Thennad

Taste the Authentic Soul of the South



Restaurant Branding

Main Logo



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Thennad is a celebration of South India—its flavors, traditions, culture, and the warmth of its people.

Inspired by the rich culinary heritage of Kerala, Tamil Nadu, Karnataka, Andhra Pradesh, and Telangana, Thennad brings together time-honored recipes and authentic regional tastes to create an experience that is distinctly Southern.

From the depth of traditional ingredients to the stories behind every recipe, Thennad is about more than just serving food. It is about bringing the spirit of the South to the table through hospitality, flavor, and shared moments.

Rooted in tradition. Rich in flavor. Crafted with the soul of the South.

Warm. Authentic. Soulful. Welcoming.

Thennad speaks with the warmth of South Indian hospitality. Our language is simple, expressive and rooted in culture—celebrating food and tradition without sounding overly formal or old-fashioned.

We communicate with pride, warmth and a sense of familiarity, making every interaction feel like an invitation to experience the South.

We are: Warm & welcoming | Authentic & rooted | Simple & conversational
Proud of our culture | Contemporary, yet traditional at heart

Example

Instead of:
"Authentic South Indian dishes available."

Thennad says

"Flavours from across the South, waiting at your table."
Or:
"Five states. Countless flavours. One table."
"Come hungry. Leave with a little more of the South in you."
"Traditions from the South, served with warmth."

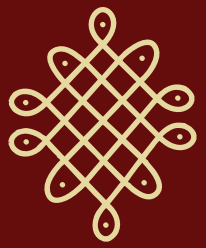


The Thennad logo is inspired by the traditional Kolam, one of South India's most recognisable forms of cultural expression. Created through flowing lines, rhythmic curves and geometric balance, the symbol reflects the warmth, artistry and traditions deeply rooted in South Indian life.

The triangular form represents the southern region of India, bringing together the cultural influences of Kerala, Tamil Nadu, Karnataka, Andhra Pradesh and Telangana. The continuous Kolam-inspired line expresses connection and fusion—different regional cultures, flavours and culinary traditions coming together as one.

The circular points and organic curves are drawn from the visual language of traditional Kolam patterns, giving the identity a sense of heritage, hospitality and togetherness.

For Thennad, the symbol represents more than a place. It represents South India brought together through food—traditional roots interpreted through a contemporary fusion dining experience.





Bellovia

Main Logo Font Name

Proxima Nova

Tagline Font Name

Typography plays an important role in expressing the character of Thennad. Our typefaces combine the elegance of South Indian heritage with the simplicity of contemporary dining, creating a visual language that feels warm, refined and distinctive.

Bellovia — Primary Typeface
Used for the main logo and prominent brand expressions, Bellovia brings an elegant, crafted character to the identity. Its graceful forms complement the cultural richness and traditional inspiration behind Thennad.

Proxima Nova — Secondary Typeface
Clean, modern and highly legible, Proxima Nova balances the expressive nature of the primary typeface. It is used for taglines, body copy, menus, digital communication and supporting information, giving the brand a contemporary and approachable voice.

Brand Colours



Kolam Gold
#E5DA9F
229, 218, 159

Spice Maroon
#650C0D
101, 12, 13

Turmeric Orange
#C66F29
198, 111, 41

Earth Brown
#753918
117, 57, 24

Coconut Cream
#FFF6DF
255, 246, 223

The Thennad colour palette is inspired by the warmth, richness and vibrancy of South India. Drawn from earthy landscapes, traditional spices, festive expressions and natural ingredients, each colour carries a sense of culture, flavour and familiarity.

Deep red and burnt orange bring energy, warmth and appetite, while the earthy brown reflects tradition, authenticity and groundedness. Soft cream and muted yellow balance the palette with warmth and hospitality, creating a welcoming and contemporary visual identity. Together, these colours create a distinctive palette that feels rooted in the South, rich in character and warm at heart—a visual expression of Thennad's promise: **"Taste the Authentic Soul of the South."**

Logo Mockup



Logo Mockup





Thennad's visual language should feel warm, authentic and deeply connected to South Indian culture. Photography celebrates not only the food, but the complete dining experience—people sharing meals, traditional serving rituals, regional details, natural ingredients and the warmth of South Indian hospitality.

