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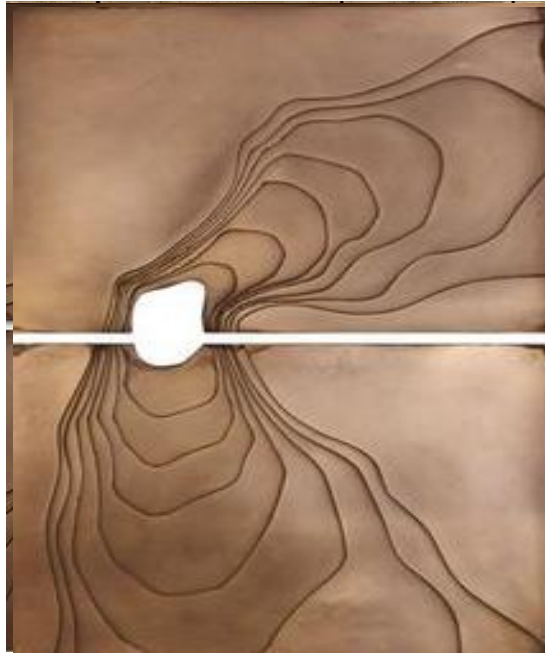
REDSANDALWOOD



REDSANDALWOOD MOODBOARDS

KEY ELEMENTS

organic forms



open and fluid layout



natural shapes



on the grill



The Interior design concept aligns with the brands origin, creating the essence of Tibet and the organic forms found within nature whilst depicting the beautiful features of wood, stone and the Himalayas . Drawing inspiration from Red Sandalwood and the Nepalese herbs and spices , the colour scheme echoes vibrant tones and warm hues reflecting the ethos “Food for Soul”

REDSANDALWOOD MOODBOARDS

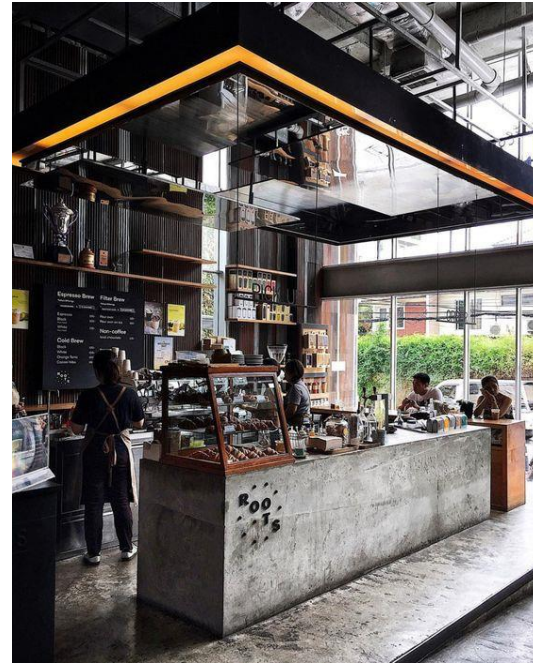
natural forms



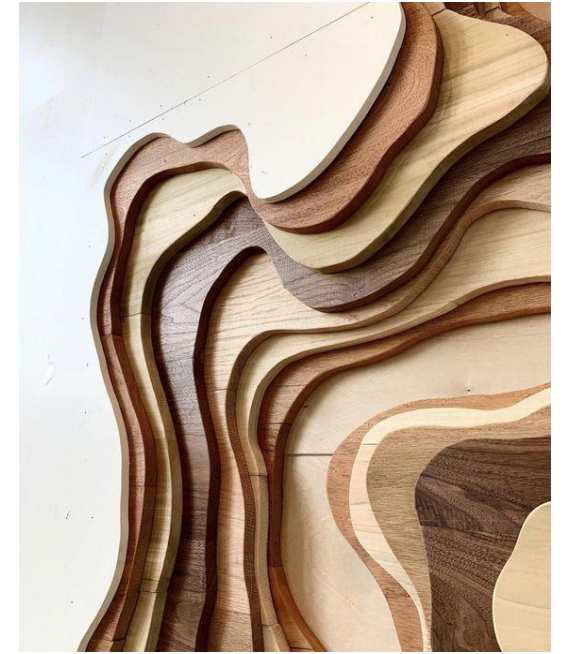
light and form



rustic materials



organic layers



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organic forms



structural elements



lighting forms



linear furniture forms



An exposed kitchen area encased in glass will reveal the culinary delights, inviting the customer to observe and enjoy the full experience of the authentic menu.

