The Tatathsu Collection 2025

Brand Guidelines

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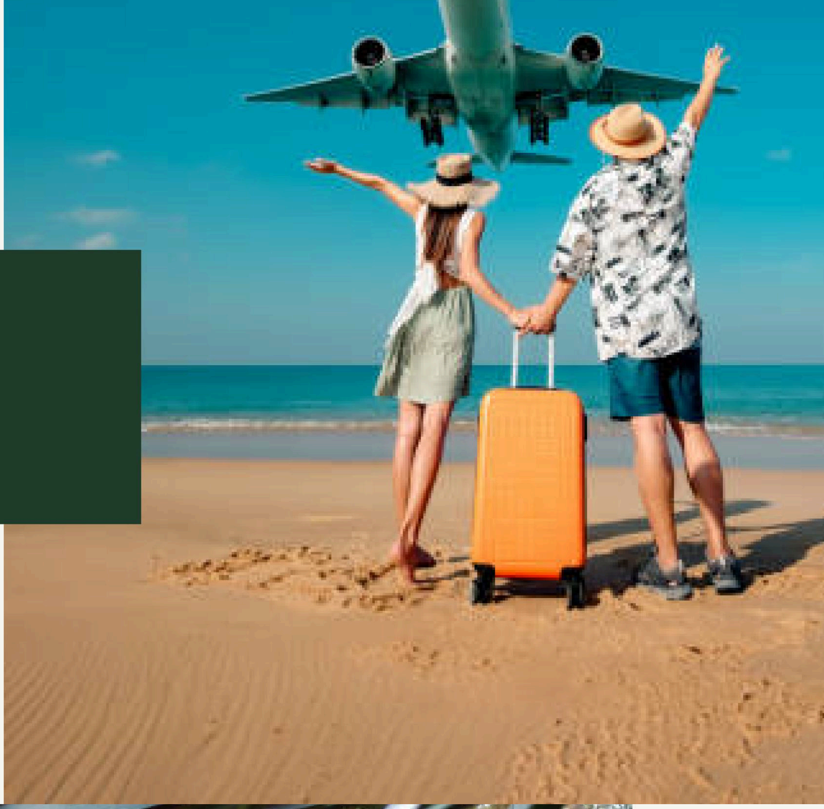
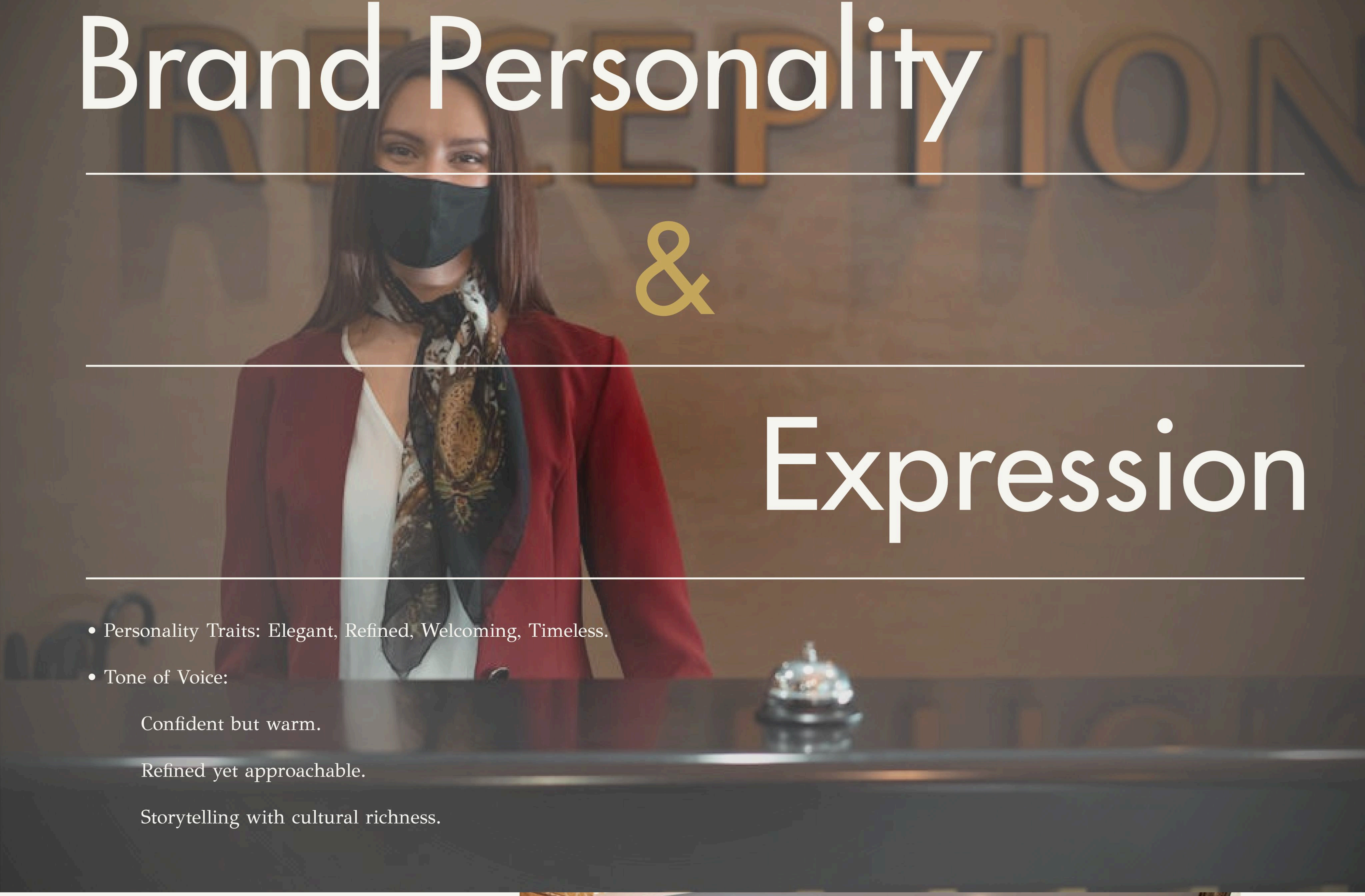


