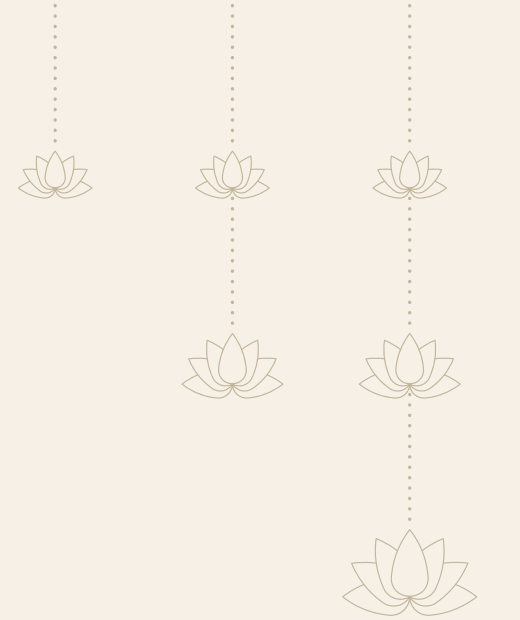
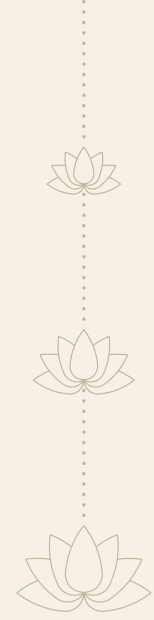
HEX (#000000)

RGB (184, 44, 0)

CMYK (19, 94, 100, 11)

HEX (#b82c00)

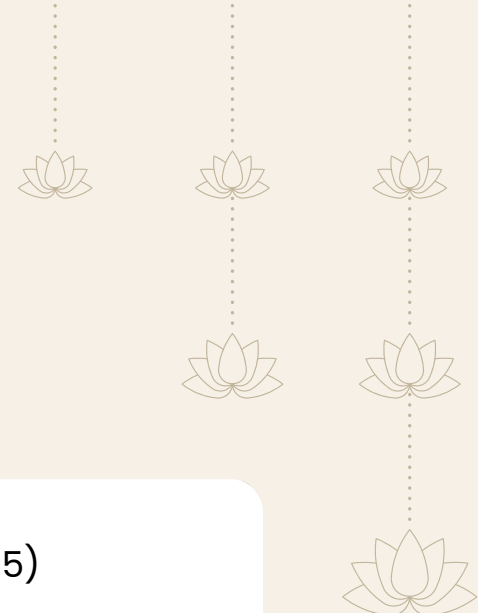




# PANTONE







## Primary Colours

White embodies the simplicity and timeless elegance of Lala's Kitchen, providing a clean and fresh foundation. Beige adds warmth and approachability, creating a welcoming atmosphere that complements the brand's homely charm.

RGB (255, 165, 0)  
CMYK (0, 41, 100, 0)  
HEX (#ffa500)

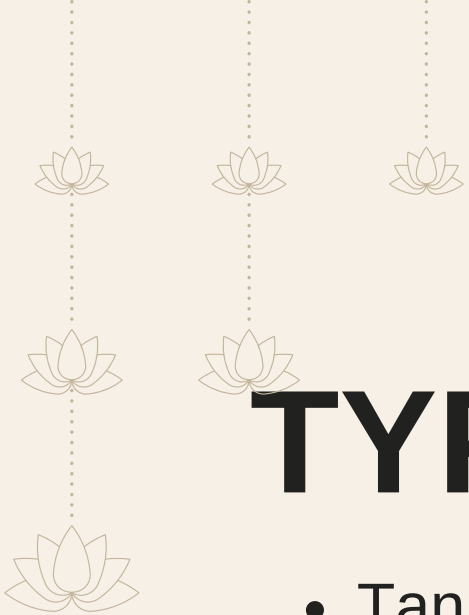
RGB (255, 255, 255)  
CMYK (0, 0, 0, 0)  
HEX (ffffff)

## Secondary Colours

A warm, vibrant hue adds energy and flavour, bringing a lively touch to the brand. Black offers depth and sophistication, grounding the design with a modern, elegant feel.

RGB (184, 44, 0)  
CMYK (19, 94, 100, 11)  
HEX (#b82c00)

RGB (0, 0, 0)  
CMYK (75, 68, 67, 90)  
HEX (#000000)



# TYPEFACE

- Tan Pearl is a refined, understated shade that embodies warmth and sophistication. It brings a sense of elegance and modernity to any design.
- Poppins provides a clean, geometric look with rounded edges. It ensures readability while maintaining a stylish and contemporary feel.
- The combination of Tan Pearl and Poppins creates a balance between elegance and clarity. It suits brands in fashion, lifestyle, and premium services looking for a polished yet modern aesthetic.

