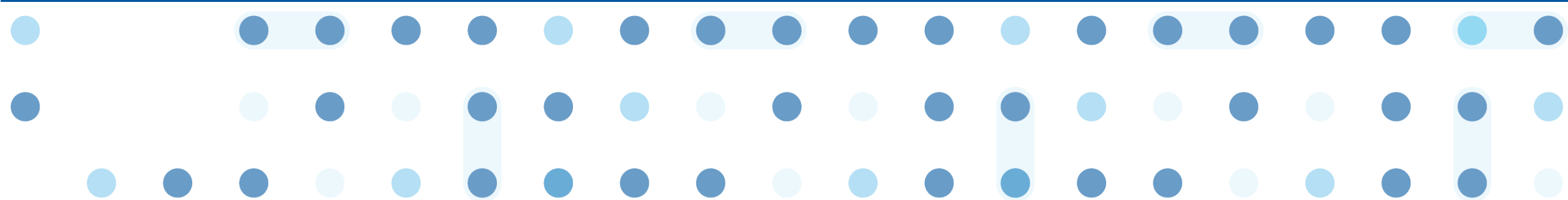
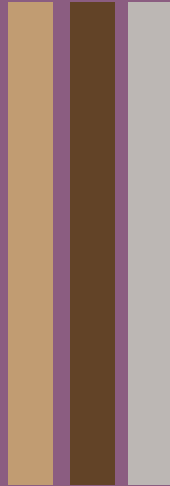


VISUAL BRANDING PRESENTATION





DESIGN TWG

Design TWG is a group of passionate interior designers and brand designers. We give value to the social and cultural aspirations of hospitality projects with a realistic concept i.e. budget and time sensitivity.

Our Story

We have evolved from a small design practice to an institution. We deliver good design with:

- 1) Creativity
- 2) Realistic budgeting & timeline
- 3) Honest Process and Execution &
- 4) Becoming a partner/solid team player to see our clients through the complex process of turning their vision into reality.

We apply a customized approach to all our work, which helps us transform unique brand challenges into remarkable spaces.



WHO WE ARE?

10+

YEARS OF
EXPERIENCE

600+

INTERIOR
PROJECTS
COMPLETED

3+

PROVINCES

20+

CITIES

*Above
Million*

SQFT. DESIGNED
& EXECUTED

15+

EXPERT TEAM
2 LOCATIONS
TORONTO,
CANADA &
PUNE, INDIA

HEMEN MODI, FOUNDER & PRINCIPAL DESIGNER



Hemen Modi's versatile experience in Design, as well as the Construction industry, has defined the character of TWG, offering highly rationalistic solutions for space design and project management. He is a member of the Interior Designers of Canada (IDC) and the Association of Interior Designers of Ontario (ARIDO). Work span: design, strategy, execution, and management. Experience with core design firms Elephant Design and Nimlok, India, and Taylor, Canada; a background in the construction industry. Education from School of Interior Design, CEPT University, India He is the man behind 'Together We Grow', the principle that lays the foundation of TWG, an Award winning Design Firm. With an Instinctive eye for Aesthetics and detail, & Hemen has built a reputation as a creative designer and a design strategist over two decades of his design practice in Toronto. His flair for innovation, along with a subversive creative appeal, has won him a following among his customers and fellow designers alike. With an undaunted belief in his mantra, 'Design for the real world with Substance', Hemen passionately carries the TWG baton forward.

DESIGN TWG CORE MEMBERS



SHANTANU BISWAS
CREATIVE DESIGN HEAD



RISHMA PARIKH
OPERATIONS & BUSINESS HEAD



ANJU PANDYA
BUSINESS MANAGER

AWARDS



NEWH TOP ID 2023-TORONTO
CHAPTER



IES ILLUMINATION SECTION
AWARDS 2022 FOR INTERIOR
LIGHTING



IES ILLUMINATION SECTION
AWARDS 2021 FOR INTERIOR
LIGHTING



BEST BUSINESS-CBRB 2023



NEWH TOP ID 2020-TORONTO
CHAPTER



NEWH TOP ID 2018-TORONTO
CHAPTER



NEWH TOP ID-2017 TORONTO
CHAPTER

OUR OFFERINGS

HOSPITALITY	COMMERCIAL	HEALTHCARE	RESIDENTIAL	STRATEGY & BRANDING	EXHIBITION
Restaurants	Retail	Clinics	Residential Interiors	100+ Projects	5,000 + Sq. Ft
Banquet halls	Salons & Spa	Retirement homes	Residential Exteriors	LAND DEVELOPMENT	360 SERVICES
Hotels	Workspaces				
233,000 + Sq. Ft	41,000 + Sq. Ft	28,000 + Sq. Ft	10,000 + Sq. Ft	50 + Acres	10+ Projects

