VISUAL IDENTITY AND BRANDING

BRAND NAME: **MOMO MANIAC**

FACULTY: **NIPAN DAS**

-V.K Tharunya(UA2125677)
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MOMO MANIAC

BRAND’S PURPOSE AND POSITION

Every person is different and their needs and preferences also differ according to a variety of factors.We operate on the view that every customer is precious and that catering to the needs and cravings of each and every one of them to the best of our abilities should be our main focus.
We allow our customers to customize their momos according to their preferences to satisfy this goal.
We also aspire to make our brand the perfect blend of Indo-Tibetan cuisine and culture.

USER GROUP

YOUTH

BRAND’S PERSONALITY AND VOICE

- The brand focuses on evoking a feeling of excitement in customers as well as make sure that they feel the sincerety of the brand.

- The tone of the brand will be more informal and less formal.

BRAND NAME

MOMO MANIAC

Meaning:
a person who has a very strong interest in a particular activity

BRAND'S SLOGAN

FIlling hai toh feeling hai

BRAND'S TAGLINE

FOMO for momo

COMPETITIVE ANALYSIS

DIRECT COMPETITORS

- WOW momos
- Marky momos
- Momoman

INDIRECT COMPETITORS

- Presuma momos
- Handi momos

DIRECT COMPETITORS

	Wow momos	Marky momos	Momoman
Logo			
Brand colours	#FAD407 #ED1B23 #191C35	#050000 #E02B2C #D2D0B5	#000036 #FBC90C
Instant food	• Wow! Momo Veg Darjeeling Momos (20 pcs and 10 pcs) • Wow! Momo Corn & Cheese Momos(20 pcs and 10 pcs)		
Menu items	**Steamed momos** • Steam Darjeeling Chicken Momo • Steam Chicken Momo • Steam Chicken Schezwan Momo • Steam Chicken Cheese Momo • Steam Paneer Momo • Steam Corn Cheese Momo **Pan fried momos** • Pan Fried Darjeeling Chicken Momo • Pan Fried Chicken Momo • Pan Fried Chicken Cheese Momo • Pan Fried Chicken Schzwan Momo • Pan Fried Panner Momo • Pan Fried Corn & Cheese Momo **Fried momos** • Fried Darjeeling Chicken Momo • Fried Chicken Momo • Fried Chicken Schzwan • Fried Chicken Cheese Momo • Fried Paneer Momo • Fried Corn Cheese Momo **Tandoori momos** • Chicken Tandoori Momo • Veg Tandoori Momo **Baked momo augratin** • Chicken Augratin-Regular **Butter momo** • Butter Paneer Momo • Butter Chicken Tandoori Momo • Butter Paneer Tandoori Momo • Butter Chicken Momo • Butter Chicken Cheese Momo • Butter Veggie Tandoori Momo **New launches** • Corn Cheese Chilli Momo • Chicken Chilli Momo • Chicken Cheese Chilli Momo	• They dont just serve momos.They have a variety of other food options. • The momo options: **Veg options:(with and without paneer)** • Steamed momos • Fried momos • Chilly momos • Five star momos • Afghani momos • Tandoori momos • Masala momos • Garlic momos • Schezwan momos • Crunchy momos • Makhani momos • Achari momos • White sauce momos • Red sauce momos • Burnt garlic momos • Baked momos • Cheese corn momos **Non veg momos:(chicken and mutton)** • Steamed momos • Fried momos • Chilly momos • Five star momos • Afghani momos • Tandoori momos • Masala momos • Garlic momos • Schezwan momos • Crunchy momos • Makhani momos • Achari momos • White sauce momos • Red sauce momos • Burnt garlic momos • Baked momos • Cheese corn momos **Momos platter:(veg and non veg)** • 2 pcs Steamed momos • 2 pcs Fried momos • 2 pcs schezwan • 2 pcs afghani	• They dont just serve momos.They have a variety of other food options. • The momo options: **Veg momos:** • Original veggie momo • Original veggie wheat momo • Cottage cheese sui mai momo • Cheesylicious momo • Spicy veggie momo • Veg assorted momo • Chocolate momo **Non veg momo:** • Minced chicken momo • Minced chicken wheat momo • Chilli chicken dumpling momo • Spicy mutton momo • Minty minced chicken momo • Cheesy chicken momo • Non veg assorted momo **Combos**
Pricing range	100-400 rupees approx	150-300 rupees approx	70-250 rupees approx
Average cost for 2 people	₹350 for two people (approx.)	₹500 for two people (approx.)	₹1,000 for two people (approx.)
Open close hours	12midnight – 2am, 11am – 12midnight	12midnight – 3am, 12noon – 12midnight	11am – 12midnight
Number of outlets	300 outlets	18 outlets	18 outlets
Original thought of brand	Give consumers an experience and not just Momo To create an experience that would leave their customers with only one word and that is WOW!	Serving authentic Chinese & Pan Asian Cuisine to the customers	The brand tries to restructure the way in which the momos are generally served
Cuisine	Momos, Chinese, Oriental, Tibetan, Sichuan	Momos, Chinese, Seafood, Rolls, Pizza, Fast Food, Sichuan, Beverages	Momos, Fast Food, Tibetan, Sichuan, Beverages
Food options	Veg Non Veg	Veg Non Veg	Veg Non Veg
Website	Available	Available	Not Available
Tagline		The taste of asia	
Slogan		Satisfy the soul, not just the plate	My food,my funda
Franchise	Unavailable	Available	Available
Packaging	Rectangle,9 x 5 x 2.5 inch,Paper,250 GSM,aluminium foil lining the paer on the inside,4 rupees per piece		
Staff uniforms	Yellow shirt with red collar and printed logo	Black uniform with red buttons,red collar, red sleeve endings and printed logo	Black outfit

