

COMORIN

BRAND GUIDE

2018

WELCOME

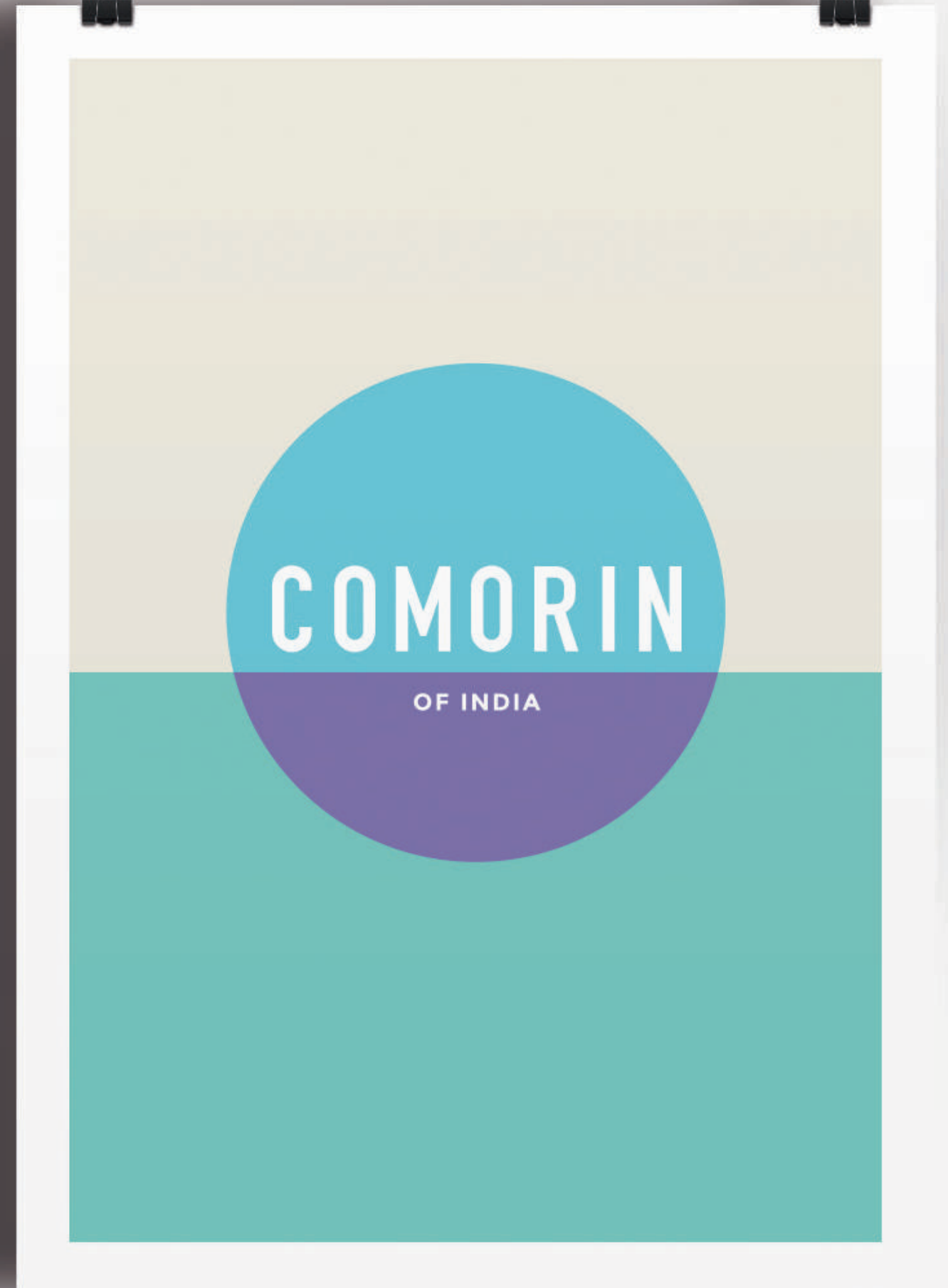
COMORIN IS AN EXCITING NEW DINING AND RETAIL CONCEPT, BORN OF AND COMPLETELY UNIQUE TO INDIA.

AT COMORIN, WE TAKE A COLLECTORS APPROACH TO INDIA BY CELEBRATING CULTURALLY RELEVANT DISHES.

WE ARE PASSIONATE ABOUT SHOWCASING UNIQUE REGIONAL DELICACIES AND LOCAL SPECIALITIES.

WE MAKE IT OUR MISSION TO SEEK OUT UNDISCOVERED GEMS AND FORGOTTEN FAVOURITES FROM EVERY CORNER OF THE COUNTRY.

COMORIN





CONTENTS

1. BRAND VALUES

2. WORDMARK

3. COLOUR

4. DESIGN PROPERTY

5. TYPOGRAPHY

6. BRAND APPLICATION

7. DIGITAL DESIGN

8. SIGNAGE & INTERIOR

9. BRAND REVIEW

W
Z
O

COMORIN

BRAND VALUES

OUR BEHAVIOURS

OUR CURIOSITY TO SEEK OUT THE MOST AUTHENTIC AND RELEVANT DISHES MEANS WE OFTEN SURPRISE AND DISRUPT - BUT ALWAYS WITH STYLE.



WE DISCOVER NEW, AUTHENTIC DISHES FROM ACROSS INDIA, WHILE REDISCOVERING FAMILIAR STAPLES AND CELEBRATING FORGOTTEN FAVOURITES.

