

THE LAKE HOUSE

Amanora



PROJECT TIMELINE

Research and
Discovery

Brand Strategy
and Positioning

Brand Identity

Brand Collaterals
and Application

Grad Book Completion
and Presentation

DECEMBER

JANUARY

FEBRUARY

MARCH

APRIL

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PROJECT OVERVIEW

Lakehouse is a one-of-a-kind fine dining restaurant located in the serene surroundings of Amanora, Pune. Situated uniquely in the middle of a lake, it offers an unparalleled dining experience that combines nature’s tranquility with the sophistication of a modern restaurant. The brand seeks to capture this distinctive setting and create a visual identity that resonates with its values and appeals to its target audience.

CLIENT BACKGROUND AND VISION

Our client is a renowned and **well-established builder** with a track record of creating landmark spaces in Pune. Known for crafting **premium lifestyle destinations**, he understands the importance of design, experience, and reputation in shaping aspirational spaces. With a keen eye for detail and a commitment to excellence, he now seeks to translate this expertise into the world of fine dining.

To create a restaurant that is more than just a place to dine it is **a conversation starter, a landmark, and a must-visit destination** in Pune. The goal is to build an **iconic space that people talk about, seek out, and remember**. Every aspect—from architecture and ambiance to food and service—must contribute to a distinct, unforgettable experience.

At its core, the vision is clear: “Make Lakehouse the most **ICONIC** dining experience in Pune.”



AIM

To create a **timeless, natural, and effortlessly charming** brand identity for Lakehouse that reflects its unique lakeside setting, fine-dining excellence, and appeal to **corporates and families**. The aim is to position Lakehouse as Pune's premier dining destination, where nature and luxury coexist harmoniously, offering an unforgettable experience to its guests.

OBJECTIVES

1. Establish a refined, balanced, and free-flowing visual language that reflects the restaurant's ambiance, exclusivity, and charm.
2. Develop branding elements that evoke feelings of sophistication, celebration, and timelessness, making every visit meaningful.
3. Establish memorable touchpoints throughout the customer journey to foster long-term relationships.
4. Maintain a cohesive brand presence across visual identity, communication, and customer experience.

INDUSTRY STUDY

- Lakehouse should be branded as a **timeless, immersive** fine dining experience where sophistication meets effortless indulgence.
- The branding should focus on **storytelling, exclusivity,** and **nature-inspired elegance** to differentiate it from other fine dining establishments.
- A **seamless** customer journey, **personalized service,** and a **refined yet warm** atmosphere will make Lakehouse a place guests want to return to.



DIRECT COMPETITORS

Restaurants in **Pune** that compete with Lakehouse in terms of **premium dining, ambiance, and experience**:

RESTAURANT	CUISINE	LOCATION	HIGHLIGHTS
Malaka Spice	Pan-Asian	Koregaon Park	Established in 1997, offers dishes from Malaysia, Thailand, Indonesia, and more, with a charming outdoor seating area.
The Sassy Spoon	Global Fusion	Koregaon Park	Offers a mix of international cuisines in a vibrant, eclectic setting with both indoor and outdoor seating.
Chingari	North Indian, Mughlai	Sheraton Grand	Rooftop setting with city views, known for its kebabs and curries.
Baan Tao	Pan-Asian	Hyatt Pune	Diverse menu, complemented by a serene ambiance with water features.

DIRECT COMPETITORS

Restaurants in **Pan India** competing in **ambiance, exclusivity, and lakeside experience**.

