

PREMIUM ALL-DAY DINING BISTRO

COCKTAIL BAR & COFFEE  
OMAKASE EXPERIENCE

THE SAATH



CREATED 2026

BRAND BOOK  
BRAND IDENTITY  
& ART DIRECTION



# Global Rituals

Located at the intersection of craft and conversation, SAATHH is a contemporary all-day experiential bistro that blends Mediterranean, Japanese, and Indian influences through coffee, cocktails, and cuisine. Inspired by global techniques yet grounded in Indian sensibilities, the concept revolves around ritual, precision, and shared moments. From Coffee Omakase in the morning to a bar-forward dining experience at night, SAATHH transitions seamlessly through the day while maintaining an intimate and sophisticated atmosphere.

Wood, stone, and brushed metal textures define the spatial language, while warm, low lighting creates a calm and immersive dining environment. The bar and coffee counter act as the heart of the space, allowing guests to witness craftsmanship up close.

# Togetherness

The name SAATHH, derived from the Hindi word for "togetherness," reflects the brand's central philosophy: connection through shared experience. The visual identity is designed to embody unity and convergence. The radial emblem symbolizes multiple journeys and cultures coming together around a shared center, reinforcing the brand's experiential and communal nature.

The typography is clean and modern with subtle character, balancing sophistication with warmth. A deep, earthy color palette enhances the moody interior setting while maintaining a timeless and refined presence across all applications.







# COCKTAIL BAR & COFFEE OMAKASE EXPERIENCE

The SAATHH was born from the idea that dining is more than consumption — it is connection. Rooted in the meaning of its name, derived from the Hindi word for togetherness, SAATHH exists as a space where people gather, pause, and share moments that feel intentional. It brings together global culinary techniques and Indian emotional depth, blending Coffee Omakase, craft cocktails, and thoughtfully curated cuisine into one cohesive experience.

At its core, SAATHH is about ritual. The ritual of brewing coffee with patience. The ritual of composing a cocktail with precision. The ritual of passing plates across a table in conversation. Each element is designed not as performance, but as presence.

The brand draws inspiration from contemporary hospitality spaces around the world while remaining grounded in warmth and authenticity. Natural materials, subdued tones, and a calm atmosphere reflect its philosophy — refined yet welcoming, sophisticated yet intimate.

SAATHH does not aim to be loud or trend-driven. Instead, it focuses on craft, intention, and emotional resonance. It is a place where different cultures, techniques, and people converge around a shared center — a modern interpretation of togetherness.

In every detail, SAATHH represents unity through experience — a space where coffee, cocktails, cuisine, and conversation come together as one.

## THE SPACE

# INTIMATE, & IMMERSIVE

SAATHH is designed as an intimate, immersive environment where craft takes center stage. The space is moody yet inviting, defined by warm, low lighting that encourages slow conversations and mindful dining. Natural materials such as wood, stone, and brushed metal create a layered, tactile atmosphere that feels refined without being imposing.

The bar and coffee counter act as the heart of the space — open, visible, and intentional. Guests are invited to observe the precision behind every pour, stir, and plate. This transparency reinforces the brand's commitment to ritual and craftsmanship.

As the day transitions from morning to night, the space evolves in mood and rhythm. Soft light and calm energy define the daytime experience, while deeper tones and subtle music shifts create a more intimate, bar-forward ambiance in the evening. The design allows one space to carry multiple emotional identities without losing cohesion.

SAATHH is not built for spectacle. It is built for presence.



INTIMATE,  
& IMMERSIVE



WHO WE ARE FOR

# SEEK DEPTH, WARMTH, & SHARED MOMENTS

SAATHH is for those who value experience over excess.  
For the guest who appreciates detail — in flavor, in atmosphere, in service.  
For the couple seeking a dinner that feels intentional rather than performative.  
For friends who prefer conversation over chaos.  
For the curious palate that enjoys global influences grounded in authenticity.  
For the non-drinker who still expects complexity and craft in a glass.  
For the professional meeting that requires sophistication without rigidity.  
SAATHH speaks to individuals who seek depth, warmth, and shared moments — those who believe that dining should feel personal, considered, and memorable.  
It is for anyone who understands that togetherness is not loud — it is meaningful.

SEEK DEPTH, WARMTH,  
& SHARED MOMENTS



THE PROMISE

# INTENTION IN EVERY DETAIL

At SAATHH, we promise intention in every detail.