OUR VALUES

HOW WE LOOK

STYLISH + UNIQUE

HOW WE FEEL

CONSIDERED + CONSISTENT

HOW WE ACT

EXPLORATORY + REVEALING

OUR UNIQUENESS

RELEVANT DISCOVERIES

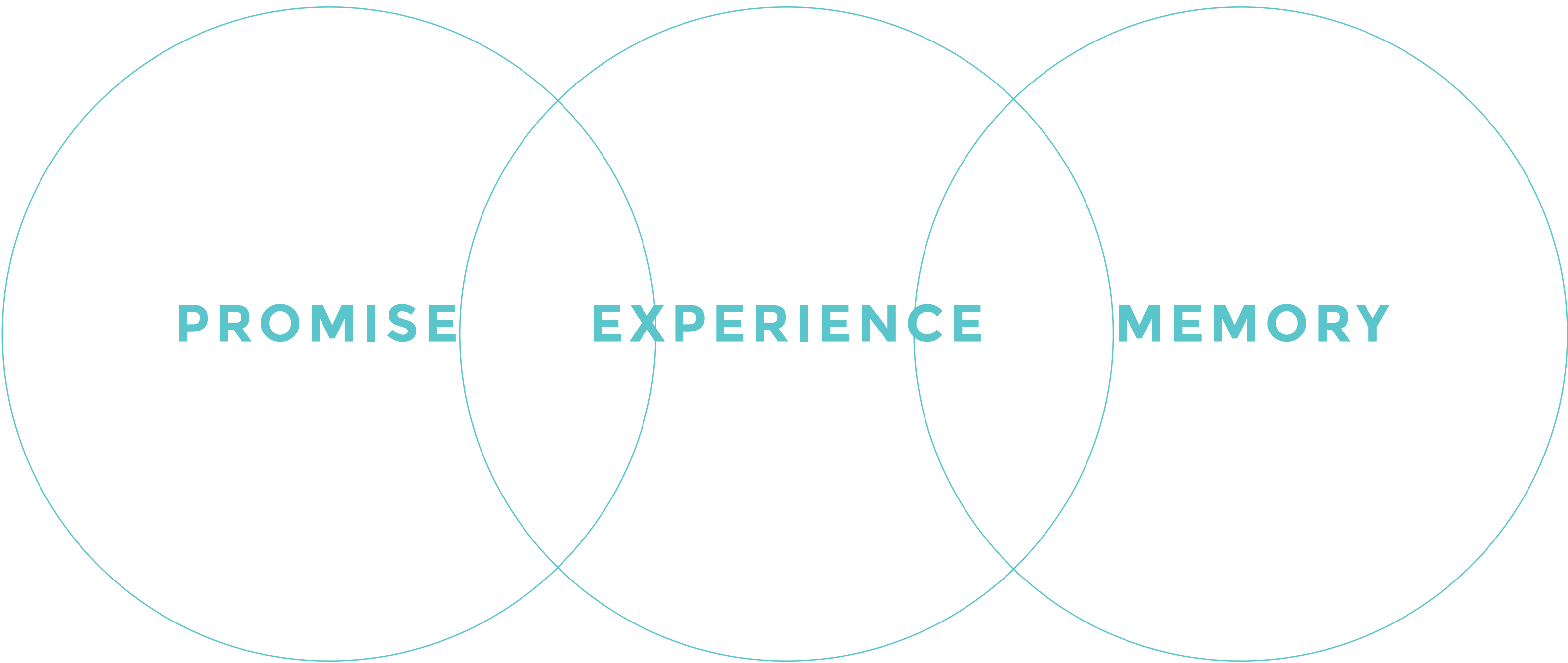
OUR DIFFERENCE

CURATED COLLECTIONS

OUR TRUTH

AUTHENTIC EXPLORATION

THE CUSTOMER



A COLLECTORS APPROACH TO THE FOODS OF INDIA

We've explored every corner of the country, gathering together the best regional dishes and produce to form uniquely relevant and inspiring collections.

A CURATED DINING EXPERIENCE WHERE YOU CAN ALSO SHOP

We excite and surprise within our considered and stylish stores. We offer our customers the opportunity to discover and explore unique dishes for themselves.

CELEBRATION OF UNIQUELY INDIAN FOOD & DRINK

A fulfilling feeling of the familiar and authentic, mixed with quirky, unique surprises to be had along the way - all beautifully plated, presented and packaged.



COMORIN

OF INDIA

COMORIN

IS THE MOST
AUTHENTIC + PREMIUM

INDIAN FOOD TO
DISCOVER + EXPLORE

GATHERED AS A
CURATED COLLECTION

HOSTED IN A
STYLISH + UNIQUE

HOSPITALITY MEETS RETAIL
ENVIRONMENT

LOW

COMORIN

BRAND IDENTITY

WORDMARK

THE COMORIN LOGOTYPE OR “WORDMARK” FORMS THE CENTRE OF OUR DESIGN IDENTITY.

IT IS A UNIQUE ASSET, SPECIALLY TYPESET AND CAREFULLY LETTERSPACED.

THE COMORIN WORDMARK REPRESENTS A CLASSIC PIECE OF TYPOGRAPHY, INSPIRED BY THE TIMELESS FONTS OF THE MID-TWENTIETH CENTURY.

STYLISH AND REFINED, THE COMORIN WORDMARK SPEAKS WITH CONFIDENCE WHEREVER IT IS PLACED.

Do not alter the wordmark from how it is shown in this guide.



COMORIN

PLACEMENT

THE COMORIN WORDMARK SHOULD APPLIED IN ORDER TO CREATE A PREMIUM AESTHETIC.

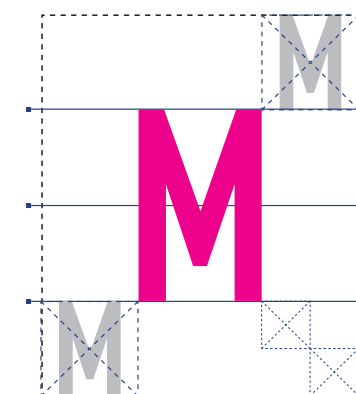
ALWAYS POSITION THE WORDMARK USING THE CENTRE [HORIZON] LINE AS ANCHOR FOR DESIGNS AND LAYOUTS.

THERE ARE TWO TYPES OF PLACEMENT:

1. PORTRAIT PLACEMENT
2. LANDSCAPE PLACEMENT

WHEN IN PORTRAIT PLACEMENT THE COMORIN WORDMARK SITS JUST ABOVE THE HORIZON LINE.

WHEN IN LANDSCAPE PLACEMENT THE WORDMARK SITS DIRECTLY THROUGH THE HORIZON LINE.



X = half-cap height of Comorin wordmark.

TAG OR DESCRIPTOR

COMORIN

TAG OR DESCRIPTOR

TAG OR DESCRIPTOR

COMORIN

OF INDIA

COMORIN

OF INDIA

TAG OR DESCRIPTOR

COMORIN

TAG OR DESCRIPTOR

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COMORIN

OF INDIA

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OF INDIA



COMORIN

WORDMARK USAGE

The Comorin wordmark is timeless.
Give it room to breathe.
Keep it simple and let the wordmark shine.



COMORIN



COMORIN



COMORIN



COMORIN



COMORIN



COLOUR

THE COMORIN COLOUR PALETTE IS INSPIRED BY THE SOFT SUNRISE AND SUNSETS TO BE FOUND AT CAPE COMORIN ITSELF.

OUR PRIMARY COLOUR IS COMORIN BLUE, ACCENTED BY A SUITE OF SHADES IN WARM HUES AND COOL TONES.

WHILE OUR COLOURS COMPLEMENT AND NEVER CLASH, THERE IS ROOM FOR SURPRISE AND PLAYFULNESS WITHIN THE BRAND IDENTITY.



