

STRATEGY & BRAND PITCH

Two Kitchens, Two Brands

A brand, menu and growth plan for Lotus Asia and a brand built from zero for Diet Box.

TRACK A

 Lotus Asia

TRACK B: SAMPLE IDENTITY

 DB DIET
BOX

CONTENTS

Two Tracks

TRACK A: LOTUS ASIA

The restaurant

Positioning

Brand identity recommendation

Menu redesign

In-store experience

Delivery & discovery

Social media & content

TRACK B: DIET BOX

The healthy-meal-box brand

The idea

Brand creation

Sample identity

Packaging

Go-to-market & channels

Social media



風味

TRACK A

Lotus Asia

The Restaurant

荷花

4.1 POSITIONING

Go bold, but lock the promise first

Go all-out and make the place look and feel Chinese. Right now the cuisine is invisible in the branding, and that is leaving money on the table.

There is one decision to make before we design a single thing, because it changes everything downstream.

定位

4.1 THE DECISION

Authentic mainland Chinese, or proudly Indo-Chinese?

火

WHAT THE KITCHEN COOKS

The food is Indo-Chinese: Manchurian, Hakka noodles, Schezwan, chilli chicken which is a category Indians love.

誤

THE RISK OF OVER-CLAIMING

If we dress the brand as authentic Cantonese/Sichuan fine dining, we create a gap between what the branding promises and what lands on the plate, which shows up as disappointed reviews.

4.1 OUR RECOMMENDATION

Own “Indo-Chinese, done loud”

We build the full, unmistakably-Asian visual world so you get every bit of the boldness you want, but we anchor it in Indo-Chinese pride rather than pretending to be something the kitchen isn't. All of the drama, none of the mismatch. We'll confirm the exact positioning together in discovery.

Red

Gold

Black

Neon

Lanterns

Dragons

Chopsticks

The wok



中印
風味

4.2 BRAND IDENTITY RECOMMENDATION

Colour, logo & wordmark

COLOUR

A confident Asian palette: deep red and gold as heroes, black for depth, with a single modern neon accent so it reads contemporary, not dated “oriental restaurant.”



Wok
Red

Temple
Gold

Lacquer
Black

Neon
Mint

LOGO & WORDMARK

A redraw with a distinct Asian character: brush-stroke energy, a seal/stamp mark, or a stylised lotus/dragon device that works small on a delivery tile and large on a storefront.



4.2 BRAND IDENTITY RECOMMENDATION

Typography & motif kit

TYPOGRAPHY

A display face with personality for names and headers, paired with a clean, legible face for menu detail.

