

VARANAM



VĀRANAM

VEG RESTAURANT

SOUTH INDIAN RESTAURANT

BRAND BOOK 000





VĀRANAM
VEG RESTAURANT



ABOUT

Vāranam, drawn from Tamil Sangam literature, means elephant, a symbol of strength, wisdom, prosperity, and family bonds.

True to its name, Vāranam brings together the richness of South Indian vegetarian cuisine with warmth, grace, and balance. Every dish is crafted with care, inspired by the flavors of Tamil Nadu, Kerala, Karnataka, and Andhra Pradesh, along with select North Indian and Indo-Chinese favorites.

Here, dining is about comfort, connection, and quiet elegance. Where tradition meets taste in its truest form.



ABOUT THE LOGO

The Vāranam emblem draws inspiration from South Indian heritage and royal insignias. The elephant, a timeless symbol of strength and grace, carries a poised rider- representing leadership, tradition, and continuity.

The clean lines and geometric details balance heritage with modern simplicity, reflecting the restaurant's spirit: rooted in culture, refined in expression.

PRIMARY LOGO



SECONDAY LOGO



SUBMARK

WORKMARK

VĀRANAM
VEG RESTAURANT



TAMIL FONT LOGO



FONT : SR-TAMIL058

வாரணம்

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CLEAR SPACE

Logo clear space, or buffer zone, is the minimum area around a logo to ensure its visibility and impact. This space prevents visual clutter and maintains the logo's integrity when placed near other design elements



LOGO SCALING

Adjust the logo size in a proportional manner.

Ensure a balanced visual appearance across various devices and screen sizes. Maintain consistency while adapting the logo across various brand assets.





PRIMARY TYPOGRAPHY

Logo clear space, or buffer zone, is the minimum area around a logo to ensure its visibility and impact. This space prevents visual clutter and maintains the logo's integrity when placed near other design elements

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FOGLIHTENNO07



SECONDARY TYPOGRAPHY

Logo clear space, or buffer zone, is the minimum area around a logo to ensure its visibility and impact. This space prevents visual clutter and maintains the logo's integrity when placed near other design elements

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VARANAM

COLOR PALETTE

Colors define the mood and soul of Vāranam. Each tone draws from South Indian heritage — muted, grounded, and graceful. From the warmth of temple brass to the calm of ivory walls and the depth of charcoal stone, every shade reflects balance, culture, and timeless refinement.

Together, they create a visual harmony that is uniquely Vāraṁam — rooted in tradition, designed for today.