**THIS IS
COMORIN
BLUE**

**THIS IS
COMORIN
BLUE**

PANTONE 319C

PROCESS PRINTING:

C = 52 M = 0 Y = 22 K = 0

SCREEN:

R = 37 G = 204 B = 211

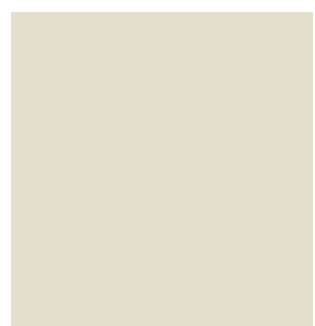
DIGITAL:

HTML 2DCCD3



**PANTONE
319C**

C = 52 M = 0 Y = 22 K = 0
R = 37 G = 204 B = 211
HTML 2DCCD3



**PANTONE
7527C**

C = 3 M = 4 Y = 14 K = 8
R = 214 G = 210 B = 196
HTML D6D2C4



**PANTONE
322C**

C = 97 M = 9 Y = 39 K = 34
R = 0 G = 115 B = 119
HTML 007377



**PANTONE
570C**

C = 57 M = 0 Y = 36 K = 0
R = 115 G = 195 B = 180
HTML 73C3B4



**PANTONE
667C**

C = 56 M = 59 Y = 4 K = 14
R = 121 G = 103 B = 156
HTML 79679C



**PANTONE
183C**

C = 0 M = 49 Y = 17 K = 0
R = 243 G = 159 B = 175
HTML F29FAF

MASTER PALETTE

THE MASTER PALETTE FORMS THE CORNERSTONE
OF THE COMORIN BRAND IDENTITY.

IT IS USED WHEN CREATING THE COMORIN
“SUNRISE” DESIGN PROPERTY AND ALSO FORMS
THE BASIC PALETTE FOR PACKAGING DESIGN.

KEEP-IN-MIND, WE NEVER CLASH AND ALWAYS
COMPLEMENT... BUT WE SURPRISE TOO!

Uncoated inks can also be
used and CMYK for particular
applications.

PACKAGING PALETTE

THE PACKAGING PALETTE IS USED ON SPECIFIC PRODUCTS WITHIN THE COMORIN RANGE. IT COMPRISES SOFT COLOURS ACCOMPANIED BY BOLDER ACCENT TONES.

COLOURS SHOULD BE USED IN PLEASING TONAL COMBINATIONS TO SUIT A PARTICULAR PRODUCT TYPE, CONTENT OR FLAVOUR.

SEE CHAPTER SIX FOR EXAMPLES.

Uncoated inks can also be used and CMYK for particular applications.

Please refer to Pantone® books for colour breakdowns or use an online converter.

COOLS					
	PANTONE 319C	PANTONE 321C	PANTONE 284C	PANTONE 647C	PANTONE 667C
SOFTS					
	PANTONE 322C	PANTONE 7732C	PANTONE 570C	PANTONE 556C	PANTONE 359C
WARMS					
	PANTONE 397	PANTONE 1245C	PANTONE 143C	PANTONE 141C	PANTONE 7527C
NATURALS					
	PANTONE 4725C	PANTONE 7589C	PANTONE 7608C	PANTONE 7594C	PANTONE 7607C
BRIGHTS					
	PANTONE 164C	PANTONE 710C	PANTONE 709C	PANTONE 183C	PANTONE 528C

COMORIN

COMORIN

DESIGN PROPERTY

DESIGN PROPERTY

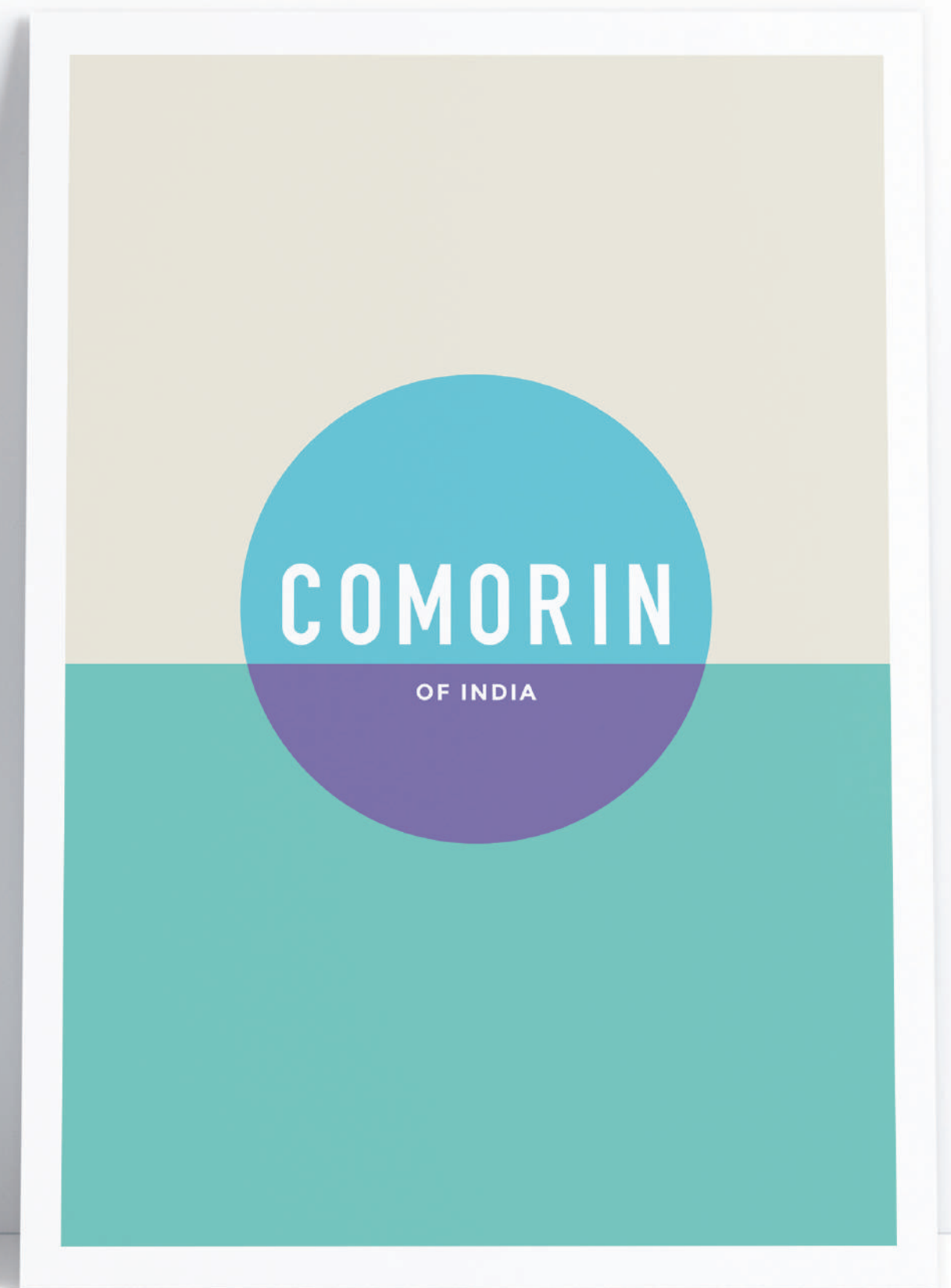
INSPIRED BY THE VIEW AT CAPE COMORIN,
THE “SUNRISE” MOTIF IS AN ADDITIONAL VISUAL
ICON OF THE COMORIN BRAND IDENTITY.