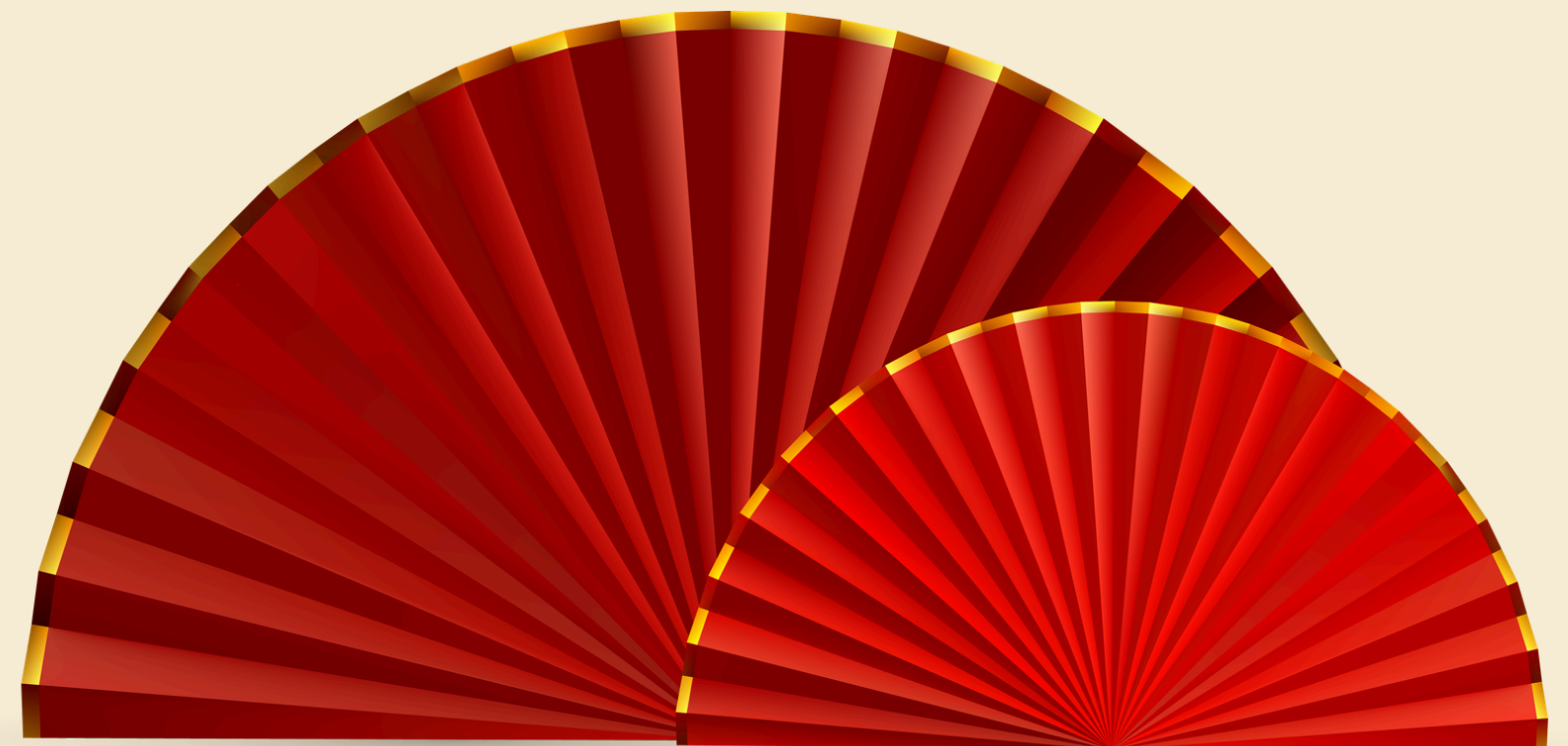
Chilli Chicken

Wok-tossed, dark soy, burnt garlic, spring onion



MOTIF KIT

Lanterns, dragon, wok flame, chopsticks, 'chop' stamps, hand fans: a reusable set so every touchpoint (menu, packaging, social, signage) feels part of one world.



4.2 BRAND IDENTITY RECOMMENDATION

Photography direction

Keep the strong food shots, add a consistent treatment (dark moody backdrops, steam, wok-fire, red-gold lighting) so the feed and listings look intentional, not random.