PROCESS

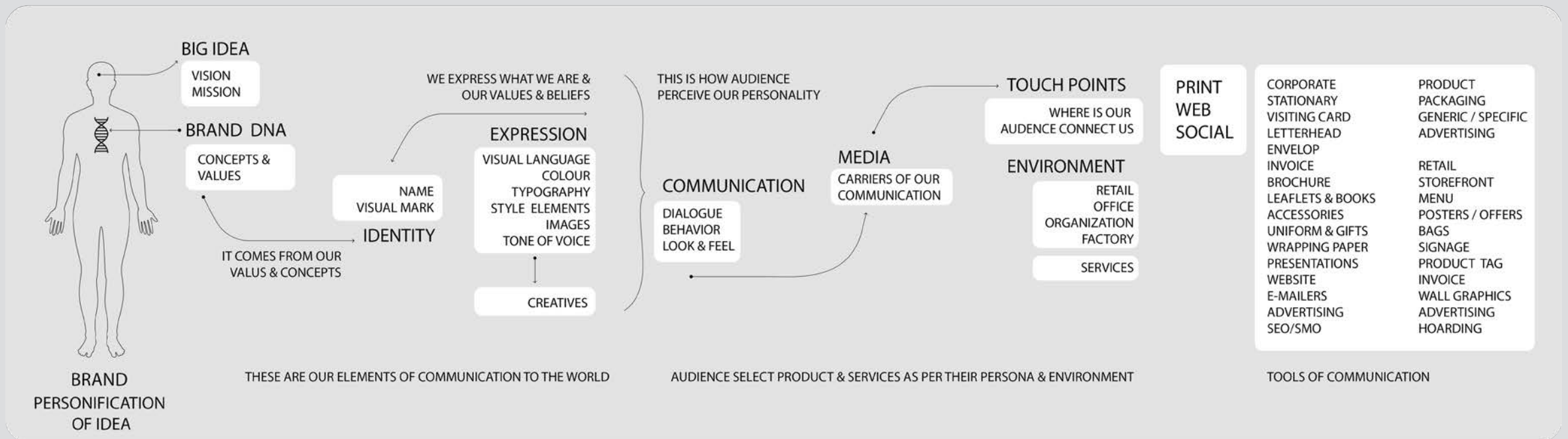
BRAND IS AN IMAGE CREATED CONSCIOUSLY

A Brand is an idea & perception of a specific product or service that customers connect with, based on a promise that sets expectations and creates experiences. It is a consistent effort, religiously following the idea and respectfully following the script. It is a value that people remember through icons, words, images, and stories.

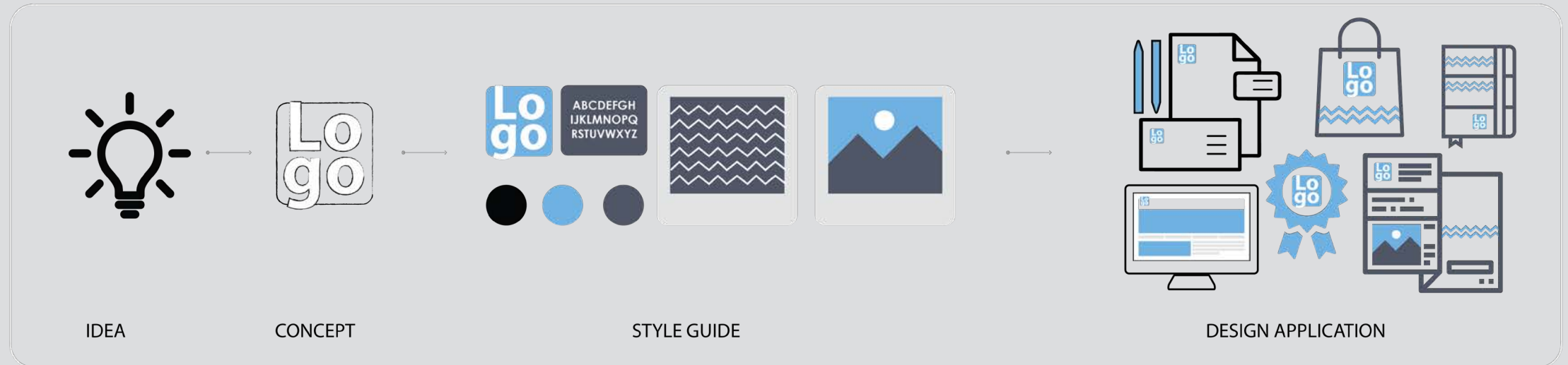
To establish a good reputation for better business, **BRANDING** is the act of building the idea, creating & extending the image, and the promise to customers and stakeholders.



BRANDING *Explained*



BRANDING PROCESS



WHY BRAND?



**GIVE CLARITY
& DIRECTION**



**STAND OUT FROM
THE CROWD**



**BUILD CONFIDENCE
& TRUST**



**GET REFERRAL
BUSINESS**



**CREATE
UNIQUENESS**



INCREASE SALES

KEY COMPONENTS OF BRAND IMAGE



BRAND EXPRESSION
FOR ENGAGEMENT

VISUAL

Iconic Look | Identity | Logotype
Imagery | Composition | Colour Palette
Texture | Graphic Language
Typography

VERBAL & MULTI-SENSORY

Brand Name | Naming System for
Products/ Services | Tone of voice Script
Dialogue | Touch | Sound | Smell