INDIRECT COMPETITORS

	Wow momos	Prasuma momos	Handi momos
Logo			
Brand colours	#FAD407 #ED1B20 #191C35	#8F0A22 #FEFCF7	#F66B06 #FFFFFF
Food options	Veg Non Veg	Veg Non Veg	Veg
Price range	155-305 rupees	165-440 rupees	150-190 rupees
Varieties	• Wow! Momo Veg Darjeeling Momos (20 pcs(295 rupees) and 10 pcs(155 rupees)) • Wow! Momo Corn & Cheese Momos(20 pcs(165 rupees) and 10 pcs(268 rupees)) • Wow! Momo Chicken Darjeeling Momos(20 pcs(275 rupees) and 10 pcs(155 rupees)) • Wow! Momo Chicken Cheese Momos(20 pcs(305 rupees) and 10 pcs(190 rupees))	• Original Chicken Momos10Pcs(195 rupees) • Spicy Chicken Momos10Pcs(195 rupees) • Vegetable & Paneer Momos10Pcs(165 rupees) • Original Chicken Momos24Pcs(325 rupees) • Spicy Chicken Momos24Pcs(325 rupees) • Spicy Chicken Momos24Pcs(295 rupees) • Original Pork Momos24Pcs(440 rupees) • Classic Veg Momos24Pcs(285 rupees) • Desi Chicken Momos24Pcs(295 rupees)	• Cheese and corn momos(12 pcs) 190 rupees • Exotic veg momos(12 pcs)150 rupees
Sauce	Available inside the pack	Available inside the pack	Available inside the pack

SECONDARY RESEARCH

Marketing strategy of WOW! momos

WOW! momos are India's fastest growing momo chain.
It was founded in a garage.
It's vision is to be the McDonald's of India and contribute to the economy as well as creating jobs for helping society as a whole.

Segmentation:

12 unique flavours of momos are offered in three varieties i.e., steamed,fried and pan-fried momos.
Celebrated occasions like Independence day and Republic day are celebrated by serving tri-coloured sauce and staff also help boost festivity by wearing conventional outfits.
Their aim is to make momos accessible for breakfast,lunch and supper for all ages.
They worked with schools and universities and gave entry level positions.

Marketing strategies:

Initial phase-

Yellow colour for kiosk and promotions.
Marketing campaign used to be product oriented.
Due to shortage of finances,used to sell samples in a tray by wearing wow momo T--shirts.

Guerrilla marketing:

Spent about $120,000 and $150,000 on massive yellow umbrellas imprinted with the WOW! momo logo for beach vendors.
Fifty promotors got trash on the ocean front wearing organisation T-shirts and utilized organisation containers.
Data on blood group of its clients were collected and customers are encouraged to get in touch with them if they need blood and consent is asked before calling other customers when asking for blood.
https://iide.co/case-studies/marketing-strategy-of-wow-momo/

PRIMARY RESEARCH

Questions:

1. Do you like momos?
2. What do you like most about momos?
3. How many pieces of momos do you expect in a plate?
4. What do you prefer with momos?
5. What kind of ambience or atmosphere do you prefer for a momo café?
6. What do you prefer traditional/fusion/experiment with your momo recipes?
7. Perfect customization of momo for you?
8. Any bad experience you want to share?

