


# Brand Guidelines





To nurture customer  
experience through  
innovation.



# Smarter experiences



Elevated  
customer  
experience.

Smarter  
service  
solutions.

Igniting  
retail  
experiences.

## The Kalpvruksh Tree

Our brand concept derives from the Kalpvruksh tree. A mythical, divine tree revered throughout Hindu and Buddhist mythology, and often depicted as a wish-fulfilling tree, symbolising abundance, prosperity, and fulfilment of desires.

The name “Kalpvruksh” is derived from Sanskrit, where “Kalpa” means ‘eternity’ or ‘time’ and “Vruksha” means ‘tree’.

According to ancient scriptures, Kalpvruksh is believed to grant any wish or desire of those who seek shelter under its branches and vast canopy.

Many species of tree are referred to as the Kalpvruksh tree including the Banyan, the Coconut tree and the Ashwatha, a sacred fig tree. These Kalpvruksh trees typically provide a wealth of prosperity and usefulness to the people and communities that surround them, from their leaves, bark and wood, to their fruits and flowers.

It symbolises the ultimate fulfilment of human aspirations and the divine blessings that can lead to spiritual enlightenment and worldly success.





Like the all-encompassing Kalpavriksha tree that inspires our brand, the NJ.Group was founded to fulfil the wishes of the hospitality industry, retailers and customers - to make service simpler, smarter and experience-driven.

With deep roots in digital innovation and an approach that puts people at the heart of every decision, we seamlessly blend one-of-a-kind creativity and game-changing technology to solve the industry's most complex service challenges.

Our perceptive people and proven expertise are here to keep you one step ahead too. We give you the tools, knowledge and resources to seize opportunities today and adapt to the world of tomorrow. So, your brand stays revolutionary and your customers enjoy an experience that is never anything less than extraordinary.



Like the canopy of the ‘wish-fulfilling’ Kalpavriksha tree which inspires our brand, the NJ.Group spans an abundant world of people, food, culture, creativity and customer experiences.

In an era of rising operating costs, employee shortages and ever-changing consumer behaviour, our breadth of expertise and depth of experience brings our clients endless advantages.

With deep roots in creating vibrant, game-changing solutions, we’re revolutionising the customer experience – driving growth, energising businesses and making every moment memorable.

We are also the only group on the planet to empower our clients with scalable, integrated technology and data-driven insights that demystify complex challenges, add speed and simplicity, and enhance every touchpoint. From robotics and automated inventory management,

to online ordering and delivery platforms, we help your people harness the power of technology. This unique blend of digital innovation and disruptive creativity delivers something truly fresh.

With a renowned, world-class restaurant portfolio that includes Cali, Zitimama’s and Pen & Inc, our perceptive team instinctively knows what makes the perfect dining experience and which trends will transform the way you work. Plus, how to put your customers experience and profitability at the heart of everything we do.

Our experienced team of thought leaders and trusted tech experts are ready to reinvent, reimagine and redefine business potential, from the ground up.

In our world, the customer’s experience is colourful, contactless and seamlessly connected. Anything is possible. And the future business our clients really wish for can become reality.



BRAND PILLAR 1

# Uniquely Personal

Every business is a human business. While cutting-edge technology and automation is a cornerstone of what we do, we always put people first. Whether we're designing a rule-breaking restaurant concept that brings diners more of the things they want. Or, developing a delivery application that swiftly connects you to your customers, and simplifies every step, we listen, learn and collaborate to create the best possible service solution.