THE SUNRISE COMPRISES THREE DISTINCT
ELEMENTS TO WORK WITH:

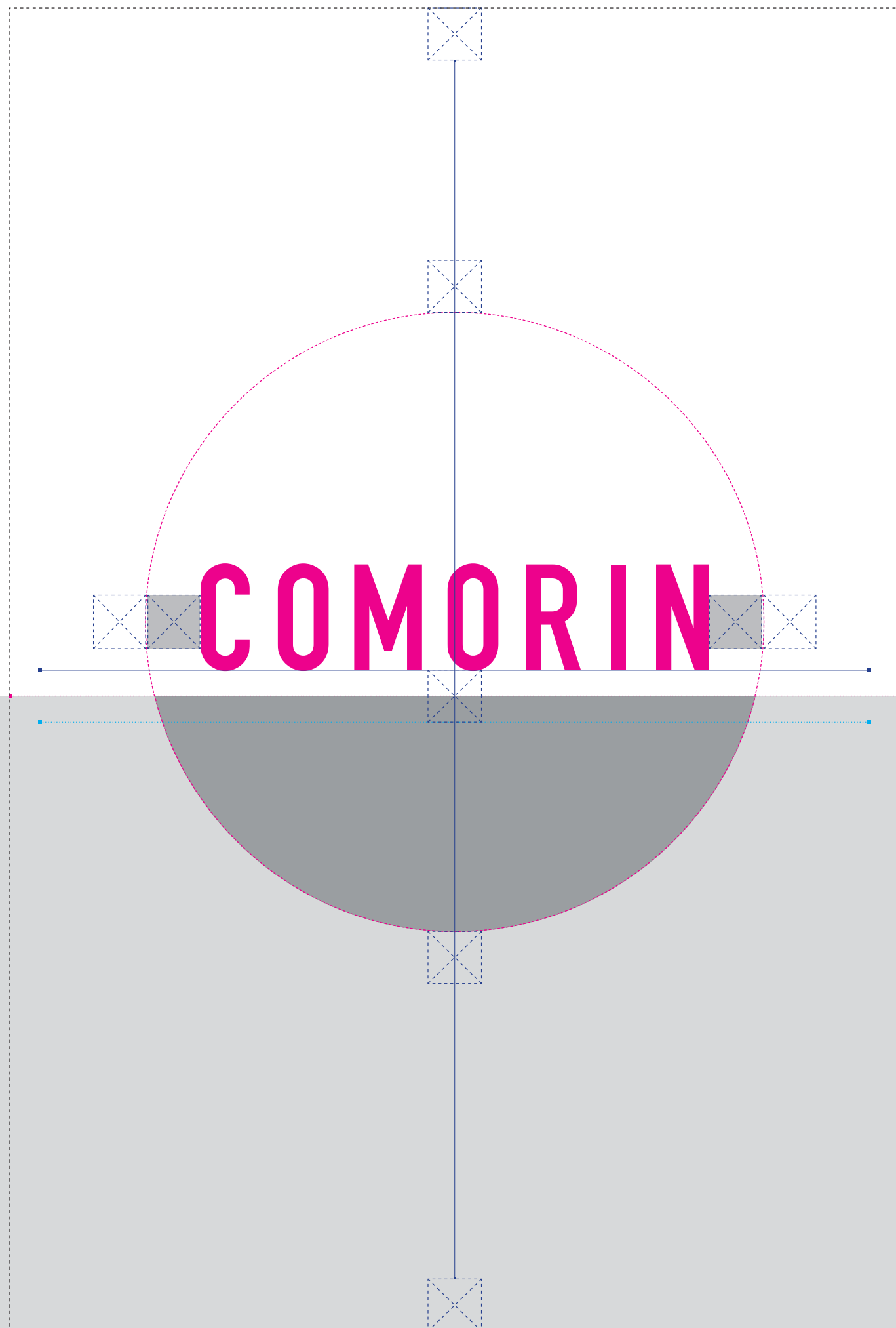
1. SUN [CIRCLE]
2. HORIZON LINE [CENTRE]
3. SEA & SKY [TOP - BOTTOM HALF]

THESE ELEMENTS ARE USED CREATIVELY
THROUGHOUT THE COMORIN BRAND IDENTITY
AND OVERALL INTERIOR DESIGN.

SEE CHAPTER SIX & SEVEN FOR EXAMPLES.



Do not alter the sunrise from
how it is shown in this guide.