RESTAURANT	STRENGTHS	WEAKNESSES
Ambrai, Udaipur	Stunning lake views, traditional Indian cuisine	Touristy, lacks personalized fine dining experience
Bhairo, Taj Lake Palace	European fine dining, ultra-premium ambiance	Extremely high price, location-specific to Udaipur
Lake View Café, Mumbai	Overlooks Powai Lake, diverse menu	More casual than fine dining, lacks exclusivity

HOW LAKEHOUSE CAN STAND OUT

1. Unlike competitors in Pune, Lakehouse can focus on tranquility and nature.
2. Balanced cuisine approach offering a curated multi-cuisine menu rather than niche cuisines (indian, italian, etc.).
3. **Offering a curated yet effortless fine-dining experience that people will travel for, talk about, and return to.**
4. Having an exclusive, experience-driven dining beyond food, lakehouse creates memorable moments with private lakeside tables, candlelit dinners, and curated wine pairings.

INDIRECT COMPETITORS

Wellness Retreats & Nature Resorts

They offer peaceful, immersive environments, attracting those seeking an escape from the city.

Examples:

- **Hilton Shillim Retreat & Spa** – Luxury retreat in the Sahyadris, focused on wellness.
- **Atmantan Wellness Retreat** – Holistic well-being with serene landscapes.
- **The Machan, Lonavala** – Treehouse stays in a tranquil forest setting.

Differentiation: Provides a peaceful getaway within the city, unlike these options, which require travel.

Scenic Cafés & Quiet Getaways

They attract people seeking peaceful, intimate moments away from city chaos.

Examples:

- **Shisha Jazz Café** – Laid-back ambiance with a slow, artistic feel.
- **The French Window Patisserie** – European café-style calmness in a garden setting.

Differentiation: While cafés provide casual serenity, Lakehouse delivers refined, sophisticated tranquility in a stunning lakeside setting.

Private Member-Only Clubs & Fine Dining

Elite socialites and corporate clients may prefer exclusive, members-only venues.

Examples:

- **Poona Club** – Premium dining for members.
- **Corinthians Club** – A luxury club experience.

Differentiation: Exclusivity without membership restrictions—open yet intimate.

POSITIONING STATEMENT

A refined dining experience where exclusivity meets serenity. Nestled by the lake, Lakehouse offers a tranquil escape within the city balancing nature’s calm with effortless luxury. With a thoughtfully curated global-Indian menu and an ambiance that soothes the senses, it is more than just a restaurant; it is a destination for meaningful moments, intimate conversations, and unhurried indulgence.

INTERVIEW INSIGHTS

1. Prefers a cozy yet refined ambiance for special evenings.
2. Values affordable luxury—high-quality food and drinks without an over-the-top price tag.
3. Wants to socialize with like-minded, evolved individuals in a warm, welcoming setting.
4. Travels for good food but prefers places with a strong local presence and reputation.
5. Desires a relaxed, upscale social environment to engage in deep, meaningful conversations.
6. Looks for exceptional service and attention to detail—seamless, intuitive hospitality.
7. Prefers a space where they can unwind yet still feel exclusive and refined.
8. Willing to travel across the city for an iconic dining experience.
9. Values unique, destination-worthy restaurants that stand apart from the usual fine-dining options.

KEY TAKEAWAY: Lakehouse must blend exclusivity with approachability, offering a destination-worthy experience that feels both aspirational and inviting.

CUSTOMER PROFILE- 1



CUSTOMER PROFILE

Migrant Family in Vicinity

CUSTOMER BIO

Migrant families in an around the vicinity that are around 35-year-old from areas around Hadaspar who on a quest to find a venue that captures their evolving lifestyle.

NEEDS AND DESIRES

They are seeking a place with a welcoming ambiance, exceptional food and drinks, and affordability. Desiring a cozy atmosphere, this customer is looking for an unforgettable evenings and an evolved crowd of sophisticated individuals who share his interests and aspirations.

DEMOGRAPHICS

Age: 35 years

Relationship Status: 35 years

Income: 2.5 lacs/month

Currently going to: Malls, Cult, Kwalitiy, Premis, Great Punjab.

CUSTOMER PROFILE- 2



DEMOGRAPHICS

Age: 45 years

Relationship Status: Married

Income: 5-6 lacs/month

Currently going to: Tuki, Sassy

Tea spoon, Malaka Spice,

Boteco, Daily.