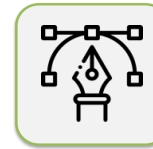
DESIGN TWG SCOPE OF WORK

INTERIOR SCOPE



NO.	TASK	DATES
Phase 1		
Conceptual Presentation		
1	Client Meeting	
2	Client Feedback	
3	Final Concept Presentation & Approval	
4	Phase 1 Budget	
Phase 2		
3d Design Presentation w/ FFE		
1	Client Presentation	
2	Client Feedback	
3	Final 3d Presentation & Approval	
4	Phase 2 Budget	
5	Final Layout + RCP to Engineer for Permit	
Phase 3		
Design Drawings + Materials		
1	Contract Drawings w/ Samples	
2	Final Pricing from GC	
3	Handover	
Phase 4		
Space Manual		
1	Space Manual	

BRANDING SCOPE



NO.	TASK	DATES
Phase 1		
Conceptual Presentation + Pitching Presentation		
1	Brand Conceptual & Direction	
2	Client Feedback w/ client information	
3	Final Presentation w/ Logo & Application	
4	Client Approval	
Phase 2		
Brand Applications		
1	Brand Applications w/ Pitching Presentation	
2	Website Design Direction	
3	Space Graphic Design + Brand Textures	
Phase 3		
Brand Manual		
1	Brand Manual w/ All Applications	
2	Client Feedback	
Phase 4		
Final Files		
1	Final Open Source Working Files	
2	Front Signage Shop Drawing Approval	

PROJECTS

FAM BURGER

Introduction:

Fam Burger is a casual & family oriented restaurant where people can enjoy and have a nice time. The look & feel for this space is casual, modern & inviting. The use of branding and graphics has been done to highlight the brand and overall vibrancy of the space. The clients wanted the brand to have a young appeal to the audience.

Branding Collaterals- Fam Burger

- Logo Design
- Color Palette
- Brand Texture
- Wall graphics
- Menu Design
- Packaging
- Brand Stationary
- Stickers and Labels
- Website Design

FAST FOOD QUICK SERVICE RESTAURANT & FRANCHISE BRANDING



Fam Burger's brand identity embodies a contemporary, hip attitude. Family is referred to as Fam in slang or Gen-Z jargon. We combined a contemporary flair with colours that are distinctive to the branding of fast food. The logo shape is inspired by the burger and buger buns.

Primary brand colors:

Orange- bright, positive and optimism.

Black- it signfies power.

Secondary brand colors:

Brown- is a color which represents warmth.

White- represents peace and simplicity.



Coffee
Time

100%

Life
HAPPENS
COFFEE
Helps

MENU DESIGN FOR FAM BURGER

FAMSBURGER

COMBO DEALS

COMBO #1

CLASSIC SINGLE

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese

COMBO #2

CLASSIC DUBBLE

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese

COMBO #3

CLASSIC TRIPLE

Mayo, ketchup, pickles, onions, tomatoe, lettuce, cheese, Bacon

COMBO #4

BIG BACON CHEESEBURGER

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese

COMBO #5

GRILL CHICKEN

Mayo, tomatoe lettuce

COMBO #6

SPICY CHICKEN

Spicy mayo, tomatoe lettuce

COMBO #7

BREADED CHICKEN

Mayo, tomatoe lettuce

COMBO #8

CHICKEN STRIPS

Mayo, ketchup, pickles, onions tomatoe, lettuce, cheese

COMBO #9

VEG BURGER

DRINKS

SOFT DRINKS

21oz Sm 32oz lg

COFFEE

Sm,Med, Lg

TEA

12oz

ORANGE JUICE

250 ml bottle

APPLE JUICE

250 ml bottle

WHITE MILK

250 ml bottle

CHOCOLATE

250 ml bottle

WATER

500 ml bottle

DESERT

COOKIES

DONUT

MUFFINS

ICE CREAM

12 oz sm, 21 oz med

SIDE SALADS

GARDEN SALAD

CEASER SALAD

Fb

MENU

CALL US ON

+1 647-219-0408

936588 AIRPORT ROAD

MULMUR, ON, CANADA

BREAKFAST

BAGAL

Plan, sasame seed, everything, blue berry, butter Cream cheese extra

HASH BROWNS

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonum.

BREAKFAST SANDWICH

Brioche bun, egg, slice of cheddar cheese, bacon, sausage

BLT ON TOAST

Toast Bacon Mayo, tomato and lettuce

EGG AND CHEESE MUFFIN

Egg and cheese Muffin

EGG AND CHEESE MUFFIN WITH SAUSAGE

Egg and Cheese Muffin with Sausage

COOKIES

Choclote chip, dubble choclote

MUFFIN

Carrot, Choclote, blue berry, lemon

PACKAGING DESIGN



CORPORATE BRANDING - BUSINESS CARD DESIGN



STICKER AND LABEL DESIGN



FOLDABLE MENU DESIGN WHICH IS GIVEN WITH FOOD DELIVERY



GLITZ

Introduction:

Glitz is a event space which is a part of the Gillz Sweet Factory. The design brief for this was to create a recreational space for people to celebrate the way of life. To bring people together to create memories, laughter and good quality food in one space. At this space we bring people together from communities to celebrate and rejoice, unlike other places; Gillz is committed to serving quality Indian snacks and meals along with the connection of the community in one space.

Branding Collaterals- Glitz

- Logo Design
- Color Palette
- Brand Texture
- Brand Stationary
- Interior Signages
- Front Signages
- Menu Design
- Marketing Book

EVENT SPACES BRANDING



Glitz's branding strategy is incredibly intricate, contemporary, and minimal. The tiny star above Glitz demonstrates the brand's sophistication.