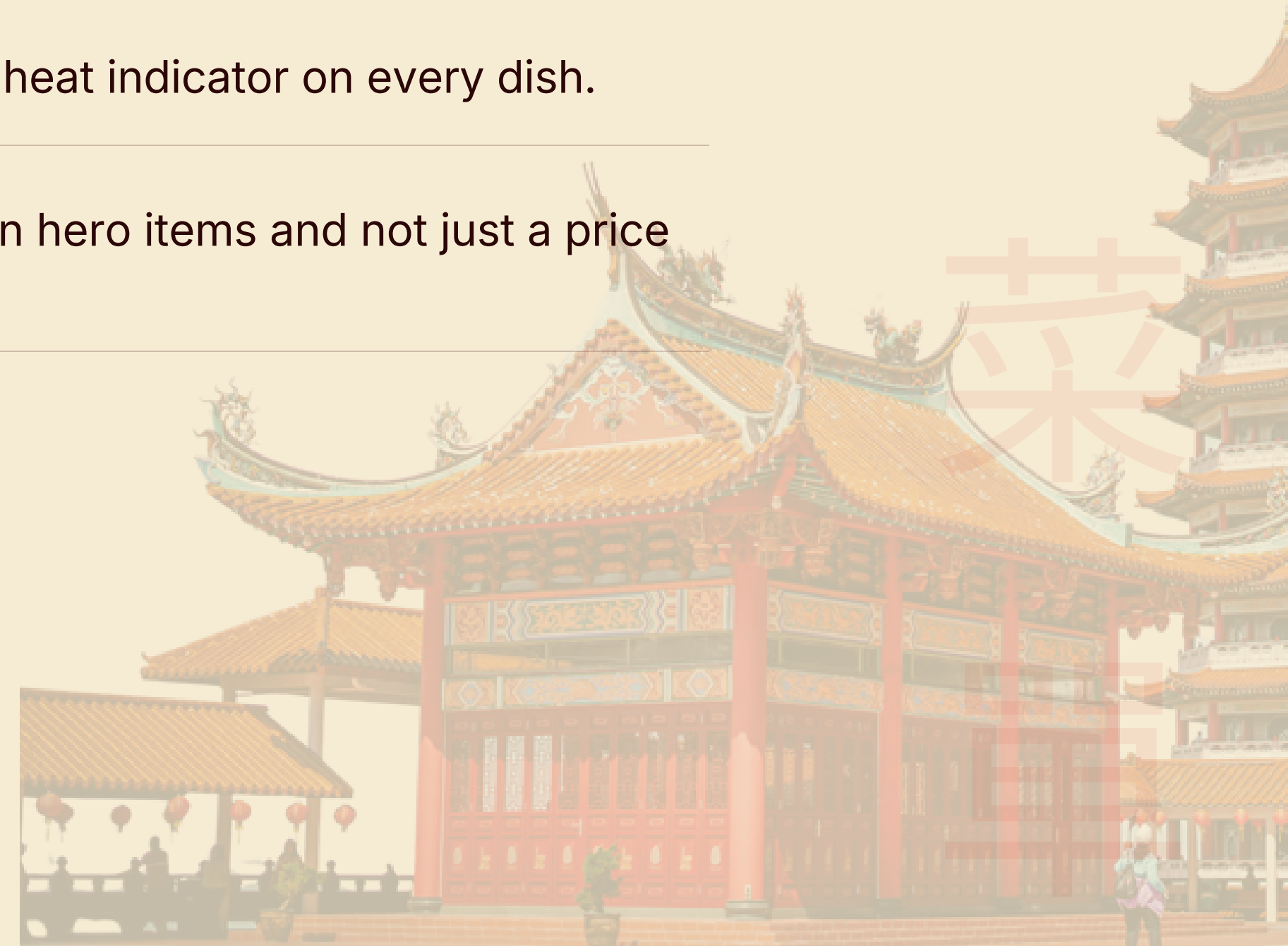


4.3 MENU REDESIGN

Restructured for how people order

- 01 A clear "Signature Wok / Bestsellers" section up top, then logical courses, with combos and shareable formats surfaced.
- 02 Unmistakable veg / non-veg icons and a simple spice-heat indicator on every dish.
- 03 Appetite-led naming and short, sensory descriptions on hero items and not just a price list.

 Veg  Non-veg



4.3 MENU REDESIGN

Three versions from one design system

Dine-in print menu

The full experience, in the guest's hands.

QR digital menu

Same system, scanned at the table.

Delivery-app items

Images and descriptions that match.



4.4 IN-STORE - WAVE ONE

Quick wins

The interiors currently carry no cuisine cue. We fix that in two waves so it's affordable.

