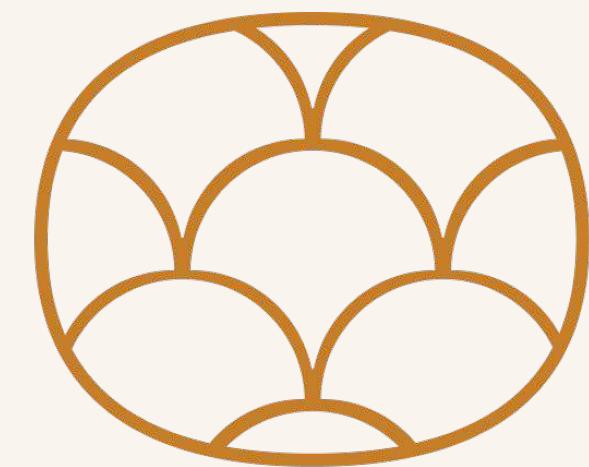
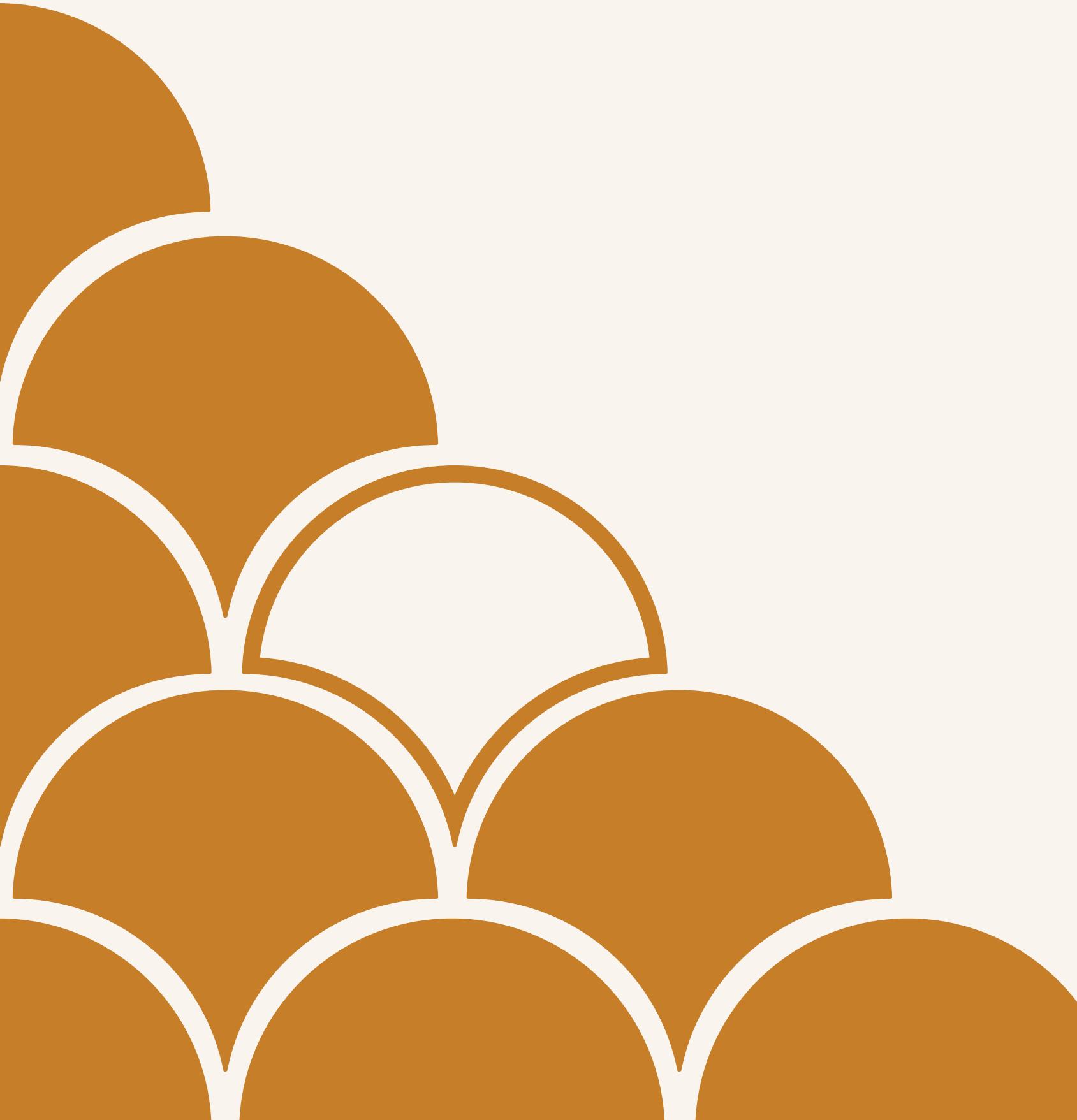


# Brand Manual

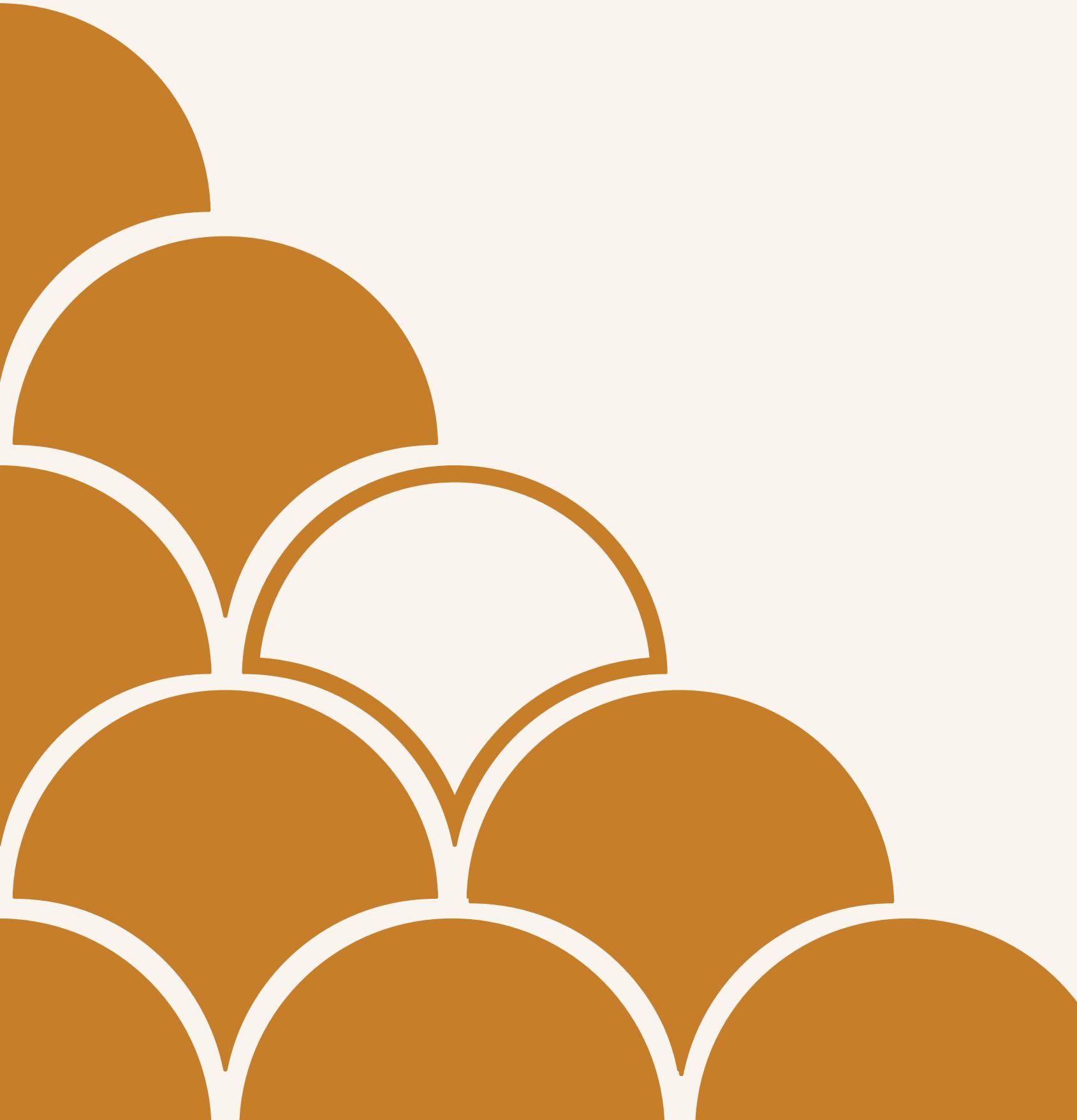


SUSHI  
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# Contents

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- 1 Brand voice
  - 2 Typography
  - 3 Colors
  - 4 Logo
  - 5 Logo usage
  - 6 Product design