Tan Pearl

A B C D E F G H I J K L M N O  
P Q R S T U V W X Y Z a b c  
d e f g h i j k l m n o p q r s  
t u v w x y z

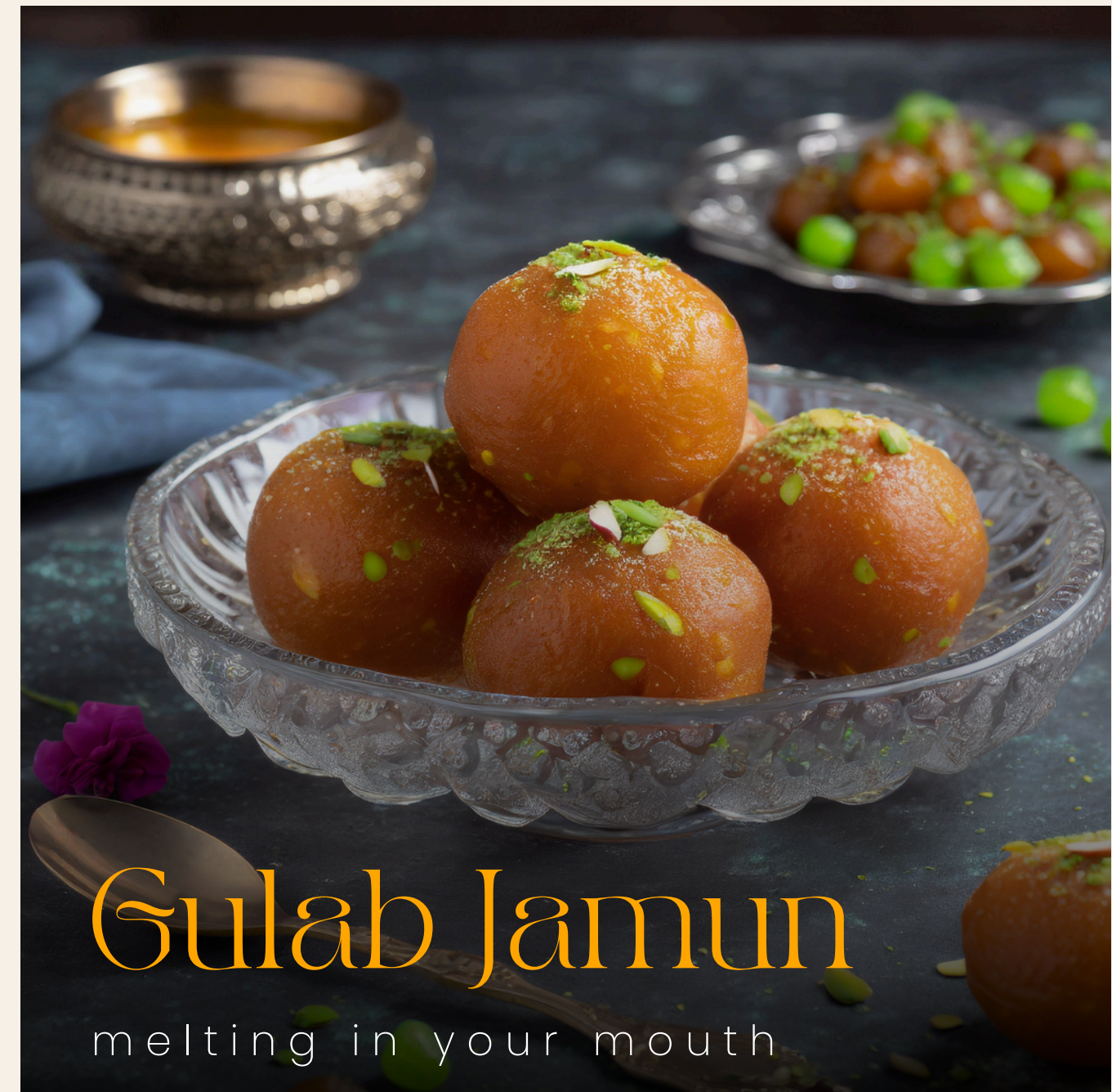
POPPINS

A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z a b c d e f g h i j k l m n  
o p q r s t u v w x y z



# TYPOGRAPHY

The typography reflects a balance of elegance and modernity, blending refined curves with clean lines. The combination offers both sophistication and readability, ensuring the brand feels stylish, approachable, and professional. Bold accents are paired with simple, legible text to create a dynamic, harmonious visual identity.

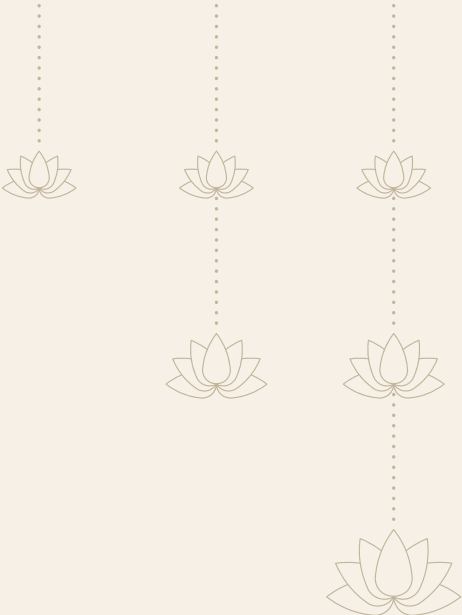
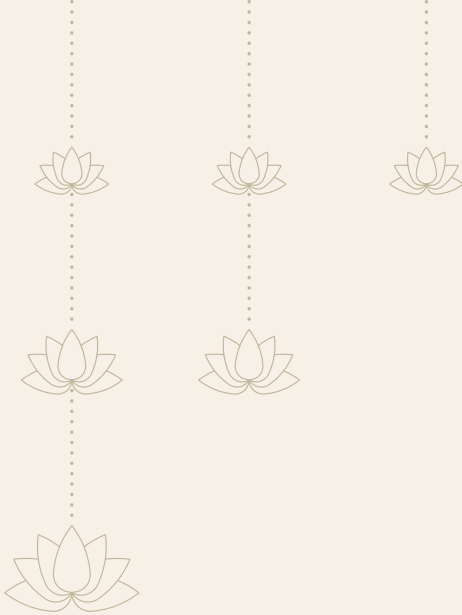