Red lanterns

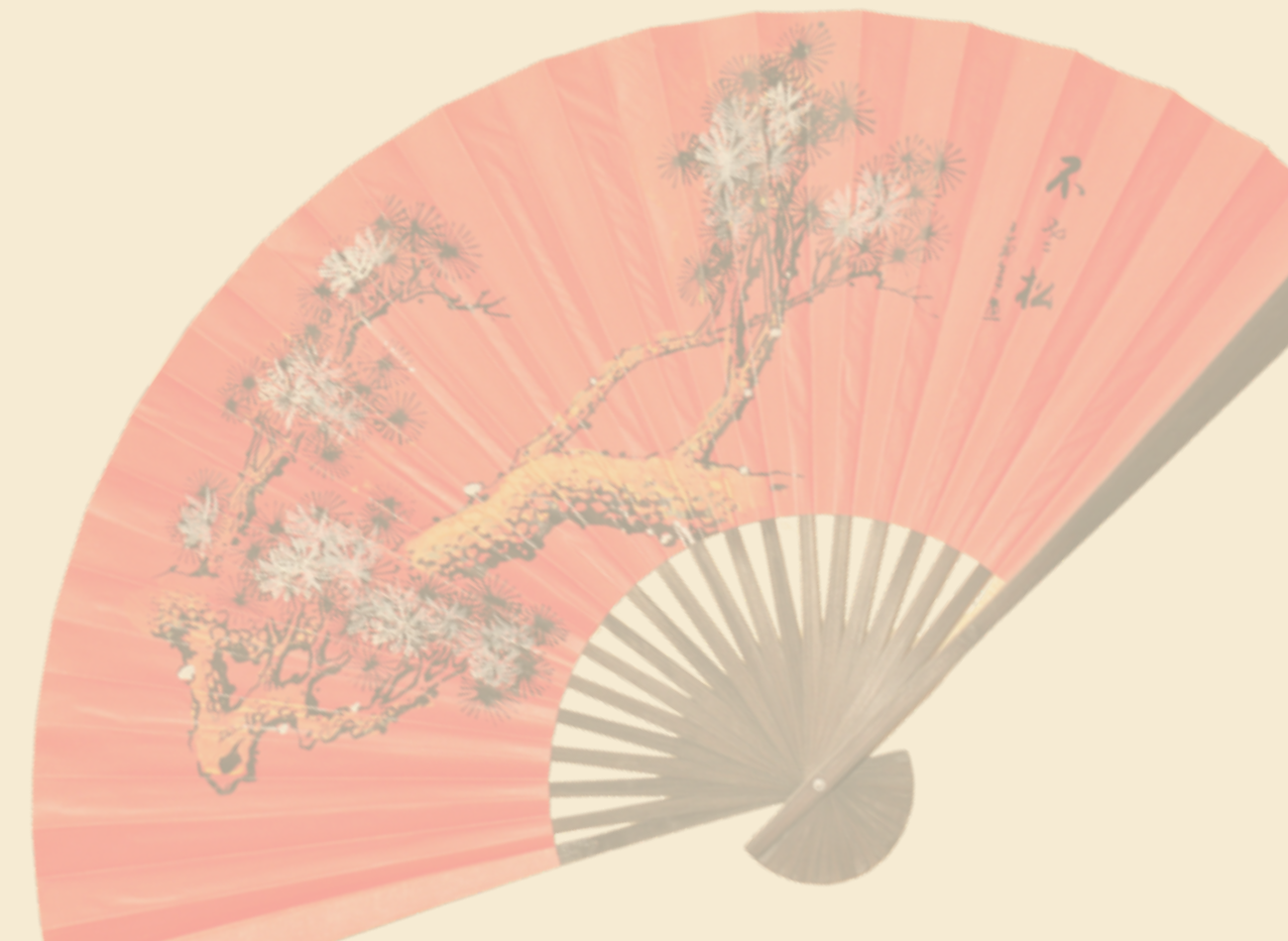
A bold neon "moment" wall

Refreshed signage

Branded table settings

Staff aprons

Branded packaging stickers & tape



4.4 IN-STORE - WAVE TWO

Bigger moves

A designed feature wall

Wall graphics and murals in the motif kit

Menu-board redesign

We deliberately design one “photo wall” so guests shoot and post it themselves = free reach.



4.5 DELIVERY & DISCOVERY OPTIMISATION

Swiggy · Zomato · GMB

PLATFORM

WHAT WE OPTIMISE

Zomato

Hero/collection images, category ordering, item photography, descriptions, bestseller tagging, combos, ratings & review responses, offer strategy.

Swiggy

Store banner, item images and copy, combo/meal builder, timing offers, 'bestseller' placement, ad/visibility levers where worth it.