# What is Sushi Club?

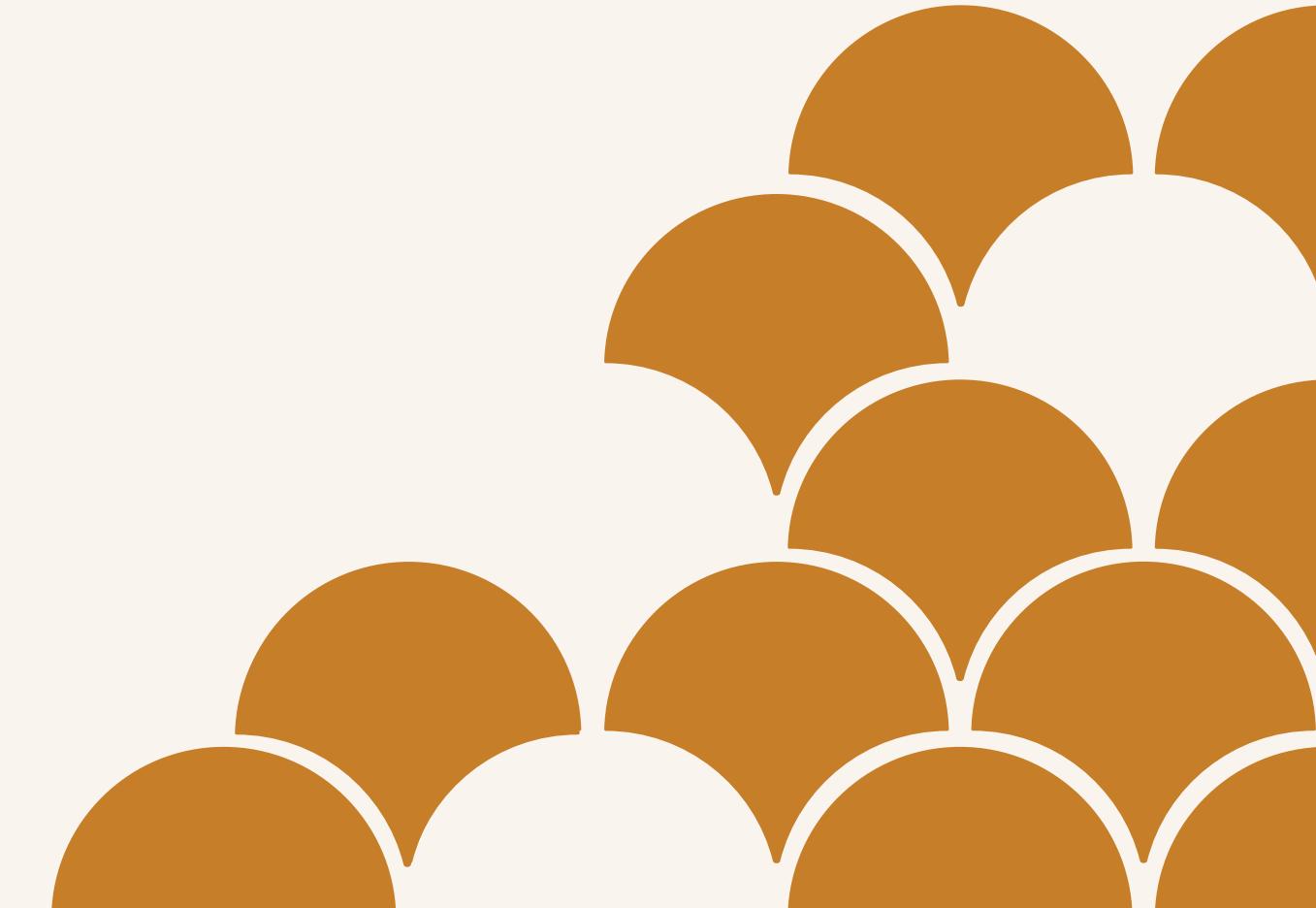
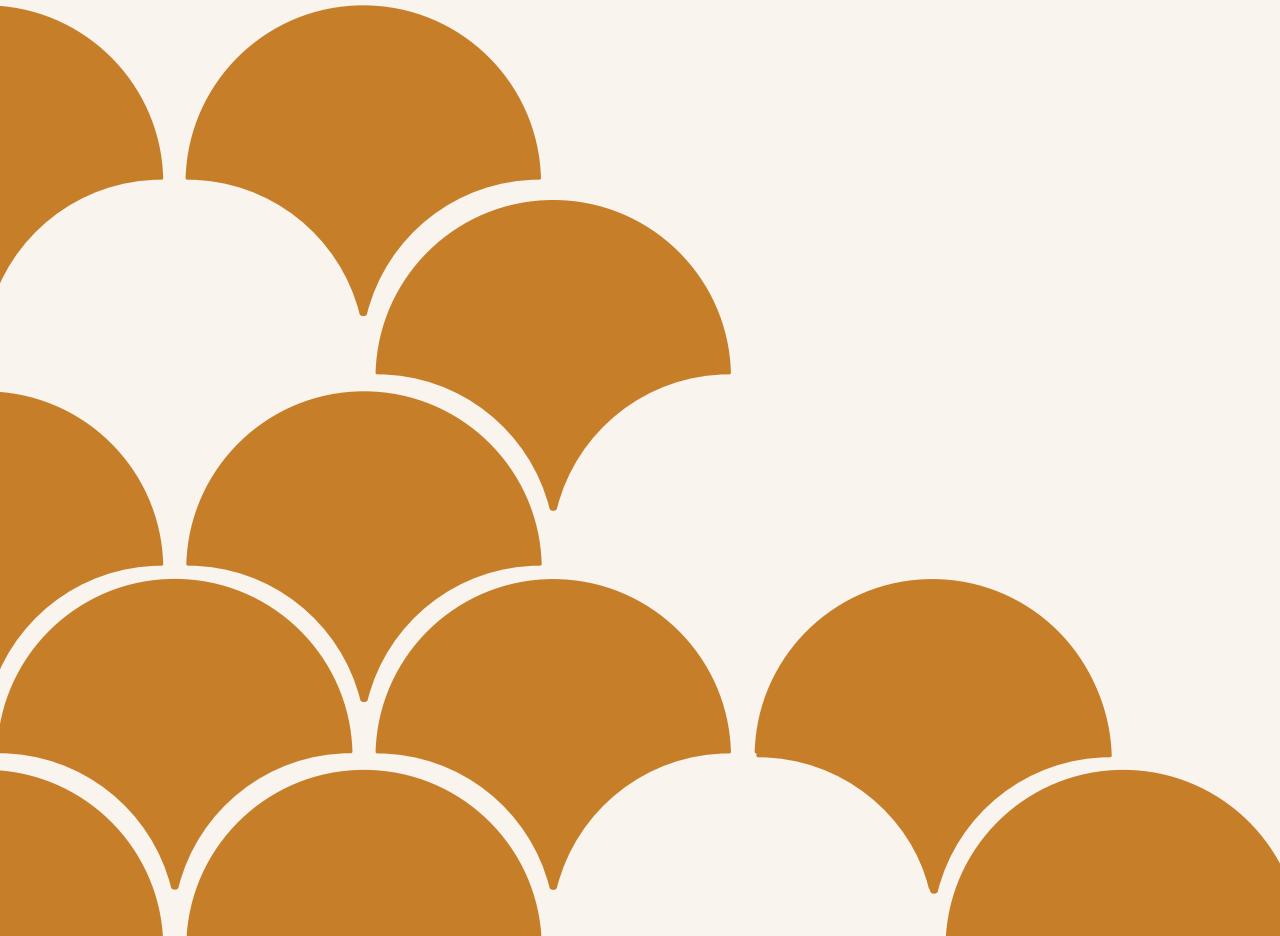


Sushi Club is a small startup for a sushi delivery restaurant in America with plans of opening a physical location shortly after launch.