We promise craft without arrogance.  
Precision without performance.  
Innovation without losing soul.

We promise that every coffee is brewed with patience,  
Every cocktail is composed with balance,  
And every plate is served with care.

We promise a space that evolves with the day —  
Calm in the morning, vibrant by night —  
Yet always grounded in warmth.

We promise honest ingredients, thoughtful storytelling,  
And a team that values conversation as much as cuisine.

Above all, we promise togetherness —  
a shared center where cultures, flavors, and people converge.

At SAATHH, the experience is not rushed.  
It is remembered.

INTENTION IN  
EVERY DETAIL





WHO WE ARE FOR

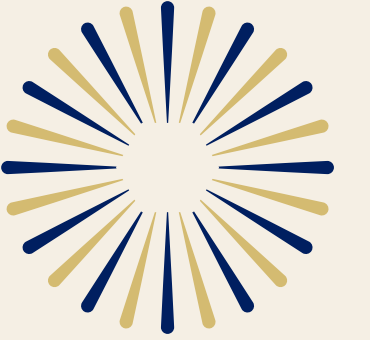
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COCKTAIL BAR & COFFEE  
OMAKASE EXPERIENCE



## WHY THE SAATHH?



## Why Us?

In a landscape of loud concepts and fast trends, SAATHH chooses depth.

We are not just a café.

Not just a cocktail bar.

Not just a dining space.

We are a seamlessly integrated experience — from sunrise coffee rituals to late-night cocktail conversations.

What sets SAATHH apart:

- A rare combination of Coffee Omakase and craft cocktail programming under one cohesive philosophy.
- A day-to-night identity that evolves without losing character.
- Global culinary techniques interpreted through Indian warmth.
- A space designed for intimacy, not excess.
- Story-driven hospitality where every detail is intentional.

While others compete for attention, SAATHH earns presence.

We don't aim to be the loudest in the room.

We aim to be the most memorable.

## The Vision

To redefine modern hospitality by creating immersive spaces where craft, culture, and connection exist in harmony.

SAATHH envisions a new standard for experiential dining — one that blends global techniques with emotional depth, and transforms everyday moments into meaningful rituals.

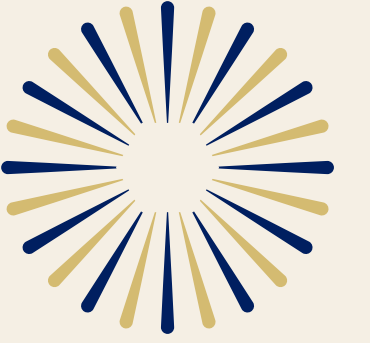
## The Mission

To curate a refined yet welcoming environment where coffee, cocktails, and cuisine are crafted with precision and served with authenticity.

Our mission is to:

- Celebrate togetherness through shared dining experiences.
- Elevate craft without compromising warmth.
- Continuously innovate while respecting tradition.
- Build a community around conversation, ritual, and intention.

At SAATHH, every element — from ingredient to interior — exists to support connection.



# **BRAND CUSTOMER ANALYSIS**



# DEMOGRAPHICS

**Age Range :** Primary 28–42, secondary 24–28 and 42–50

**Income Level :**Upper-middle to affluent  
(₹15 lakhs+ annual household income)

**Education :**Predominantly college graduates and post-graduates

**Occupations :** Business professionals, entrepreneurs, founders, corporate executives, creative professionals, doctors, consultants, senior managers

**Geographic Concentration :** Urban professionals residing in premium and high-growth zones of Indore

**Family Status :** Mix of young professionals, DINKs (Dual Income No Kids), couples, and established families with older children

**Cultural Background :** Primarily Indian, with exposure to global cuisine and travel; includes well-traveled NRIs and culturally aware urban residents

**Lifestyle Orientation :** Lifestyle Orientation: Socially active, experience-driven, dining-out regulars, prefers premium casual and craft-led hospitality spaces

**Digital Fluency :** High comfort with digital platforms; active on 2–3 social media platforms; influenced by experiential and aesthetic content





