



BRAND MANUAL 2024

# welcome to the indian accent brand book

Indian Accent showcases inventive Indian cuisine by complementing the flavours and traditions of India with global ingredients and techniques.

Indian Accent, New Delhi is renowned as the pioneering modern Indian restaurant worldwide and has garnered international acclaim for its cutting edge take on Indian cuisine.

Indian Accent, New York opened in 2016 and the Mumbai outpost opened at the iconic Nita Mukesh Ambani Cultural Centre in 2023.

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# who we are

Indian Accent is known for its innovative approach to Indian cuisine.

Weaving its inventive Indian magic, the cuisine highlights traditional Indian flavors, while contemporising dishes, using global ingredients and techniques.

Sophisticated and minimalist, the Indian Accent brand takes its visual cues from quintessentially Indian motifs such as the marigold flower (IAD), while paying homage to the rich history of the country (Art Deco, IAM)

Visually understated, each element melds together to evoke a contemporary Indian aesthetic that is rooted in tradition yet speaks to a global audience.



# what we believe

how we feel

**elegant  
& memorable**

Imagine a serene, intimate  
ambience which is the  
setting to a fine dining  
experience

how we look

**confident  
& sophisticated**

Think contemporary Indian  
chic with warm colours  
and tasteful accents

how we act

**refined  
& thoughtful**

Enjoy warm hospitality that  
is attentive and polite

brand aesthetic



# look & feel

The Indian Accent brand is a heritage brand that deploys stark, clean lines with warm tones.

Designed stylishly, each restaurant has atmospheric lighting which complements the plush interiors.

The use of wooden flooring and textured walls and interiors in muted colours, is geared towards providing a soothing ambiance for the unfolding of a perfect, memorable experience.







# master logotype

the indian accent brand uses a specially drawn wordmark to create a distinctive and unique logotype.

The wordmark is accompanied by a monogram suite and also a signature pattern design. These complement the brand and are used as a visual signal or reminder within the design mix.

The master wordmark can also have a specific location tag added to it when needed.

Always use the assets with care and consistency.

The wordmark "indian accent" is displayed in a lowercase, serif typeface. A stylized, multi-layered floral or sunburst icon is positioned between the words "indian" and "accent". The entire logo is centered on a plain white background.The wordmark "indian accent" is displayed in a lowercase, serif typeface. A stylized, multi-layered floral or sunburst icon is positioned between the words "indian" and "accent". The entire logo is centered on a solid dark grey or black background.

# location lockup

descriptor font:  
**futura medium**







# logotype safe areas

To maintain the integrity and ensure the legibility of the identity, clear space around the logo is required at all times. The 'cap height' of the golden box equals 'X', and the space on all four sides of the brandmark is determined by 'X'.

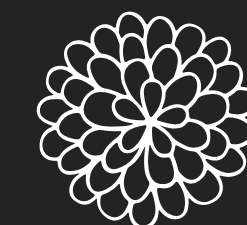
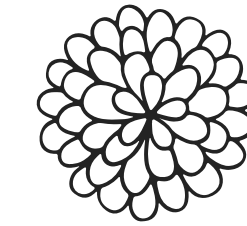
The orange dotted line surrounding the logo, indicates the clear space to be observed around the logo. This invisible box should remain free from any other elements, such as imagery, typography or graphics.



# brand monogram

Our brand monogram is inspired by the quintessentially Indian marigold flower which accentuates the cuisine, while reverberating purity, auspiciousness, and the divine, associated with the symbol.

The vibrant, rich colour of the unassuming flower signifies beauty, warmth and creativity, values associated with the overall brand.





palette

# brand colours

The Indian Accent brand uses off white and deep grey as base colours both in the logo as well as the decor.