BRAND PILLAR 2

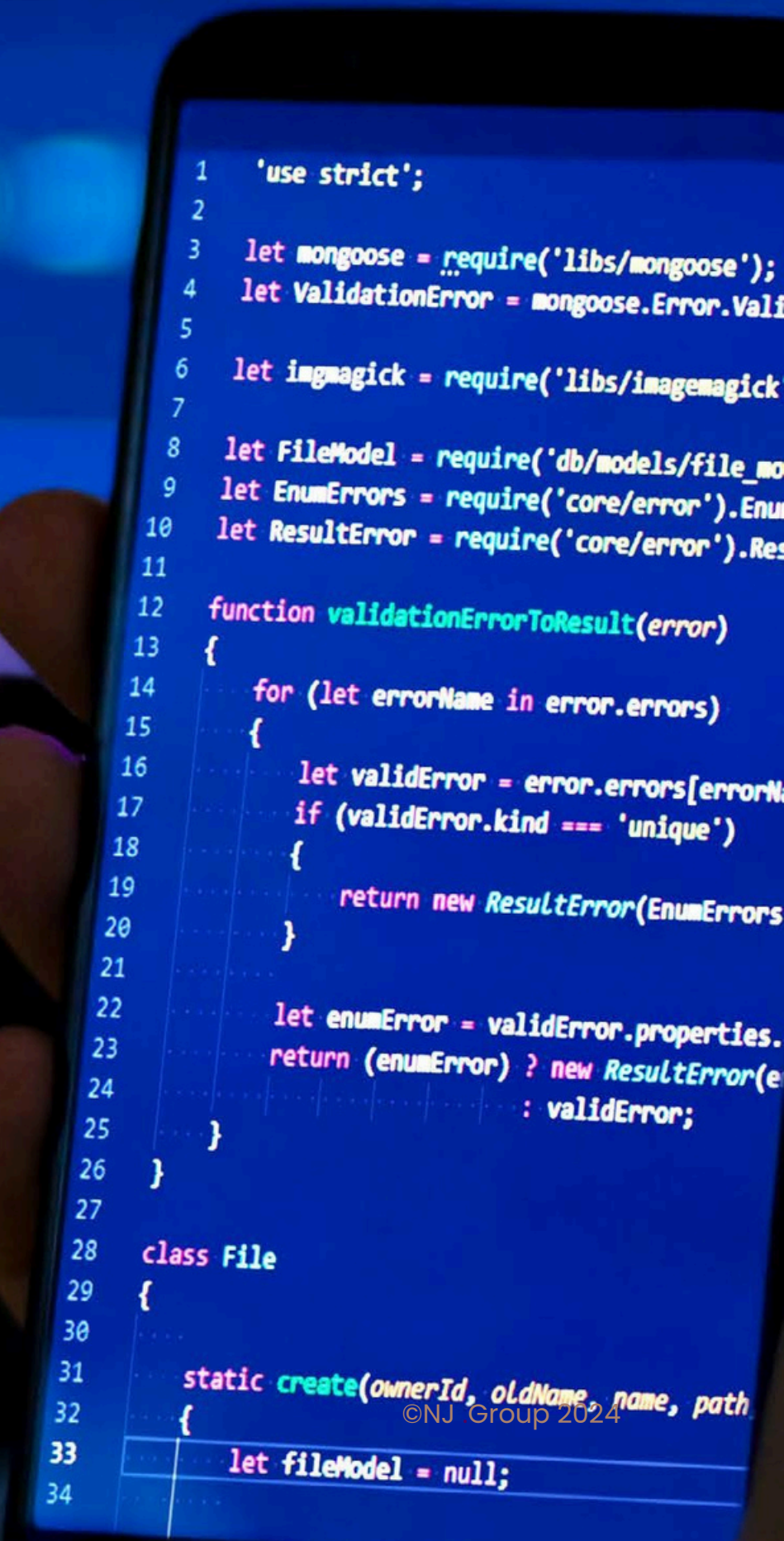
## Endlessly Curious

Originality has the power to define brands, deliver new experiences and find fresh answers to common problems. As a business that prides itself on pushing boundaries, we are always open to new ideas and new possibilities. We never simply repeat what has worked before. This endless curiosity and relentless hunger to challenge convention ensures our clients always have a competitive edge and continually feeds their customers' appetite for innovation.



## Continually Evolving

H&R rarely stands still. New trends. New ideas. And new challenges mean businesses must continually evolve and adapt to thrive. With decades of industry insight, and an experienced management team, we help our clients to stay ahead of the curve. A suite of proactive services helps to resolve issues before they impact on your bottom line. And our innovative tech enables businesses to leverage real-time insight, seize new opportunities and effortlessly change direction to meet demand. When it comes to the details that matter, no one pays closer attention.



```
1 'use strict';
2
3 let mongoose = require('libs/mongoose');
4 let ValidationError = mongoose.Error.Vali
5
6 let imagick = require('libs/imagick
7
8 let FileModel = require('db/models/file_mo
9 let EnumErrors = require('core/error').Enum
10 let ResultError = require('core/error').Res
11
12 function validationErrorToResult(error)
13 {
14   for (let errorName in error.errors)
15   {
16     let validError = error.errors[errorName]
17     if (validError.kind === 'unique')
18     {
19       return new ResultError(EnumErrors
20     }
21
22     let enumError = validError.properties.
23     return (enumError) ? new ResultError(e
24     : validError;
25   }
26 }
27
28 class File
29 {
30
31   static create(ownerId, oldName, name, path
32   {
33     let fileModel = null;
34
```

BRAND PILLAR 4

## Moreishly Simple

Hospitality, service and retail are peppered with complex challenges. How to lower operating costs? How to retain and recruit the right people? And how to stand out from the crowd? Our innovation-led approach is designed to make life simpler. From introducing AI-powered baristas and streamlining the supply re-ordering process, to fast-tracking doorstep deliveries, we're continually searching for new ways to make your business more profitable, more productive and more appealing to your audience.