# LIFESTYLES

**Dining Habits :** Dine out 3–5 times monthly at premium cafés, cocktail bars, and experiential restaurants

**Spending Patterns :** Willing to pay 20–35% premium for craft-driven, high-quality dining experiences

**Social Activities :**Attend curated cultural events, private gatherings, art showcases, and upscale social evenings

**Travel Behavior :** Frequent domestic travelers; 1–2 international trips annually; exposed to global dining cultures

**Work-Life Balance :** Value meaningful leisure experiences; prefer quality over frequent casual outings

**Entertainment Choices :** Prefer intimate bars, tasting menus, chef’s tables, and curated hospitality experiences over loud nightlife

**Wellness Focus :** Conscious about ingredient quality; appreciate balanced menus and strong zero-alcohol options

**Home Life :** Host small dinner gatherings; interested in coffee culture and mixology at home

**Media Consumption :** Follow premium hospitality brands, food & cocktail creators; consume curated digital content

**Social Connections :** Maintain diverse social circles; mix of professional networks, creative peers, and close-knit friend groups



# BEHAVIOURS

**Decision Making :** Research-driven; influenced by credible reviews, word-of-mouth, and brand storytelling

**Planning Style :** Blend of planned reservations for curated experiences and spontaneous premium visits

**Information Seeking :** Explore menus, ambiance, and concept depth before choosing a venue

**Loyalty Patterns :** Loyal to brands that consistently deliver craft, atmosphere, and service excellence

**Spending Triggers :** Ingredient quality, unique beverage programs, chef-led experiences, and personalized service

**Dining Motivations :** Social connection, culinary exploration, milestone celebrations, professional networking

**Social Sharing: :** Selectively share refined, aesthetically aligned experiences rather than mass content

**Feedback Approach :** Provide thoughtful, constructive feedback; value being heard by the brand

**Risk Tolerance :** Open to experimentation (Omakase, tasting menus, new pairings) within a trusted premium environment

**Response to Marketing :** Respond to subtle, design-led, experience-focused messaging over discounts or aggressive promotions



# PERSONALITY

**Values :** Craftsmanship, authenticity, cultural depth, intentional design, meaningful social experiences

**Aspirations :** Refined lifestyle, cultural sophistication, memorable shared moments, recognition for good taste

**Self Perception :** Discerning, globally aware, quality-driven, emotionally intelligent

**Social Identity :** Experience curators, cultural explorers, thoughtful hosts, taste-led influencers within their circles

**Attitude Towards Tradition :** Respect for heritage and origin stories while appreciating modern interpretation and innovation

**Cultural Curiosity :** Strong interest in the narrative behind ingredients, techniques, and global influences

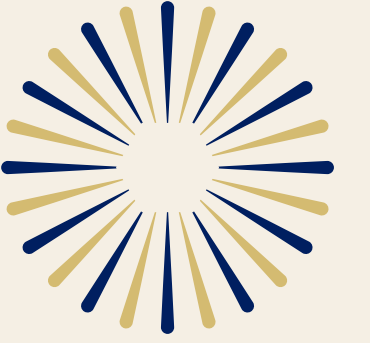
**Relationship to Luxury :** Prefer subtle, experiential luxury over loud or status-driven consumption

**Decision Confidence :** Clear and self-assured in their preferences; value informed choices

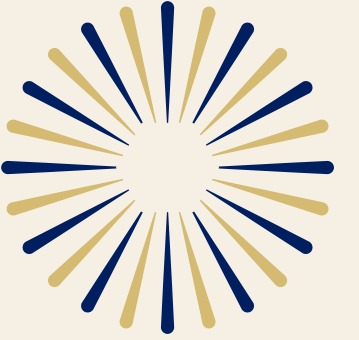
**Communication Style :** Articulate, reflective, comfortable expressing nuanced opinions on food, design, and hospitality

**Community Orientation :** Seek connection through shared dining; value environments that foster conversation and belonging





# **BRAND PERSONALITY**



# BRAND ARCHETYPES

## The Creator

### PRIMARY ARCHETYPE

SAATHH is driven by craft, originality, and the desire to build meaningful experiences through thoughtful design and execution.

As a Creator, the brand values precision, artistry, and intentional detail. From Coffee Omakase rituals to craft cocktail compositions, every element is curated to feel designed rather than assembled.

The Creator archetype ensures:

- Innovation rooted in skill
- A strong aesthetic identity
- Commitment to craftsmanship
- Continuous refinement and experimentation

SAATHH does not replicate trends — it shapes its own expression.

