

Kiro

A new restaurant concept space that offers solace after a hard day's work or simply provides for a great rejuvenating weekend.

Brand Naming, Brand Identity, Packaging

Seventh Heaven Foodworks Pvt. Ltd is a hospitality and restaurant facilities based out of Pune. The company aims to mark its niche in the restaurant space by offering its customers a unique experience with a special focus on the curated cuisine, ambience and its sustainable horticulture practice; hydroponics.

The Hydroponics concept is relatively new in the Indian market and this will allow them to be one of the first few who realise the farm to table concept.

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The Challenge

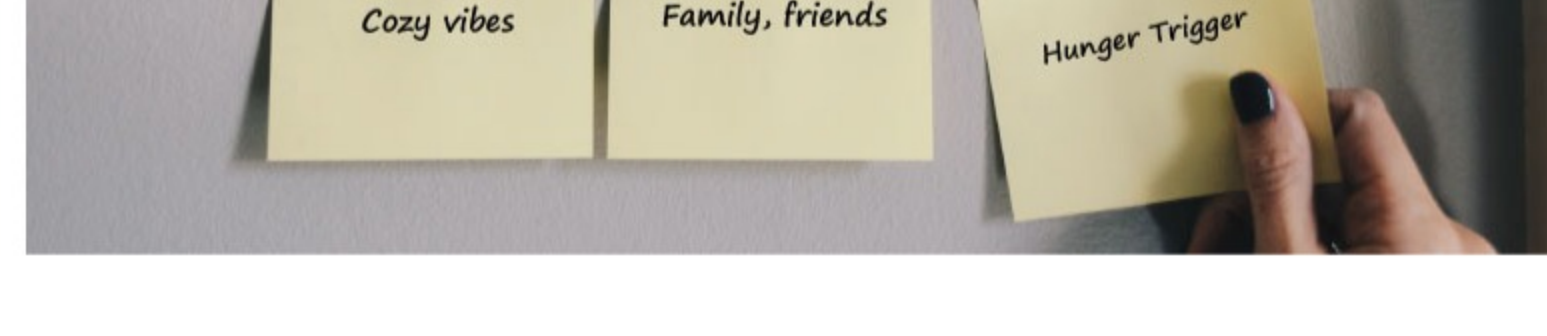
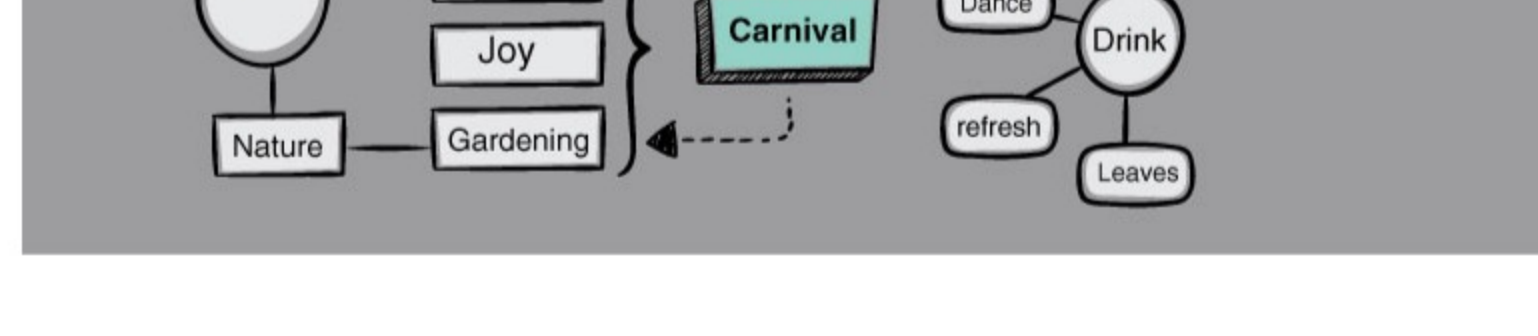
Seventh Heaven Foodworks came to ABND with the idea of creating a new restaurant brand that would be able to make it's mark the very cluttered food & restaurant space, located at a prominent and typical Pune business IT park hub.

The Pune skyline/ real estate is known for its fabulous large spaces, tall ceilings and breathtaking rooftop spaces. The task was not just to create a unique identity, but something fresh that was truly able to capture the USP and concept of the place; the budding forest amidst the concrete jungle. While not forgetting the primary reason why people enjoy visiting restaurants – to be free and celebrate

The Solution

The plan charted out was to create an identity that not only was unique, but one that truly captures the essence of the new restaurant space and also allowing for the dynamism you often see in hospitality industry as you evolve and grow.