Brand Guidelines   The Tatathsu Collection   2025

Core Values

Luxury	Delivering premium experiences.
Hospitality	Warm, personalized guest services.
Heritage	Respect for culture and timeless traditions.
Exclusivity	Tailored experiences for discerning guests.

The Tatathsu Collection   2025



Brand Personality & Expression

- Personality Traits: Elegant, Refined, Welcoming, Timeless.
- Tone of Voice:
  - Confident but warm.
  - Refined yet approachable.
  - Storytelling with cultural richness.

Use luxury-driven messaging.

Maintain a consistent tone across all platforms.

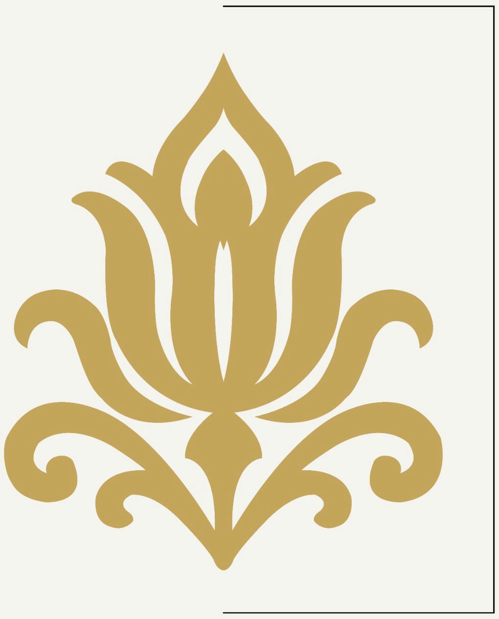
Avoid casual slang – prioritize elegance.

Encourage storytelling around heritage, culture, and exclusivity.