Our main draw is our focus on offering authentic and high-quality sushi while delivering a premium yet accessible sushi experience.

Sushi Club is for people who appreciate quality and simplicity. They want to experience the taste of authentic Japanese cuisine, prepared skillfully with fresh ingredients, resulting in clean flavors.

# Brand Voice



# The Core Values of Sushi Club are **authentic**, **warm** and **minimalist**.

	Authentic	Warm	Minimalist
Description	In order to stay true to the flavors of traditional sushi, we trust in the fresh ingredients and authentic methods for sushi preparation.	As we value our costumers enjoyment and comfort, we appreciate any feedback to further cater our services and environment for them and their needs.	By using only the essential, fresh and premium ingredients, we let the authentic taste of our sushi shine.
Do	We are transparent in our company's methodologies and ingredients of the food as well as their source. We stay true to our standards.	Be inclusive and supportive of the costumers and employees. People before profit. Community building.	Highlight the quality of our ingredients.
Don't	We avoid being disingenuous.	Dismiss requests or suggestions from employees.	Cloud the taste of our sushi with excessive ingredients.

# Typography



# Headings

## Halant Light

Aa

Halant Light is used for headings, large texts and other text that should stand out from the rest.

Halant Light is a thin font which fits with the brands overall light and minimalist look. We chose it for it's elegance and friendly feel.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

# Subheadings

For subheadings we use Figtree Medium, which is a simple sans serif with great readability.

## Figtree Medium

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

# Paragraphs

Figtree Light

Aa

Figtree Light is used for regular text. The modern font conveys a clean and open feeling to the text, aligning with the company's values.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

# Typography usage

Hello, Welcome  
to Sushi club!

## **What is Sushi Club?**

Sushi Club is a small startup for a sushi delivery restaurant in America that plans to open a physical location shortly after launch.

## **Who is Sushi Club for?**

Sushi Club is people who appreciate quality and simplicity. They want to experience the taste of authentic Japanese cuisine, prepared skillfully with fresh ingredients, resulting in clean flavors.

Halant Light

Figtree Medium

Figtree Light

# Typography usage with color

Hello, Welcome  
to Sushi club!

## What is Sushi Club?

Sushi Club is a small startup for a sushi delivery restaurant in America that plans to open a physical location shortly after launch.

## Who is Sushi Club for?

Sushi Club is people who appreciate quality and simplicity. They want to experience the taste of authentic Japanese cuisine, prepared skillfully with fresh ingredients, resulting in clean flavors.

Halant Light

Figtree Medium

Figtree Light

# Colors



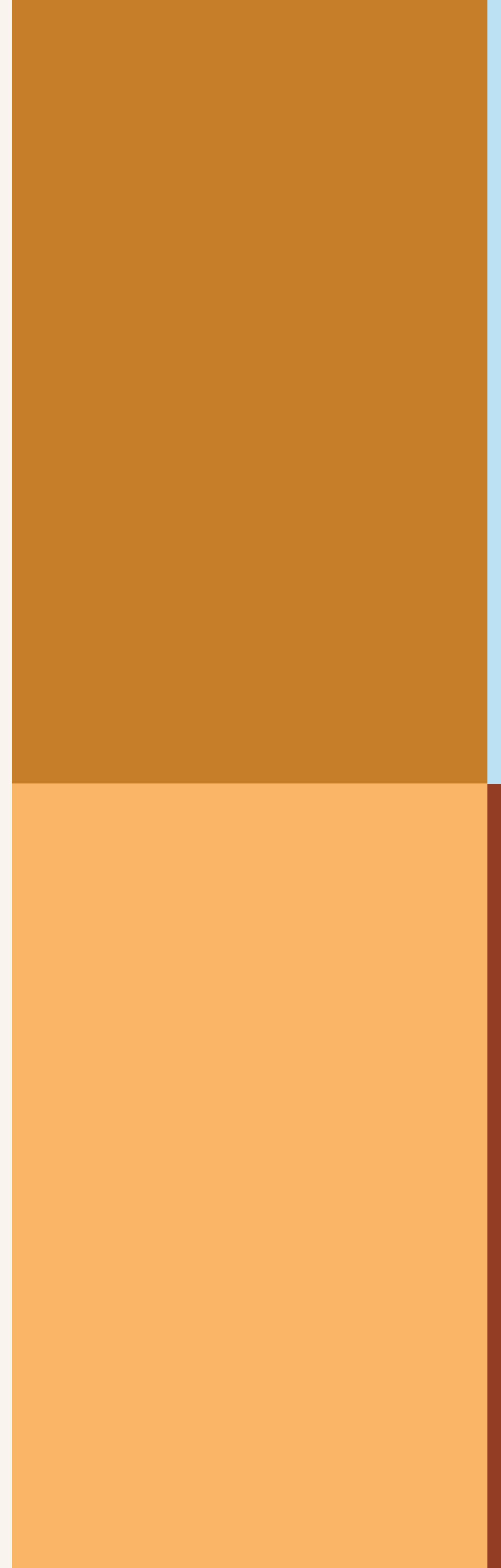
# Brand colors

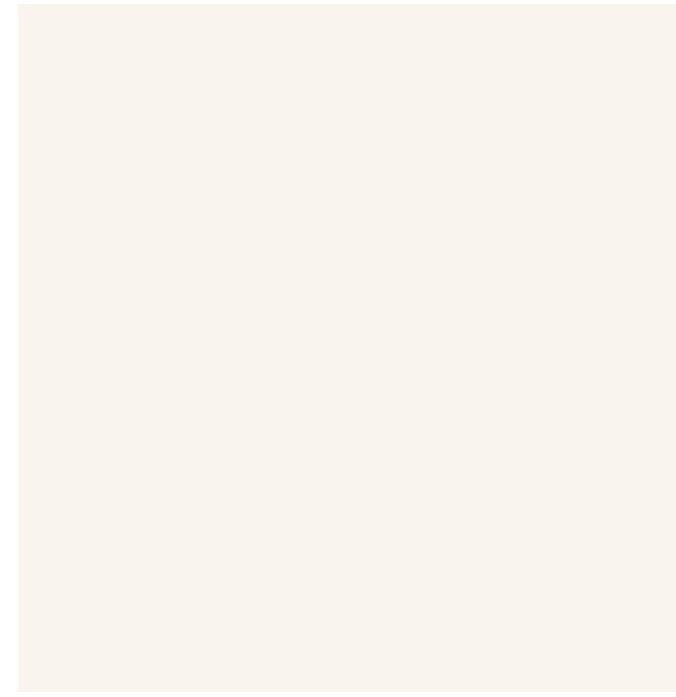
## The feel of the colors

Colors that are associated with the company should reflect a sense of authenticity, quality and tradition, balanced with a modern and approachable feel. Our color's reflect the "Warm" part of the brand, by having mostly warm hues but also including a pop of blue to add freshness and contrast.

## Combining the colors

For regular instances, off white color is used as a base color. The gold color is the preferred color of the logo. Light blue can be used to bring brightness to a design and the red adds a moody feel. The two of them can be combined to bring interest and contrast.