Responses

Person-1

1. Yes
2. Filling
3. 4
4. Schezwan chutney,coke
5. peace,slow music,no disturbance
6. Traditional
7. Cheesy
8. Minimal filling(No filling momos)

Person-2

1. Yes
2. Filling,juicy,pan fried and steamed momos,tandoori
3. More than 12
4. Good dip
5. Aesthetic,minimalist and urban
6. Combination of both
7. Thin outer layer,more filling
8. Fried momos with excessive oil(pathetic experience)

Person-3

1. Yes,love momos
2. Overall vibe
3. 6-8
4. Flavour
5. Pahadi,good view
6. Depends on mood
7. Depends on mood(mostly Street and tandoori)
8. Gandhinagar street momos(Taste,bad dips)

Person-4

1. Yes
2. Red chutney
3. 8
4. Cold coffee,chinese food
5. Home cafe,rooftop music,plants
6. Experiment/fusion+traditional
7. Steam/Afghani filling,medium upper layer
8. Quality,very bad chutney,bad flavours

Person-5

1. Yes
2. Spicy,hot,stuffing
3. 8
4. Schezwan,soup
5. very serene,calm,not street side
6. Mostly tratditional,authenticity
7. Fried,Chicken/mutton+really spicy,2-3 sauces,Schezwan
8. Yes, Anticlock momos Quality,quantity,overpriced and taste

Person-6

1. Not really
2. Tandoori momos,fried momos with mayonnaise
3. 8-10
4. Only momos
5. Family sitting,good music
6. Traditional
7. Veg,less cabbage
8. Not properly cooked momos

Person-7

1. Yes
2. Taste,spiciness,shape
3. 4
4. Schezwan chutney,mayonnaise
5. Minimalist
6. Traditional
7. Spicy,creamy,cheesy,more filling
8. Overcooked outer surface,quality,packaging leakage,soggy momos

Person-8

1. Yes
2. Mayo
3. 6
4. Only dip
5. Street style
6. Traditional
7. Hot,spicy,non vegetarian,chicken
8. No

Person-9

1. Yes,of course
2. Flavour,just the way they are,they are fun
3. 6 pieces
4. Chutney,soft drink,cold beverage
5. Eastern vibe,tapri style
6. New things,authentic
7. Crunchy,filling,stuffed,flavour,tandoori momos
8. Stuffing,Gandhinagar momos

Person-10

1. Yes
2. chicken momos,not too spicy,stuffing
3. 5
4. Soup(light)
5. Natural+oriental
6. Fusion
7. Juicy
8. Dry outer covering+hard shell,over cooked,undercooked