Tibetan patterns



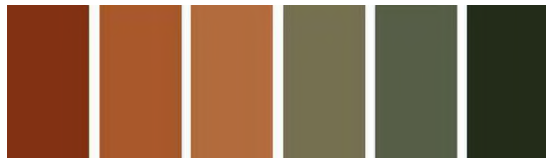
Native Tibetan animal head



Tibetan accessories



Native Tibetan animal head



Tibetan patterned fabrics and ornaments will create a warmth and authentic feel to the design. Native, Nepalese animal heads in neon will add a fun, dynamic feature and extra source of lighting to the space.

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textural features



structural details



industrial elements



wooden colours/ forms



Stone and concrete textures work harmoniously against wooden organic shapes and create a balanced fluidity of the space and the contrasting red accent tones introduce a pop of colour and reflect the spices of Asian cultures.

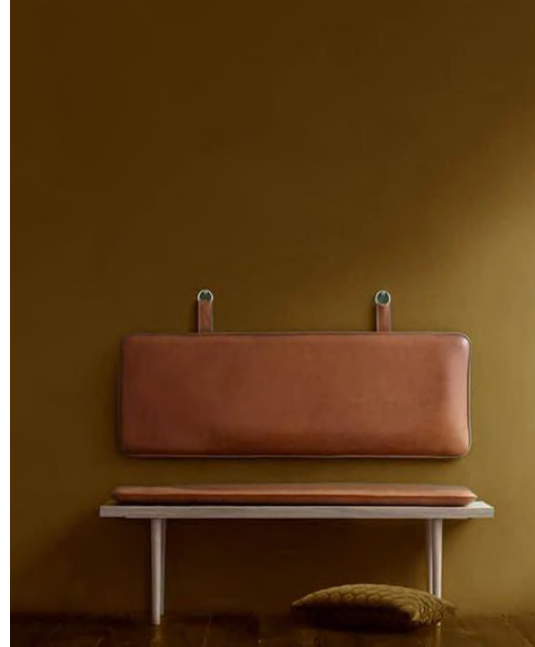
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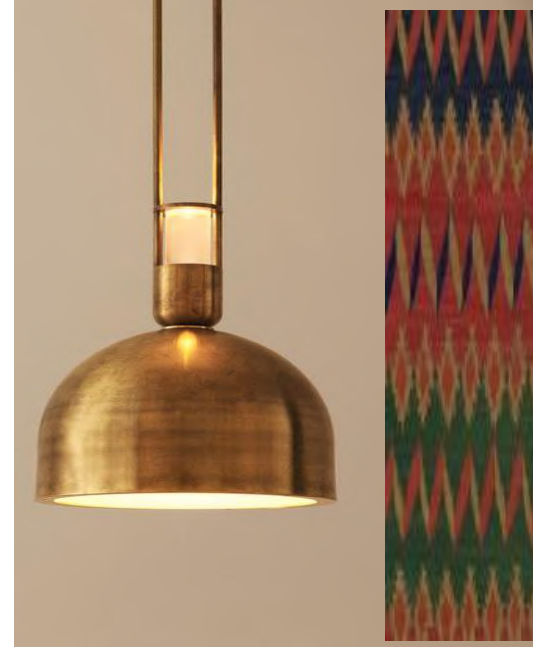
Kitchen features