**White Feather**

HEX: #FAF4ED

PANTONE 9081 C

C: 1% R: 250

M: 3% G: 244

Y: 5% B: 237

K: 0%



**Honey Tea**

HEX: #FAB667

PANTONE 149 C

C: 1% R: 250

M: 32% G: 182

Y: 68% B: 103

K: 0%



**Sunny Blue**

HEX: #BBE1F2

PANTONE 290 C

C: 25% R: 187

M: 2% G: 225

Y: 2% B: 242

K: 0%



**Gold Leaf**

HEX: #C77E29

PANTONE 153 C

C: 19% R: 198

M: 55% G: 126

Y: 100% B: 41

K: 4%



**Japanese Maple**

HEX: #943D25

PANTONE 174 C

C: 28% R: 148

M: 83% G: 61

Y: 95% B: 37

K: 25%

Light Color

Light colors

Dark colors

**Base color**

**Pop colors**

# Color usage



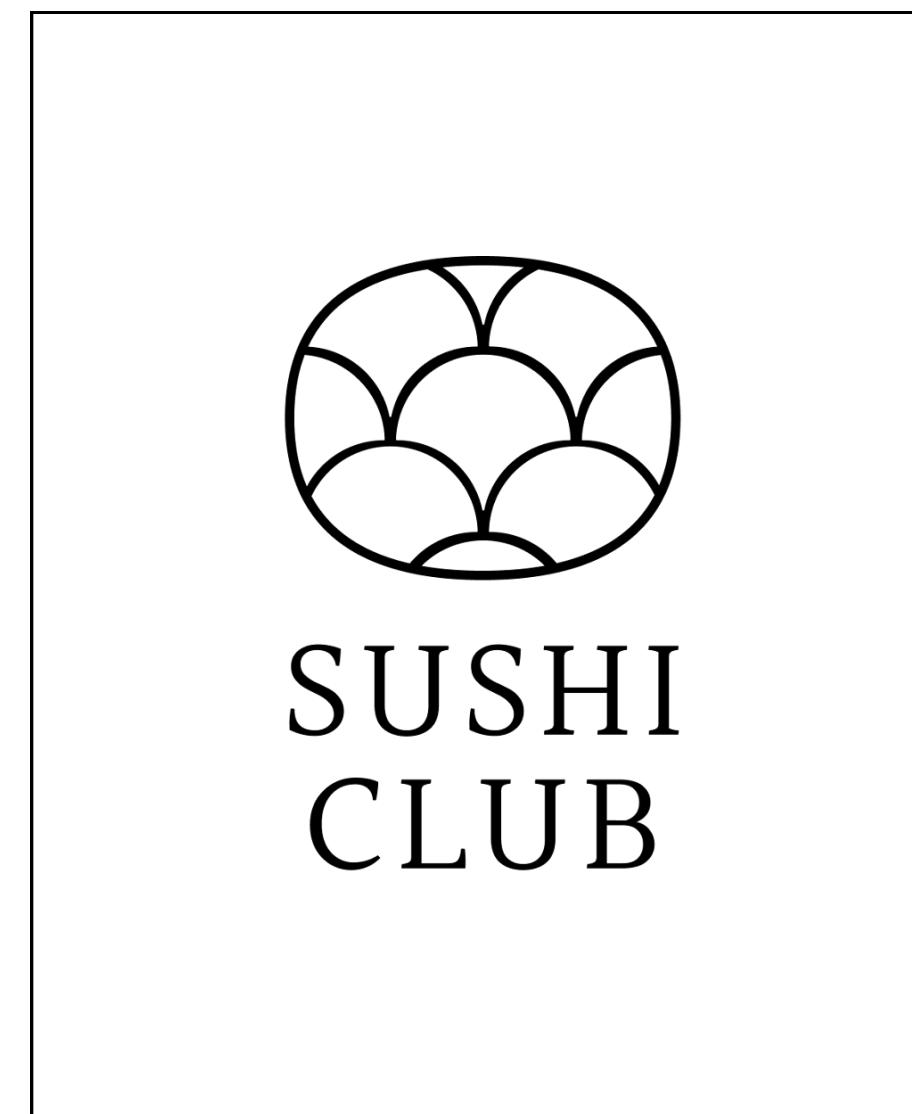
Light base color + Dark  
pop color



Light pop color + Dark  
pop color



Dark pop color + Light  
pop color

