
BIKARAJ



BIKARAJ is a rebranding of Bikanervala that brings a royal Rajasthani identity to the forefront. The logo blends traditional symbols—a thali, peacock, horse, and swords—to reflect heritage, pride, and richness. It feels regal, warm, and rooted in culture. The brand is for cultural connoisseurs and modern Indians who value tradition with elegance. It speaks to those who want food that tells a story—not just of taste, but of legacy. BIKARAJ makes every meal feel like a royal celebration of your roots.



FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

<Georgia>





Redesign

Alternative







COLOR PALETTE

PRIMARY

#d28a24

#690100



COLOR PALETTE

SECONDARY

#fcfcbc

#fefab3

#f0d06d

#8f5f1d

#000000

MOCKUP















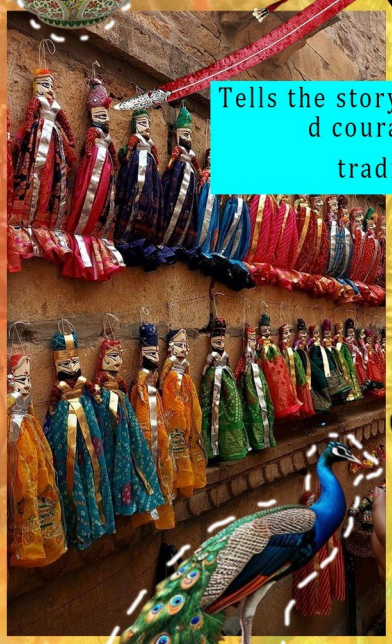
Resilience, desert life, and the deep bond between humans and their trusted desert companions.



Gond and Kalamkari styles



Bow



Tells the story of a people who valued courage, loyalty, and tradition above all

Peacock

Symbolizes royalty, beauty, and divine

Ghaghra