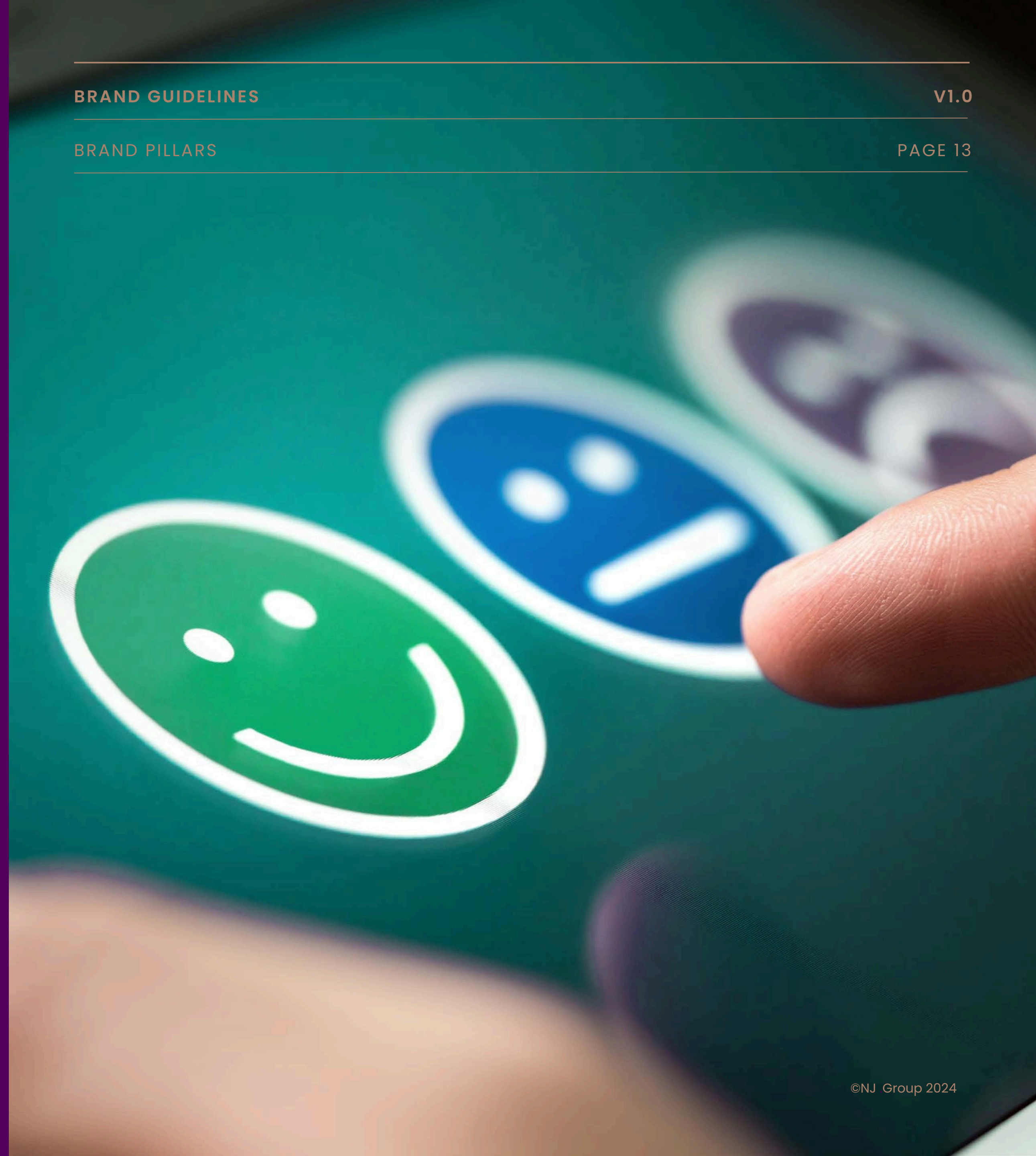


BRAND PILLAR 5

## Effortlessly Inventive

Providing memorable customer experiences has never been more challenging. With an inspired suite of services, a highly energised team of experts and a willingness to overcome every challenge, we focus on the solutions not the problems, to get the answers you need to move ahead.