CUSTOMER PROFILE

THE BUSINESS MAN

CUSTOMER BIO

A successful business owner residing in the vibrant neighborhoods of Avon Vista and One North Societies. Having traveled extensively for both business and leisure, they appreciate diverse cultures and experiences.

NEEDS AND DESIRES

Leading a busy life this customer believes in the importance of quality time with their family and friends and emphasises on engaging in meaningful conversations.

This customer will love a relaxed social environment that enhances the overall experience, enabling them to connect with others on a deeper level. She will look forward to great cocktails and cuisines that takes them back to nostalgic travel times.

CUSTOMER PROFILE- 3



CUSTOMER PROFILE

The traveler

CUSTOMER BIO

This segment is willing to travel across the city to experience the distinctive ambiance and offerings of the iconic restaurant. Its unparalleled qualities and unique selling points set it apart from any other dining venue, making it a must-visit destination for them.

NEEDS AND DESIRES

This customer is drawn to iconic restaurants that have made a mark and become renowned for their exceptional offerings. They love celebrating special occasions and creating memorable experiences with their loved ones.

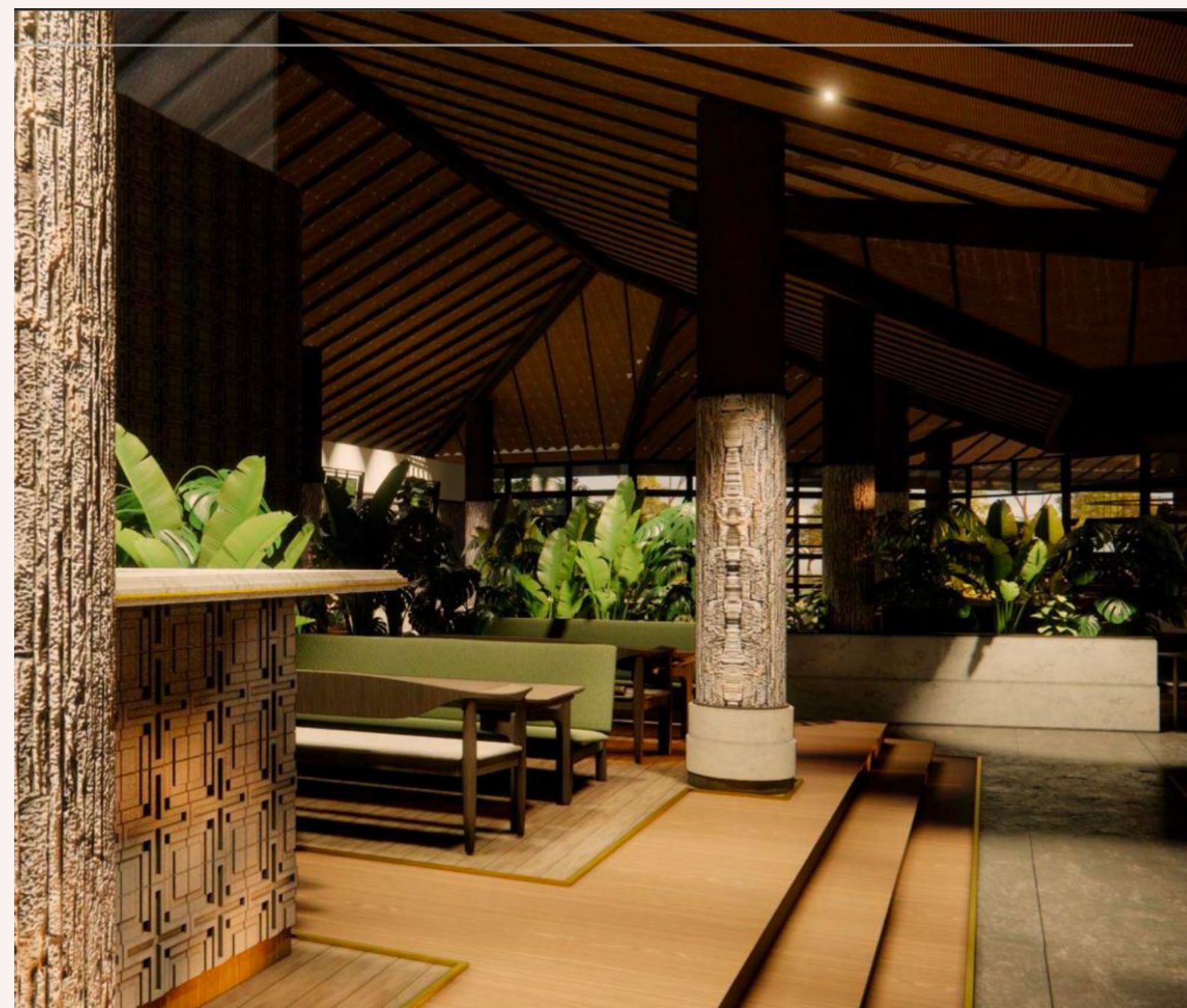
DEMOGRAPHICS

Age: 38 years

Relationship Status: Married

Income: 8.5 lacs/month

Currently going to: Tuki, Eco,
Premis, Cozy, Qora, Gong



COMMON NEEDS AND DESIRES

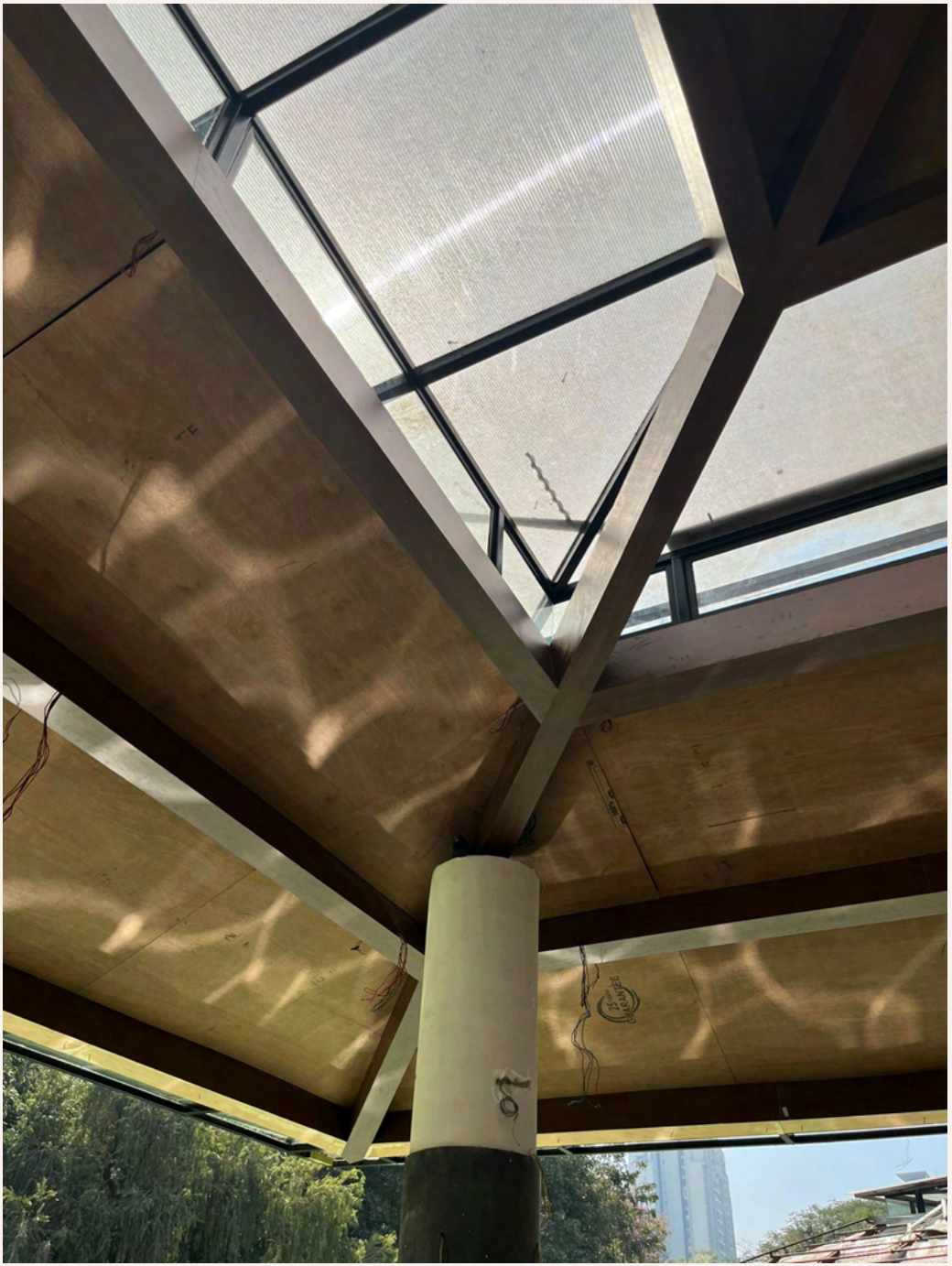
- Refined yet welcoming ambiance i.e. sophisticated but not intimidating.
- High-quality food & drinks such as global flavors.
- A space for deep conversations & special moments.
- A destination restaurant worth traveling for.
- A mix of relaxation and social vibrancy.