Communication

Standards

Logo



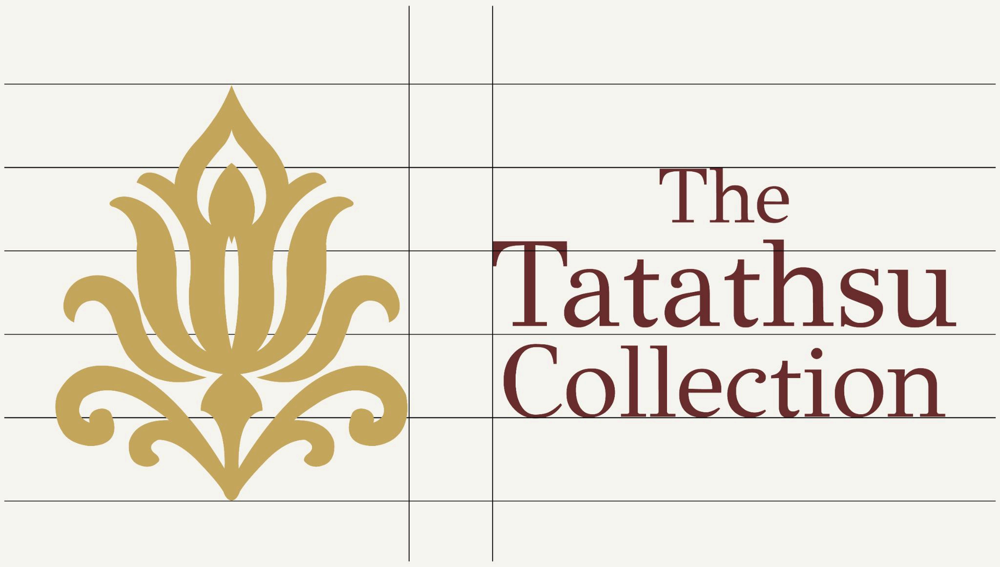
Zoom out to see Ganesh Ji in cross legged position.
We associate hospitality and heritage with Lord Ganesha.

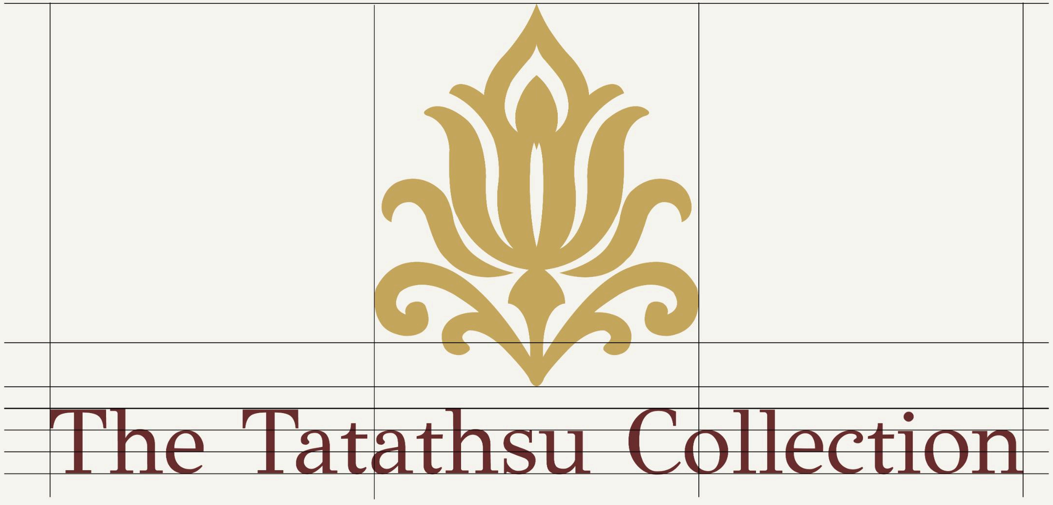
- Primary Logo: Symbol (lotus/heritage motif) + Wordmark (sans-serif font).
- Clear Space: Maintain spacing equal to height of “T” around the logo.
- Usage Rules:

  Preferred colors: Gold on Ivory / Black on White.