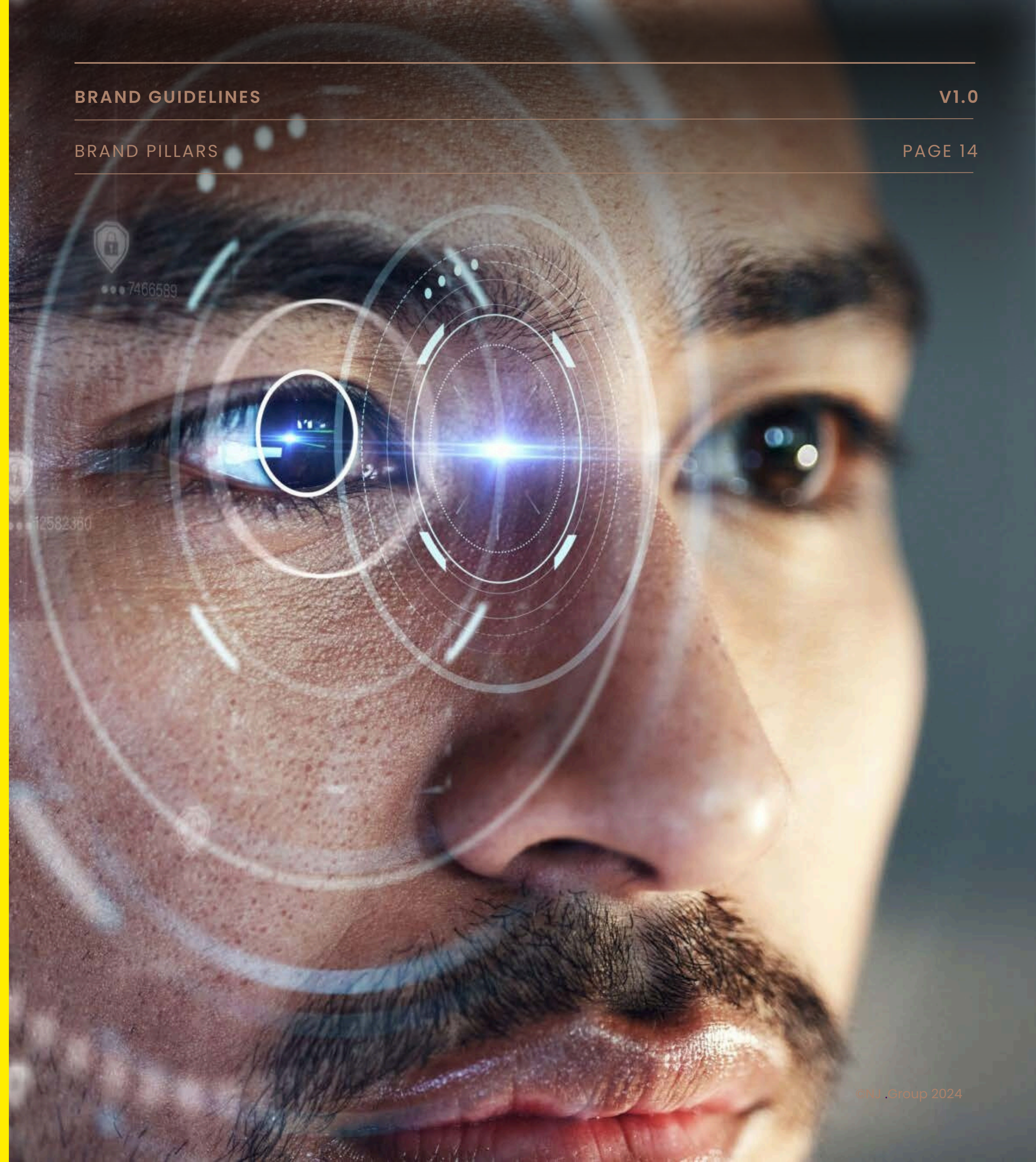
While the world we live in is by no means perfect, we're here to inspire positive change, bring people together and improve our industry, and your business, for the better.



## Inimitable Energy

When it comes to creativity, we aim high. That's just one of the reasons why our brands have an uplifting character and vibrancy all of their own. And why our teams visionary ideas and eye-opening thinking light up clients, customers and the wider industry – kick-starting tomorrow's trends.

With technology that makes waves and creative dynamos that rewrite conventions, we set the standards others follow. However, our aim is not simply to shape the service of the future, but to get there with game-changing craft, artistry and flair.



## Brand

The name we are known by.

NJ Group

## Our Purpose

Why we exist (internally focused).

To nurture customer experience through innovation.

## Our Vision

The change you want to see in the world.

A world where hospitality, retail and service are redefined by digitisation and customer-centric experiences.

## Our Mission

How you are going to make the change.

Through integrated application of smart technology, as well as perceptive service, we will empower the hospitality and retail sectors, enhancing customer and guest experiences at every touchpoint.

## Our Brand Pillars

Foundations of the brand.

Uniquely  
Personal

Endlessly  
Curious

Continually  
Evolving

Moreishly  
Simple

Effortlessly  
Inventive

Inimitable  
Energy

## Brand Promise

Outwardly facing strapline (externally focused).