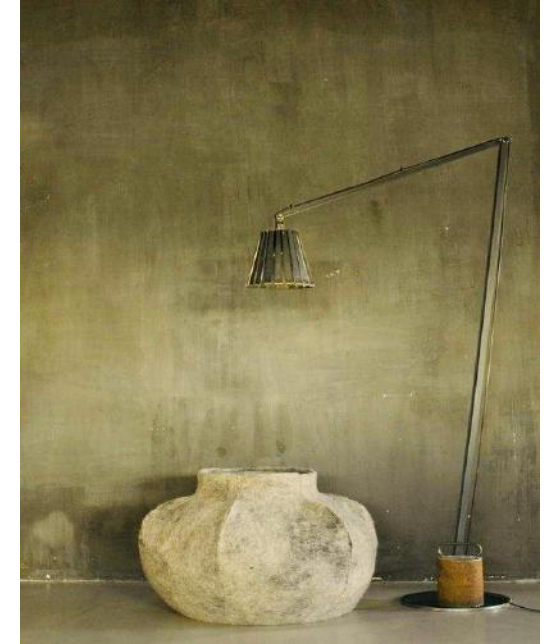
minimal styling



metal features



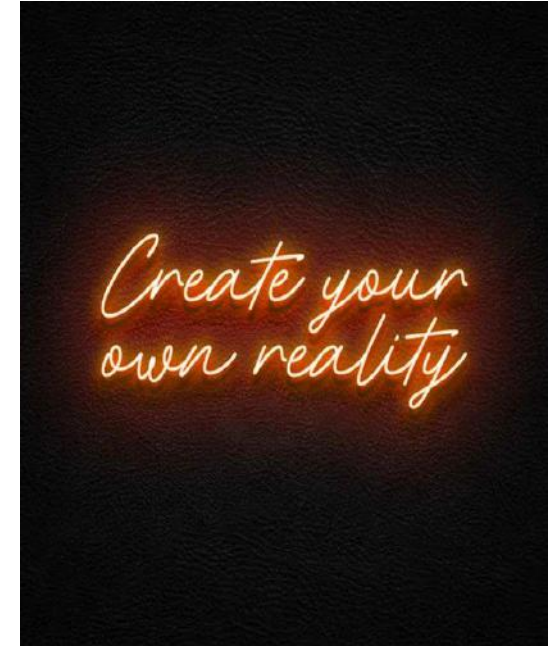
calming space



The organic illustrated form seen in the logo would be repeated in a thin gold linear pattern on several concrete walls, creating a subtle branding statement whilst adding an extra echo of natural shapes and tones.

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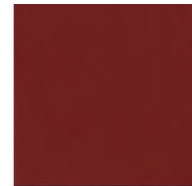
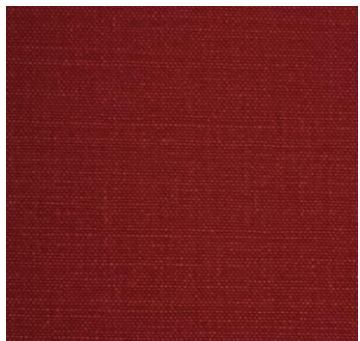
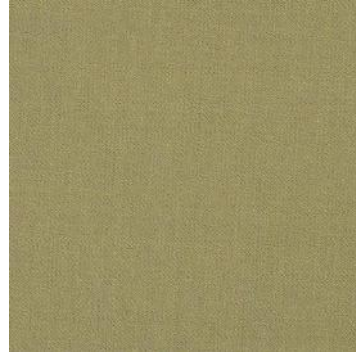
A variation of native plants will achieve extra tranquillity, allowing the diners to indulge and relax in the authentic space. A neon sign will read "Food for Soul" echoing the brand's philosophy.

REDSANDALWOOD MOODBOARDS

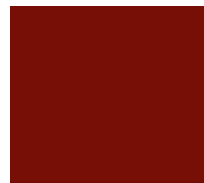


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FABRICS



WARM COLOUR PALETTE

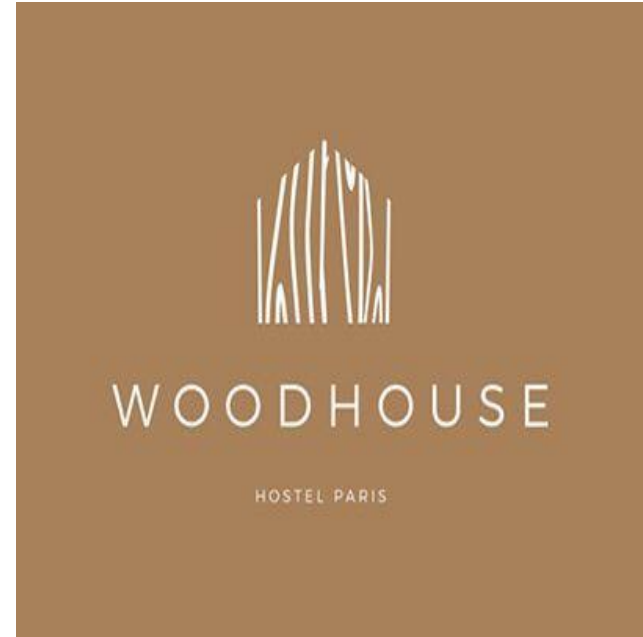


A range of linen fabrics will create a warmth and comfort to the design and a variation of bonket seating , stools and chairs will create a dining experience and cater for demographics of customers of a target audience.