Google (GMB)

Complete profile, correct category, hours, weekly posts, photo refresh, Q&A seeding, and an active review-response routine to lift local 'near me' ranking.

4.6 SOCIAL MEDIA

Instagram-led

HANDLE & BIO

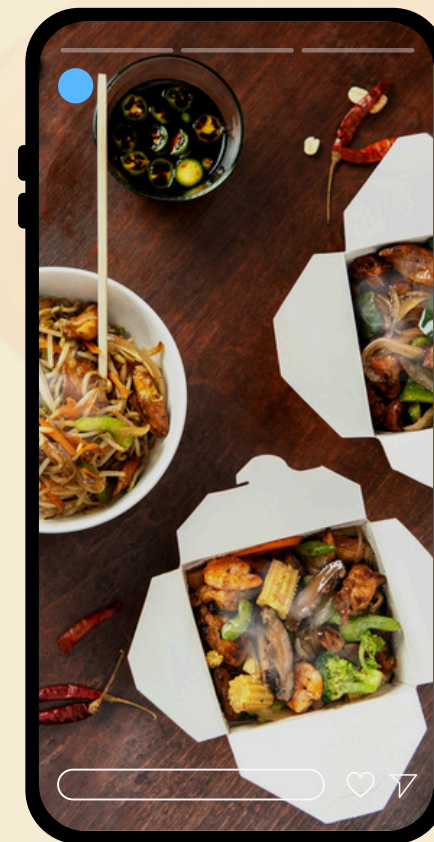
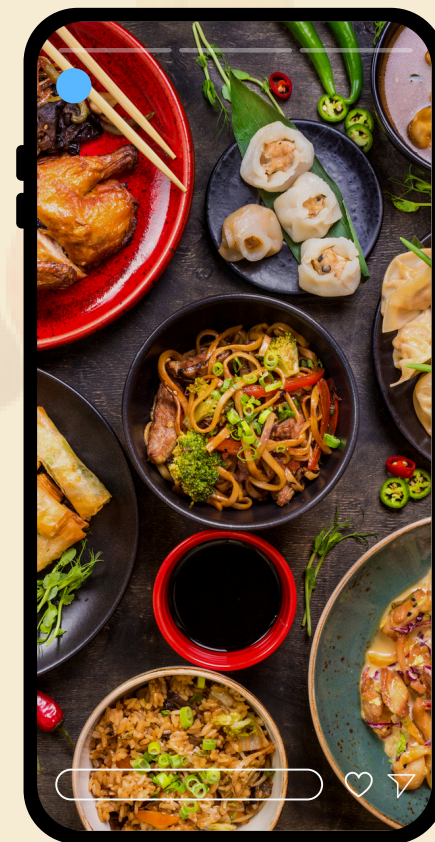
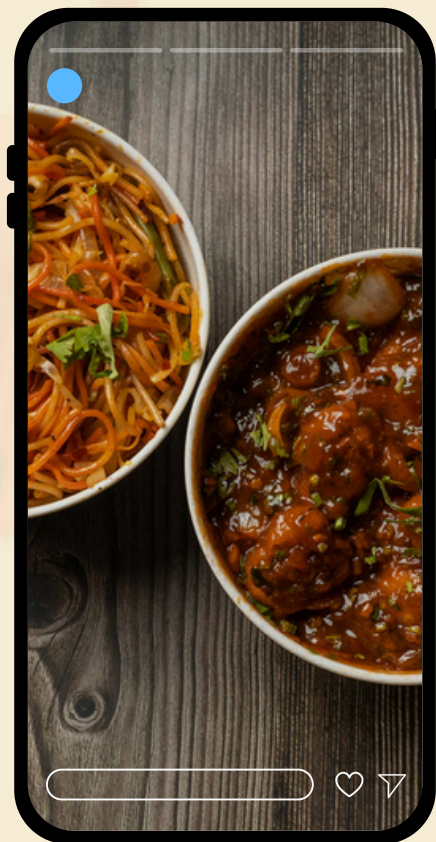
A clean handle, a bio that states cuisine + area + order links, and a booking/order link.