KEY INSIGHTS

- Premium yet warm, attracting evolved social circles.
- Designed for intimate gatherings & connections.
- Comfort-driven flavors with a refined touch.
- Signature experiences to create buzz.
- Smart zoning for both lively and serene experiences.

POSITIONING STATEMENT

A refined social dining destination blending nostalgia, meaningful experiences, and effortless sophistication.



OBSERVATIONS

1. The Lakehouse restaurant is under construction and located in Amanora Township.
2. The restaurant is built above an artificial lake, offering a serene and tranquil environment.
3. A separate entry lane is designated for Lakehouse customers, ensuring exclusivity.
4. The structure is primarily made of wood, reinforcing a connection to nature.
5. Glass walls will enclose the space, maintaining air conditioning while providing an open view of the lake.
6. Different areas within the restaurant serve distinct purposes:
 - Lounge Area: Located near the reception, designed for corporate meetings and casual gatherings.
 - Bar Counters: Two dedicated bar counters for beverages.
 - BBQ Area: Separate section for live grilling.
 - Open-Air Dining Area: Surrounded by water, offering a peaceful lakeside dining experience.
7. The overall ambiance is peaceful and ideal for corporate gatherings and family outings.
8. The blend of natural elements and architectural planning creates a sophisticated dining experience.

BRAND STRATEGY

Brand Keywords

- Timeless
- Natural
- Breathable
- Balanced
- Free-flowing

Brand Values

- A dining experience that remains iconic and memorable.
- A space that fosters meaningful connections and conversations.
- Thoughtfully crafted food, drinks, and ambiance with attention to detail.
- A seamless blend of serenity and vibrancy, catering to different moods.
- Luxury without pretension, making fine dining approachable.
- More than a restaurant, an experience people seek out and talk about.

Brand Personality

- Charming & Approachable
- Refined & Thoughtful
- Sociable & Engaging
- Timeless & Iconic
- Balanced & Effortless

Voice & Tone

- Warm & Inviting
- Elegant Yet Approachable
- Experience driven
- Sensory & Immersive gible.
- Assured & Confident

BRAND ARCHETYPE



THE LOVER

- Creates memorable, emotionally rich experiences.
- Appeals to the senses with ambiance, flavors, and atmosphere.
- Encourages connection, romance, and meaningful moments.