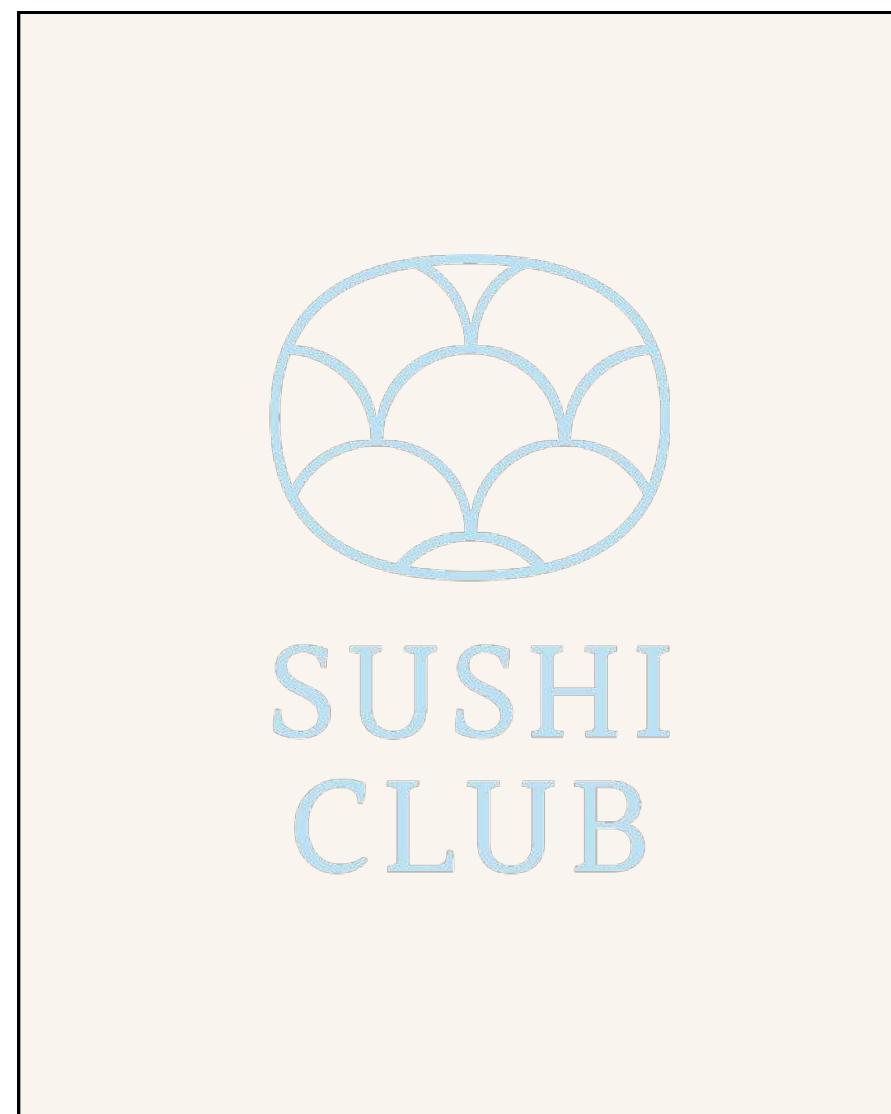


White + Black



Black + White

# Color misusage



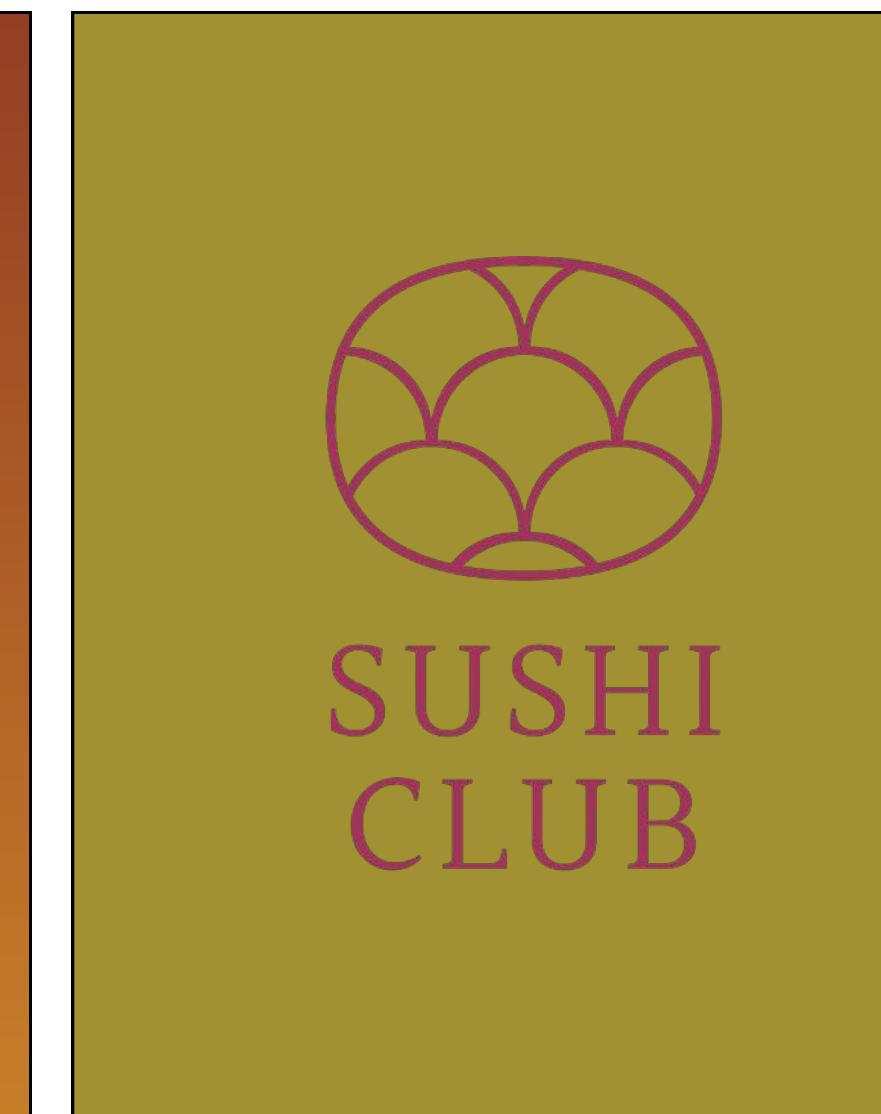
Light base color + Light  
pop color



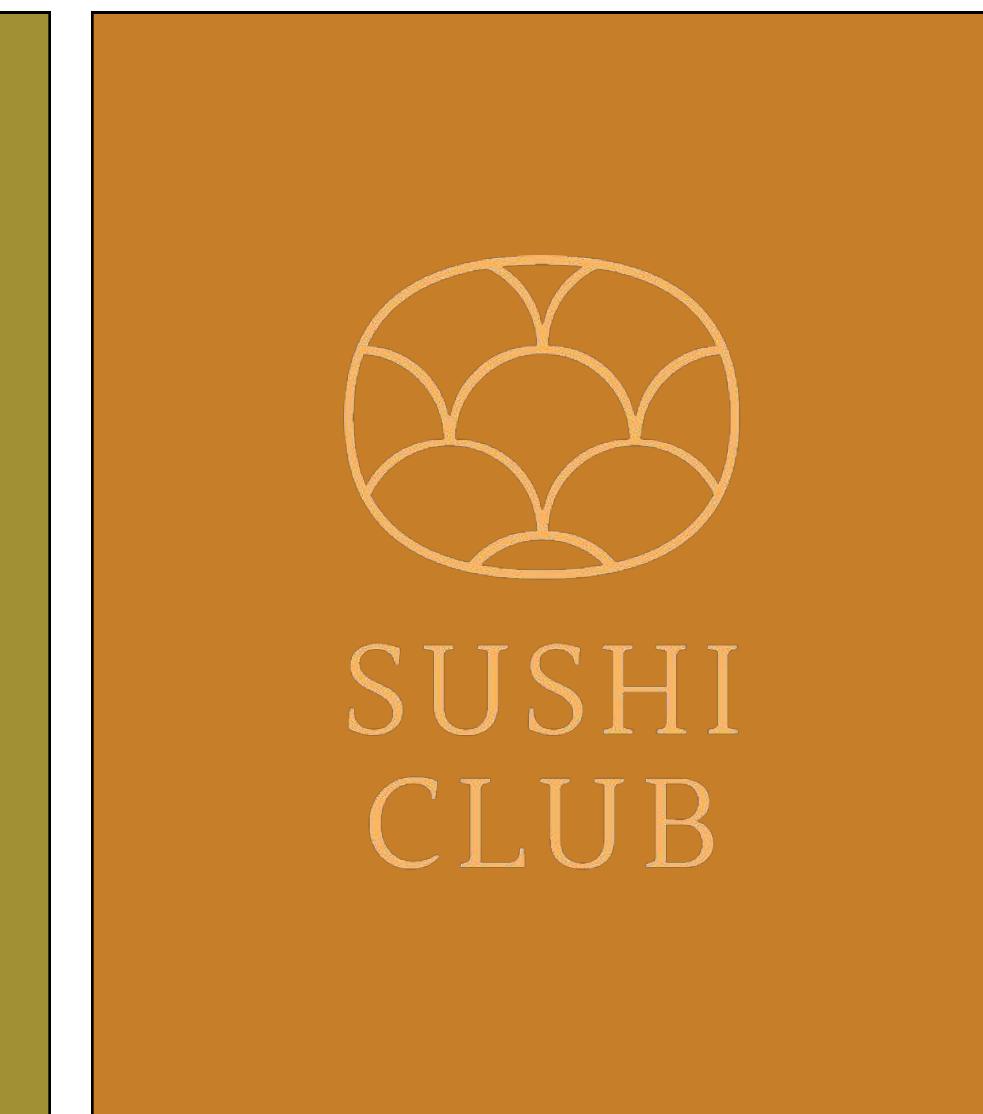
Dark pop color + Dark  
pop color



Gradients



Outside brand colors

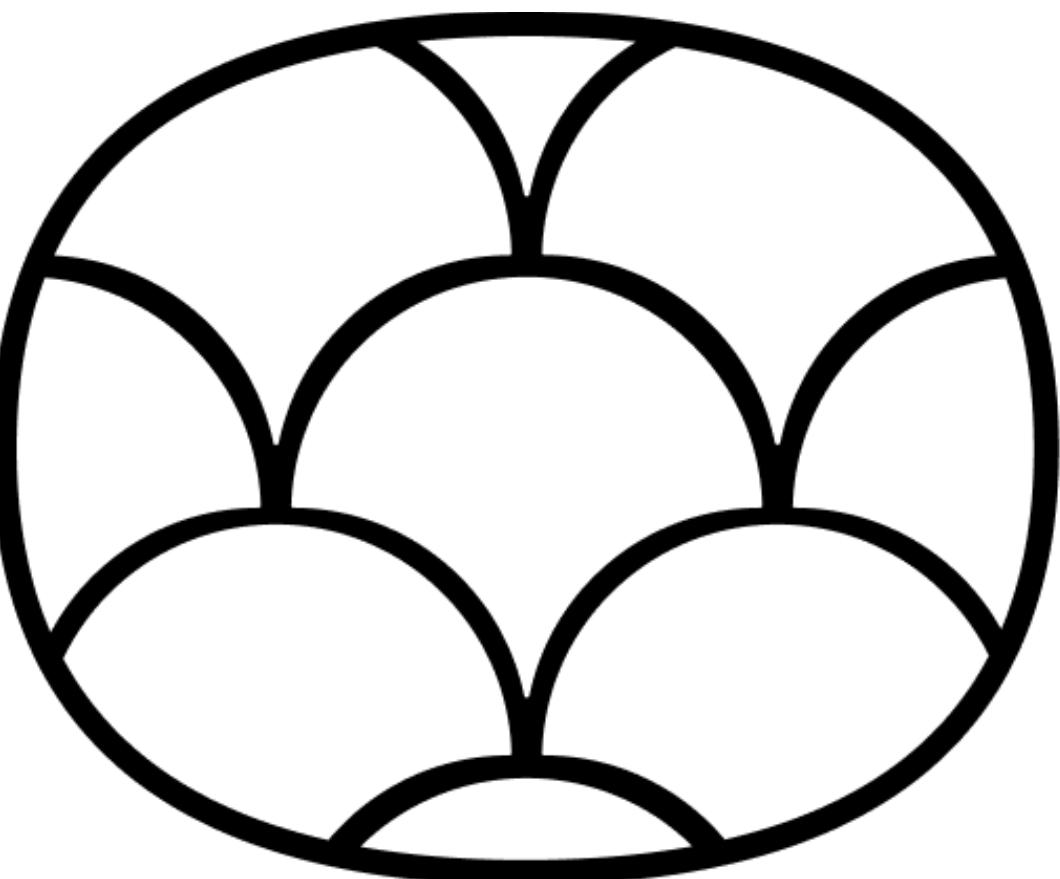


Too little contrast

Logo

# Logo

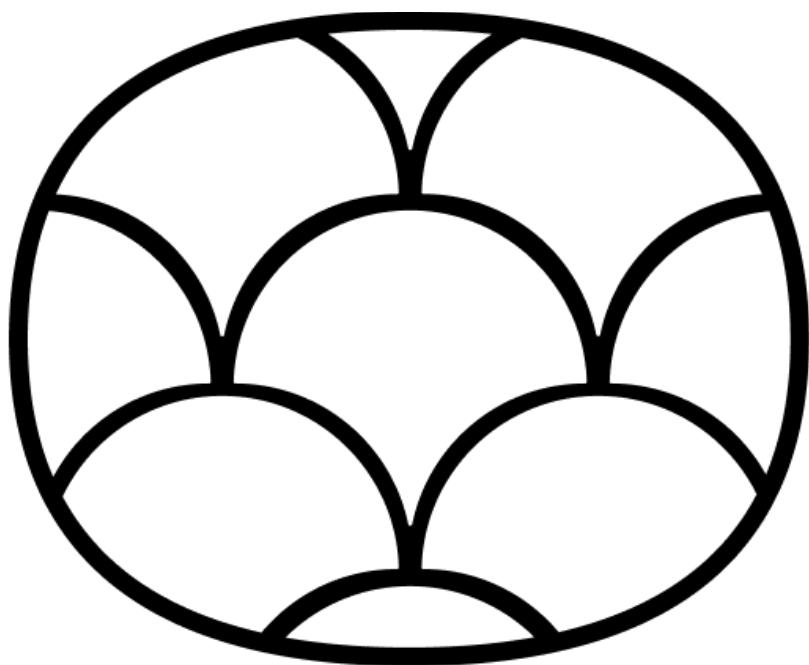
We wanted the logo to reflect the brand's main values, which are **Authentic**, **Minimalist** and **Warm**.



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# Breakdown

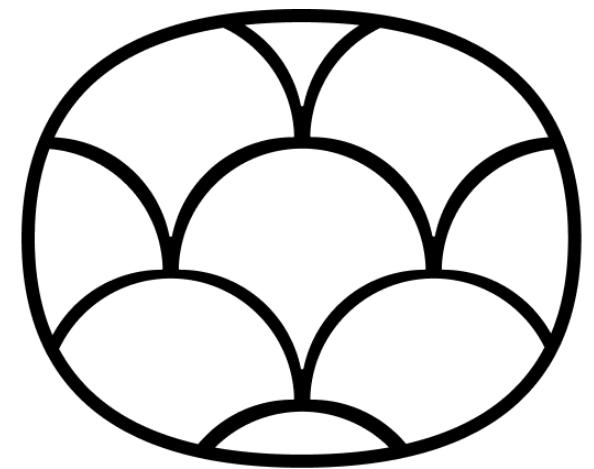
The icon is a close up of fish scales within a wide ellipse. The fish scale theme is a direct representation of the fish as the main ingredient used in the restaurant's food.