GRID & HIGHLIGHTS

A consistent grid look and branded highlight covers (Menu, Offers, Reviews, The Space, Order).

FORMATS

Reels-first (wok fire, cheese pulls, plating, sizzle) because they carry reach, plus carousels and stories for offers and social proof.



Five pillars

PILLAR	WHAT IT DOES	EXAMPLE
Food hero	Appetite + reach	Reel: chilli chicken hitting the wok, close-up steam
Signature spotlight	Drive bestsellers	Carousel: "5 things to order first time here"
Social proof	Trust	Story: 5-star Zomato review + the dish
The space / behind kitchen	Personality	Reel: neon wall + a quick chef plating clip
Offer / occasion	Convert	Weekend combo, cricket-night group order, festival

TRACK B

Diet Box



The healthy meal-box brand

42g

PROTEIN PER BOX

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5.1 THE IDEA

A differentiated position, not another meal-prep box

THE MARKET TODAY

The meal-box market is crowded with bland, repetitive “boiled chicken and broccoli” dabbas.

THE WEDGE

Lotus Asia’s biggest advantage here is the kitchen itself: an Asian kitchen can build lean Asian bowls, grilled/steamed, high-protein, macro-counted, and actually flavourful (think teriyaki-style chicken, stir-fried greens, brown rice / noodle bases). Same discipline as any fitness box, far better taste.



High protein

Macro-counted

Grilled & steamed

Real kitchen

The Diet Box mark



DIET BOX

DB

MONOGRAM

ENDORSEMENT LOCKUP

from the kitchen of
Lotus Asia



Four decisions

Positioning

Portion-controlled, macro-labelled, high-protein meals that don't taste like punishment; built by a real restaurant kitchen; delivered on a subscription.

Name

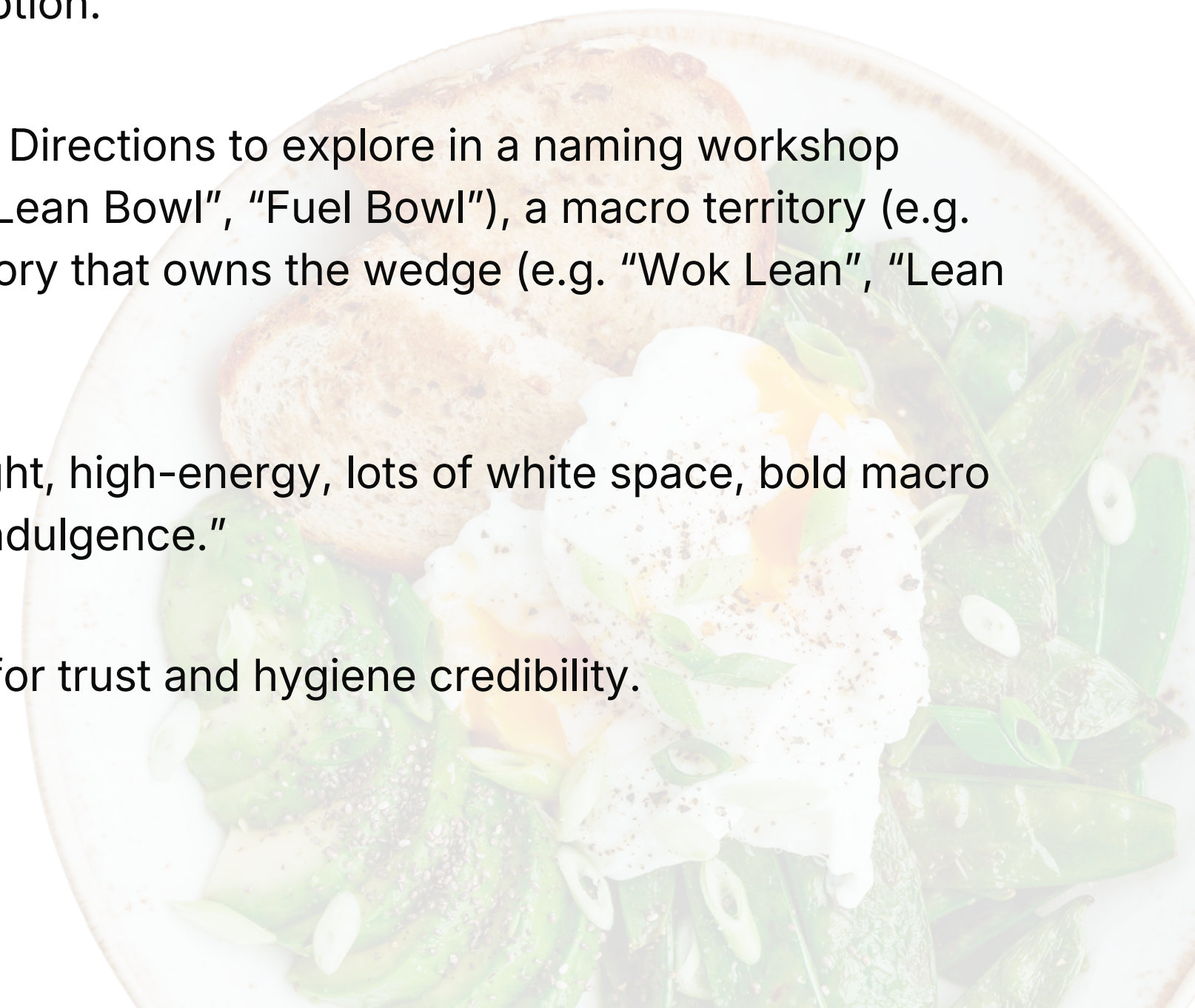
Standalone, energetic, easy to say and hashtag. Directions to explore in a naming workshop (illustrative, not final): a lean/fuel territory (e.g. "Lean Bowl", "Fuel Bowl"), a macro territory (e.g. "Macro Kitchen", "Prepd"), or a light-Asian territory that owns the wedge (e.g. "Wok Lean", "Lean Wok Co.").