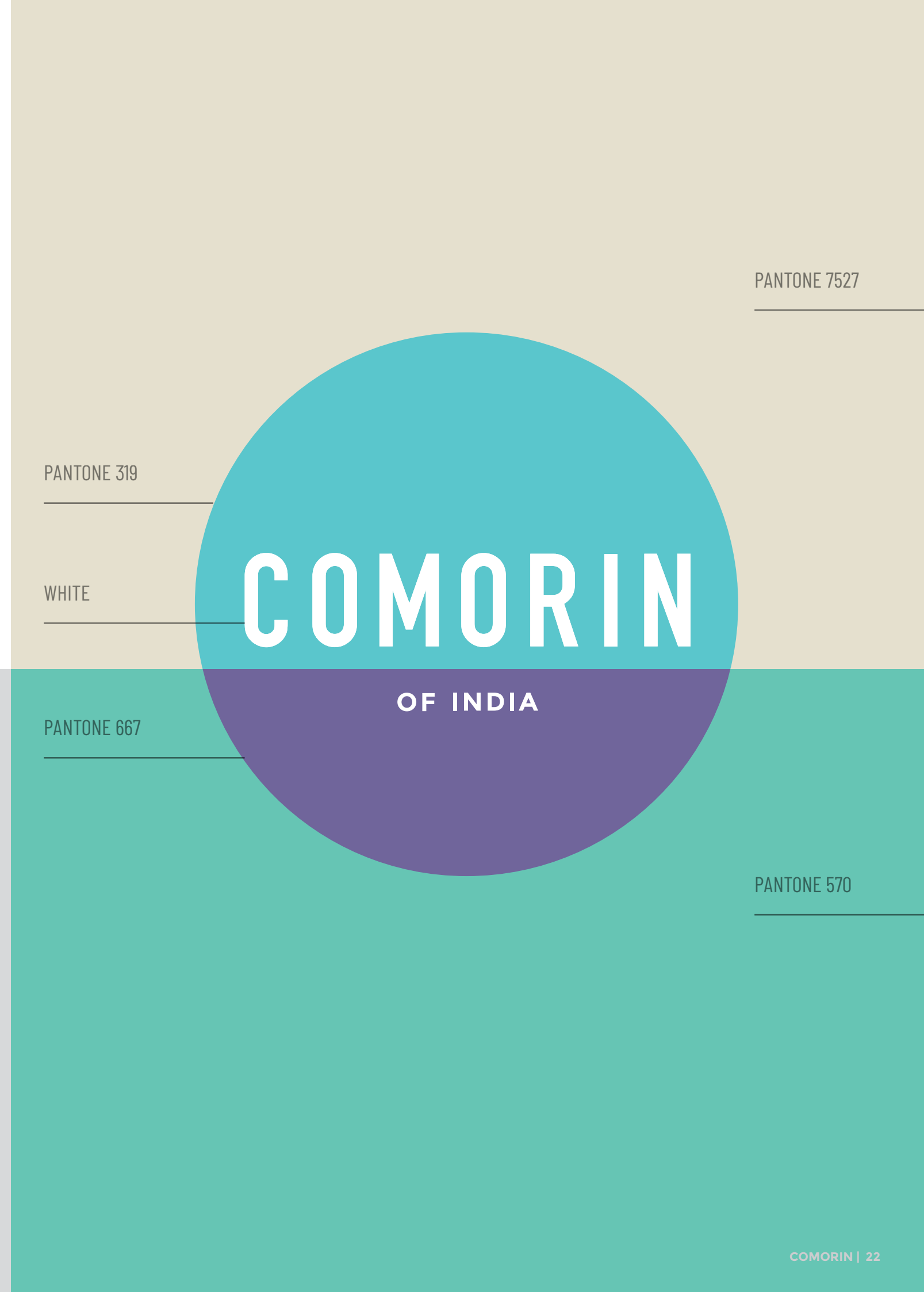
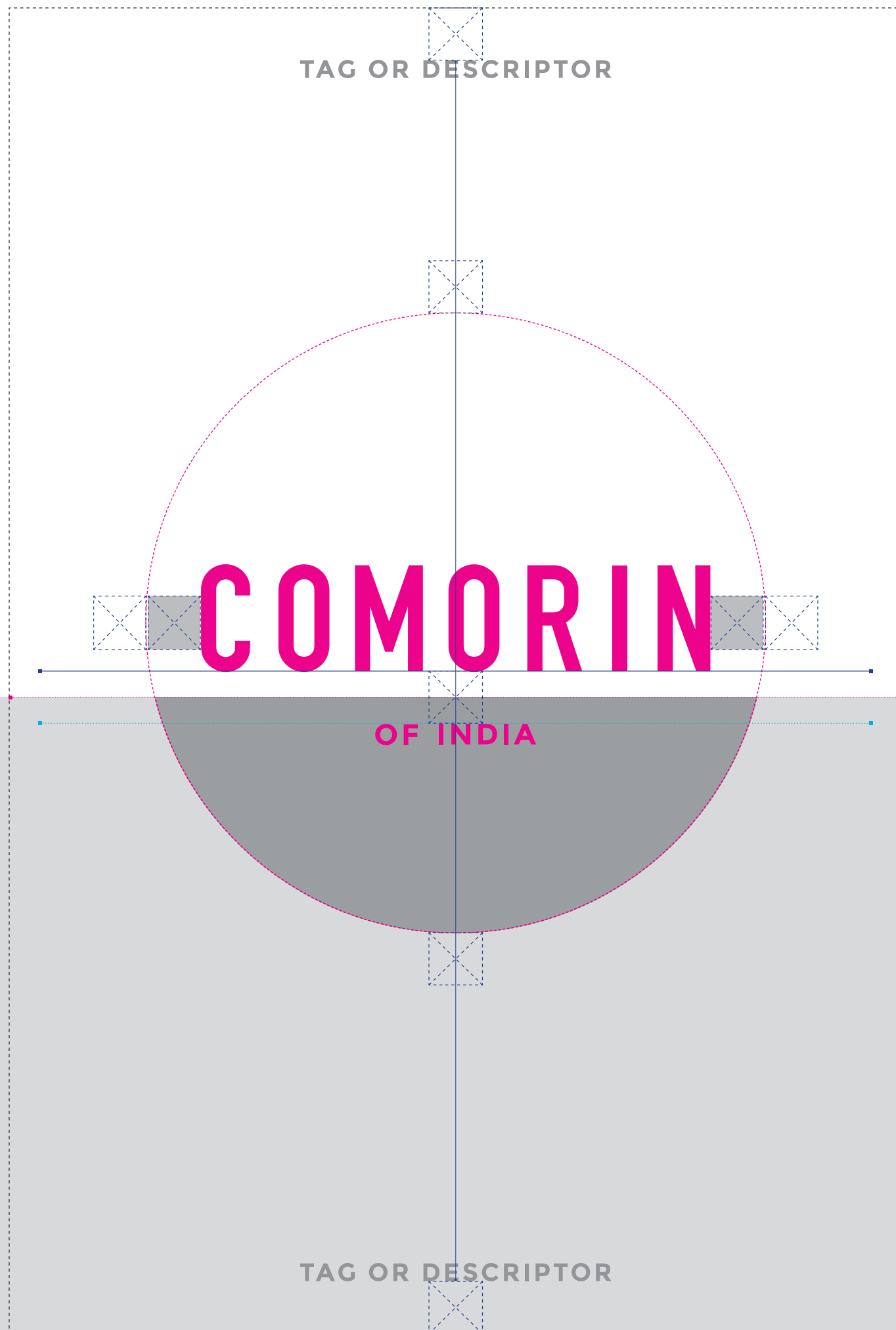
SUN [CIRCLE]

HORIZON [CENTRE LINE]

SKY [TOP]

COMORIN

SEA [BOTTOM]





HORIZON OUTLINE



SOLID



SEA FILL



REVERSE



SKY FILL



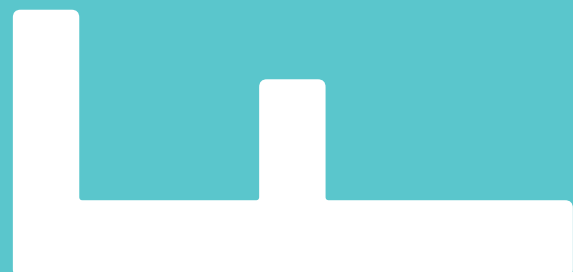
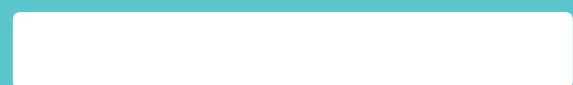
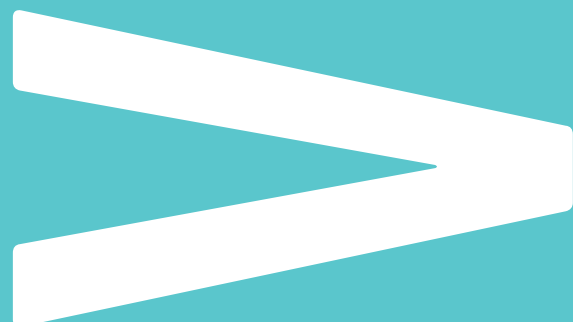
SUNRISE

ROUNDELS

THE SUNRISE MOTIF WITH HORIZON LINE IS OFTEN DEPLOYED AS A “ROUNDEL” BADGE.