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The light font, wide letter spacing and low stroke value adds a minimalist feel to the logo.

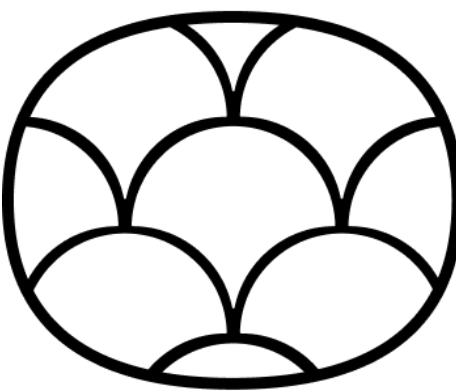
# Variations



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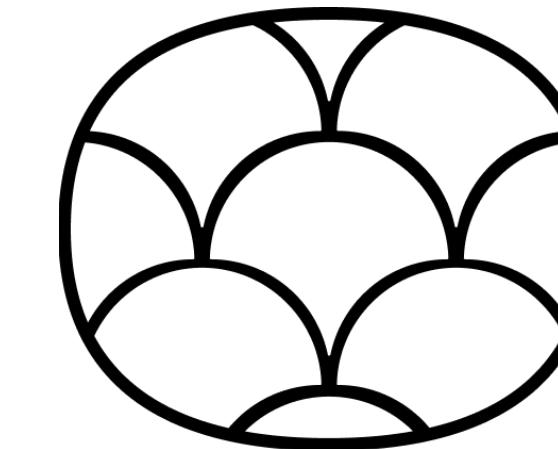
The main logo is a vertical alignment of the symbol and brand name. It Should be used whenever there is enough space vertically and for it to be readable.



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The secondary variation of the logo is a horizontal version of the lockup. This version should be used whenever there isn't enough space vertically for the primary logo.



