RAMYUN
HOUSE

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The Brand already owns the colors required

The Red From the Brick Walls

The Green From the shelves and holders

#F8ECDA
**Cream**

#FBB428
**Yolk**

#2B2421
**Charcoal**

#C84033
**Brick**

#97251E
**Deep Brick**

#A0CC9C
**Signature Green**

#476C44
**Deep green**

# DISPLAY FONT: ORIGIN BLACK

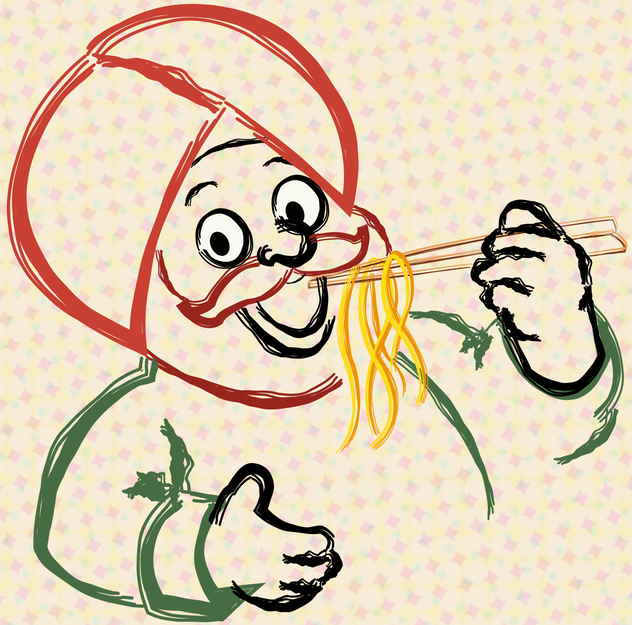
## Secondary Font: Origin SemiBold

RAMYUN HOUSE



The brand uses a simple yet expressive Sans Serif Font which leans into the simple yet fun nature of the brand. It uses a simple painterly stroke around the simple font to give it a pop of color and some contrast.

# MASCOT



The Mascot uses initially showcased designs with a new twist for different faces of the brand

It uses the face of one of our founders to showcase the essence of what the brand stands for

It Will have multiple variations showcasing the emotion required



# ICE CUPS

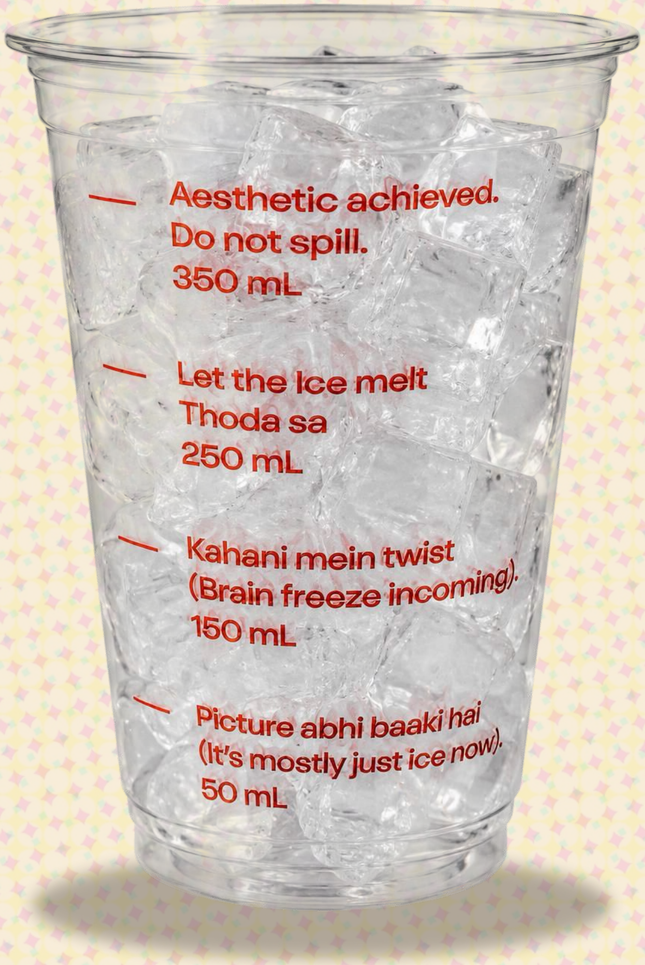
- Aesthetic achieved.
  Do not spill.
  350 mL