ROUNDELS ARE OFTEN USED IN PACKAGING DESIGN, ACROSS A VARIETY OF EXECUTIONS.

EACH VERSION OF ROUNDEL SERVES TO KEEP THE COMORIN BRAND FRESH AND SURPRISING, WHILE MAINTAINING A CLEAR SENSE OF DESIGN CONSISTENCY FOR CUSTOMERS.



COMORIN

FONTS & TYPOGRAPHY

FONT FAMILY

THE COMORIN BRAND CONSISTS OF TWO CORE FONTS:

1. MONTERRAT
2. BARLOW CONDENSED

BOTH FONTS ARE USED IN PARTNERSHIP ACROSS THE MAJORITY OF DESIGN APPLICATIONS.

WHILE THERE IS SOME FLEXIBILITY OF APPLICATION AND HIERARCHY, THE PRINCIPLES OF GOOD TYPOGRAPHY MUST BE MAINTAINED AT ALL TIMES.

MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MONTERRAT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BARLOW CONDENSED MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BARLOW CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PLEASE NOTE: BARLOW CONDENSED BOLD can used when required.

COMORIN

PRODUCT TYPE

PRODUCT FLAVOUR
OR DESCRIPTION

HOW TO USE / INGREDIENTS
Further information on how to
use or detailed ingredients.

000ml

TYPOGRAPHY

WHILST TYPOGRAPHIC HIERARCHY IS PRIMARILY DICTATED BY SPECIFIC USE, A BASIC GUIDE FOR FONT SELECTION IS SHOWN HERE.

SIMPLICITY, CLARITY AND A TIMELESS APPROACH TO DESIGN IS KEY THROUGHOUT.

MUCH OF THE COMORIN BRAND LAYOUT WORKS FROM A CENTRAL HORIZON LINE - ELEMENTS SHOULD BE POSITIONED ACCORDINGLY.

USE OPTICAL [VISUAL] PLACEMENT TO REFINE YOUR COMPLETED COMPOSITION BEFORE FINALISING.

MONTSERRAT BOLD

100PT LETTERSPACING

BARLOW CONDENSED REGULAR

50PT LETTERSPACING

MONTSERRAT BOLD & REGULAR

50PT LETTERSPACING

BARLOW CONDENSED REGULAR

50PT LETTERSPACING

X = half cap height of Comorin wordmark.

PRODUCT TYPE

COMORIN

**PRODUCT FLAVOUR
OR DESCRIPTION**

HOW TO USE / INGREDIENTS
Further information on how to
use or detailed ingredients.

000ml

PRODUCT FLAVOUR

COMORIN

PRODUCT TYPE

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Further information on how to
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000ml



