

IDENTITY AND BRAND DEVELOPMENT

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Name generation – places

Shack, stop, bar, spot, pad, corner, hang out, station, zone, nook, joint, den

Indonesian words

Bumbu

Bumbu is the Indonesian word for a blend of spices and it commonly appears in the names of spice mixtures, sauces and seasoning pastes. Traditionally, this mixture of spices and other aromatic ingredients are freshly ground into a moist paste using a mortar and pestle.

Maluku

The Maluku Islands or the Moluccas are an archipelago within the Banda Sea, Indonesia. Tectonically they are located on the Halmahera Plate within the Molucca Sea Collision Zone. The Maluku Islands formed a single province from Indonesian independence until 1999, when it was split into two provinces.

Bagus

Good food having a particularly pleasant taste, good (healthful), good (pleasant; enjoyable).

Lezat

Dainty, delectable, delectation, delicate, delicious, goluptious, heavenly, luscious, palatable, sapid, savoury, scrumptious, silky, succous, succulent, tasteful, tasty, toothsome. yummy, yum-yum.

Enak

The Indonesian word Enak means delicious or hearty. The words can also be used when you talk about ambiance. When a place has a good ambiance, it gives people some sort of 'good feeling' and in that scenario, the word 'enak' is often used. "Saya suka kafe itu. Suasananya enak." (I like that café. The ambiance is great).

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Name generation – combinations using places and Indonesian words

Bumbu and bar - Bumbu Bar ✓

Maluku

Bagus and bar - Bagus Bar

Lezat and hut - Lezat Hut

Enak

Name generation – extra words, bylines and bits

Scrumptious, delightful, mouth watering, yummy, delectable, delicate, delicious, heavenly, savoury, succulent, tasty, fresh, spicy, tangy, hot, full flavoured

Eats, dishes, goodies, bites, cuisine, snacks

- MOUTH WATERING INDONESIAN EATS
- SCRUMPTIOUS INDONESIAN GOODIES
- YUMMY INDONESIAN BITES ✓

IDENTITY AND BRAND DEVELOPMENT

Colour palettes

Primary



Black



Orange

Secondary



Green



Blue



Purple



Brown



Tan

IDENTITY AND BRAND DEVELOPMENT

Corporate typefaces options

Primary

Nueva Std Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 (@,;:!&?%)

Nueva Std Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890 (@,;:!&?%)

Secondary

Berthold Akzidenz Grotesk Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 (@,;:!&?%)

Berthold Akzidenz Grotesk Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890 (@,;:!&?%)

IDENTITY AND BRAND DEVELOPMENT

Options - logo development



Option A



Option B



Option C



BUMBU
YUMMY INDONESIAN BITES

Option D



Bumbu
YUMMY INDONESIAN BITES

Option E



BUMBU
Yummy Indonesian Bites

Option F

IDENTITY AND BRAND DEVELOPMENT

Proposed logo option



Full colour version



Bumbu Chefs Hat without logo type



Negative single colour application



Positive single colour application



Logo without byline

IDENTITY AND BRAND DEVELOPMENT

Branding

Promotional material



Mobiles



Outside signage

Posters

IDENTITY AND BRAND DEVELOPMENT

Branding

Shop details



Cup

Plate



Place mat

Serviette



Money box



Table centre



Menu



IDENTITY AND BRAND DEVELOPMENT

Branding extension

Products and packaging



Jam



Pesto



Pesto



Bread



Biscuits