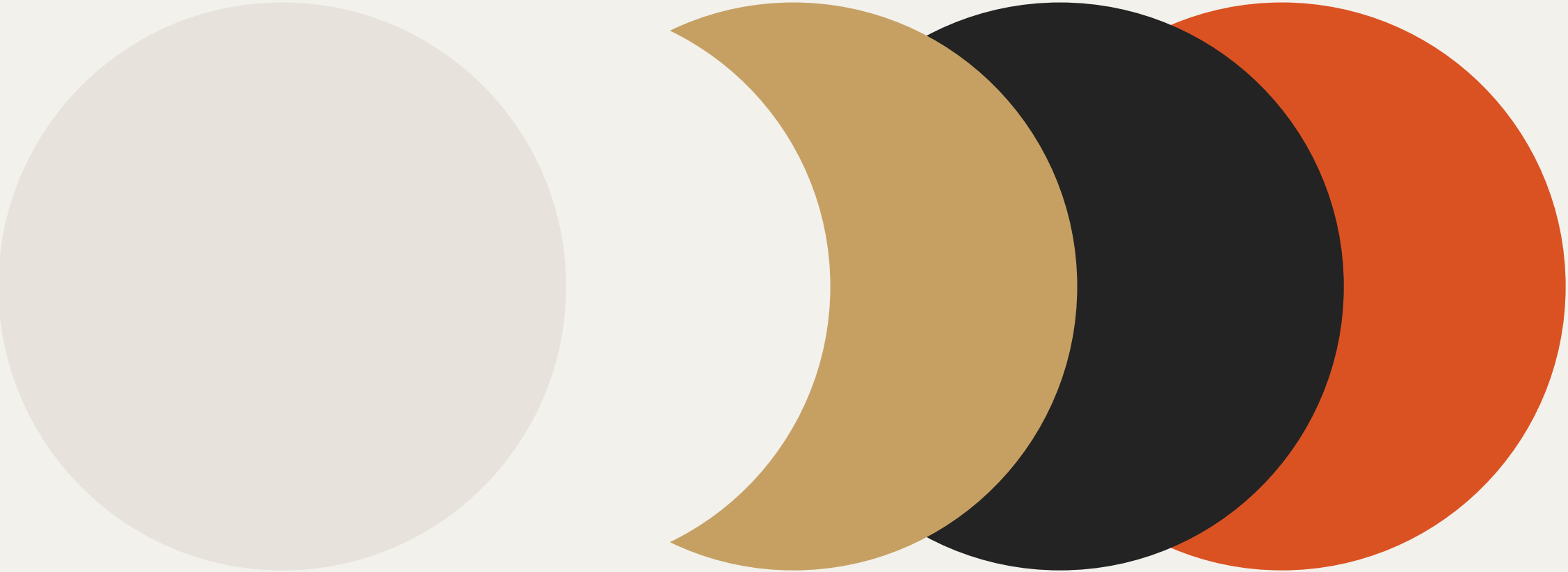
This is then ignited by a dash of gold or orange, our highlight colours taken from the glamour of the Art Deco era and the marigold flower respectively. However, the highlights in design are always done in an artful, minimalistic manner, in keeping with the overall brand aesthetic. The key to successful use of the Indian Accent palette is consistency and care.

primary:

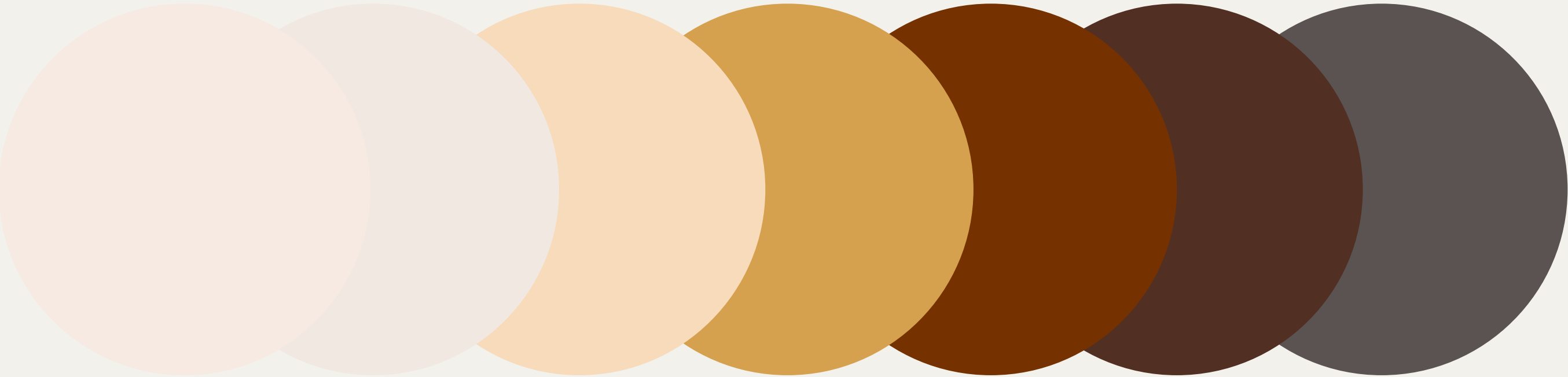




primary:



secondary:



primary

#EFEBE4

#FAF9F4

#CEA863

#232323

#E35222

brand  
colours

logotype +  
colours

indian  accent  
NEW DELHI . MUMBAI . NEW YORK

indian  accent  
NEW DELHI

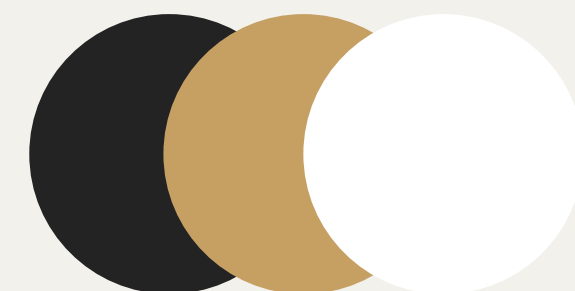
indian  accent  
MUMBAI

indian  accent  
NEW YORK

indian  accent  
NEW DELHI

indian  accent  
MUMBAI

indian  accent  
NEW YORK







typography

# font family

the indian accent brand identity uses 2 fonts in multiple weights accross various applications.

**title font: francophilsans**

used for heading and display typography.

**secondary font: futura**

used for paragraph heading, body copy and functional/ navigational copy.

**francophilsans**

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AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**futura**

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AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

# font weights & hierarchy

## francophilsans bold

titles in francophilsans bold.  
lower case

## francophilsans regular

subtitles and other titles in  
francophilsans regular.  
lower case

## futura light

body copy in futura light  
Sentence case

**titles francophilsans bold**

francophilsans regular

Bodycopy in futura light





# graphic elements

The graphic elements indicate sophisticated glamour and luxury through minimal touches placed artfully.

Here, the elements are underscored by understated sophistication, in keeping with the rest of the brand values.





# identity application

The Indian Accent brand is minimal, understated, sophisticated and modern.

It is designed to work using the primary logo, core colours and typography in an application that is paired back while being warm and accessible for guests.



digital direction

# digital direction

The Indian Accent brand is extended within the online environment, where its core values of refined luxury are reiterated.

Stark, clean framing with warm tones is followed in the photography, with a bit of experimentation with top-shots & close-ups.

The marigold motif or shades of orange are used to accentuate the imagery.