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restaurant logos



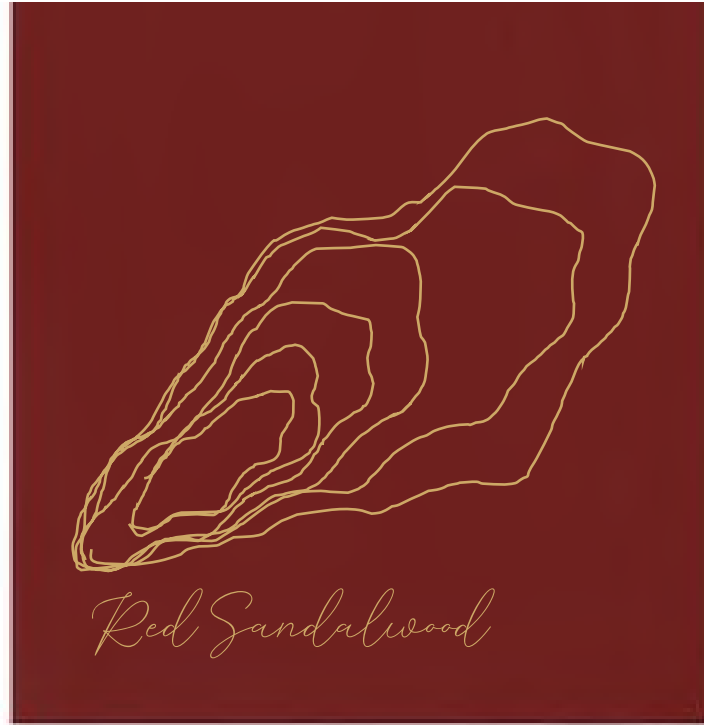
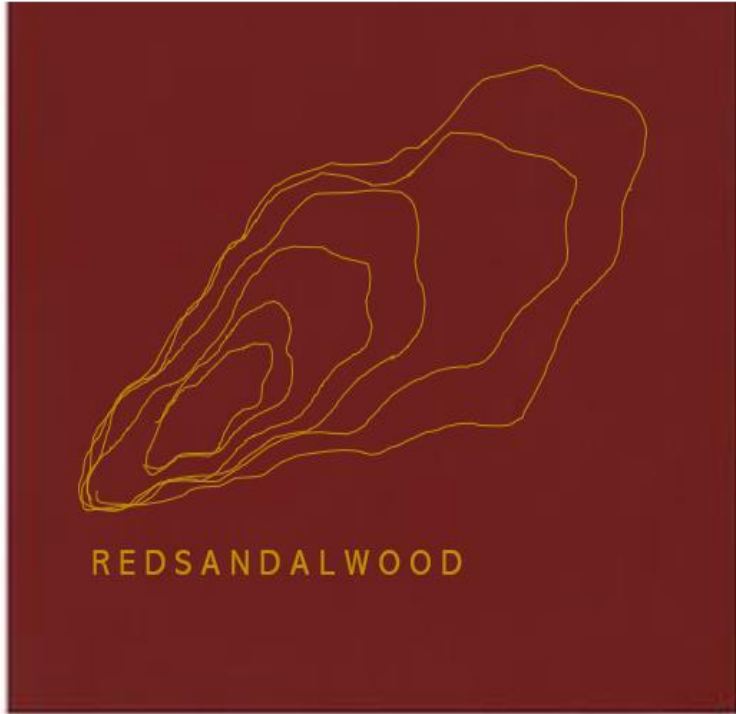
fast food logos