Identity

The visual opposite of the restaurant: clean, bright, high-energy, lots of white space, bold macro numbers so that nobody confuses "fuel" with "indulgence."

Endorsement

A small "from the kitchen of Lotus Asia" lockup for trust and hygiene credibility.



5.3 PACKAGING

Macro label on every box

Calories, protein, carbs, fat: front and centre; it's the product's biggest selling point.

Practical spec: tamper-evident, leak-proof, microwave-safe, with a branded sleeve for shelf/feed appeal.

Tamper-evident

Leak-proof

Microwave-safe

Branded sleeve

DIET
BOX

from the kitchen of
Lotus Asia

Teriyaki Chicken · Brown Rice

520

42g

48g

14g

KCAL

PROTEIN

CARBS

FAT



A weekly-plan outer box

For subscription deliveries: one box that photographs well for social.

SLEEVE, FRONT

HIGH PROTEIN. NO PUNISHMENT.

8 meals · 504g protein · macro-labelled



**DIET
BOX**

WEEK 1 · 8 MEALS

MEAL 1

MEAL 2

MEAL 3

MEAL 4

MEAL 5

MEAL 6

MEAL 7

MEAL 8

Sleeve prints the week's menu and total macros

Three channels, in order

01

Subscription-first

Weekly / monthly plans ordered via WhatsApp or a simple landing page which is the highest-margin, most predictable channel.

02

Aggregators for discovery

A listing on Swiggy/Zomato under the new brand to catch "high protein / healthy" search demand.

03

Partnerships

Gyms, CrossFit boxes and trainers as a referral and sampling channel so the audience is standing in one room.

