

Trupti Dalvi

From: Prakash Mistry
Sent: 09 February 2024 10:44
To: Trupti Dalvi
Cc: Akshay Sharma; Shama Nair; Chetan Bobade; Khushbu Verma; Gaurav Dewan; Irfan Sayed
Subject: Lucknow T3 | Lucknow Street branding brief for onboarding agency
Attachments: LUCKNOW STREET Brand Concept Brief.xlsx

Dear Trupti,

Please find attached herewith a briefing to hire an agency to design a graphic and branding for Lucknow Street. Total areas seem to be 237 sqm- excluding kitchen.

Kindly upload this request on Safal.

Thanks
Prakash Mistry

From: Chetan Bobade <chetan.bobade@travelfoodservices.com>
Sent: Thursday, February 8, 2024 9:49 PM
To: Prakash Mistry <prakash.mistry@travelfoodservices.com>
Cc: Irfan Sayed <irfan.sayed@travelfoodservices.com>; Khushbu Verma <khushbu.dayal@travelfoodservices.com>
Subject: Lucknow Street branding brief for onboarding agency

Hello Prakash,

As discussed attached is the brief for Lucknow Street branding. Same has been mentioned below for your reference.

Brand Identity for Lucknow Mini Food Hall			Output
Main - Brand Naming <i>(as of now Lucknow Street)</i>	Name Suggestion with concept note	Brand Name Presentation	Final Brand Name
Visual Identity	Logo Explorations Logo Shortlisting	Logo Finalisation and Refinement Visual Language System	Presentations
Unique Designs x 3 (Sub-concept) 1. Kebab Counter 2. Pan + Retail (frozen items)	Sub-brand Name Logo	Digital Screen Menu Space Graphic for walls	1 Unique Plate Design 1 Unique glass Design

Counter 3. Chhat Counter	Signature Graphic Food Menu + Food Tags Template	Coaster Packaging - Takeaway, tray, box (sandwich, burger, Cups)	Signage
Common Designs	Brand Colour System Brand Typography Food Tags Uniforms: Chef + Server	Take Away Packaging: Sticker, Bag and Tape Tent Cards: Offer, Specials, Festive	Common Tray Liner Common Tissue Paper Common Plate Signage

Regards,
Chetan V Bobade
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