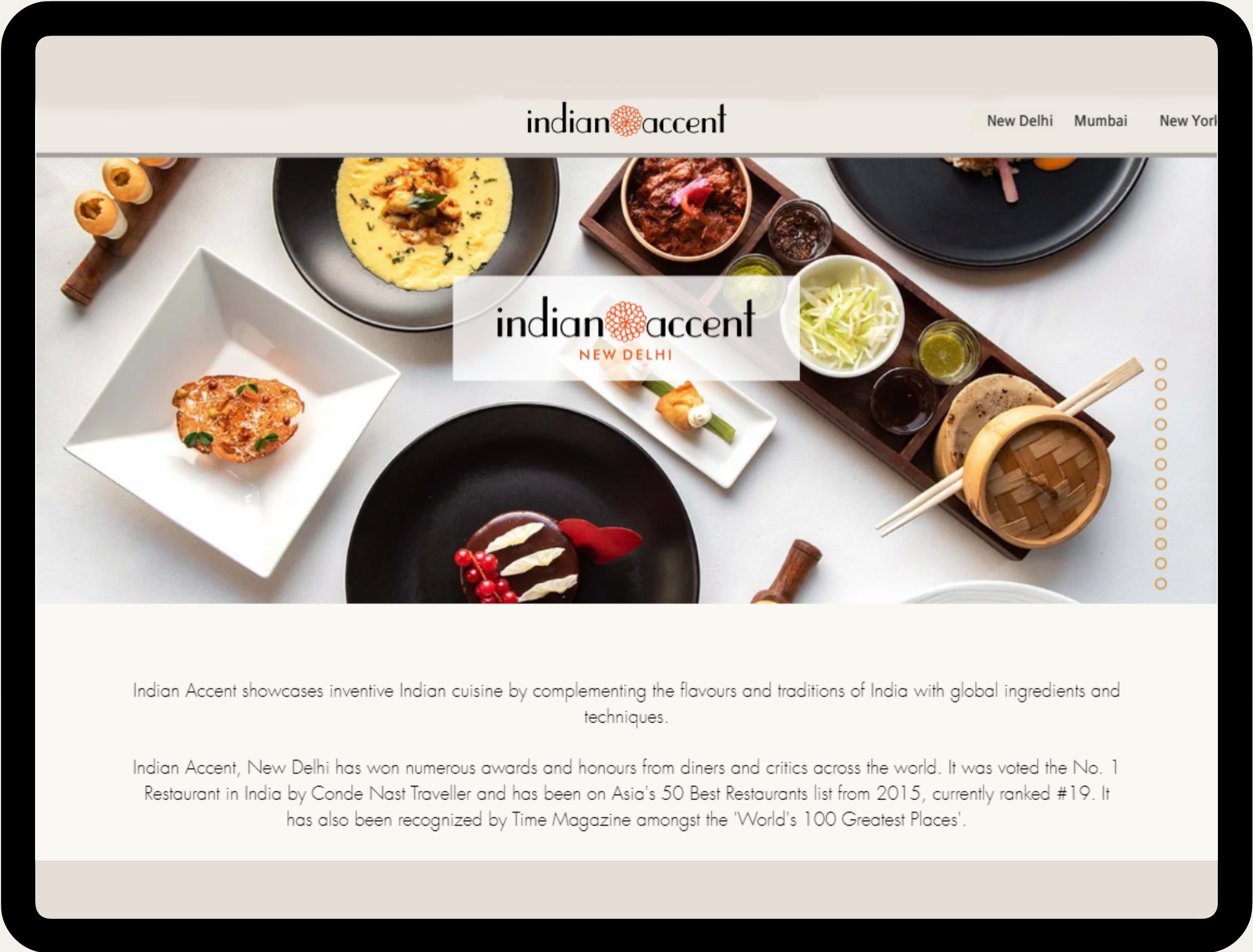


# social media





# website







menu

Indian Accent's path-breaking contemporary Indian menu combines fresh seasonal produce and unusual ingredients from across the world to excite the adventurous, yet satisfy traditional tastes and evoke nostalgia.


Guests would be able to enjoy all time Indian Accent favourites like 'meetha aachar pork ribs, green apple', 'ghee roast soya boti, roomali roti pancake' and 'daulat ki chaat, rose petal chikki, roast almond' as well as unique new dishes for the Mumbai menu like 'gunpowder prawns, red rice, smoked chilli & raw mango curry', 'guchhi matar, asparagus, kashmiri morel pulao' and 'burrata chaat, lotus root papdi, mustard tomato jam'. In addition to the vegetarian and non-vegetarian tasting menus, the restaurant would also offer Vegan, Gluten free and Jain menus.




leisurely lunch menu  
(monday - friday)




business lunch menu  
(monday - friday)




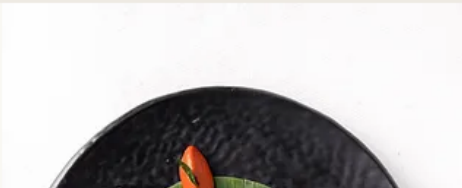

à la carte food menu



beverage menu




chef's tasting menu  
vegetarian & non vegetarian




menu

The menu at Indian Accent explores progressive ideas in Indian cuisine while maintaining traditional integrity.

Chef Manish Mehrotra reinterprets nostalgic Indian dishes with an openness towards global techniques and influences.



brunch menu





CELEBRATE *LOVE*

this valentine's day, we present an  
exclusive menu made with love

selections include kanyakumari crab  
with crispy seviyan and rasam, ghee  
roast soya boti with chutneys and  
roomali roti pancakes, fresh berries  
cheesecake with dark chocolate  
and more.

₹6500 per person  
additional ₹5000 per person with wine pairing  
available for lunch and dinner  
on **14th february**

to reserve please call **+91 2235251500** or  
email us at **reservations.mum@indianaccent.com**



AN INDIAN ACCENT CHRISTMAS

A special Christmas menu featuring **paneer nut roast** with  
**baby turnips** and **brown butter makhani**, **tandoori turkey**  
with **sage** and **pistachio**, **confit duck kulcha**  
with **cranberry butter**, and much more.

Dinner, 24th December  
Lunch, 25th December

₹6500++

[VIEW MENU](#)

NEW YEAR'S EVE FEAST

Join us for specials that include **pumpkin bitterballen** with  
**mustard** and **coconut**, **baked paneer** with **butter palak** and  
**charred tomato**, **braised lamb** with **barley haleem** and  
**winter roots**, **gongura crab**, amongst others.