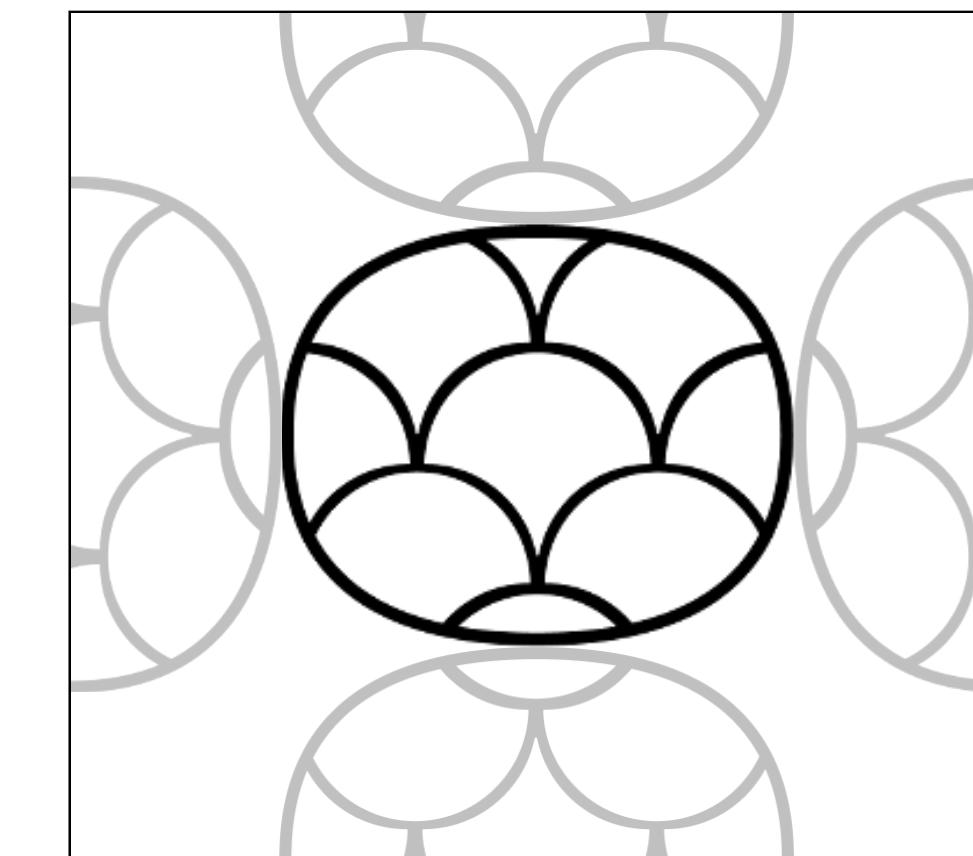
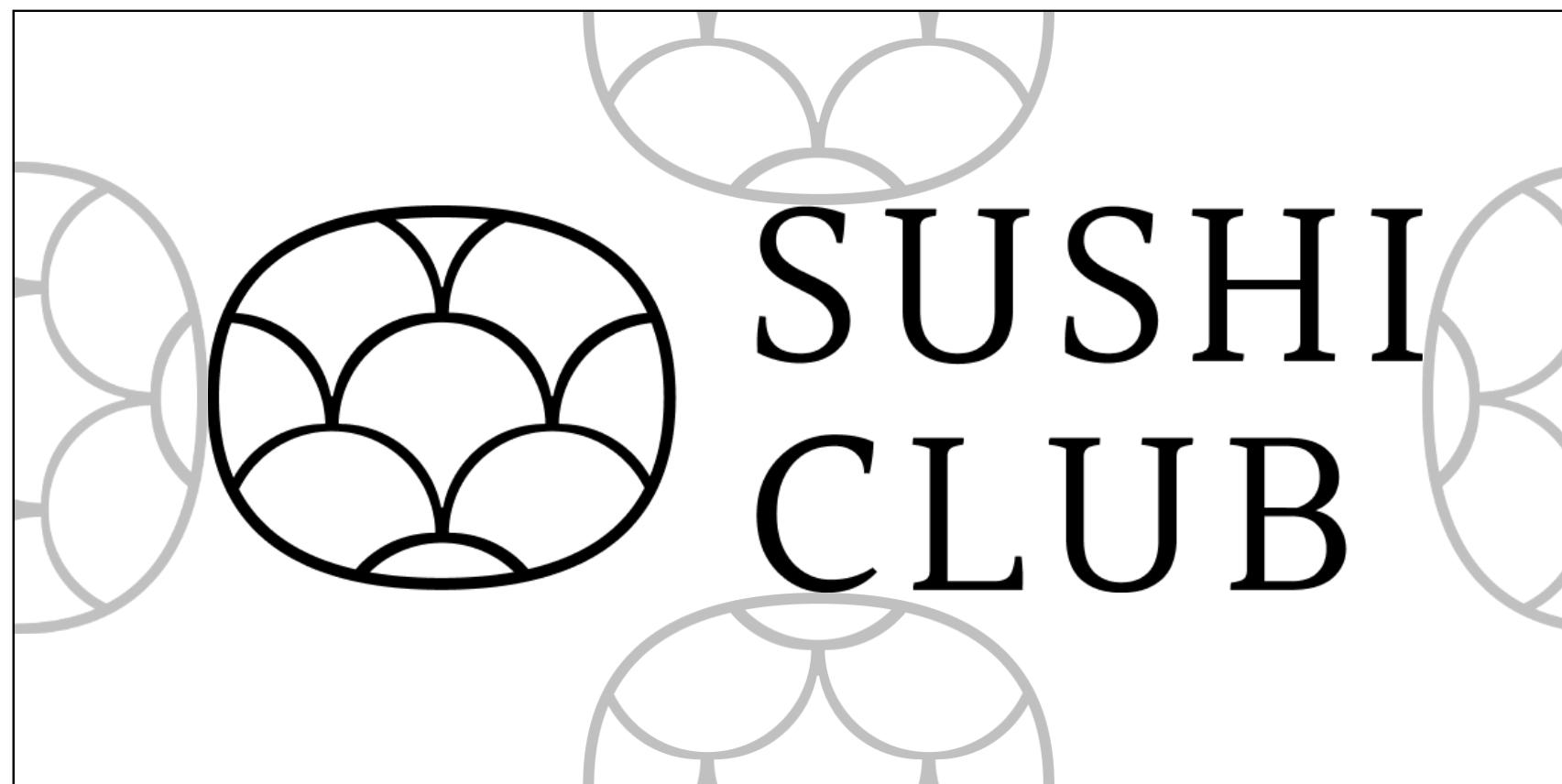
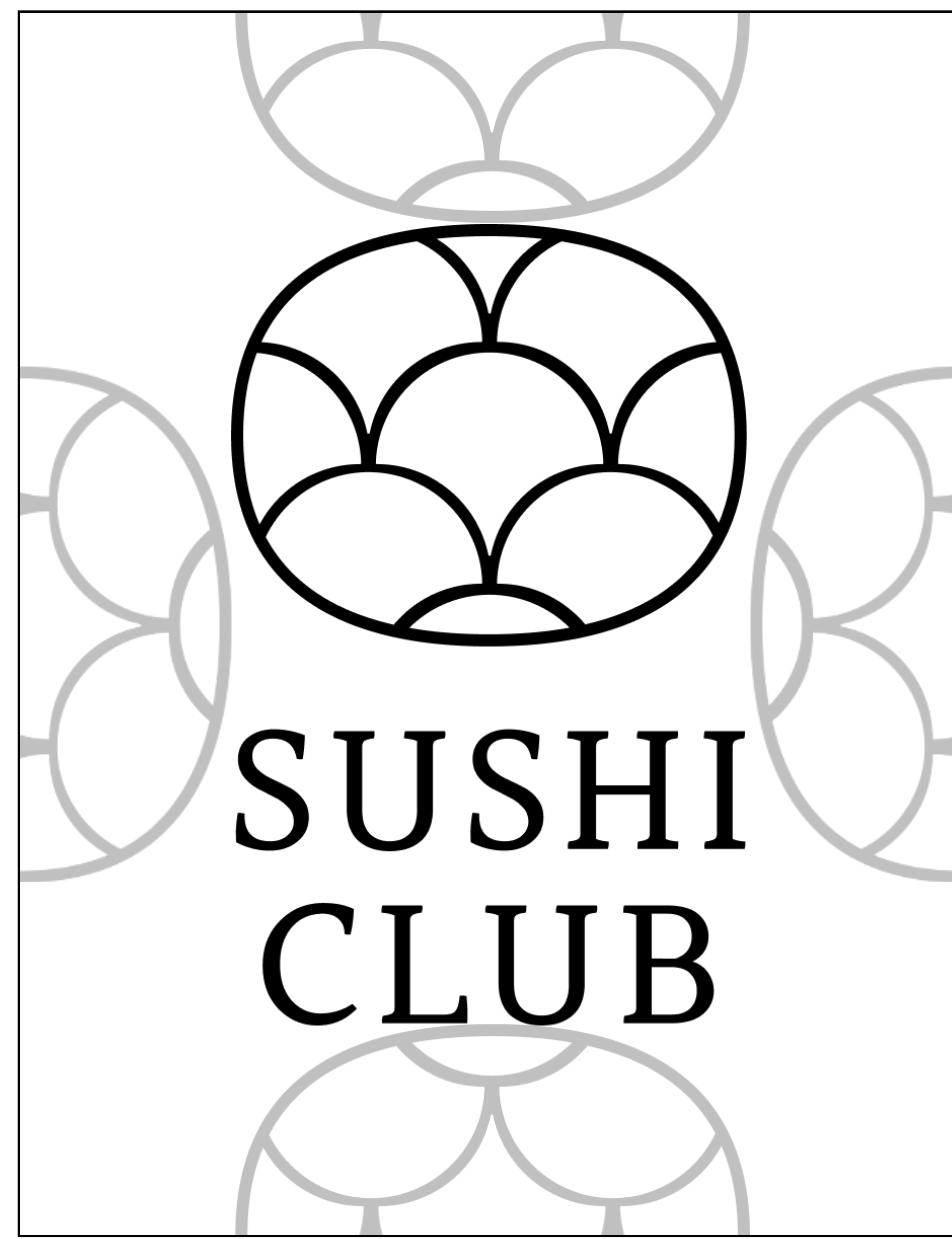
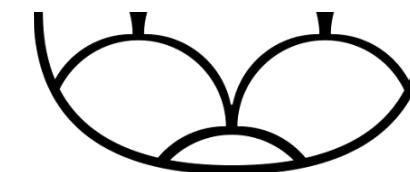
---

The icon by itself should be used for small spaces.