COMORIN

BRAND IN APPLICATION

BOTTLE WRAPS



PANTONE 319



PANTONE 319



PANTONE 322



PANTONE 667

TAKEAWAY CUPS



PANTONE 319



SOFT-DRINK CUPS



PANTONE 319



PÂTISSERIE BOXES



PANTONE 319 & TAB 709



PANTONE 709 & TAB 319



PANTONE 141 & TAB 272



PANTONE 272 & TAB 141

FOLD-OUT BOXES



PANTONE 319



PANTONE 141



PANTONE 709



PANTONE 272

TEA CADDY



ADDITIONAL INFORMATION HERE

LEAF TEA

PANTONE 7527

PANTONE 359

COMORIN

PANTONE 322

DARJEELING

PANTONE 338

RICH + BOLD

300g

Additional information here

TEA CADDY



ADDITIONAL INFORMATION HERE

LEAF TEA

PANTONE 7527

PANTONE 284

COMORIN

PANTONE 647

CEYLON

PANTONE 321

BRIGHT + LIGHT

300g

Additional information here

TEA CADDY



ADDITIONAL INFORMATION HERE

LEAF TEA

PANTONE 7527

PANTONE 528

COMORIN

PANTONE 667

ASSAM

PANTONE 7607

DARK + SMOKY

300g

Additional information here

ICE CREAM PINTS



PANTONE 322 & ACCENT 570



PANTONE 143 & ACCENT 1245



PANTONE 710 & ACCENT 709



PANTONE 667 & ACCENT 528

SHARBAT BOTTLES



PANTONE 709



PANTONE 556



PANTONE 397



PANTONE 164

PRESERVE JARS



PANTONE 143



PANTONE 710



PANTONE 667



PANTONE 379

PRINTED GLASS BOTTLES



PRINTED WHITE INK

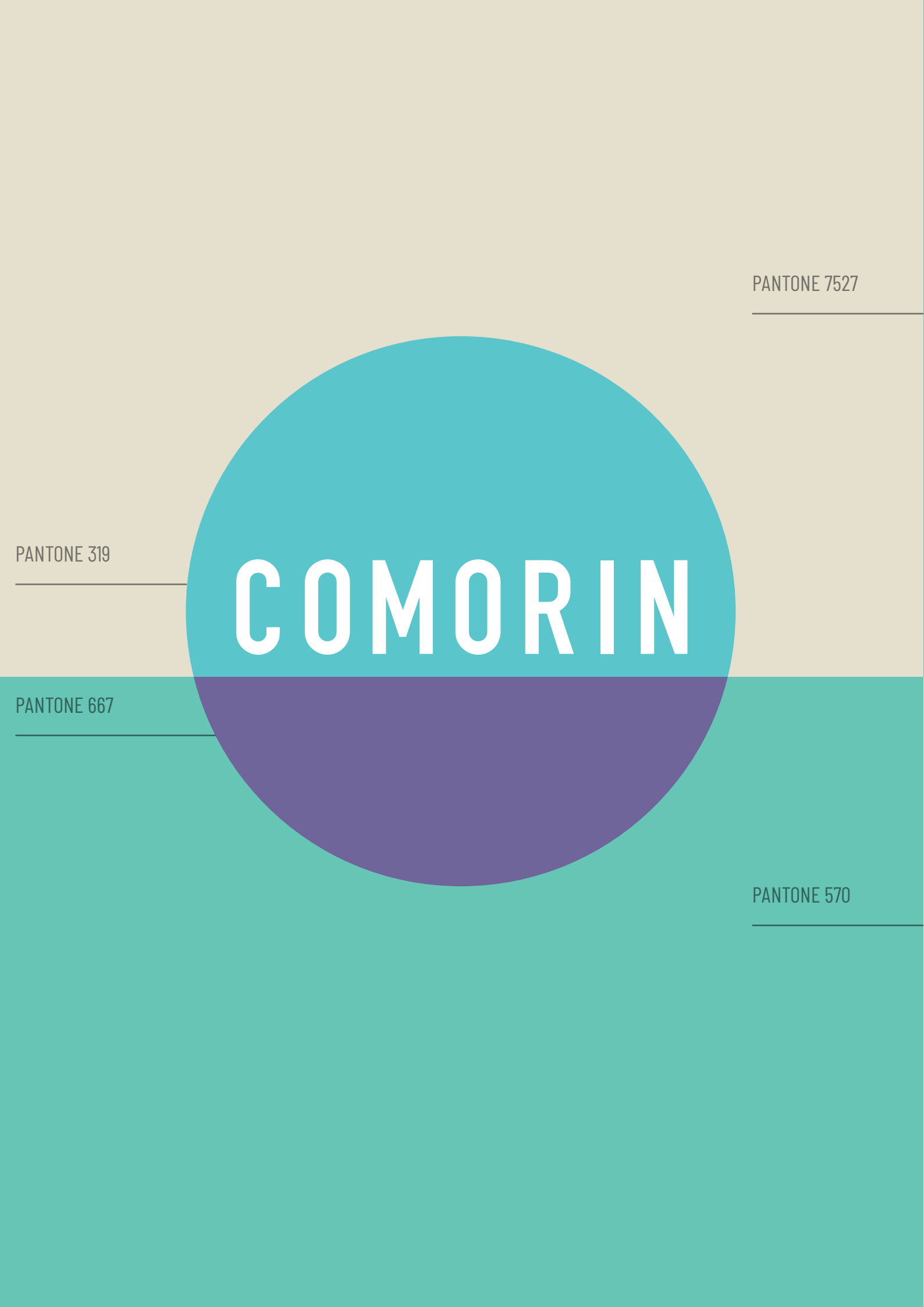
COCKTAIL DECANTERS



PRINTED HESSIAN STICKERS: RICH BLACK C = 60 M=40 Y=40 K=100

CARRY BAGS



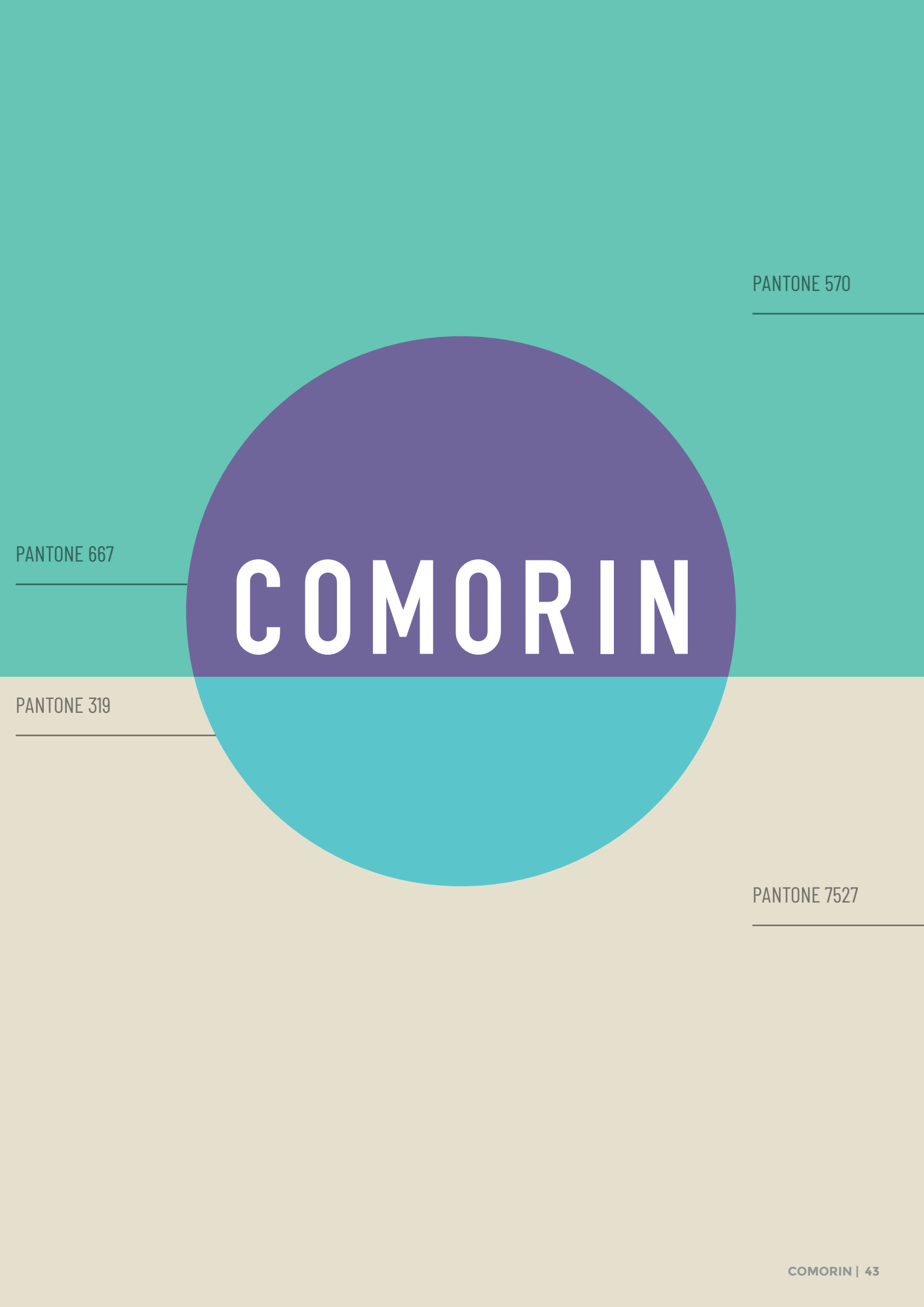


PANTONE 7527

PANTONE 319

PANTONE 667

PANTONE 570



PANTONE 570

PANTONE 667

PANTONE 319

PANTONE 7527

SWING TAGS

PANTONE 319

PANTONE 667



PANTONE 319

PANTONE 7527

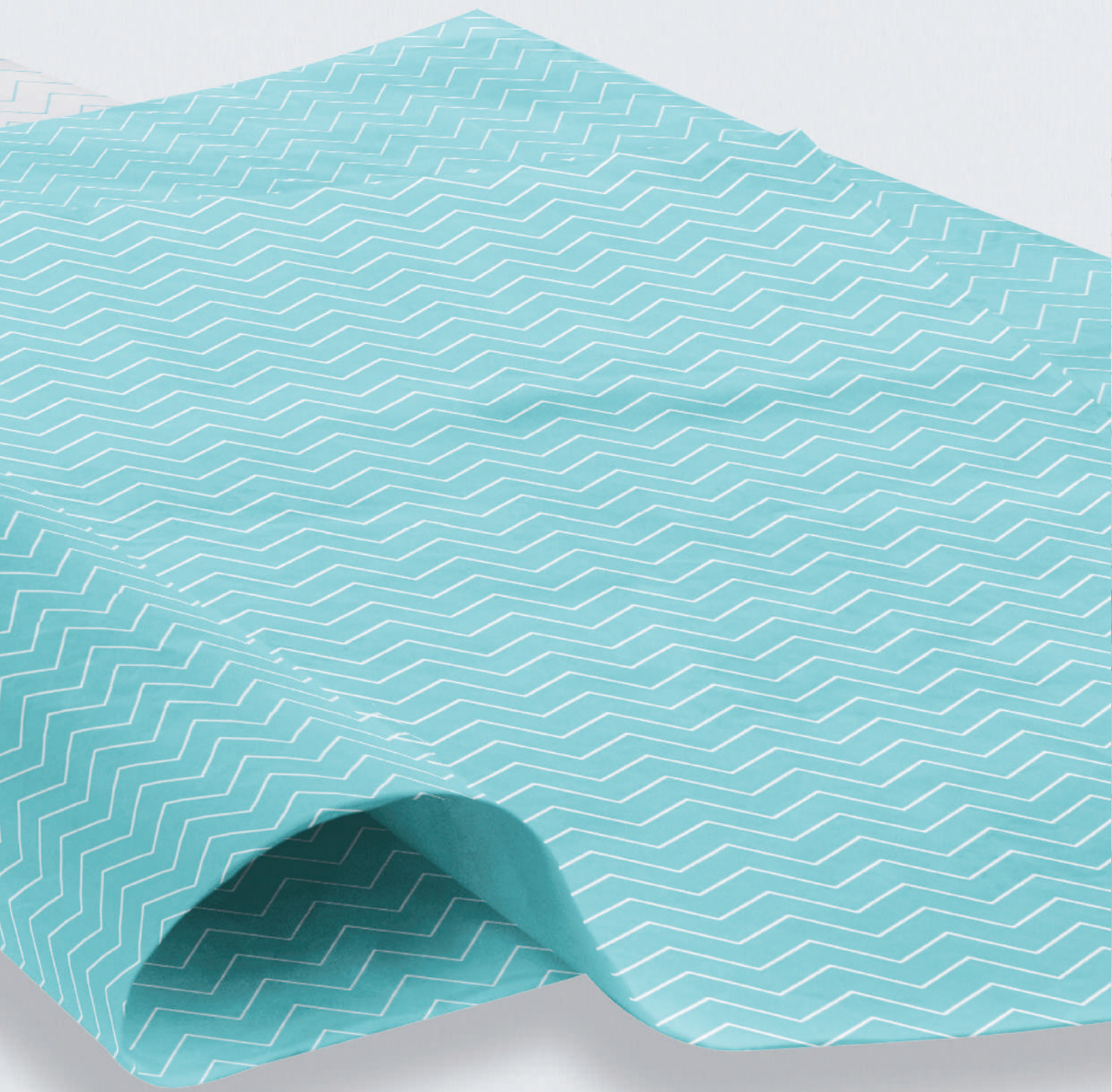


STICKERS