Dinner, 31st December

₹6500++

[VIEW MENU](#)



photography

# photography

The food, drink and interior photography for Indian Accent should take forth the values of the brand image, while celebrating our food, places and people.

The composition should be clean, considered and refined.

The overall aesthetic should be sophisticated and warm with a hint of colour.

The shots should feel natural and authentic, showcasing the subject.











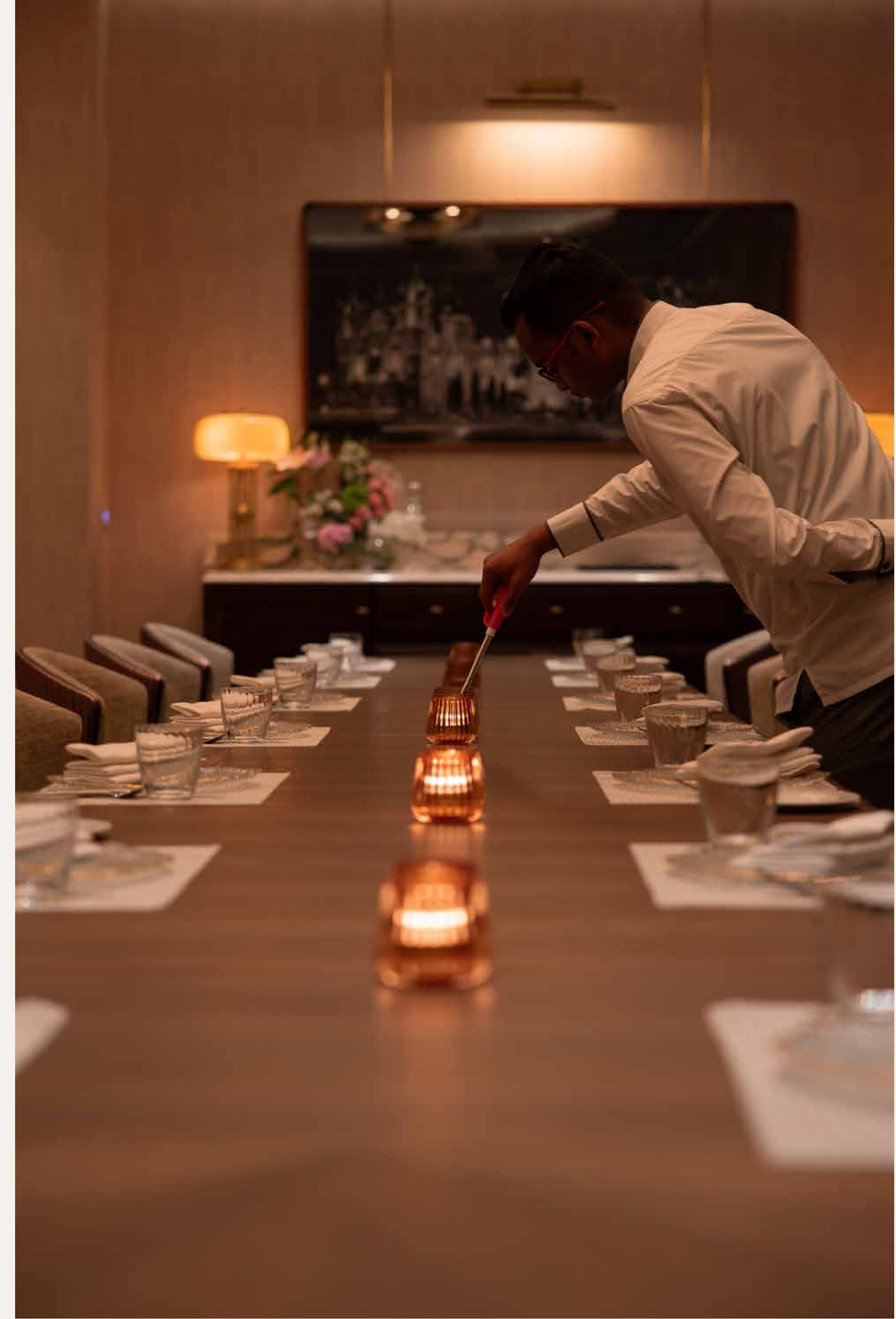
in review

# in review

To summarize, it is important to remember to be consistent in all we do so that the Indian Accent brand identity shines through wherever it may be.

The Indian Accent identity elements are simple and honest in intent and should be deployed with precision and care.

Above all, the Indian Accent brand echoes sophistication and warmth.



**thank you**