Primary brand colors:

Navy Blue- is the color which is professional and represents stability.

Gold- it signifies power.

Secondary brand colors:

Brown- is a color which represents warmth.

White- represents peace and simplicity.



CORPORATE BRANDING

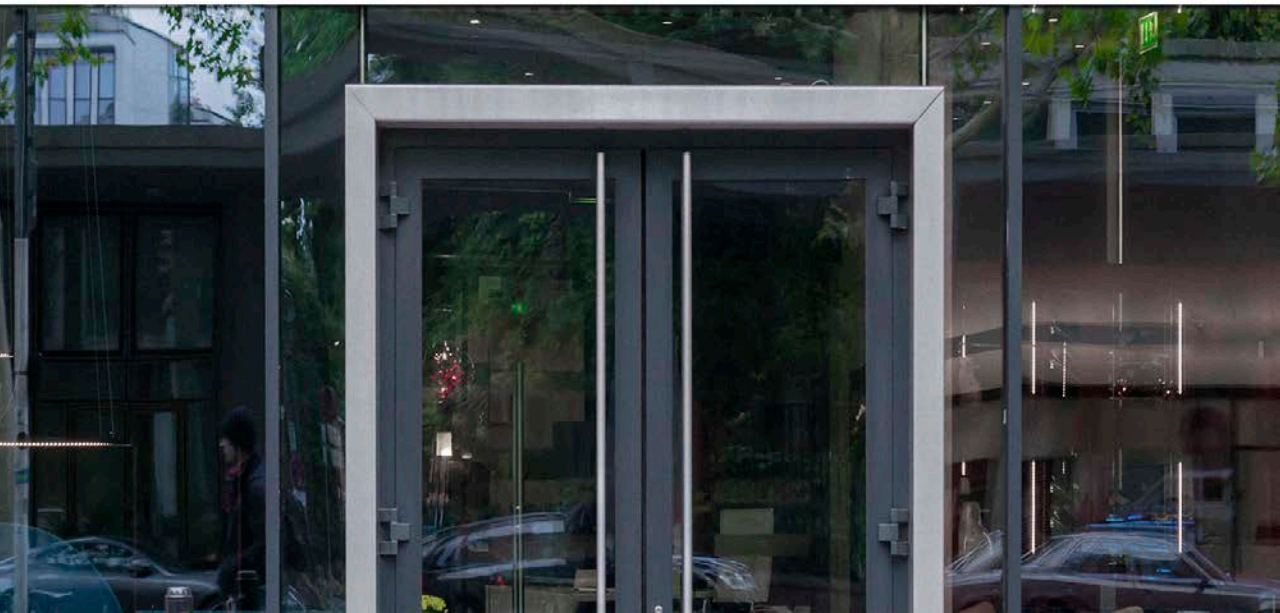


EXTERIOR SIGNAGE DESIGN



GLITZ

By GILLZ



MENU DESIGN



EXPERIANCE THE ART OF HIGH TEA AT OUR LOUNGE

WE ALSO SERVE...

Capuccino	00
Espresso	00
American Black	00
Milk Shake	00
Cold Coffee	00
Seasonal Jiuce	00
Soft Beverages	00
Fresh Lime Soda	00
Energy Drink	00

DO CHOOSE FROM...

Masala Tea	00
Ginger Tea	00
Chamomile Tea	00
Green Tea	00
Lounge Special	00

ENJOY THE TEA WITH THESE SAVOURIES...

Vegetable Cheese Sandwich	00
Chicken Sandwich	00
Olive Puff	00
Vegetable Samosa	00
Dessert of the Day	00





GLITZ
By GILLZ

RECEPTION FRONT AREA BRANDING

320 MATHESON

Introduction:

Offering 35 offices and a total area of 105,529 sqft, this unique opportunity provides purchasers with many potential strategies. The open and efficient floor plan of the building permits a range of commercial uses and provides a great deal of flexibility. 320 Matheson is a premium place of business and work. Every inch of its space demands confidence. Our team of designers accepted this challenge head-on. Through a structured approach, a clean, modern, and outright professional look was chosen for creating the brand story.

Branding Collaterals- 320 Matheson

- Logo Design
- Color Palette
- Brand Stationary
- Company information Brochures
- Typography
- Standees
- Corporate Branding
- Foldable Brochures
- Marketing Book

REAL ESTATE AND CORPORATE BRANDING



The branding for 320 Matheson Center needed to be more professional. The identity's selected typeface needed to be more authoritative and formal in order to highlight the identity's intended purpose. 320 Matheson is a well-known landmark workplace that contains a number of office spaces, and the branding reflects that.

Primary brand colors:

Cobalt Blue - is a color which represents authority and trustworthy.

Light Grey - the color represents balance.