MOOD BOARD

ཀཁགལྷངཅཆཇཉཏཐབཙཛཞཟ
ཡཝདརྒནཕབཤསཧཨཀྵཪཫ
ཬ཭཮཯ཱཱཱིུུྲཷཹེཻོཽ

BRAND COLORS

#FFFFFF

#231F20

#DA3E38

#3B4343

BRAND LOGO

MOMO MANIAC

FONT'S USED

Basic sans	Primary
Eczar	Headings
Rustte demo	Logo

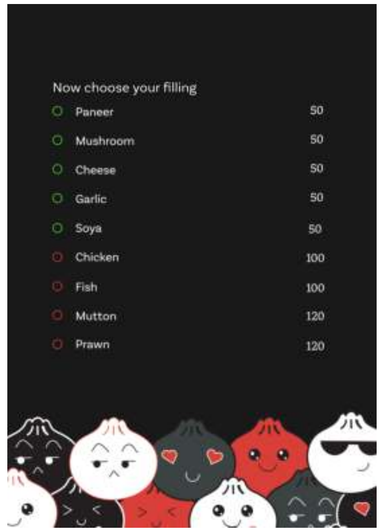
DISPLAY

DISPLAY & FEEDBACK

MENU

MOMO MANIAC
MENU

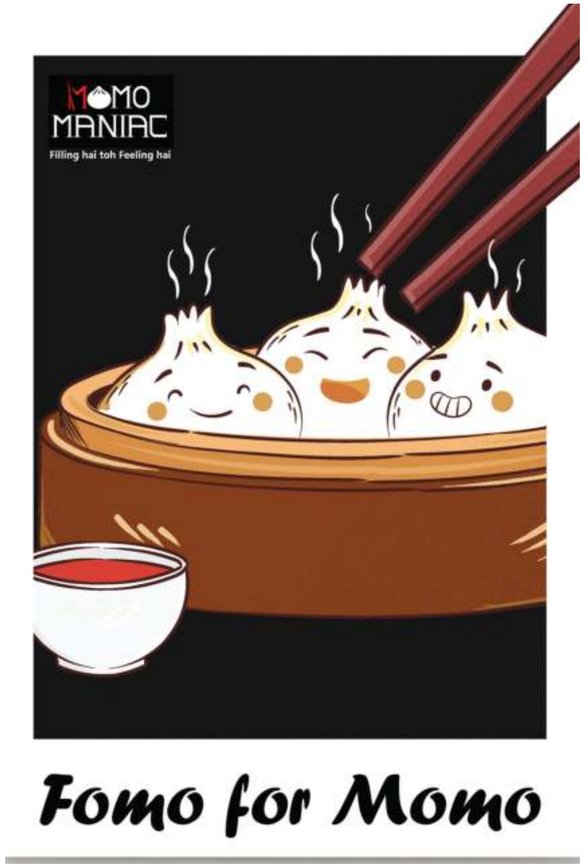
MENU
CREATE YOUR OWN MOMOS
Choose your momo type
Steam momos 120
Fried momos 150
Tandoori momos 180
Kothey momos 200
Buckwheat momos 175
Jhol momos 250
Dhapul momos 250


Now choose your filling
Paneer 50
Mushroom 50
Cheese 50
Garlic 50
Soya 50
Chicken 100
Fish 100
Mutton 120
Prawn 120

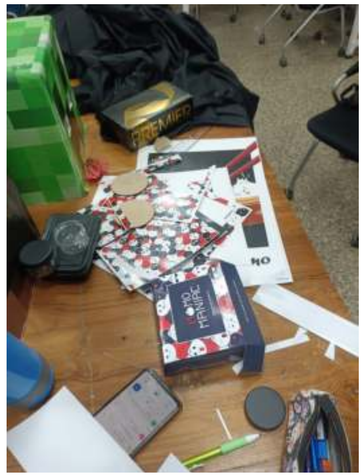
FUSION MOMOS
Spicy tofu momos 270
Lotus root momos 320
Maniac crispy spinach momos 350
Truffle and Edamame momos 300
Egg momos 340
Sriracha chicken momos 350
Crispy prawn momos 390
Truffle chicken momos 400
Spicy corn and asparagus momos 450

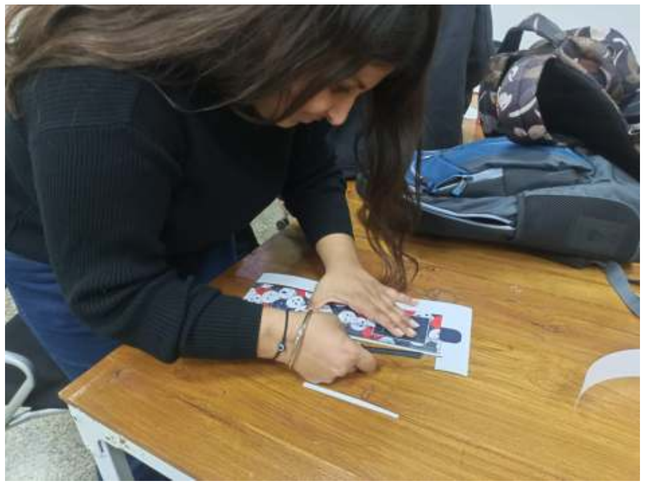
DIPS
Classic momo chutney 30
Chili Oil Dip 30
Green chutney with tandoori momos 30
Cream cheese dip 30
Sriracha Sauce 30
Organic mayonnaise 30
Peanut chutney 30
Sesame chutney 30
Schezwan Chutney 30
Garlic n cheese dip 30
Mixed herb and garlic butter 30