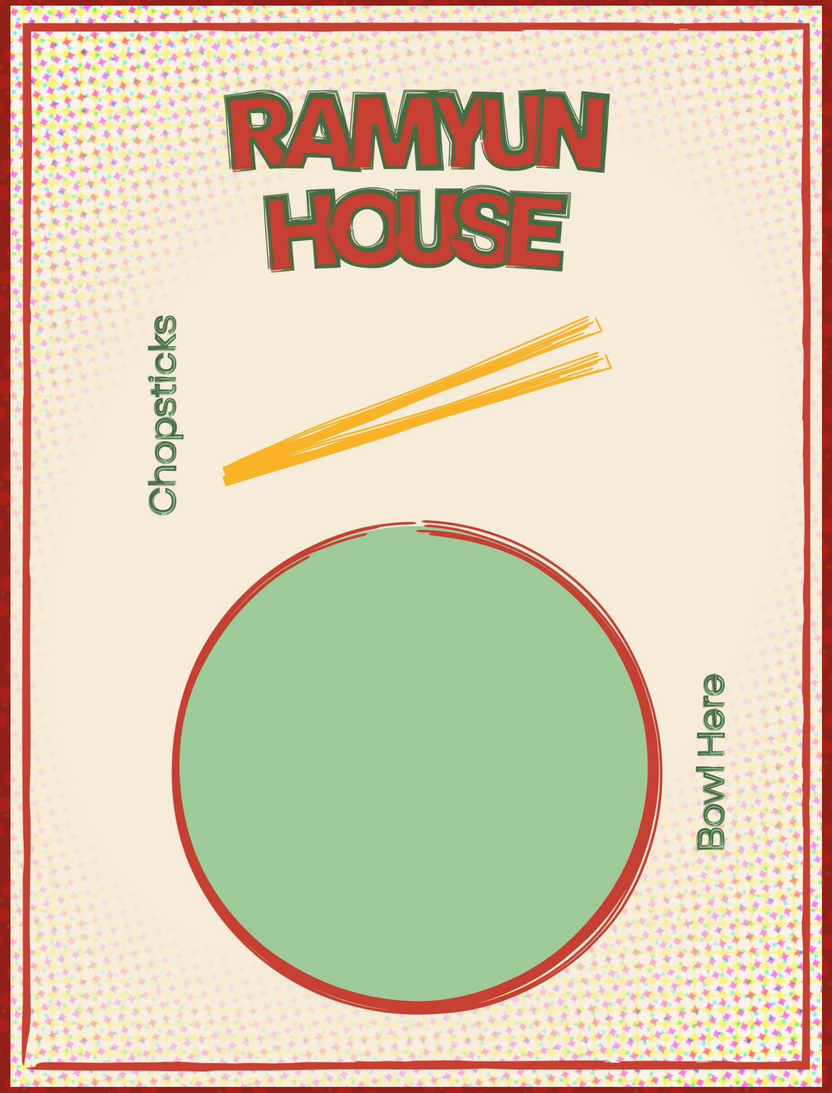
- Let the Ice melt
  Thoda sa
  250 mL

- Kahani mein twist
  (Brain freeze incoming).
  150 mL

- Picture abhi baaki hai
  (It's mostly just ice now).
  50 mL

Quotes beside measurements help connect as a fun element to the little cups
They also interact differently to the colors of the drink inside