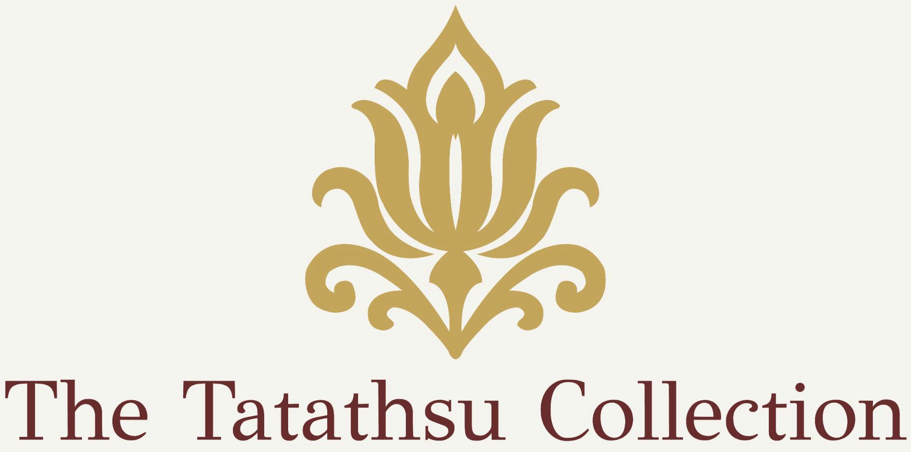
  Avoid distortion, rotation, or color changes.

  Alternate Lockups: Horizontal & Monogram versions.


The
Tatathsu
Collection


The Tatathsu Collection

Primary logo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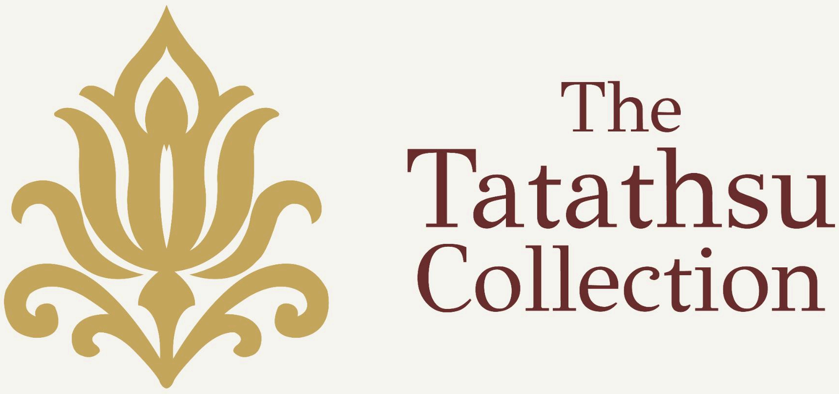
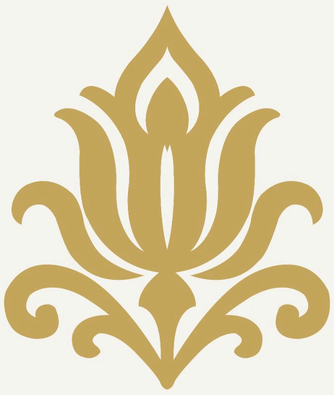
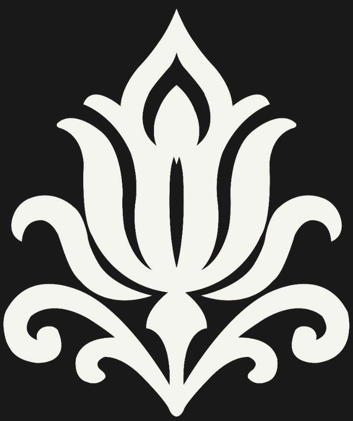
Secondary logo