Secondary brand colors:

White & Slate Grey







WELCOME TO YOUR
FUTURE WORKPLACE

320

MATHESON CENTER

320 Matheson Blvd W, Mississauga, ON L5R 3R1, Canada

READY TO BUY
More than 100,000 sq. ft. of
Prime Commercial Spaces

www.320mathesoncenter.com

Contact

Gagandeep Dhinsa

Cell: 1-647-393-6068

Sandip Singh Sangha

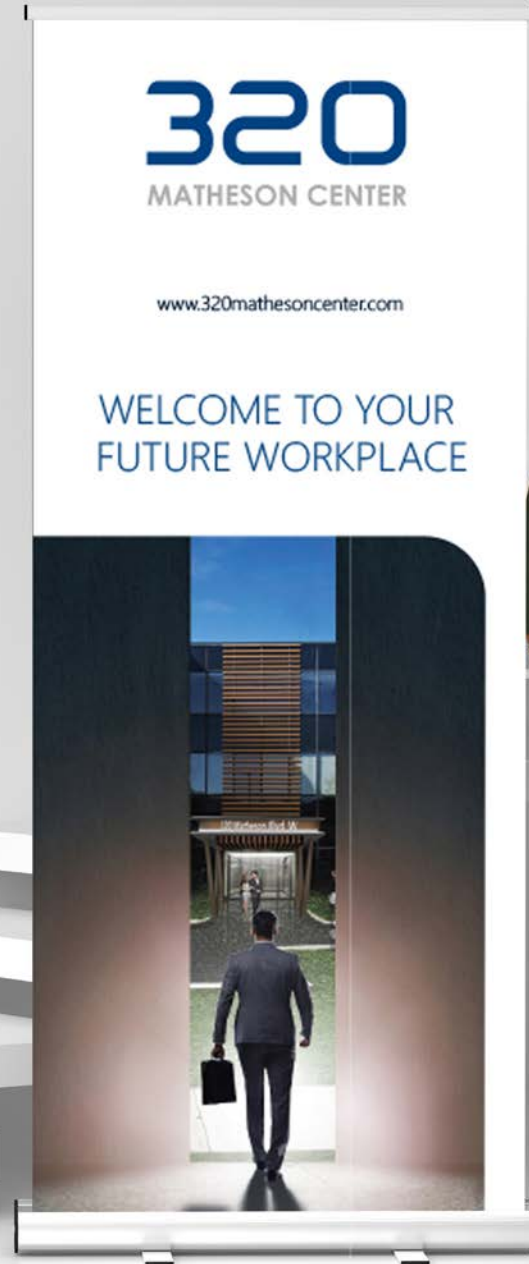
Direct. 416-708-7072 Or Office. 905-672-1234

Royal LePage United Realty
2980 Drew Road, Suite 219,
Mississauga, ON L4T 0A7 Canada

Royal LePage United Realty Brokerage



STANDEE DESIGN



FOLDABLE BROCHURE



KHATTA MEETHA

Introduction:

Khatta Meetha's clients had the idea to appeal to the young students who would be stopping by. Designing an environment that is eye-catching, lively, and trendy was our goal. The restaurant will serve food that is centered on its moniker, Khatta Meetha, which translates to sweet and sour. The branding is created in a way that it will influence how the entire interior will look. The room has a neutral ceiling wall, which serves to balance off the bold and eccentric decorations. The space looks more striking thanks in part to the wall graphics.

Branding Collaterals- Khatta Meetha

- Logo Design
- Color Palette
- Brand Texture
- Wall graphics
- Menu Design
- Packaging
- Apparel
- Brand Stationary
- Stickers and Labels
- Website Design

RESTAURANT BRANDING



Khatta Meetha's branding is eccentric, entertaining, and cheery. The typography we used for this project is quite informal and playful, which gives us the impression that Khatta Meetha's logo is inspired by street food carts which are found in India where vendors serve chatt (Indian street-food). Khatta Meetha's target audience is primarily made up of young people.

Primary brand colors:

Magenta - is a color that represents youth and a free spirit
Amber - it represents simplicity and confidence.

Secondary brand colors:

Black & Grey



LOGO VARIATIONS



BUSINESS CARD DESIGN



PACKAGING DESIGN



APPAREL DESIGN



POSTER DESIGN



*SWEET, SOUR
TANGY
FLAVOURS*

A COMPREHENSIVE LOOK INTO
VARIOUS BRANDING APPLICATIONS

- Packaging
- Coffee Mug
- Mobile App





REPRESENTATION OF WALL GRAPHIC IN 3D VIEW



DECCAN GUSTO

Introduction:

Deccan, the central region of the Indian Subcontinent, and Gusto, an Italian term for taste, are combined to form the word Deccan Gusto. These two complex elements are reflected in the overall appearance and ambiance of the room. The space's branding is intricate, thorough, and influenced by Indian motifs. The smart, modern, fashionable, and exquisite vibe of the place is brought out by the use of elegant visual language. It starts with the implementation of a delicate font in the logo and is carried forward to the rest of the branding.

Branding Collaterals- Deccan Gusto

- Logo Design
- Color Palette
- Brand Texture
- Wall graphics
- Menu Design
- Menu Design
- Packaging
- Brand Stationary
- Stickers and Labels

FINE DINING RESTAURANT BRANDING



Giving guests a fantastic dining experience before they ever taste the food is the idea behind Deccan Gusto's visual design. We used textures of gold in the logo with a Serif font to give it a touch of modern elegance and to emphasise the opulent and modern atmosphere of the restaurant.