THE RULER

- Embodies effortless luxury and exclusivity.
- Ensures attention to detail, impeccable service, and a curated experience.
- Establishes Lakehouse as a destination of prestige and timeless appeal.

BRAND STORY

Nestled in the heart of Amanora, Lakehouse is more than just a restaurant it is a destination where time slows down, conversations flow effortlessly, and every meal becomes a cherished memory. Inspired by the harmony of nature and the art of fine dining, Lakehouse was created to offer an experience that is both intimate and iconic, sophisticated yet effortless.

From business leaders to families and avid travelers, our guests seek more than just great food they crave an atmosphere that feels both elevated and inviting. Every detail, from the thoughtfully curated menu to the seamless hospitality, is designed to evoke nostalgia, spark connections, and celebrate the joy of shared experiences.

At Lakehouse, dining is not just about indulgence it's about creating moments that last a lifetime.



BRAND IDENTITY

MOODBOARD

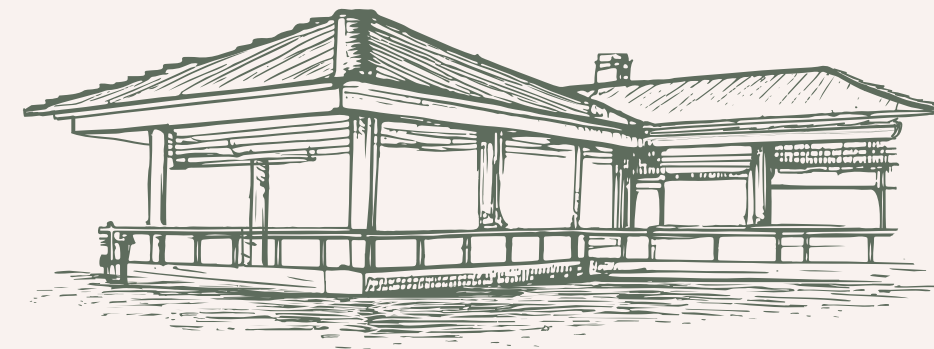
- Timeless
- Natural
- Breathable
- Harmonious
- Free-flowing