The
Tatathsu
Collection

Submark logo





The Tatathsu Collection

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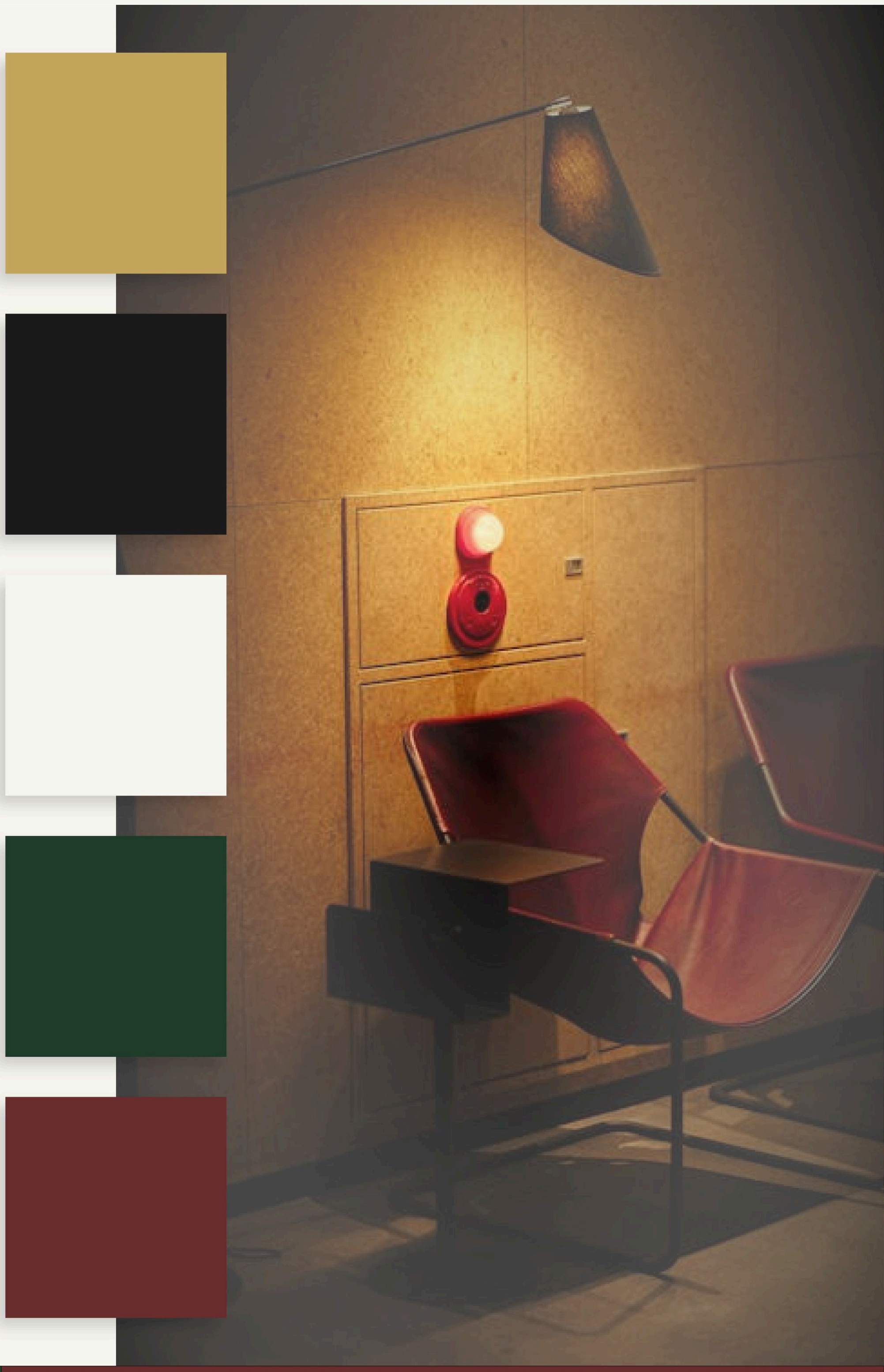

Color Palette

- Imperial Gold – #C6A75E (Primary)
- Charcoal Black – #1C1C1C (Primary)
- Ivory White – #F7F5F0 (Backgrounds)
- Deep Emerald – #1F3D2A (Accent)
- Royal Burgundy – #6A2E2E (Accent)

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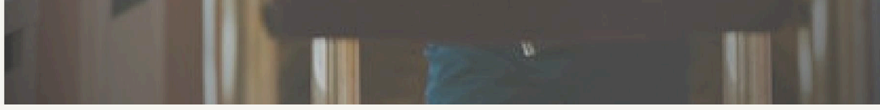
Fonts & Typography

Fonts & Typography are essential for
shaping your brand's voice and ensuring clarity.