Primary brand colors

Prussian Blue- A formal color which signifies reliability and trust

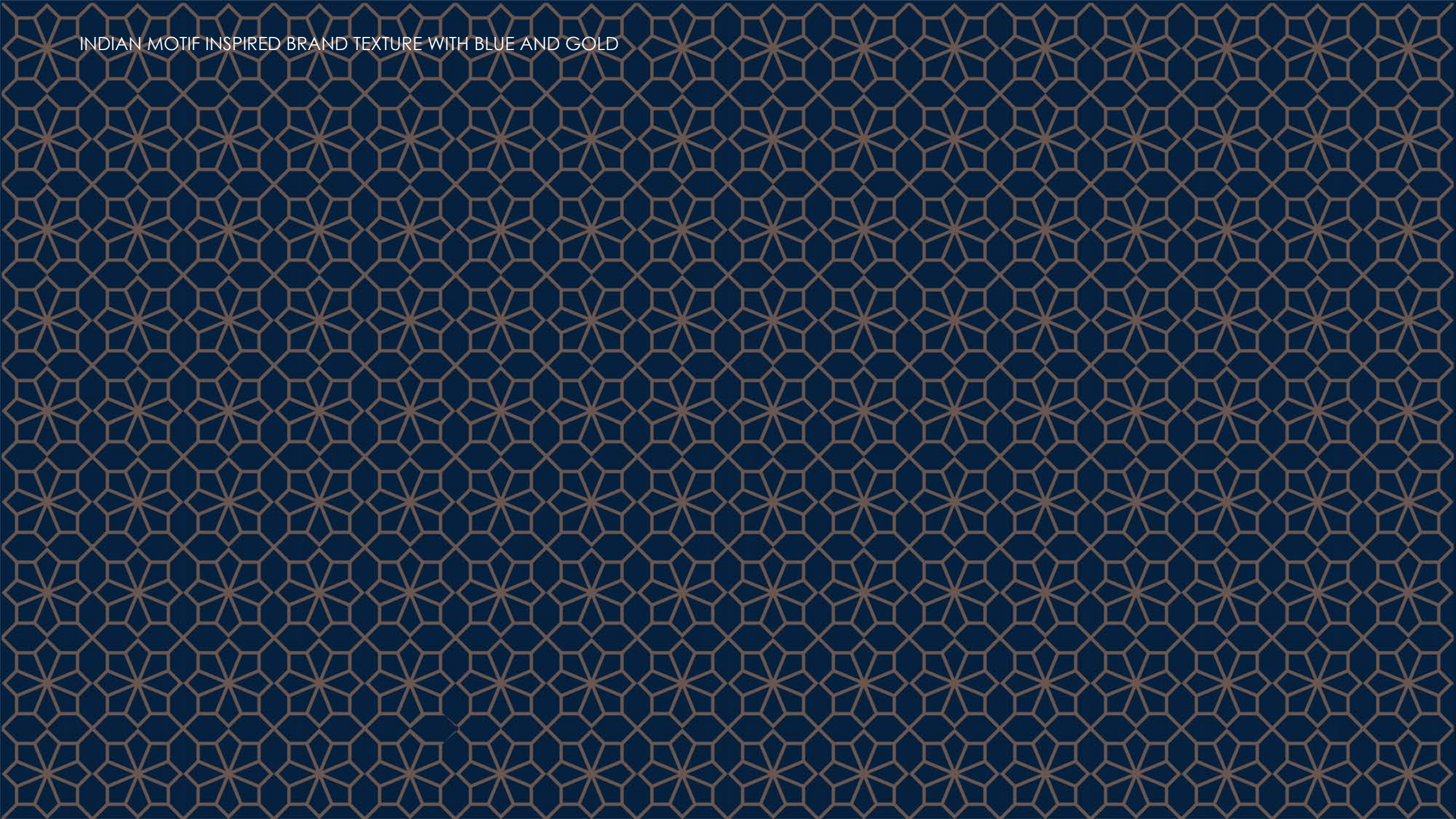
Gold- Modern, opulence and grand

Secondary brand colors

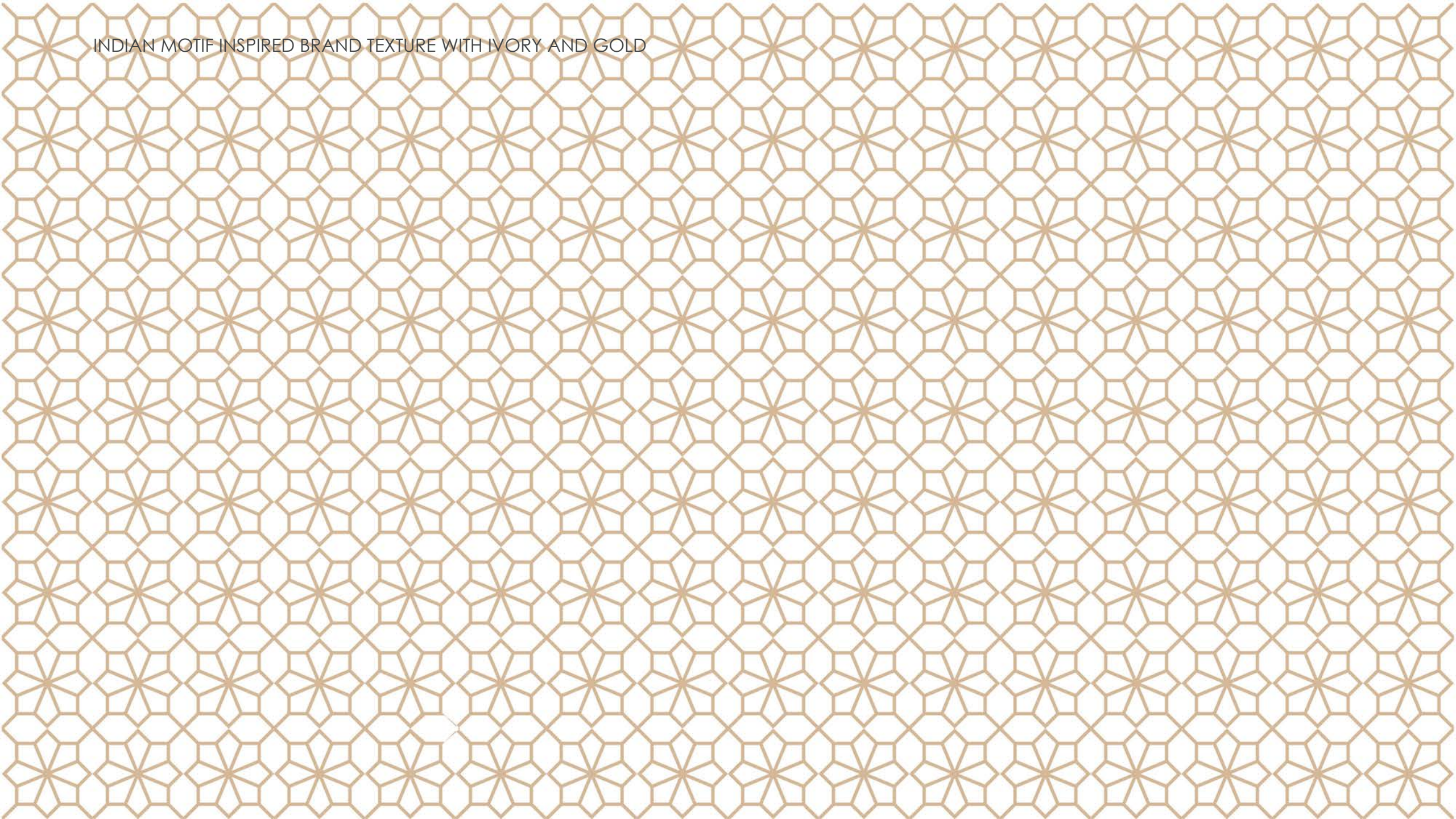
Brown & Cobalt Blue



INDIAN MOTIF INSPIRED BRAND TEXTURE WITH BLUE AND GOLD



INDIAN MOTIF INSPIRED BRAND TEXTURE WITH IVORY AND GOLD





DECCAN
GUSTO SINCE
1992

The spirit of Indian delicacies

Deccan Gusto, a sub brand of the famous Delicacies Restaurant in Visakhapatnam, India decided to bring a variety of Indian dishes to Canada. The Master Chef and owner Mr. Madhu Inuganti has mastered the craft of beautiful dishes over 30 years, which are close to the regional palette of Deccan regions.

He wants to create a fine dine experience and allow the customers to pick dishes from a wide range of flavour palette and menu options.

The Vision is to to nurture and enlighten the people about the exquisite flavours of Indian cuisine.

The Deccan Gusto Herald

VOL. 11 - NO. 77

TORONTO, SUNDAY, MAY 1992

PRICE 2\$

OUR STORY

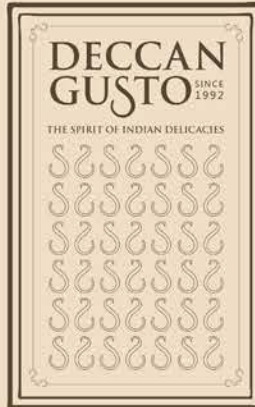
★ THE DIVERSITY OF THE PALETTE ★

ABOUT US

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We want to create a fine dine experience and allow the customers to pick dishes from a wide range of flavour palette and menu options

At Deccan Gusto; we wish to educate our patrons about the rich flavours and dining experience that comes with the Southern part of India, the diversity of the palette and the variety of spices that belong to the cuisine.



VISION

To nurture & enlighten the people about the exquisite flavours of Indian cuisine.

We want to deliver the finest experience with high-quality, delectable culinary dishes that bring them closer to home.

Numerous fine and delicious dishes from Andhra Pradesh show a strong impact of Mughal culinary traditions on this region's cuisine. The exquisite Andhra cuisine, which is known for its rich, spicy, and hot dishes like Biryani, Kebabs, and Kurmas among others, is sure to satisfy food lovers.

THE CUISINE

The popular dishes of Andhra are among the spiciest in India and frequently include tamarind and chilli powder, which give the food a distinctive sour and fiery flavour. In Andhra, there are several different types of cuisines that mostly vary by area.