## The Host (The Caregiver × The Companion)

### SECONDARY ARCHETYPE

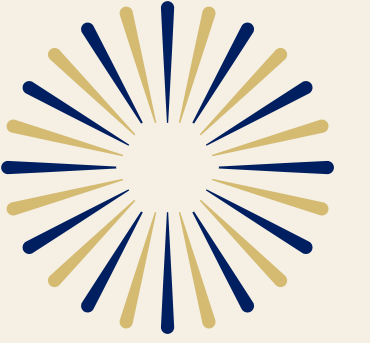
At its emotional core, SAATHH is about togetherness.

This secondary archetype reflects warmth, hospitality, and human connection. The space is intimate, welcoming, and attentive without being intrusive.

The Host brings:

- Emotional intelligence in service
- Comfort without informality
- A sense of belonging
- Rituals that invite participation

SAATHH creates environments where guests feel seen, not processed.



# VISUAL BRAND IDENTITY



THE SAATHH



VISUAL BRAND IDENTITY

LOGO MARK

The SAATHH logo is a symbolic expression of togetherness — the foundation of the brand's identity.

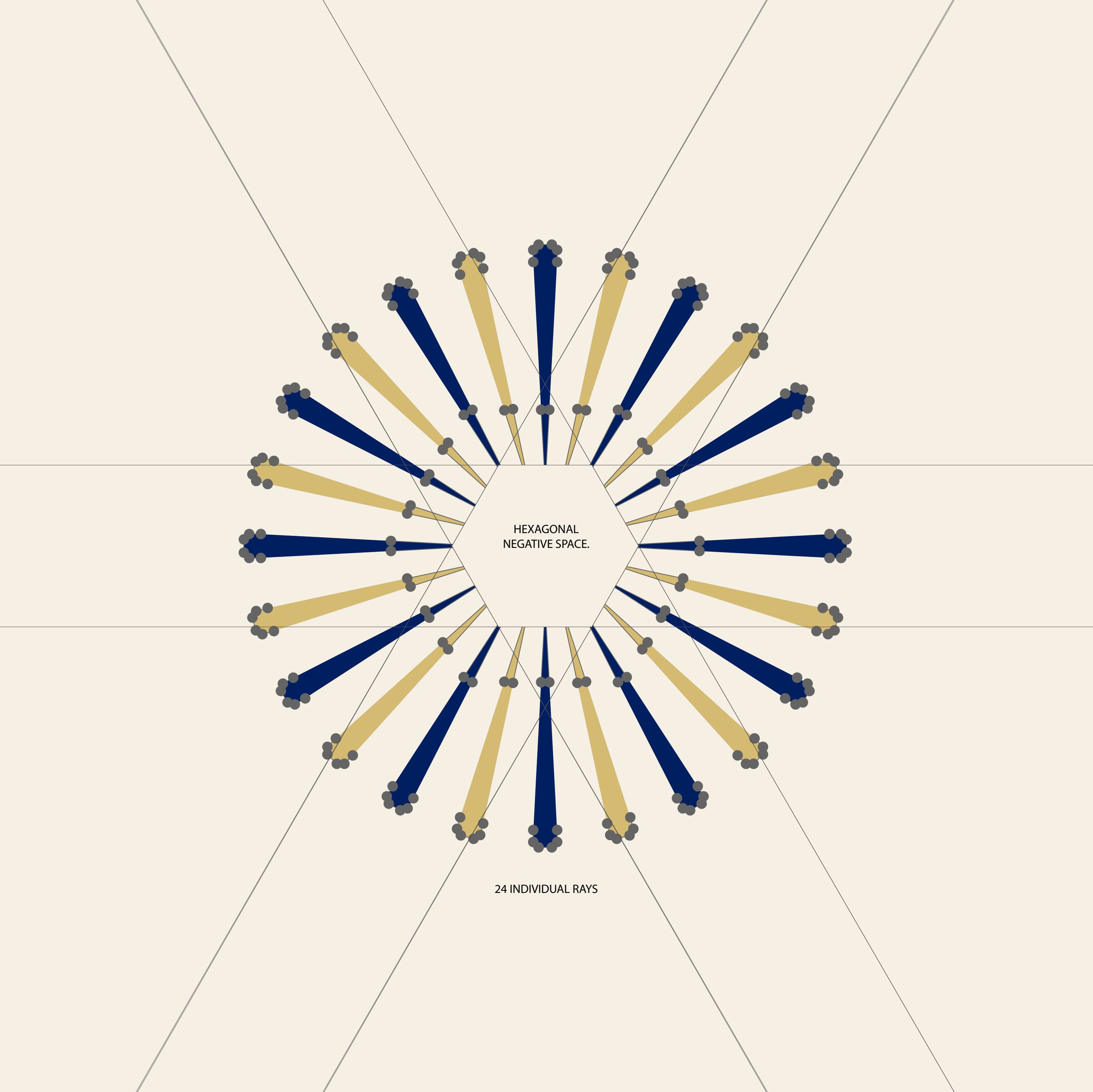
At its core is a radial emblem composed of 24 individual rays, arranged in perfect balance around a central form. Each ray represents a distinct element — cultures, flavors, techniques, conversations, and moments — converging toward a shared center.