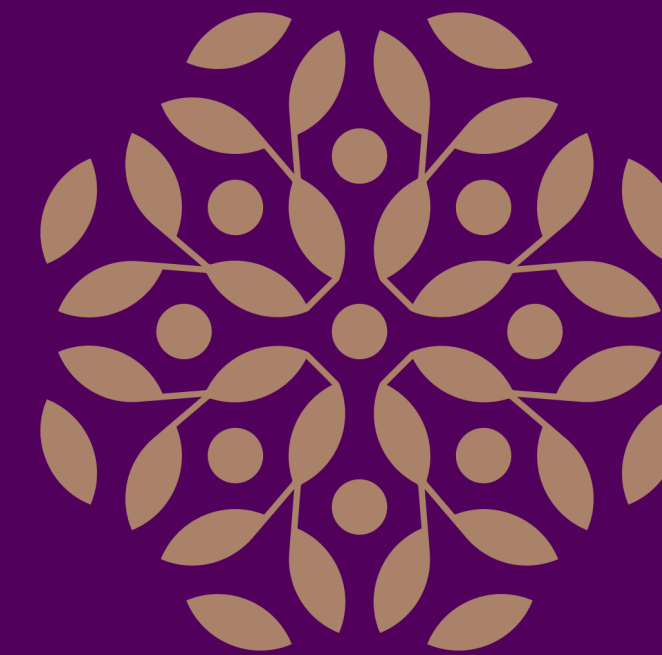
Smarter Experiences

# Visual Identity



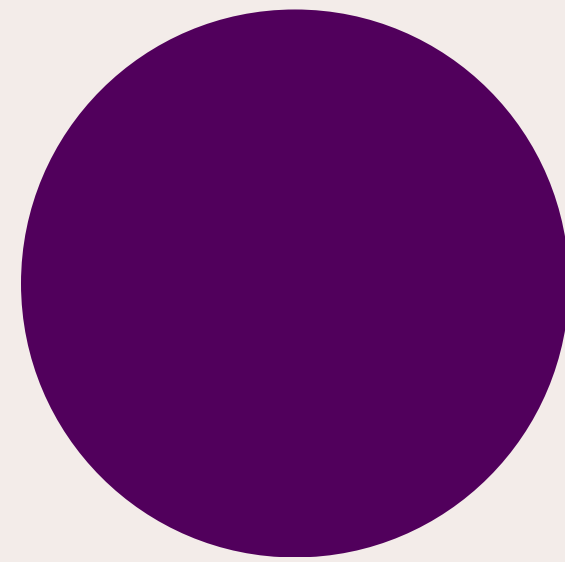
# Marque

The NJ.Group Marque has been developed to be used without the Logotype. It can be used as a purely decorative element for more subtle branding. The marque is representative of the Kalpvruksh Tree from a top-down view. It intimates data, networks, connection, luxury, hospitality and symmetry.



# Primary Colours

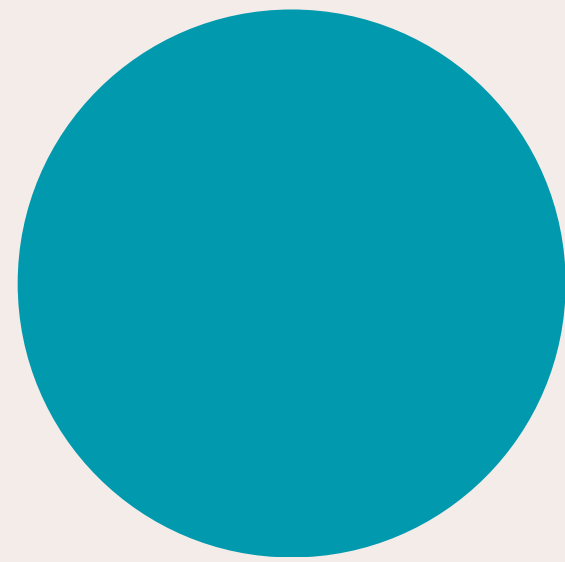
Our colour choices represent a number of things for the NJ.Group. As there is a digital element to the brand we have chosen some high contrast colours to complement some of the softer tones within the brand.



VIOLET NIGHT

Royalty, nobility, luxury, power and ambition.

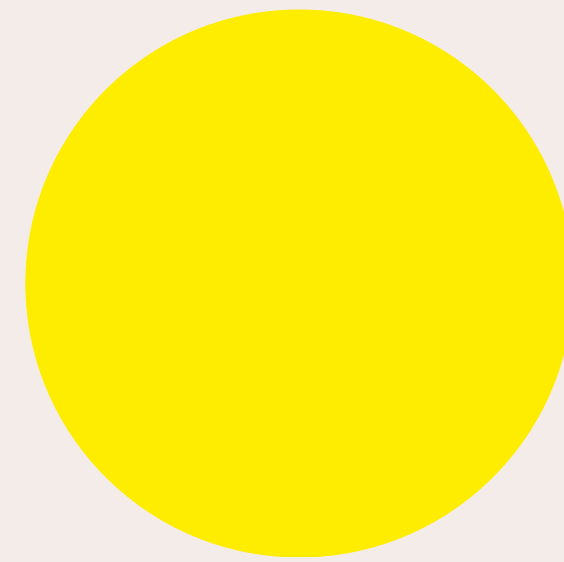
C56 M79 Y0 K0  
R81 G0 B92  
PANTONE 2612U  
HEX #51005C



AZURE SKY

Communication, clarity of thought and infinity.