Aa



Header Font

Aa

GFS Didot Regular

Body Font

Aa

Futura Std

GFS Didot Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Futura Std
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Mockup

The Tatathsu Collection

Food

WINES RED 1

FRENCH SELECTED

SPECIAL ONES

WINES RED 1

ITALIAN SELECTED

hsu Collection

Drinks

FRENCH SELECTED

WINES RED 1

u Collection

Cocktails

FRENCH SELECTED

WINES RED 1

Healthy MENU

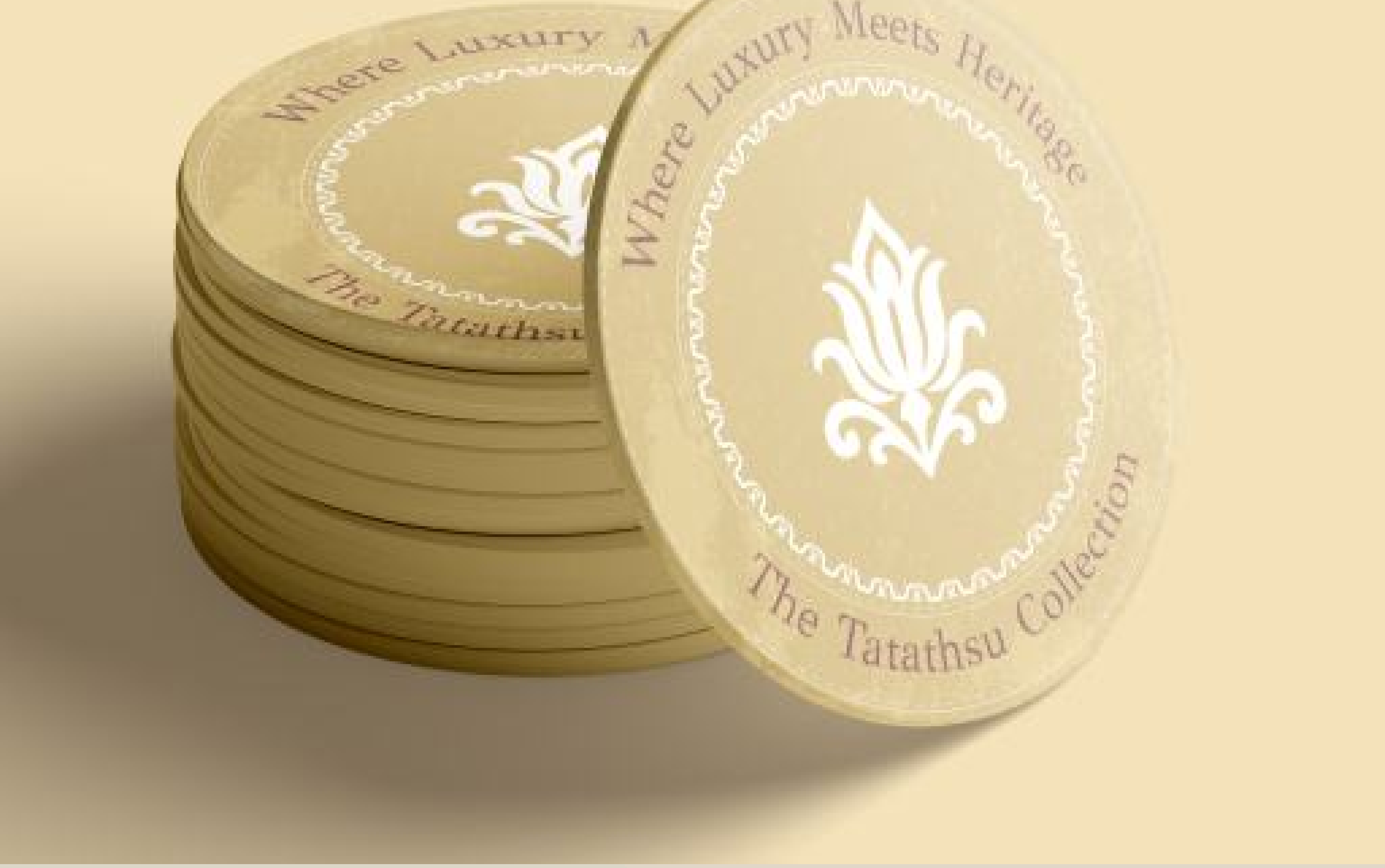
RESTAURANT · BAR

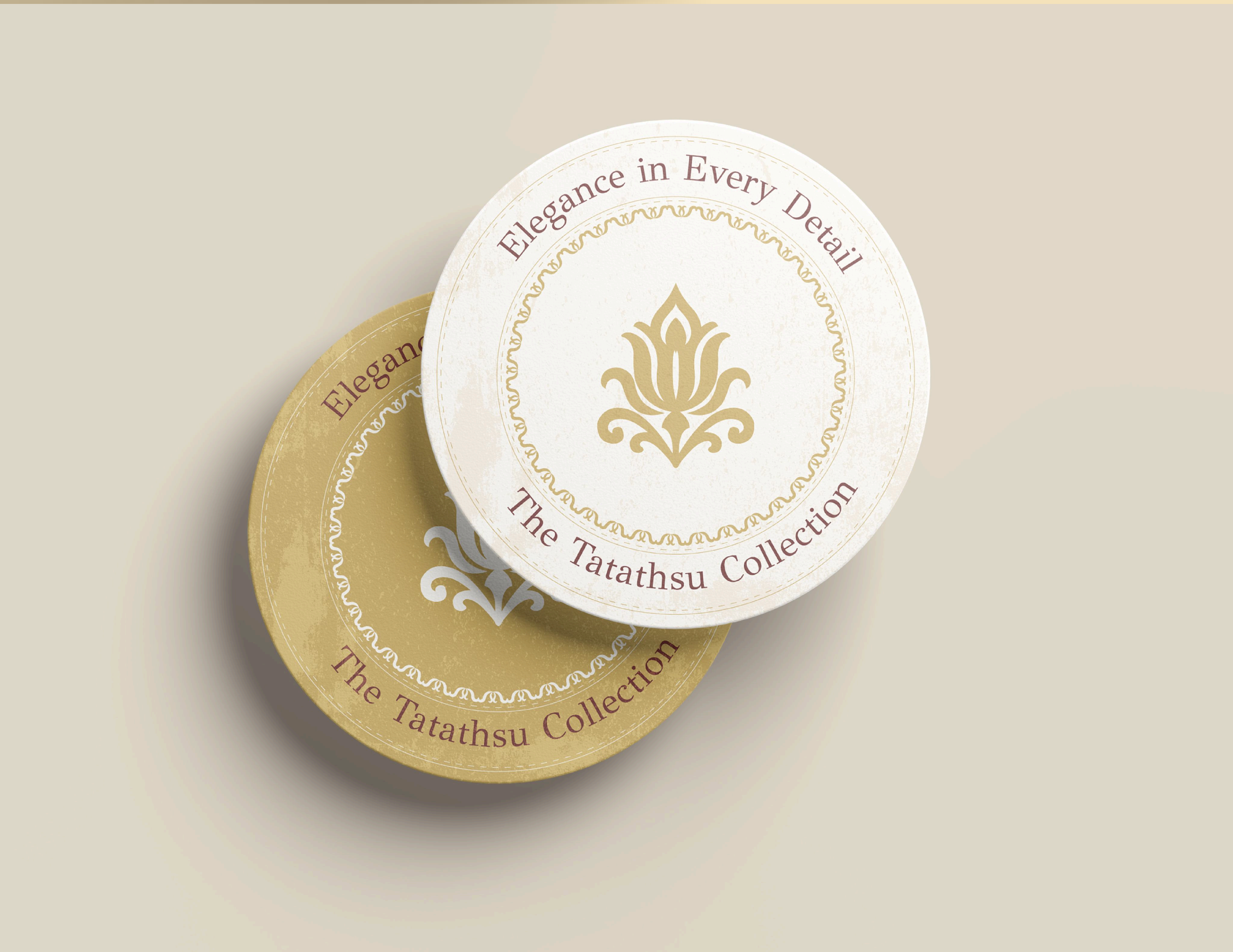
MAIN

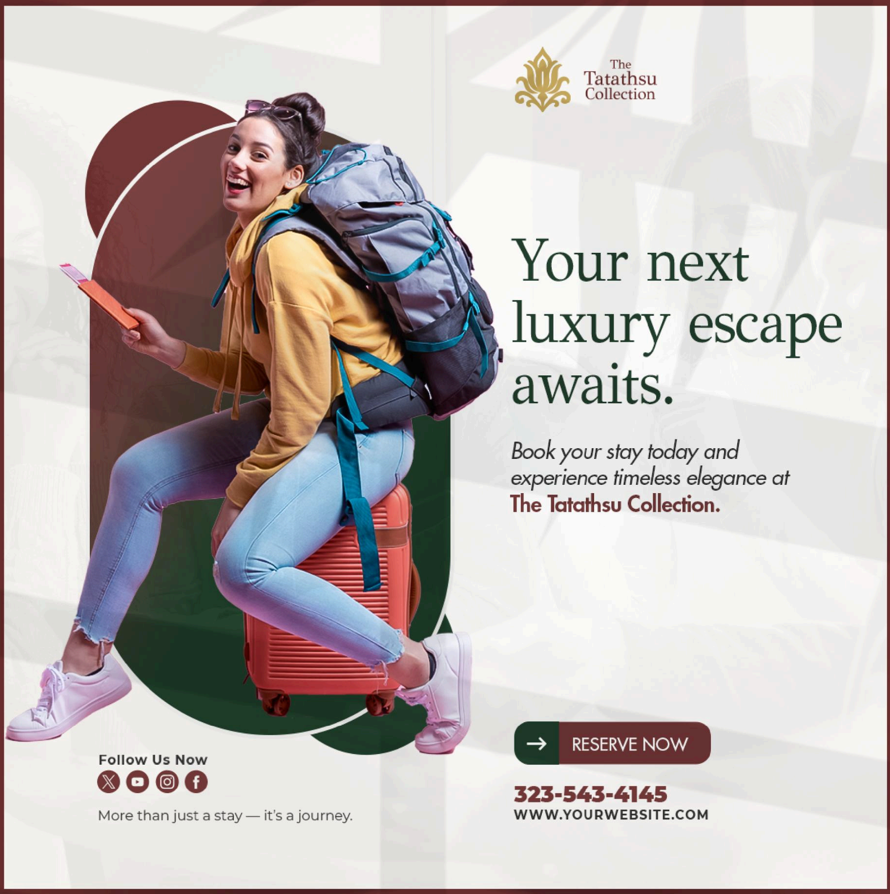
TO SHARE

DRINKS
DESSERT

Elegance in Every Detail
The Tatathsu Collection
Luxury Meets Heritage


Where Luxury Meets Heritage
The Tatathsu Collection


Elegance in Every Detail
The Tatathsu Collection



The Tatathsu Collection

Your next luxury escape awaits.

Book your stay today and experience timeless elegance at **The Tatathsu Collection.**

→ RESERVE NOW

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More than just a stay — it's a journey.

Unwind in refined comfort

Where Luxury
Meets Heritage
2024
2024