The number 24 subtly reflects continuity and rhythm. Much like the hours of a day, SAATHH evolves from morning coffee rituals to evening cocktail experiences, maintaining connection throughout every transition. The mark visually captures this day-to-night journey.

At the center lies a hexagonal negative space.

The hexagon is a shape found in nature and structure — from honeycombs to architectural geometry — symbolizing harmony, stability, and interconnection. It represents the gathering point, the table, the shared space where individual elements come together as one cohesive experience.

If the rays represent individuality and movement, the hexagon represents grounding and unity. Together, they form a symbol of convergence.





VISUAL BRAND IDENTITY

WORD MARK

The SAATHH wordmark is designed to reflect clarity, balance, and quiet confidence.

Set in a refined serif typeface, the letterforms carry a sense of craftsmanship and permanence. The subtle contrast in strokes adds sophistication, while the clean structure ensures modern relevance. It is elegant without ornamentation — expressive without excess.

The typography mirrors the brand's philosophy:

- Precision in form.
- Warmth in presence.
- Restraint in expression.

THE SAATHH

Derived from the Hindi word "Saath", meaning togetherness, the name carries emotional depth rooted in Indian culture while remaining globally accessible in its English form.

The intentional use of the double "H" gives the wordmark distinctiveness and balance. Visually, it creates a stronger ending structure, anchoring the name with symmetry and stability. Conceptually, it reinforces the idea of duality — coffee and cocktails, tradition and innovation, individuality and connection — coexisting within one identity.



VISUAL BRAND IDENTITY

PRIMARY LOGO  
& VARIANTS

The SAATHH full logo system is designed for flexibility while maintaining visual consistency and brand integrity.

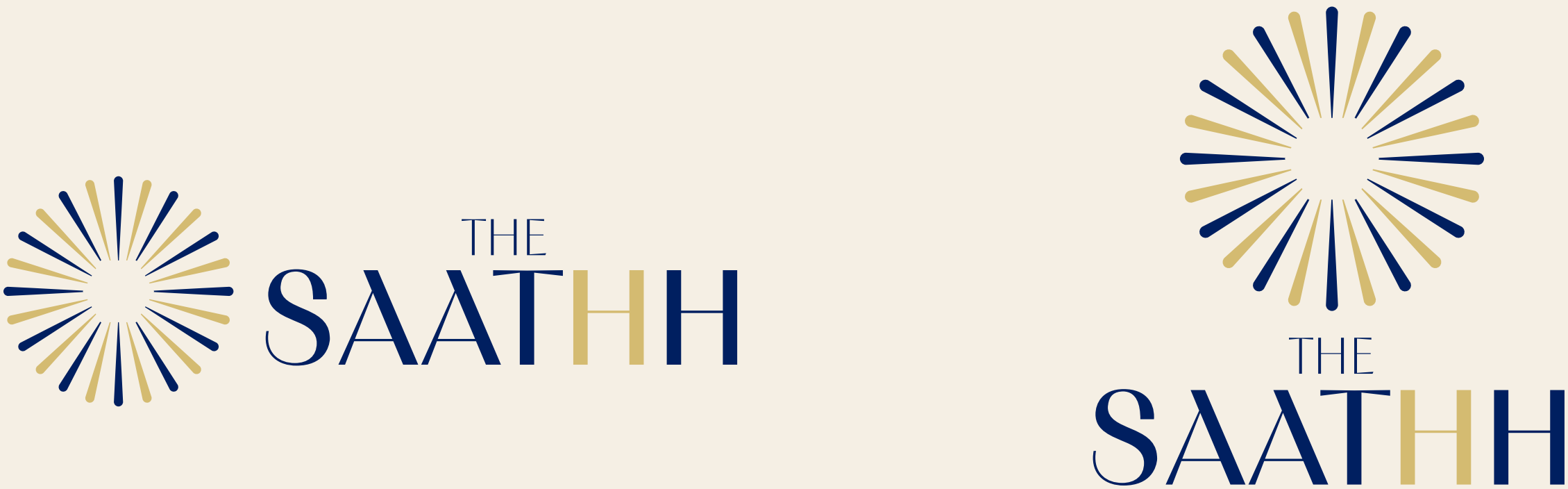
The primary configuration pairs the radial emblem with the refined word mark in a balanced horizontal layout, ensuring strong presence across signage, menus, and digital platforms.