BRAND LOGO

—

THE



LAKE HOUSE

Amanora

BRAND LOGO



BRAND COLORS



RGB
5E6C5D

CMYK
5F6D5E

RGB
F4F4F4

CMYK
F4F4F4

RGB
242424

CMYK
242424

THE

LAKE HOUSE

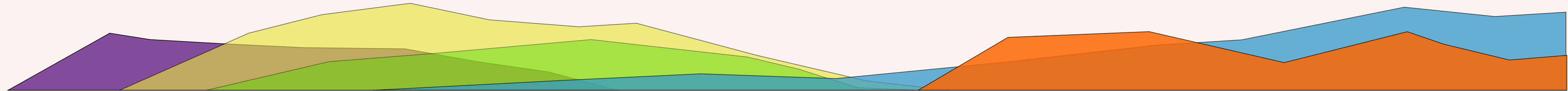
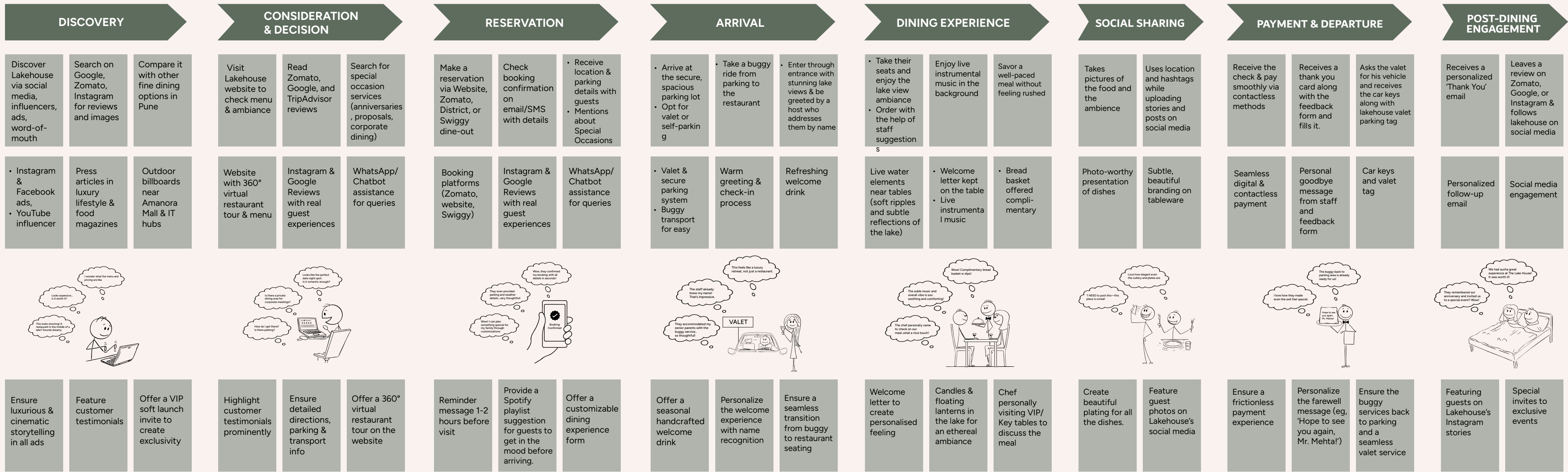
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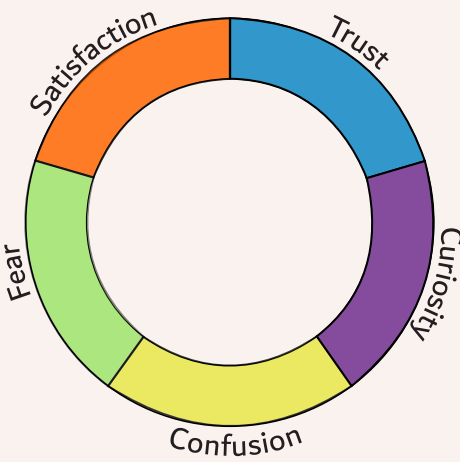
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CUSTOMER JOURNEY MAPPING



GOAL

The basic goal of a customer is to enjoy a seamless and satisfying dining experience that meets their expectations. Want to seek good food, a pleasant ambiance, and excellent service. The experience should be hassle-free, from booking to payment, ensuring comfort and ease. They also look for value for money and a setting that fosters relaxation, connection, and memorable moments. Ultimately, they want to leave feeling happy, satisfied, and eager to return.



COLLATERALS

Pre-Arrival Collaterals

1. Invitation hamper & cards
2. Digital & print advertisements (flyers, billboards)
3. Website & mobile site UI
4. Social media branding (Instagram highlights, story templates, posts)
5. Google Maps & digital guide
6. Parking & buggy service signage
7. Branded digital confirmation & reminder emails

Arrival Collaterals

1. Main entrance signage
2. Valet parking ticket
3. Welcome standee or entry board
4. Valet station signage
5. Uniforms for Valet and Buggy Person
6. Staff Uniforms (captain, waiter)
7. Chef Uniform

Seating & Dining Collaterals

1. Menu cards (food & beverage)
2. Table reservation cards
3. Napkin holders & coasters
4. Table mats & cutlery
5. Table number holders
6. Branded QR code standee for digital menu
7. Welcome card on table

Exit & Takeaway Collaterals

1. Bill folder with a handwritten thank-you note
2. Branded feedback card or QR code for reviews
3. Takeaway bags and packaging

COLLATERAL REFERENCES