SOUTH INDIAN RESTAURANT

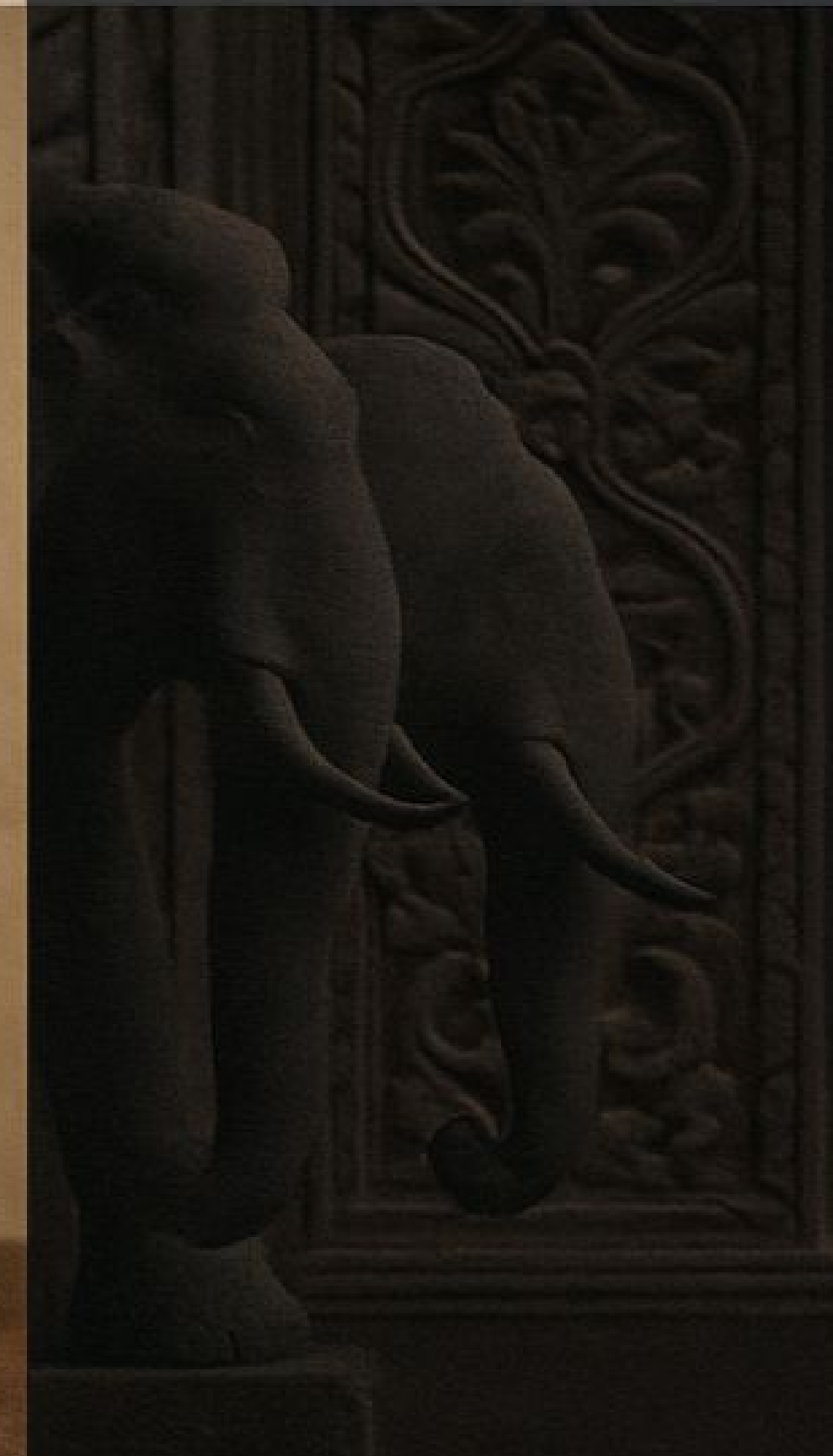
TEMPLE
SAND

#C6B49C



EBONY
TUSKS

#353638



ANCESTRAL
RED

#C4404E



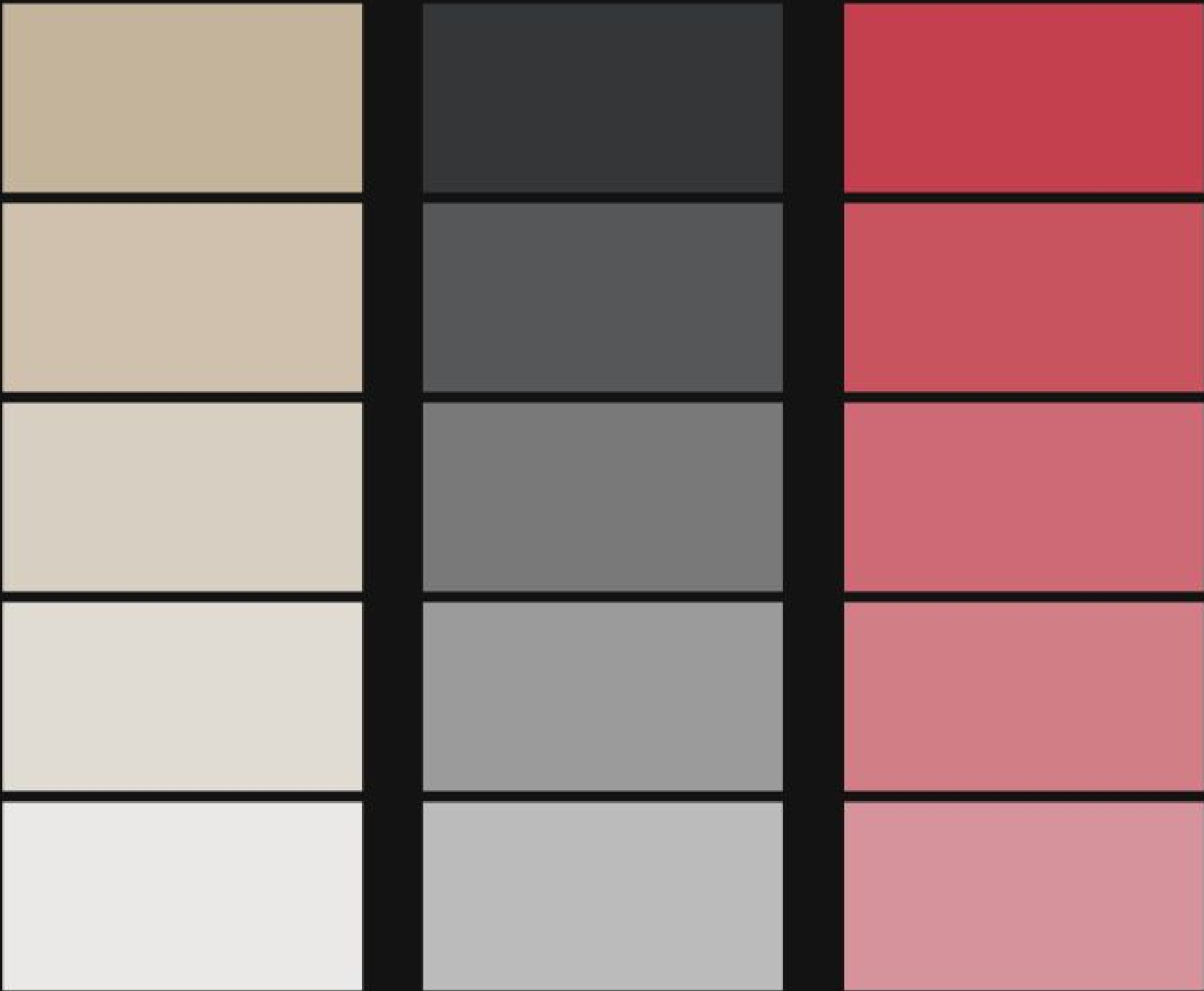
BRAND BOOK 012



COLOR PALETTE

Each color in Vāranam carries the warmth and depth of the South.
The calm of temple stone, the richness of woven silk, and the quiet glow of brass.
Together, they create a language that feels earthy, elegant, and enduring.

These tones bring balance, grounding the brand in heritage while allowing it to breathe in contemporary spaces.



TEMPLE SAND

EBONY TUSKS

ANCESTRAL RED

The image features two concentric circles centered on a light beige background. The circles are thin and dark, creating a minimalist frame for the text.

THANK YOU