Alternate arrangements allow the emblem to shift position while preserving alignment and proportion. These variations provide adaptability across different formats, including vertical applications, packaging, social media, and spatial branding.

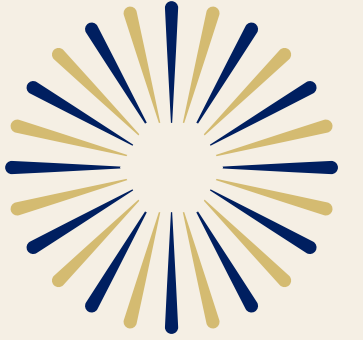
Across all versions, the relationship between symbol and typography remains intentional — maintaining harmony, spacing, and visual hierarchy. The full logo variants ensure that SAATHH retains clarity, elegance, and recognizability across every touchpoint.



PRIMARY FULL LOGO



FULL LOGO VARIANTS



# TYPOGRAPHY

## PF MARLET DISPLAY PRIMARY FONT

PF Marlet brings elegance, structure, and timeless sophistication to the brand identity. Its refined serif construction communicates craftsmanship and permanence, aligning with SAATHH's focus on ritual, precision, and cultural depth.

The typeface features:

- High-contrast strokes for visual elegance
- Balanced proportions for architectural stability
- Subtle detailing that adds character without ornamentation
- Strong vertical rhythm for compositional harmony

PF Marlet is primarily used for:

- Logo wordmark
- Headings and section titles
- Hero statements
- Signature phrases

It establishes authority while maintaining warmth.

## CERA PRO SECONDARY FONT

Cera Pro introduces clarity, approachability, and contemporary balance. Its geometric yet humanist structure complements the serif headline font without overpowering it.

The typeface offers:

- Excellent legibility across print and digital formats
- Clean, minimal forms
- Neutral yet refined tone
- Consistent weight variations for hierarchy

Cera Pro is used for:

- Body text
- Descriptions
- Menu details
- Subheadings
- Informational content

It ensures readability while supporting the brand's modern positioning.





# PRIMARY BRAND COLOURS



#001F60

## Deep Navy

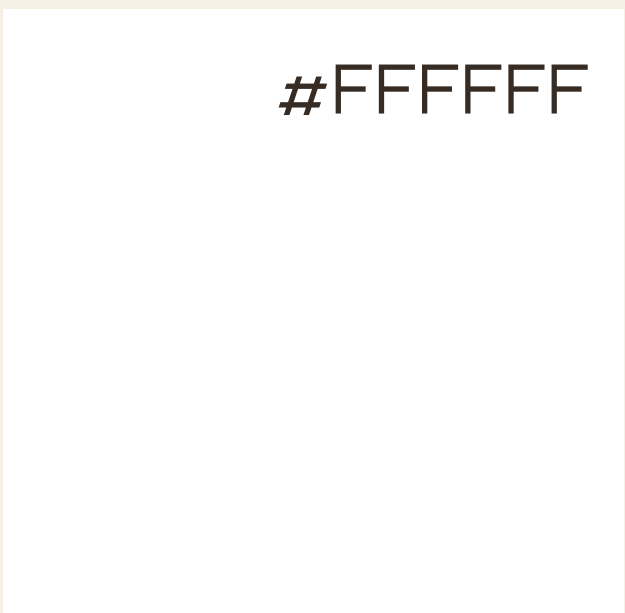
Represents depth, sophistication, and quiet confidence.  
Used for primary typography, logo applications, signage, and key brand statements.  
Anchors the identity with strength and presence.