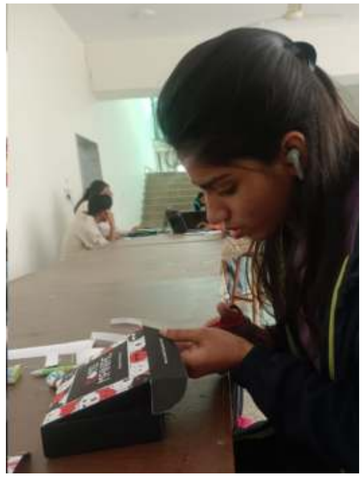
BUSINESS CARD,INVITATION AND POSTER



PROCESS DOCUMENTATION







PACKAGING

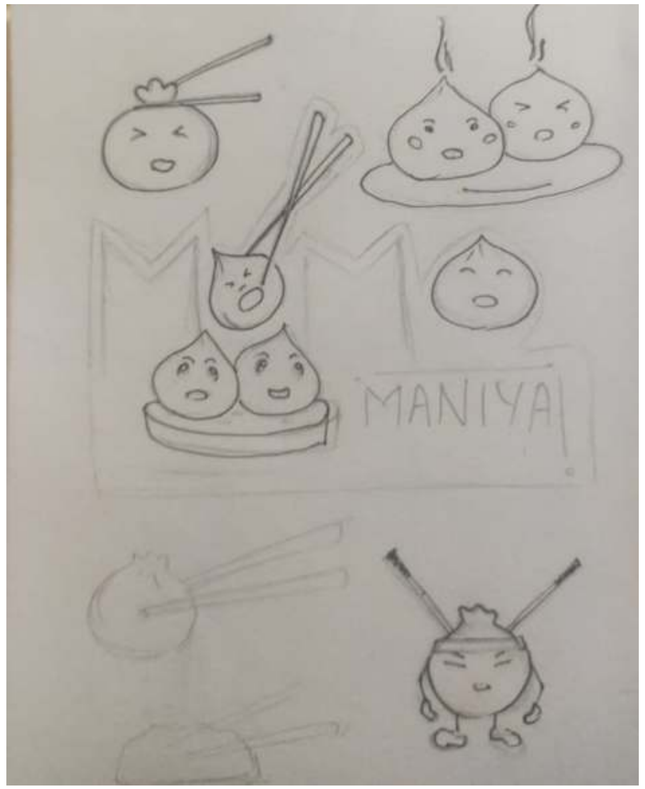
MOMO MANIAC
Filling hai toh feeling hai
You've made the perfect choice