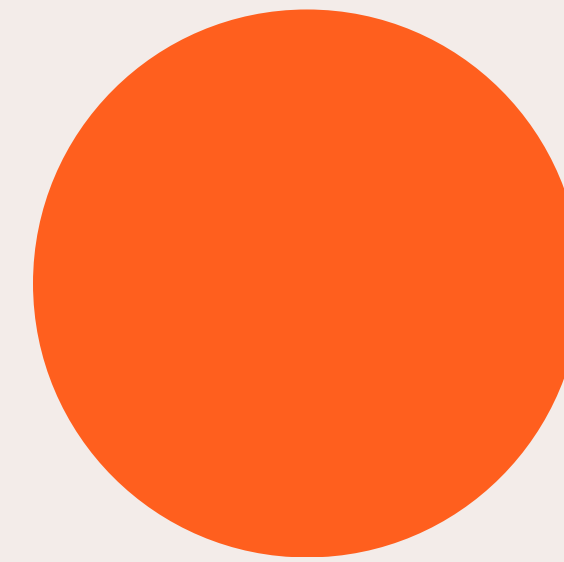
C80 M20 Y30 K0  
R0 G153 B174  
PANTONE 7466U  
HEX #0099AE



MELLOW MORNING

Joyfulness, happiness, and energy.

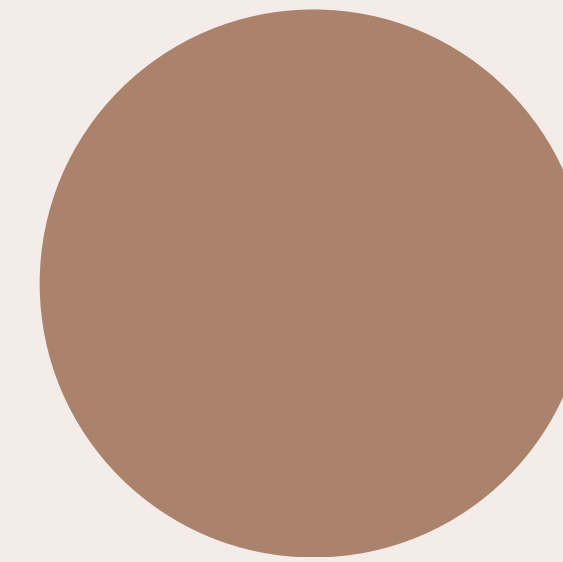
C0 M0 Y93 K0  
R255 G237 B0  
PANTONE 102U  
HEX #FFED00



AMBER SUNSET

Adventure, creativity and sociability.

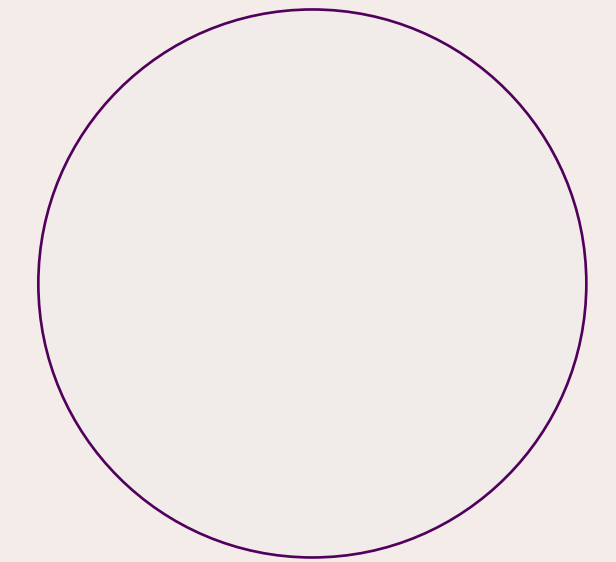
C0 M73 Y87 K0  
R255 G95 B30  
PANTONE 151U  
HEX #FF5F1E



GOLDEN DAWN

Wealth, power, lustre and prestige.

C5 M18 Y45 K14  
R171 G130 B107  
PANTONE 875U  
HEX #AB826B



SINGAPORE SANDS

Balance, grounded, and stability.

C0 M0 Y4 K0  
R241 G236 B233  
PANTONE 4685U (5% TINT)  
HEX #F1ECE9

# Holding Shapes - Frames

The frames can be used across a variety of media, as stand alone shapes or as holding shapes for images.