PANTONE 319

TISSUE PAPER



PANTONE 319



PANTONE 319

NON-VEG WRAPS



PANTONE 647



PANTONE 647

VEGETARIAN WRAPS



PANTONE 7732



PANTONE 7732

VEG & NON-VEG SALAD BOXES



PANTONE 7732

PANTONE 647

VEG & NON-VEG SALAD BOX



PANTONE 7732



PANTONE 647

COASTER: FRONT



PANTONE 7527

PANTONE 319

PANTONE 332

COMORIN

PANTONE 7527

PANTONE 332

COASTER: BACK



PANTONE 7527

PANTONE 319

PANTONE 332

COMORIN

PANTONE 332

PANTONE 7527

COFFEE PACKS



PANTONE 7589



PANTONE 7608



PANTONE 7594



PANTONE 4725

DISPENSING BAG



PANTONE 7504



SANDWICH BOXES



PANTONE 319 LOGO & INFO 332

WEAVE

COMORIN

DIGITAL DESIGN



The Comorin digital design builds on the visual metaphor of the Sunrise motif and Horizon Line, to create an engaging and intuitively navigated online experience for customers.



COMORIN

SIGNAGE & INTERIORS

SIGNAGE & INTERIORS

THE SIGNAGE AND INTERIORS FOR COMORIN BLEND CONVENIENT COMFORT AND TIMELESS STYLE, WITH A CHIC, RETRO-FUTURISTIC FLAVOUR.

BRAND ELEMENTS SUCH AS THE SUNRISE MOTIF AND HORIZON LINE ARE EMPLOYED AS SUBTLE REFERENCES AND EMPLOYED WITH CREATIVITY.

THE COMORIN APPROACH TO CLASSIC TYPOGRAPHY IS THROUGHOUT THE SIGNAGE AND WAYFINDING.

RENDERED IMAGE





BARLOW CONDENSED MEDIUM

ON HANGING SIGN



BARLOW CONDENSED MEDIUM

ON HANGING SIGN

BARLOW CONDENSED MEDIUM

ON HANGING SIGN



BARLOW CONDENSED MEDIUM

ON HANGING SIGN

BARLOW CONDENSED MEDIUM

MENU BOARD



MONTSERRAT BOLD

ON MENU DISPLAY



W

Z

I

Z

COMORIN

IN REVIEW

COMORIN

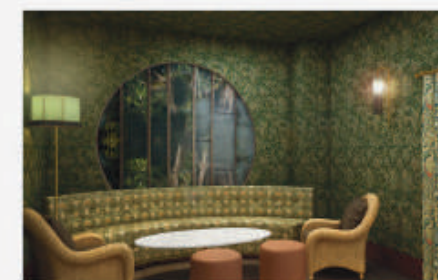
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