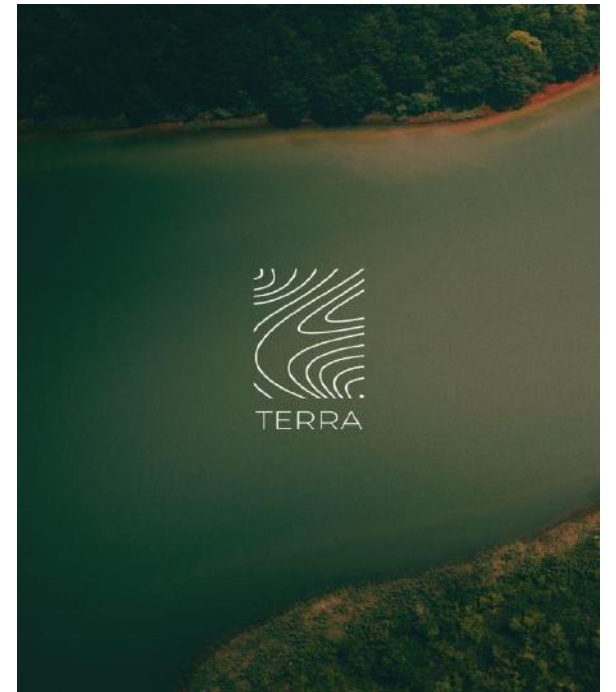
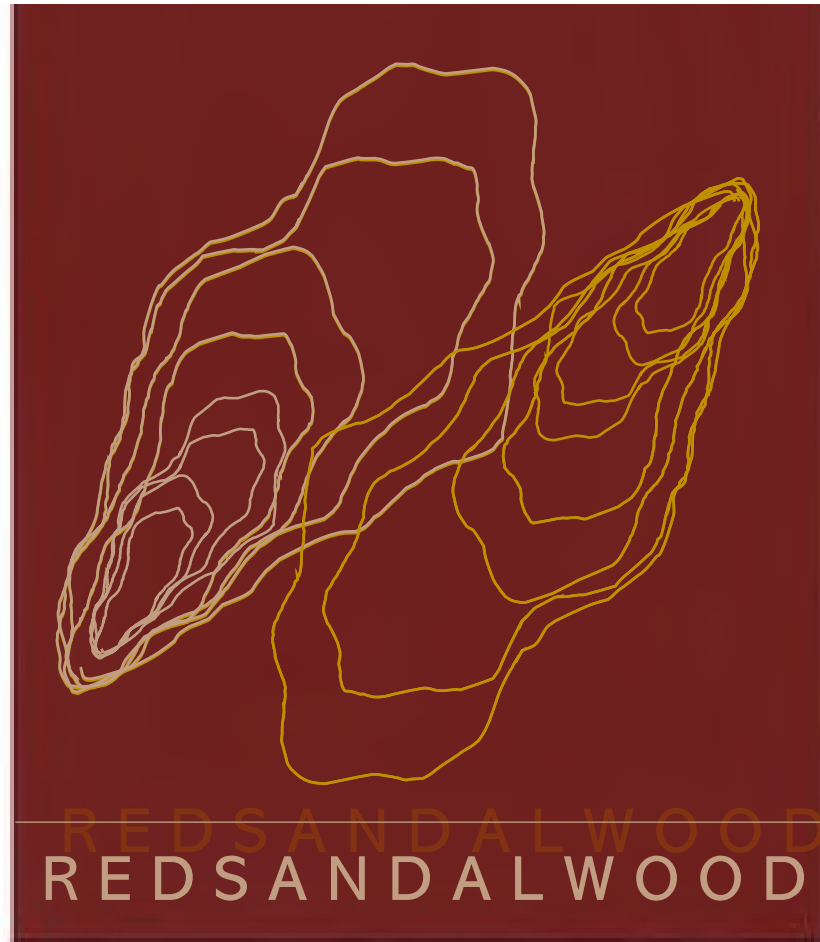
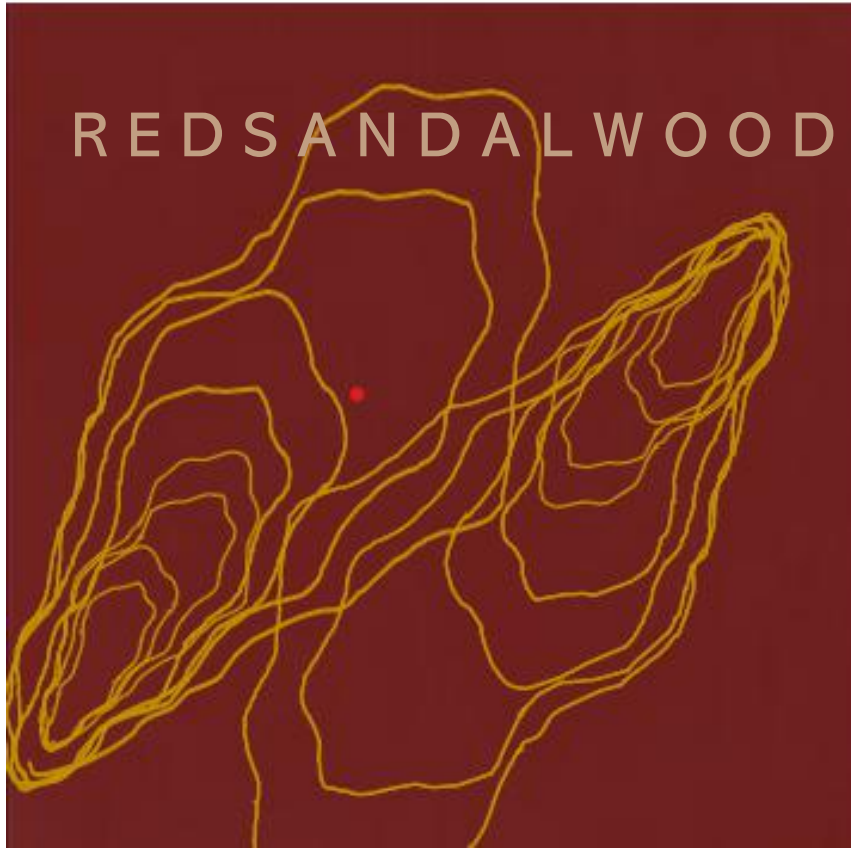
Doppo