The top corners of the slide feature decorative elements consisting of three vertical dotted lines. Each line has three stylized lotus flower icons hanging from it. The flowers are simple line drawings with multiple petals.

# TAGLINE

“Indian Flavours, Anytime.”





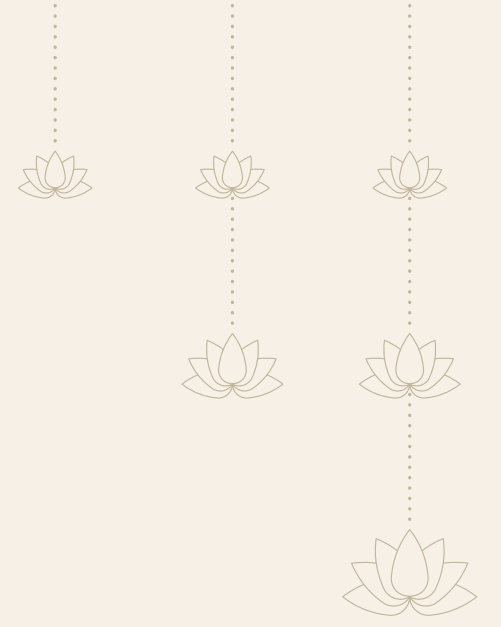
# SLOGAN

“Fast. Fresh. Authentic.”

# TONE OF VOICE

Friendly, energetic, and efficient. We keep things clear and inviting, with a focus on speed and authenticity.





# OUR MENU

A mix of timeless classics and bold creations, our menu brings together fresh ingredients and unique flavours for every palate.





# MOODBOARD

Our brand look and feel is inspired by:

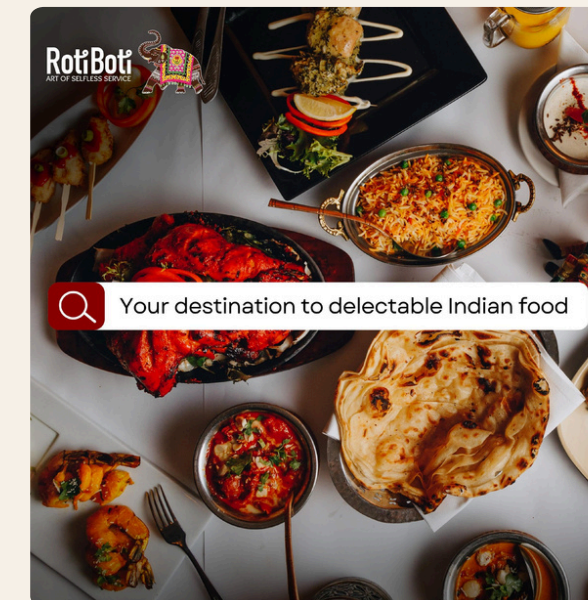
- The vibrant colours and energy of Indian street food.
- The fast-paced buzz of a food court.
- A modern, sleek design that still carries traditional warmth.

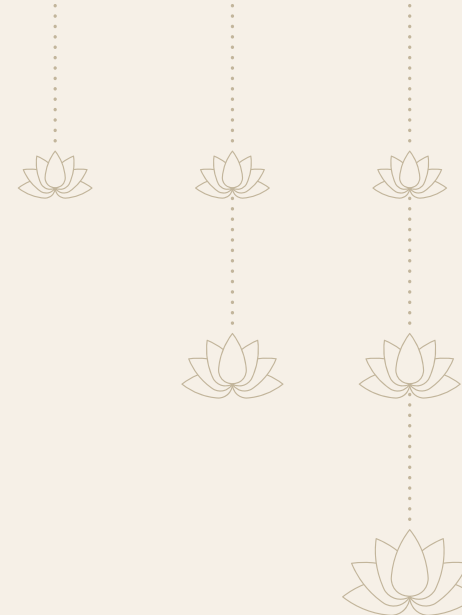




# INSPIRATIONS

- The convenience of Indian street food culture.
- The speed and simplicity of global fast-casual dining.
- The rich traditions of Indian hospitality, adapted for on-the-go eating.





# CONTACTS

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 [www.lalaskitchen.com.au](http://www.lalaskitchen.com.au)





# THANK YOU

Designed by

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**Marketing**