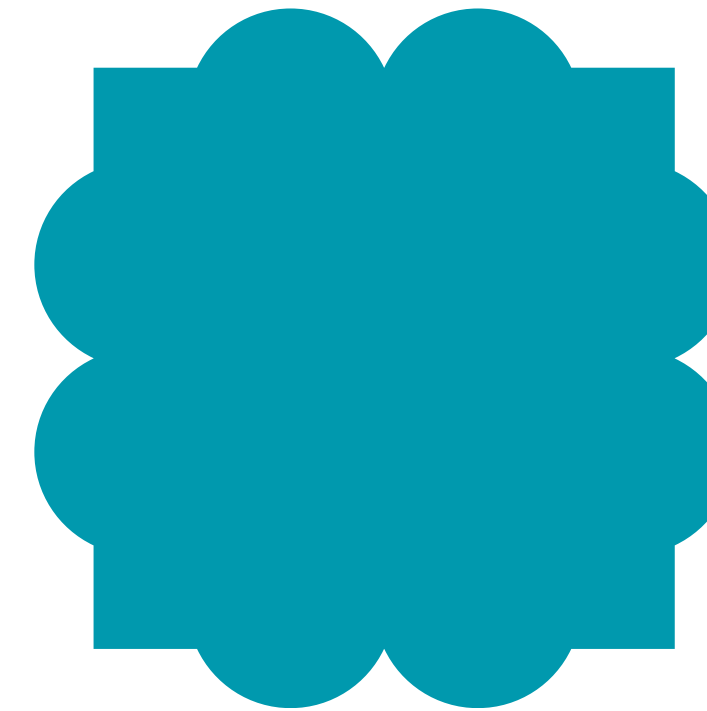
EXAMPLE OF HOLDING SHAPE



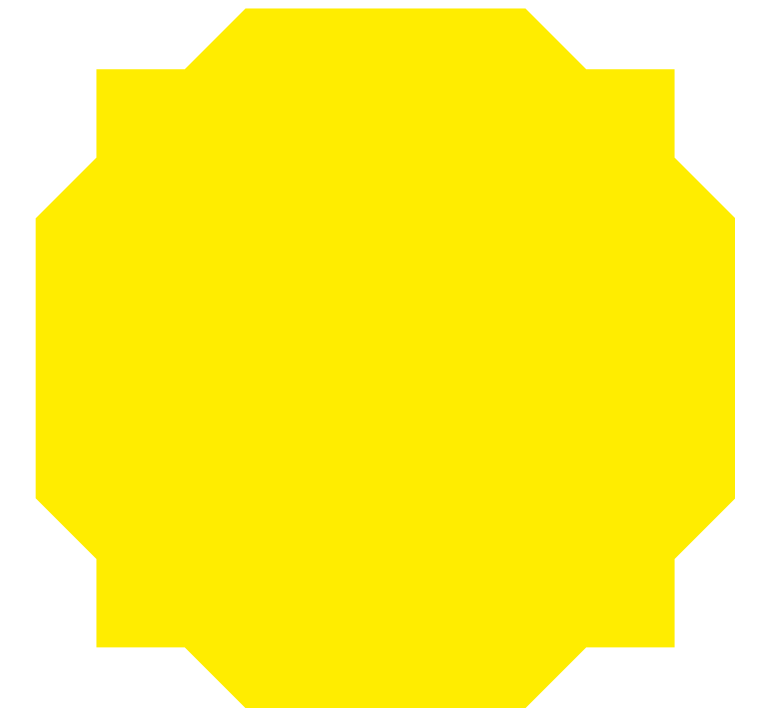
BAUHINIA



CROCUS



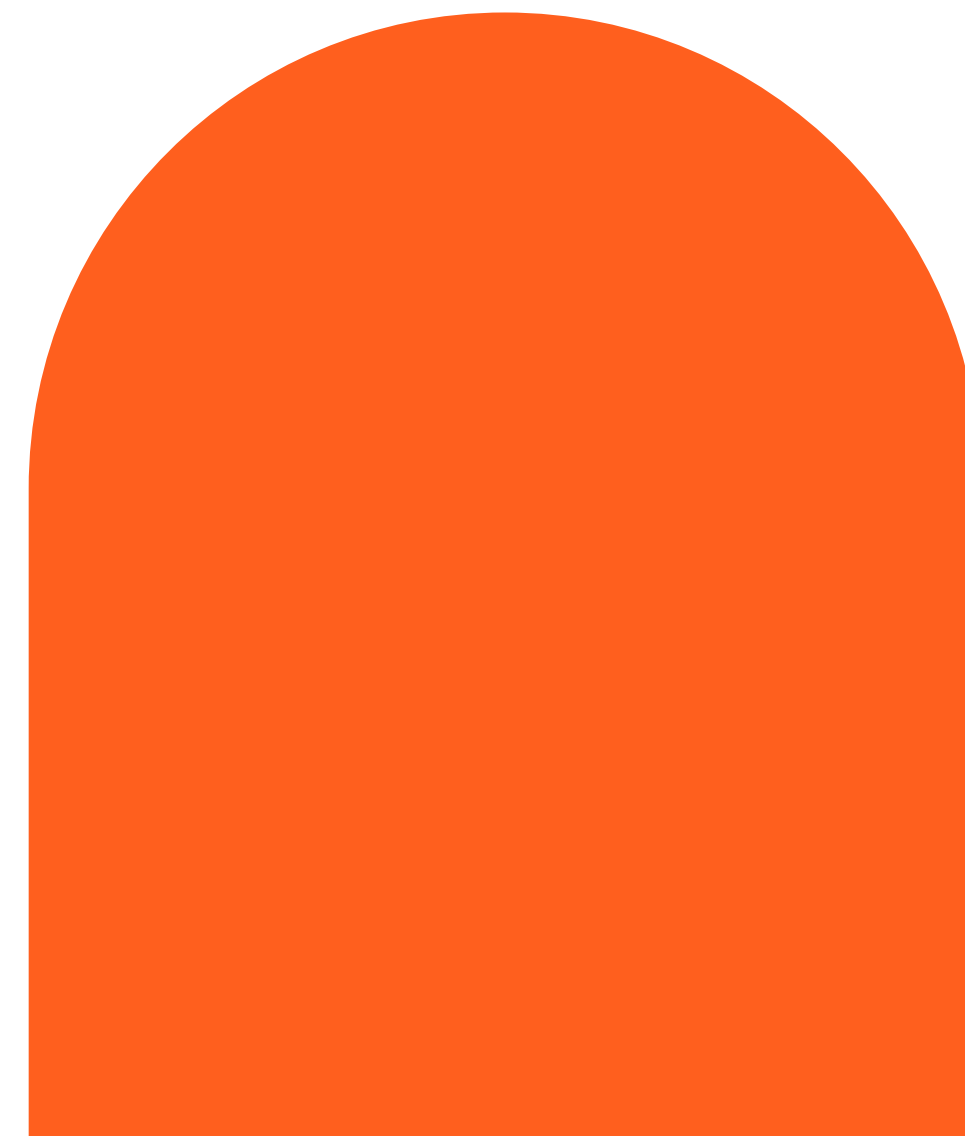
ACACIA



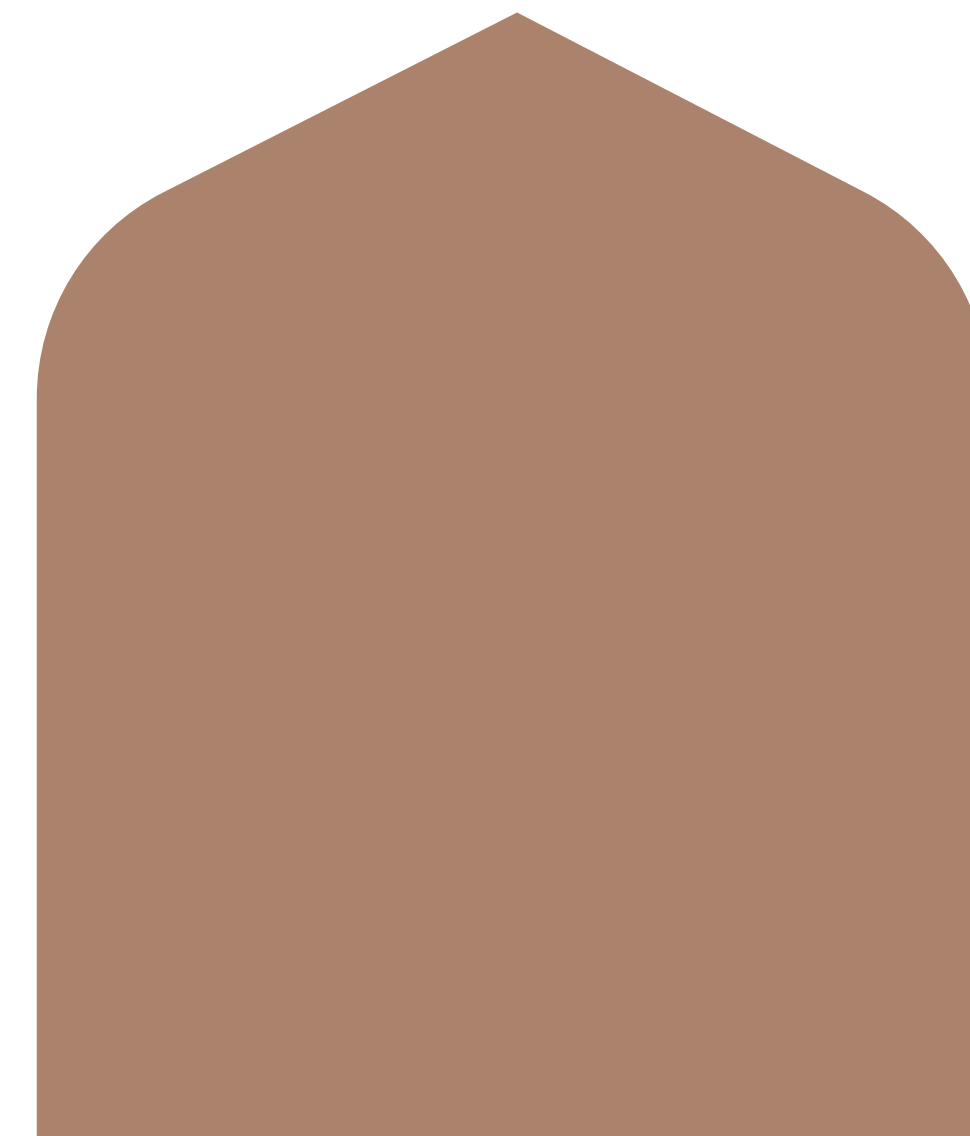
ASTER

# Holding Shapes - Arches

The arches can be used across a variety of media similar to the frames, but are best reserved for larger images.



BAUHINIA



BAUHINIA



BAUHINIA



EXAMPLE OF HOLDING SHAPE



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