MOMO MANIAC
Filling hai toh feeling hai

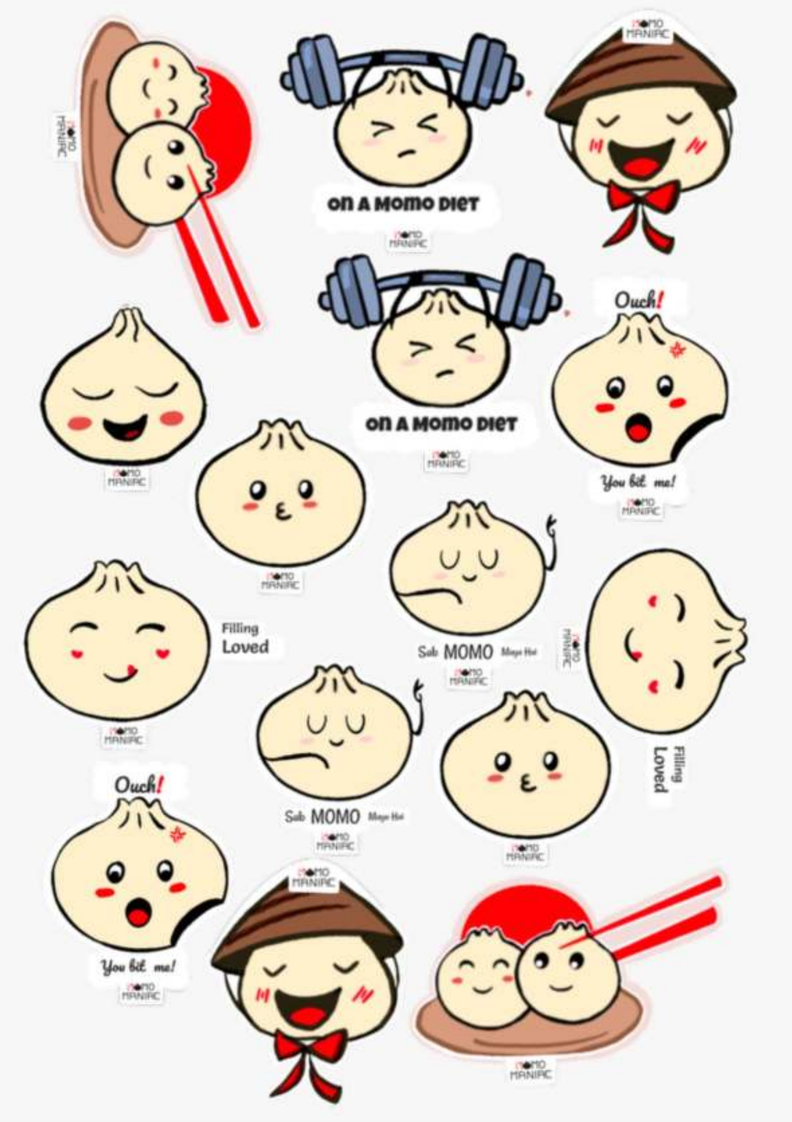
MOMO MANIAC
Filling hai toh feeling hai

CHOPSTICKS,COASTERS AND BOTTLES

STICKER EXPLORATION

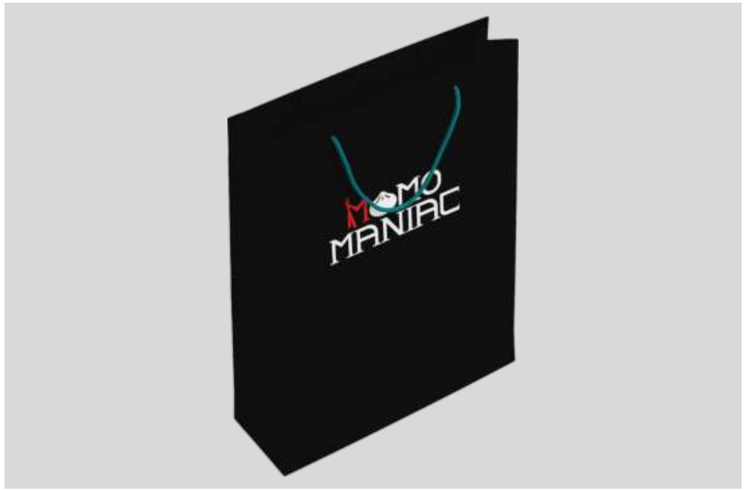


STICKERS AND SEALS



MOCKUPS

MOMO
MANIAC


MOMO
MANIAC

MOMO
MANIAC
Filling hai toh Feeling hai
Fomo for Momo

MOMO
MANIAC

Kuhu Shrivastava • Prem Oshwal

Visual Identity and Branding

Creating the Visual Identity and Branding for an existing or a new brand.

आज्जीची चटणी

Made With Love

The Business

Aji Chi Chutney is a small family-run business that brings the authentic flavors of Maharashtrian homemade snacks to your doorstep. The heart and soul of the business are the age-old recipes passed down through generations, prepared with love and simplicity by our grandmother, fondly known as Aji.

Brand Personality and Values

Authentic:
Aji Chi Chutney exudes authenticity, representing the true flavors and traditions of Maharashtrian homemade snacks.
The brand communicates a genuine and unpretentious character, making customers feel like they are experiencing a taste of real home cooking.

Nurturing:
The brand radiates a nurturing and caring persona, mirroring the love and attention that Aji puts into each snack.
Customers should feel a sense of comfort and warmth when indulging in Aji's Chutneys.

Family-Centric:
A strong family-oriented personality emphasizes the generational recipes and the importance of passing down culinary traditions.
The brand should evoke feelings of togetherness and shared moments around the dining table.

Love and Care:
The brand places a high value on the love and care invested in each snack, ensuring a genuine and heartfelt culinary experience for customers.
Aji Chi Chutney aims to convey not just a product but an emotion through its offerings.

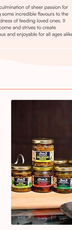
Community Connection:
Aji Chi Chutney values building a sense of community, both online and offline.
The brand actively engages with customers, sharing stories, recipes, and experiences to foster a strong sense of connection.

Passion:
The brand is the culmination of sheer passion for cooking, bringing some incredible flavours to the table and the fondness of feeding loved ones. It invests in the outcome and strives to create something delicious and enjoyable for all ages alike.

Competitors

1. Jhaji Store

Kalpana and Uma Jha started this business to take Mithila's authentic taste to people who have once lived in the region but have since moved out for work or education.
The pickles are made using local, all-natural ingredients and spices sourced from small-scale farmers and traders in Samastipur and Muzaffarpur. Jhaji Store is an honest and conscious business that employs underprivileged individuals and spends 2% of its revenues directly towards girl child education.

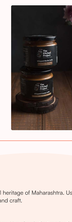


Strengths
1. Diverse Product Range
2. User-Friendly Interface
3. Community Building
4. Engaging Emotions

Weaknesses
1. Limited Brand Information
2. Product Categorization
3. Limited Personalization

2. The Kitchen Project

The Kitchen Project has a unique offering of homemade artisanal food products, which could be further expanded and improved to capitalize on the growing interest in such products. However, the brand may face challenges due to competition and regulatory requirements.



Strengths
- Offers a variety of homemade artisanal food products
- Positive reviews and customer satisfaction with the taste and quality of their products

Weaknesses
- Limited product range compared to other food brands.
- The website could benefit from a more user-friendly interface and better product descriptions.

Design Goals

1. Authentic Maharashtrian Aesthetics:
   - Goal: Infuse the design with visual elements that reflect the rich cultural heritage of Maharashtra. Use colors, patterns, and imagery inspired by traditional Maharashtrian art and craft.