#D4BB71

## Muted Gold

Symbolizes warmth, refinement, and elevated craft.  
Used as an accent in the logo (double "H"), highlights, borders, and premium finishes.  
Adds subtle luxury without appearing loud or glossy.



#FFFFFF

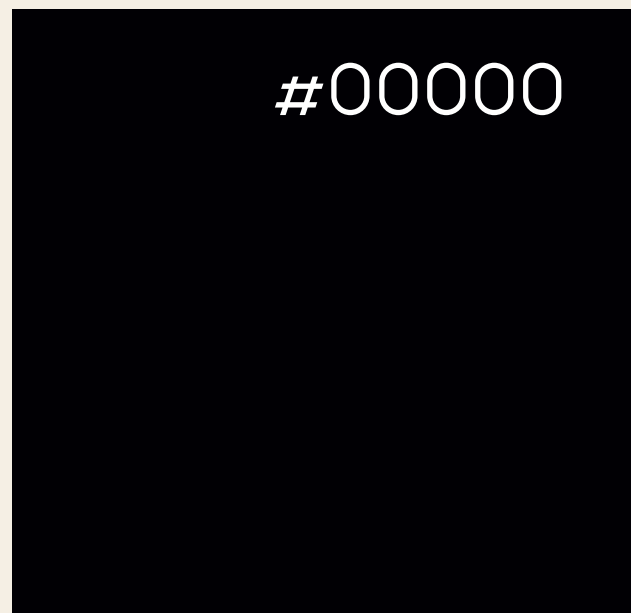
## Pure White

Used for clean contrast, negative space, and clarity.  
Ensures legibility and balance in layouts.





# PRIMARY BRAND COLOURS



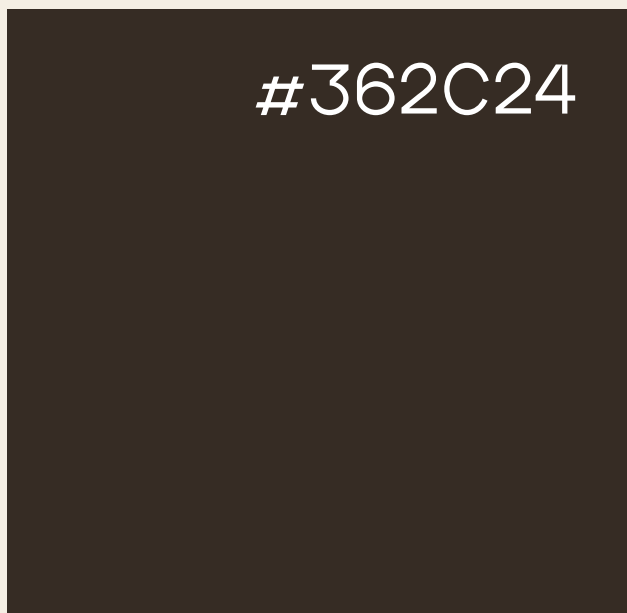
## Black

Introduces contrast, authority, and clarity.

Used for:

- High-contrast typography
- Night-mode applications
- Minimal layouts
- Monochrome logo versions
- Premium print executions

Black strengthens the brand's sophistication and ensures versatility across digital, print, and environmental branding.



## Deep Cocoa Brown

Adds grounding warmth and richness.

Ideal for layered backgrounds, packaging, and interior alignment.



## Soft Warm Beige

Primary background tone.

Creates breathing space and a calm, minimal canvas.



# LOGO USAGE GUIDELINES

| DO'S                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | DONT'S                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Use the logo with adequate clear space (minimum height of the "H")</li><li>• Maintain original proportions and alignment at all times</li><li>• Use approved brand colors only (#001F60, #D4BB71, #362C24, #000000, #FFFFFF)</li><li>• Place on clean, neutral, or solid brand backgrounds</li><li>• Use the symbol independently only in approved contexts (coasters, social icons, embossing)</li><li>• Treat the logo as a focal anchor — not a decorative element</li></ul> | <ul style="list-style-type: none"><li>• Stretch, compress, or distort the logo</li><li>• Alter spacing, typeface, or letterforms</li><li>• Add shadows, outlines, gradients, or effects</li><li>• Change or rearrange the emblem-to-wordmark relationship</li><li>• Place over busy photography or clashing patterns</li><li>• Use unapproved color combinations</li><li>• Add taglines or text within the logo lockup</li></ul> |

DO'S



DONT'S