For the fitness audience

PILLAR

Macros & education

Meal reveals

Proof & routine

Kitchen credibility

Offers

EXAMPLE CONTENT

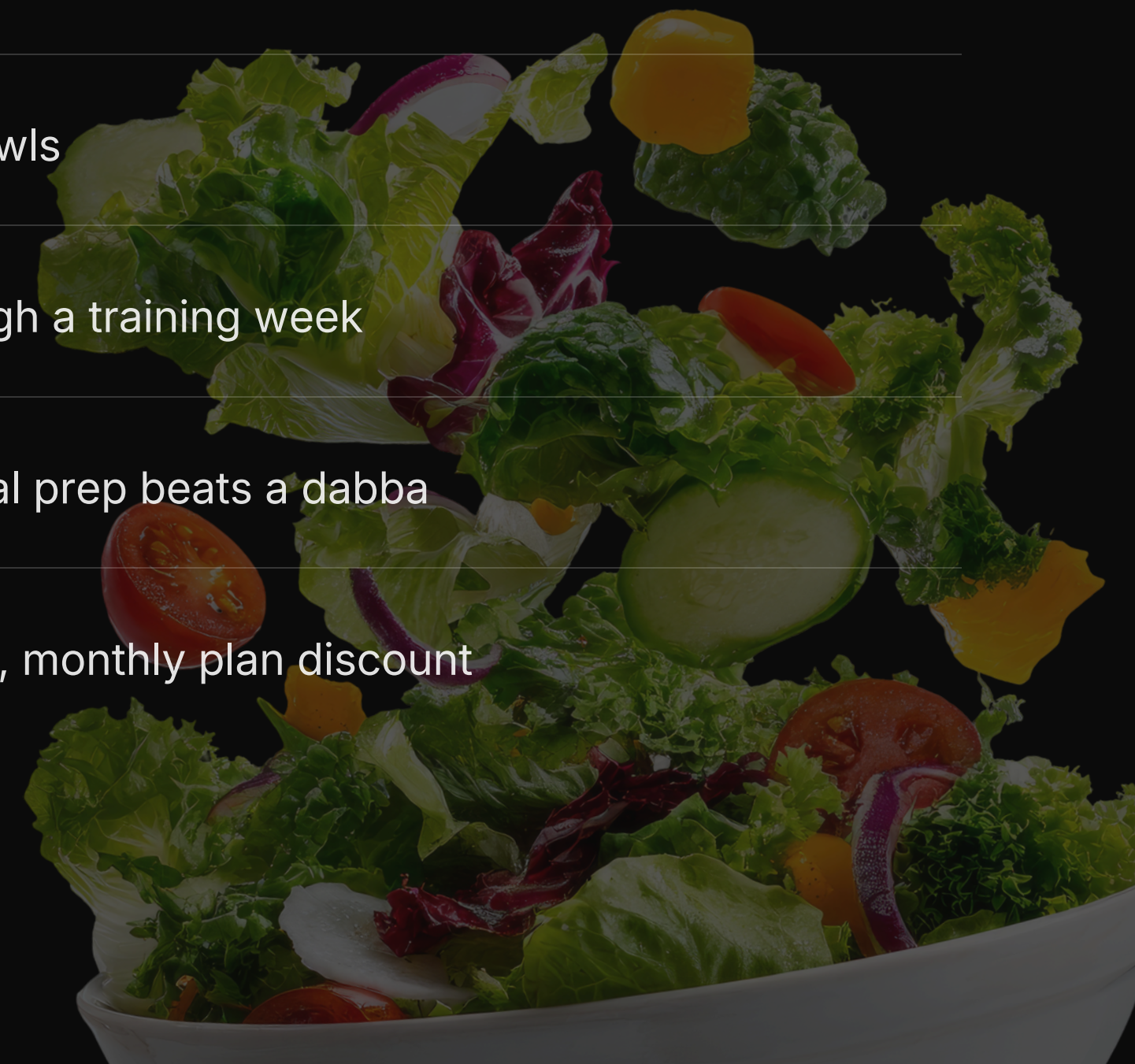
"What 42g of protein actually looks like" - box breakdown

Reel: lid-off ASMR of the week's bowls

Client/trainer using the boxes through a training week

Founder/chef: why real-kitchen meal prep beats a dabba

First-week trial, refer-a-gym-buddy, monthly plan discount



THANK YOU

NEXT STEP

A discovery session to confirm
the positioning

 Lotus Asia DB DIET
BOX