2. Showcasing Homemade Quality:
   - Goal: Convey the homemade nature of your products through the design. Use visuals that evoke the sense of handmade, such as hand-drawn illustrations, rustic textures, or personalized labels.

3. Consistent Branding Across Products:
   - Goal: Establish a consistent visual identity across all products to create a cohesive brand. This includes using a consistent color palette, typography, and design elements to enhance brand recognition.

4. Modern Yet Rooted:
   - Goal: Blend modern design trends with traditional Maharashtrian aesthetics. Create a look that feels fresh and contemporary while respecting the cultural roots of your products.

Colour Palette

The color palette was meticulously crafted to strike a harmonious balance between the rich tapestry of Maharashtrian culture and the dynamic essence of its people. The goal was to infuse a modern aesthetic while remaining deeply rooted in tradition, creating a visual identity that resonates with both heritage and contemporary vibrancy.

Typography

The brand employs two fonts - one in the traditional language, grounding it in Maharashtrian heritage, and another in English, adding a touch of modernity. This dual font approach seamlessly merges tradition with contemporary appeal.

AMS Devlys Nagri

अ ब क ड

Satoshi

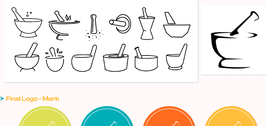
Aa Bb Cc Dd

Logo Design

The primary objective was to visually narrate the chutney-making process through the logo. Consequently, the design meticulously portrays the essential materials and utensils employed in crafting these flavorful delights, providing a vivid representation of the authentic and hands-on nature of the production.

➢ Ideation on Paper

➢ Ideation - Digital



➢ Final Logo - Mark

➢ Final Logo - Textual

आज्जीची चटणी आज्जीची चटणी
आज्जीची चटणी आज्जीची चटणी

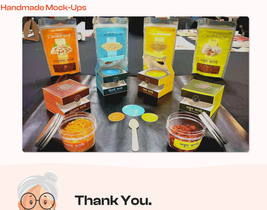
➢ Final Logo - Textual Mark

Mascot

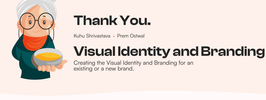
The selected mascot features a cute illustration of a grandmother, lovingly referred to as "Aji," gracefully presenting or offering a bowl of chutney. Her eyes radiate warmth, care, and affection, capturing the essence of a cherished culinary tradition passed down with love through generations.

Packaging and Mock-Ups

The packaging types were chosen to match the overall theme of the brand. It combines tradition and modern style, reflecting the brand's commitment to being authentic yet contemporary. One component is a familiar large-scale packet, commonly seen in Maharashtrian packaging, evoking a sense of tradition. The other is a small, boxed tin jar, catering to a modern aesthetic and expanding the reach of the brand.



Handmade Mock-Ups



Thank You.

Kuhu Shrivastava • Prem Oshwal

Visual Identity and Branding

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THE ALLURE OF TRADITION

Palm toddy, a naturally fermented beverage with a subtly sweet and earthy taste, has been an integral part of South Indian culture for centuries. It's more than just a drink; it's a legacy passed down through generations, a symbol of community, and a taste of the land itself.

TODDY

A name that evokes the rustling of palm fronds, the rhythmic tapping of toddy collectors, and the warm glow of communal gatherings. Our brand story captures the essence of this tradition, bottled for the modern world.

OUR BRAND STORY

Our brand story begins amidst the lush landscapes of South India, where the mighty palm trees stand tall and proud. For centuries, these trees have played a pivotal role in the lives of the locals, providing shelter, sustenance, and the key ingredient for a drink that transcends mere refreshment.

A DANCE WITH HISTORY

Palm Wine, known locally as Toddy, has a history as vibrant as the kumaris that grace the region. It traces its roots back to the era of kings and kingdoms, where it was revered as the drink of the gods. Legend has it that Lord Rama himself indulged in the nectar of palm, cementing its divine status.

A SIP OF CULTURE

Palm Wine is not just a beverage; it's a cultural emblem that binds communities together. It shapes gatherings, celebrations, and rituals. Toddy takes center stage, fostering camaraderie and unity. Its unique flavor profile, a delicate blend of sweetness and tanginess, mirrors the diversity of South Indian culture.

A SIP OF SUSTAINABILITY

Our brand is committed to preserving the ecological balance that gives birth to this extraordinary drink. The palm trees, often referred to as the "Kalpavriksha" or "Tree of Life," are revered for their unique blend of attributes. By choosing Toddy unimpaths, we create the continuation of the ancient tradition for generations to come.