Through our immersive and collaborative naming workshop model, we arrived at various concept routes to further explore. It was clear that the restaurant brand needed to live up to that promise of being an oasis of freshness in the otherwise concrete jungle.



Thus, KIRO

Having explored the various associations to Kiro and the inspirations it was derived from, it was evident that all these elements were supportive of the 'green' 'fresh' 'sustainable' 'fun' and 'experiential' promise of the restaurant.

We steered away from being influenced by a 'defined audience set' as we, the client team and us at ABND, had unanimously defined the audience by certain attributes that are guided by a lifestyle and mindset, rather than demographics.



The identity is strongly centered on the dynamic elements associated by virtue of being a restaurant and the interiors of the space.

Honeycomb inspired interiors acted as a source of inspiration for the visual concept.



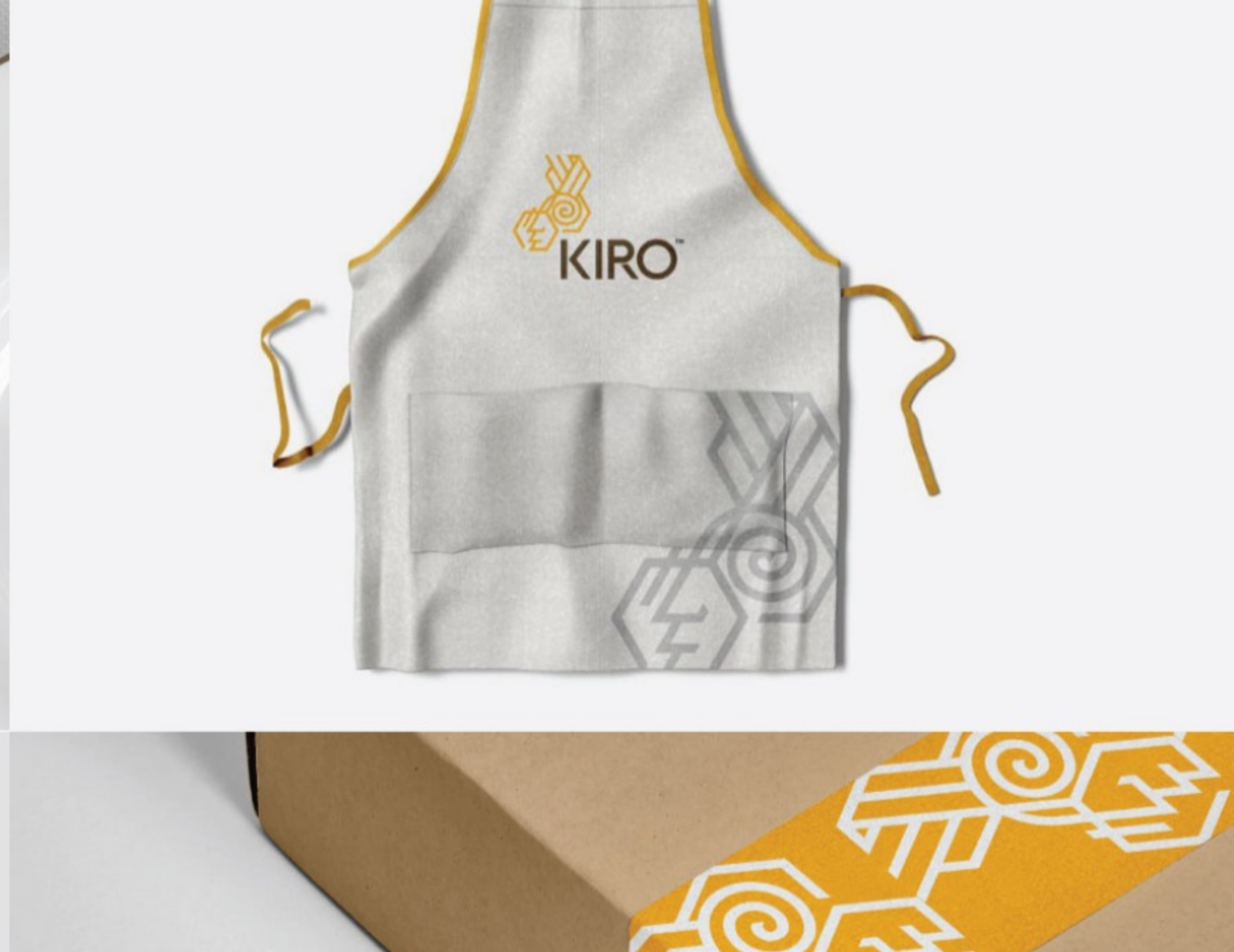
Aspiring Brown

Pantone 7553C



Hello Yellow

Pantone 1235C



The place to be, buzzing all around - that's **KIRO!**



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