Images should use rich earthy tones, warm natural lighting and tactile textures, with food presented generously and naturally. Banana leaves, brassware, wood, traditional architecture and subtle cultural elements can be used to create a distinctive sense of place while maintaining a refined, contemporary finish.

Poster Look & Feel

Brand posters should be visual-first, minimal and expressive. Photography remains the hero, supported by elegant typography, short evocative headlines and subtle use of the Thennad identity.

The overall communication should feel premium yet rooted, traditional yet contemporary—creating an immediate sense of flavour, warmth and togetherness.

Every visual should make people feel the South before they taste it.

Staff Uniform





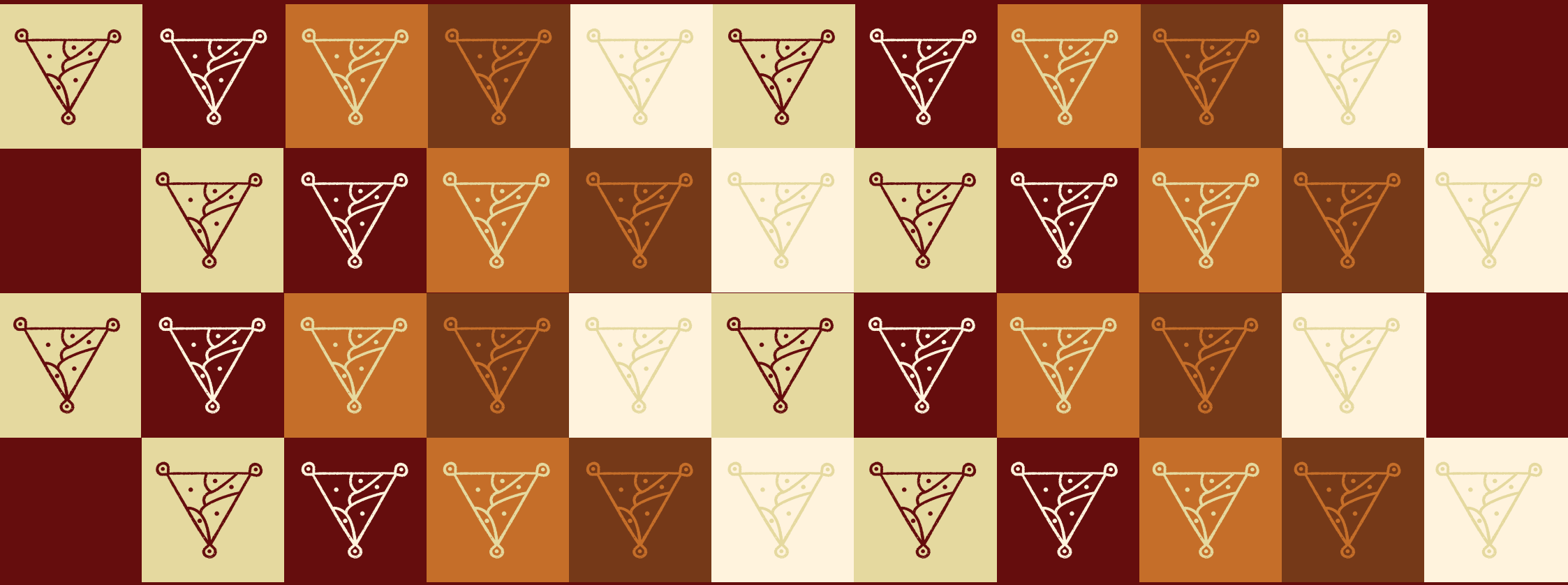
Takeaway Packaging



Visiting Card



Brand Pattern



The South, Served With Soul.

Thennad is more than a celebration of South Indian food.
It is a celebration of the cultures, traditions, flavours and people that make the South what it is.
From different regions and different culinary stories, we come together around one table—with warmth, generosity and a shared love for good food.

Rooted in tradition.

Brought together by flavour.

Served with the soul of the South.

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