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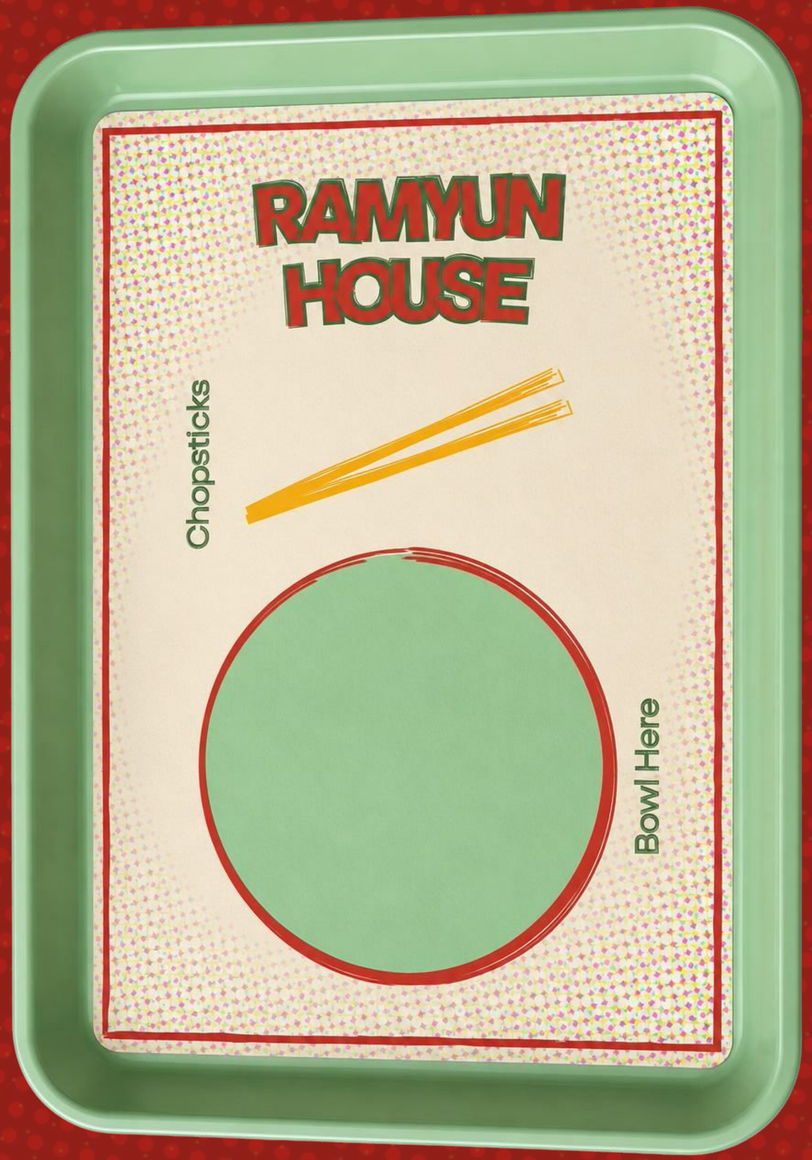
Chopsticks
Bowl Here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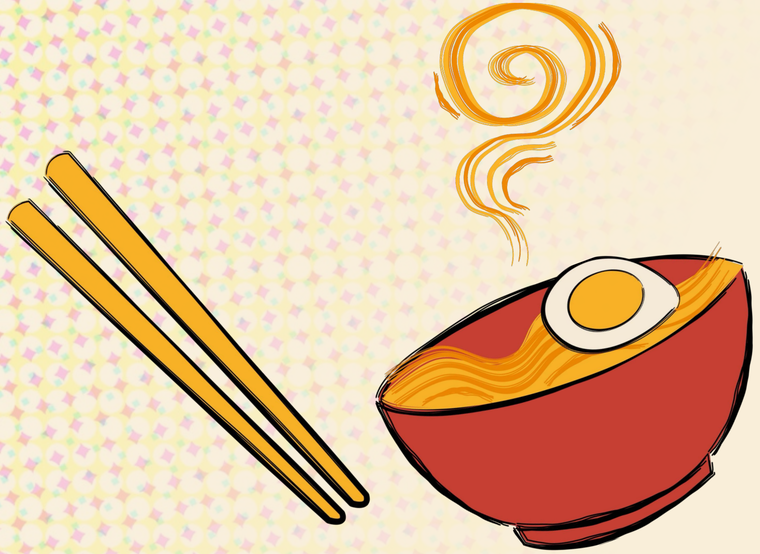
# BRAND VOICE

Ramyun House sounds like the loud, friendly friend who always knows where the good noodles are. The voice is bold, warm, and a little cheeky, matching the punchy halftone visuals and Origin Black type. Lines stay short, food-first, and easy to read at a glance, with light Hinglish and the occasional Korean word as flavor, never as costume. It works for a student with friends and a parent with kids at the same table, and it never turns precious or premium. Above all, it makes 249 rupees feel like a win, not a compromise: “Hot bowl. Good mood.”

# BRAND MOTIFS



Flavored Smoke

Chopsticks

A Ramen Bowl