logo design



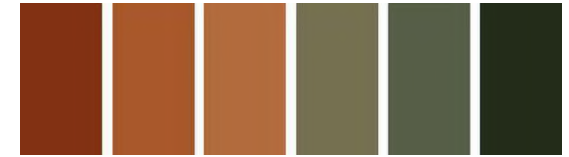
The logo is primarily a hybrid of ideas, inspired by the organic forms seen in wood and the overhead view of the Himalayan mountain range. The background colour block is inspired by the vibrant Red Sandalwood, contrasting against the free hand illustration, the style adapted highlights the human touch of the Red Sandalwood experience, suggesting that the brand offers an extra dimension to their fast-food experience, enticing the customer to return and seducing their senses.



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This logo design is inspired by the hybrid elements of wood and the mountain range of the Himalayas.

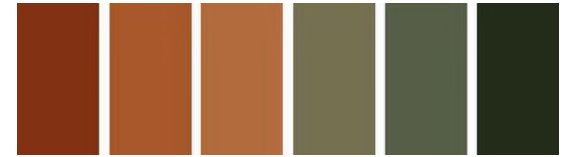


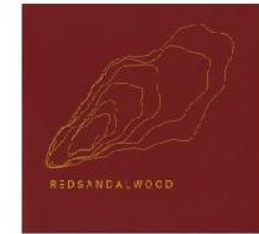
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This logo design is inspired by the the mountain range of the Himalayas and the horizon.

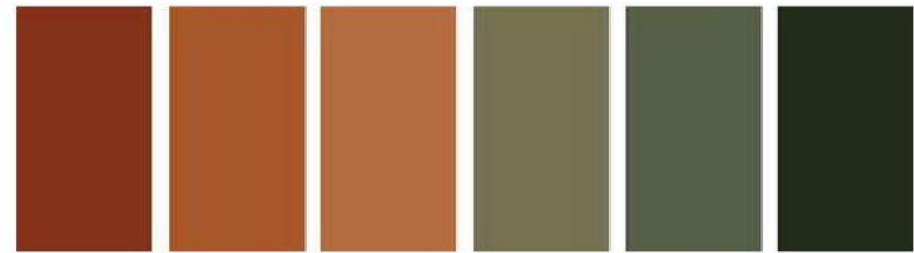


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The range of logo designs are inspired by the organic elements and structures found within wood and the Himalayan mountain range,. A pantone of gold can be added to allow the letters and shapes to pop.

The chosen logo could be printed on a variation of slate, stone or wood to echo the brand's identity and cultural design.



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The logo is an initial idea and can be developed further . A variation of fonts can be adapted to increase dimensions for printing purposes of the logo as well as the free hand illustrated organic form.