PHONE NUMBER

+1 416-826-7226

24 hours/7 day in week



The most notable spices cultivated in South India are pepper, nutmeg, cinnamon, cardamom, and cloves. The region is well-known for a wide variety of spicy dishes, with each state varying from the others mainly in terms of the food's level of spiciness, its various types, and its cooking.

* RICH * FLAVOURS

The essential ingredients in several South Indian recipes, such as mustard seeds, red chilies, curry leaves, and oil, remain almost unchanged. Different root tubers, coconuts, and a large variety of seafood have all been used in various regional dishes due to their availability.

UNIQUE EXPERIENCE OF INDIAN CUISINE THAT BRINGS YOU CLOSER TO HOME.....



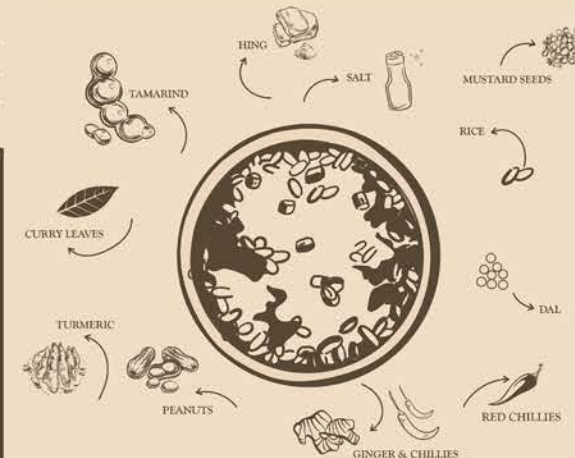
Many of the most demanded ingredients in the world, including curry leaves, peppercorns, tamarind, coconut, and chiles, are grown in South India. Many meals contain more than a dozen different spices, allowing the flavours to blend and combine to produce bright explosions of taste.



The diversity of South Indian cuisine is identical to the location where it comes. South India is home to more than 250 million people and a plethora of different languages, making it a diverse region in terms of traditions and cuisines.



DELICACY TAMARIND RICE



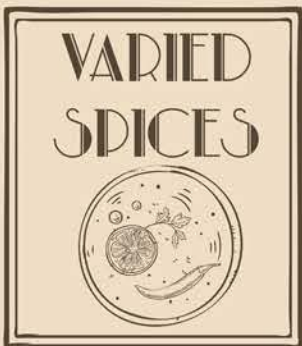
SOUTHERN JOURNEY OF DELICACY

South Indian cuisine emphasizes on a rice-based diet and tends to be lighter.

DELISH

South Indian cuisines include a variety of ingredients, including fresh green chilies, dried red chilies, plantains, tamarind, ginger, garlic, coconut, and snake gourd.

DELECTABLE CULINARY DISHES



UNIQUE EXPERIENCE OF INDIAN CUISINE THAT BRINGS YOU CLOSER TO HOME

THE DIVERSITY OF SOUTHERN FLAVOURS

The Deccan Gusto Herald

VOL. 11 - NO. 77

TORONTO, SUNDAY, MAY 1992

PRICE 25

OUR STORY

THE DIVERSITY OF THE PALETTE

ABOUT US

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We want to create a fine dining experience and allow the customers to pick dishes from a wide range of flavour palette and menu options.

At Deccan Gusto, we wish to share our passion about the rich flavours and dining experience that comes with the Southern part of India, the diversity of the palate and the variety of spices that belong to the cuisine.

DECCAN GUSTO

THE CUISINE

The popular dishes of Andhra are among the spiciest in India and frequently include turmeric and chilly powder, which give the food a distinctive heat and fiery character. In Andhra, there are several different types of cuisines that mostly vary by area.

PHONE NUMBER

+1 416-826-7126

95 hours' day to work

VISION

To nurture & enlighten the people about the exquisite flavours of Indian cuisine.

We want to deliver the finest experience with high-quality, delectable culinary dishes that bring them closer to home.

WELCOME TO DECCAN GUSTO

The most notable spices cultivated in South India are pepper, turmeric, cinnamon, cardamom, and cloves. The region is well-known for a wide variety of spicy dishes, with each state varying from the hottest to the mildest in terms of the kind of spices used, in various types, and in cooking.

Many of the most demanded products in the world, including curry leaves, papaya seeds, tamarind, coconut, and chilies, are grown in South India. Many meals contain more than a dozen different spices, allowing the flavours to blend and even have to produce bright explosions of taste.

FINEST EXPERIENCE

SINCE 1992

UNIQUE EXPERIENCE OF INDIAN CUISINE THAT BRINGS YOU CLOSER TO HOME

DELICACY

TAMARIND RICE

The diversity of South Indian cuisine is identical to the location where it comes. South India is home to more than 250 million people and a plethora of different languages, making it a diverse region in terms of traditions and cuisines.

DELECTABLE CULINARY DISHES

VARIOUS SPICES

South Indian cuisines include a variety of ingredients, including fresh green chilies, dried red chilies, plantains, tamarind, ginger, garlic, coconut, and make ground.

UNIQUE EXPERIENCE OF INDIAN CUISINE THAT BRINGS YOU CLOSER TO HOME

SOUTHERN JOURNEY OF DELICACY

South Indian cuisine emphasizes on a rice-based diet and tends to be lighter.

VIEW TWO - WITH WALL GRAPHIC



THANK YOU