OUR AUDIENCE

Our mission is to introduce Toddy to the commercial market, specifically targeting tourists, culture enthusiasts, and the middle to upper class consumers. By doing so, we aspire to offer a unique and authentic experience that not only caters to the rich cultural heritage of South India but also appeals to a discerning audience seeking premium and crafted beverages.

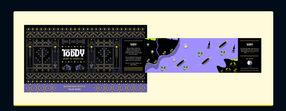
Through our efforts, we aim to create an inclusive space people can immerse themselves as sip of local tradition, and explore the authentic flavors of the region.

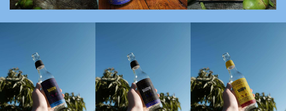
Through this initiative, we cater to a diverse audience, offering a premium toddy experience that aligns with evolving tastes and preferences in a commercial setting.

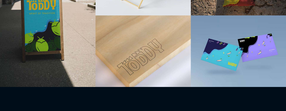
OUR LOGO

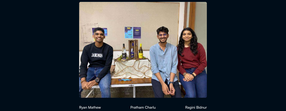
The heart of our Toddy branding lies in our logo, where the playful Tropika Island Typeface takes the center stage. Through the clever use of Rodelle's law of closure, we seamlessly incorporate a hidden palm, adding a touch of intrigue and playfulness to our visual identity.

INTERACTIVE PACKAGING DESIGN









Ryan Mathew Pratham Chatla Rajat Bishui

Puri Pataka

Redefining the Puri Puri Experience | Branding and Visual Identity | Sanjana Ahjan & Ahrundha Bhousle

Aogneal Green
004F3B

Hindi Yellow
FCB400

Mirchi Red
BF1A1D

Ash Grey
212121

White
FFFFFF

Puri Pataka

Bite-size delicious, Puri Puri an inspiration

Puri Pataka

Bite-size delicious, Puri Puri an inspiration

Pataka Elements!

While the precise birth is shrouded in time, legend whispers pani puri burst onto the scene in ancient Magadha, evolving from bite-sized 'phuchi' delights, delighting palates for centuries.

Mission & Vision

- To redefine street food excellence, setting a **new standard for quality and hygiene** in the world of puri eateries.
- To foster a community of **puri puri enthusiasts, celebrating its cultural significance** and endless culinary possibilities.
- To elevate the **sustainable and impactful business that empowers local growers and organic farmer communities** while minimizing the environmental impact of our operations.
- To create a space where everyone can **sparks connections, brings smiles, and fuels a love for authentic Indian flavors.**
- To **bring about awareness to the roots of puri puri** whilst creating an ambient atmosphere to enjoy this street delicacy.

To redefine street food excellence, setting a new standard for quality and hygiene in the world of puri eateries.

To foster a community of puri puri enthusiasts, celebrating its cultural significance and endless culinary possibilities.

To elevate the experience by offering innovative twists and never before combinations on this beloved Indian street.

Tone of Voice & Nomenclature.

Puri from Puri Puri of course & Pataka - a Hindi word literally translating to 'crasher' but metaphorically used her to represent a burst of flavour.

The Puri Pataka Story.

Puri Pataka, a place where we re-rewriting the story of Puri Puri. Setting a new standard for street food excellence to celebrate the cultural significance of this beloved Indian street.

At Puri Pataka, we're not just serving snacks; we're crafting an experience by infusing innovation into every bite. Our commitment to sustainability empowers local communities and honours the diversity of Indian cuisine.

Join the journey where Puri Puri sparks connections, brings smiles, and fuels a love for authentic flavors, beyond taste. Puri Pataka is a nod to tradition, preserving the roots of Puri Puri and creating awareness about the same while creating an ambient atmosphere for you to enjoy this street delicacy.

Creating an experience where every bite tells a story of passion, connection, and the love for authentic Indian flavours while trying to make Puri Puri more than just a street food snack is top on the list of Puri Pataka's mission.

Pataka Typography!

Primary Font

Montagu Slab

The quick brown fox jumps over the lazy dog.
0123456789

Aa
Bold

Secondary Font

General Sans

The quick brown fox jumps over the lazy dog.
0123456789

Aa
Medium

Pataka Illustrations!

An Informative Wall about all the Pani Puri Goodness.

Pataka Packaging!

A DIY Puri Puri Kit so you can eat Puri Pataka's Puri Puri at the comfort of your home as well.

A sturdy layered, pani puri structured, easy to carry packaging incorporating the concept of breaking open the top of the pani puri to create an awe in the consumer's mind.

Various flavourful pani mixes inside along with puri, we and masala mix!

Paper Prototype.