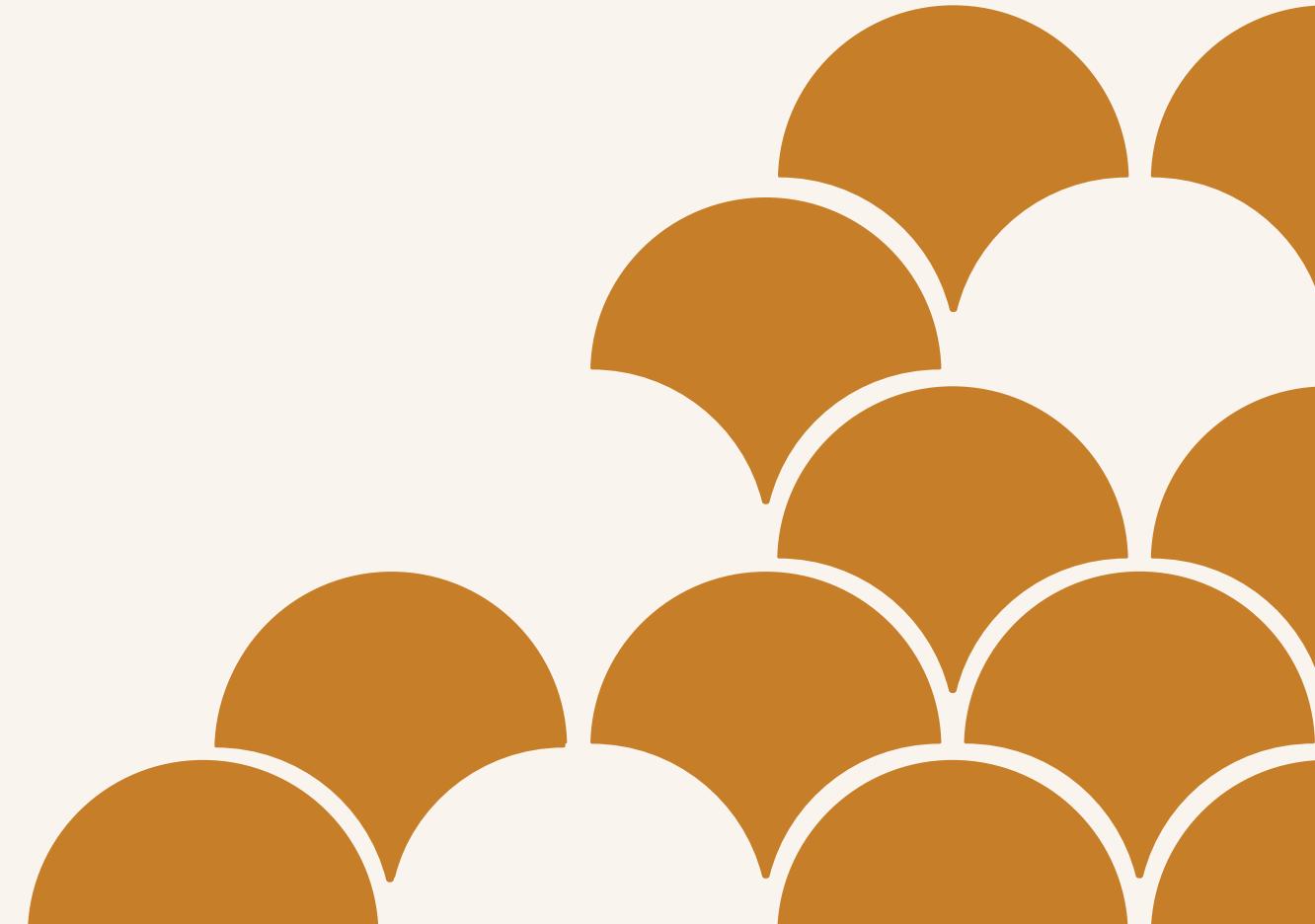
# Spacing

A safe space around the logo ensures its a clean design. Here is a guide for maintaining that space.

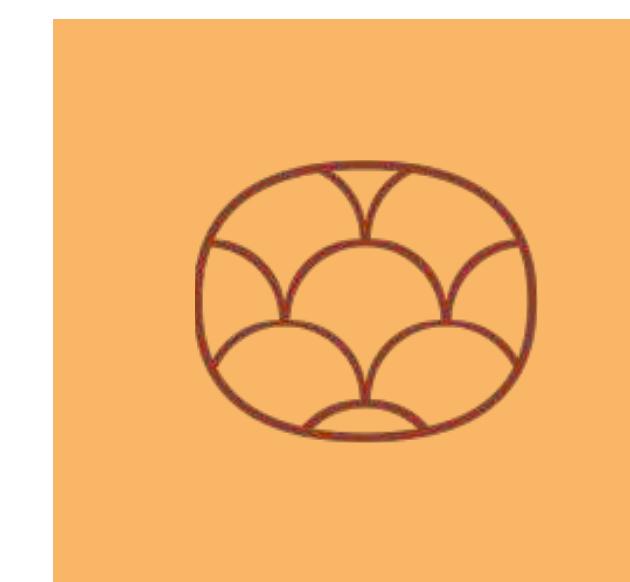
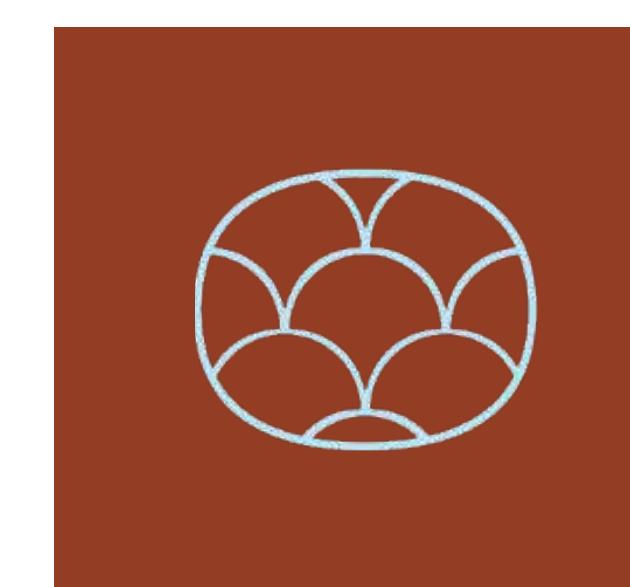
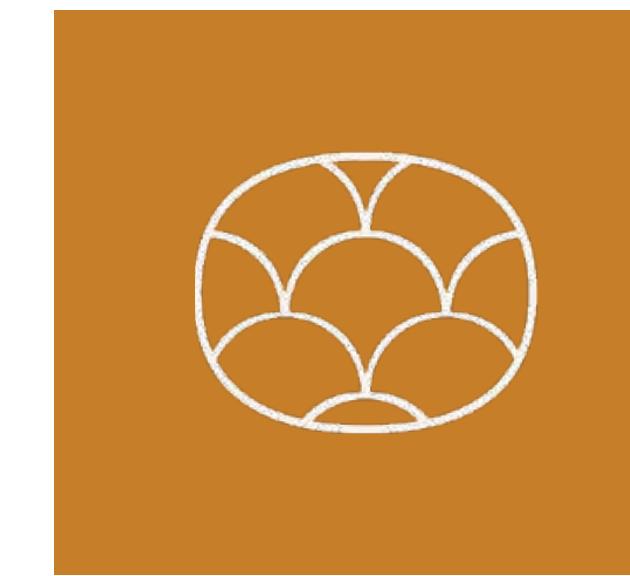
We can use the horizontal half of the logo icon to measure the right space.



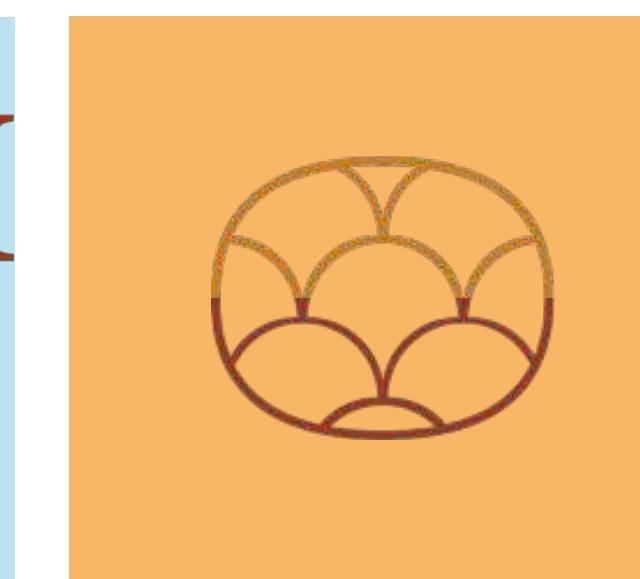
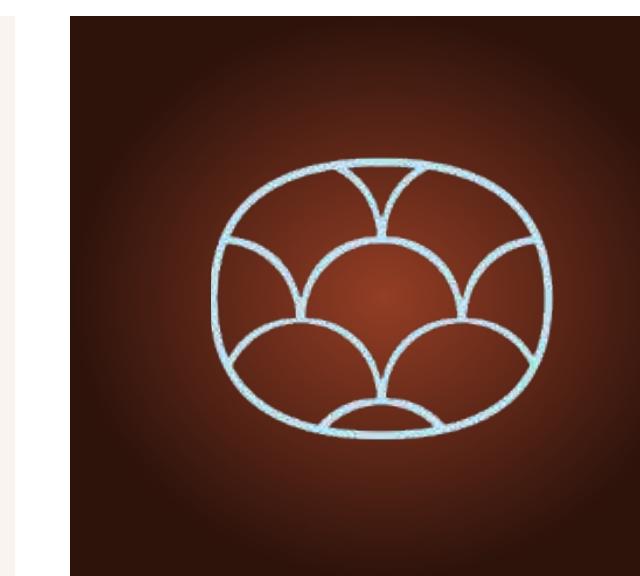
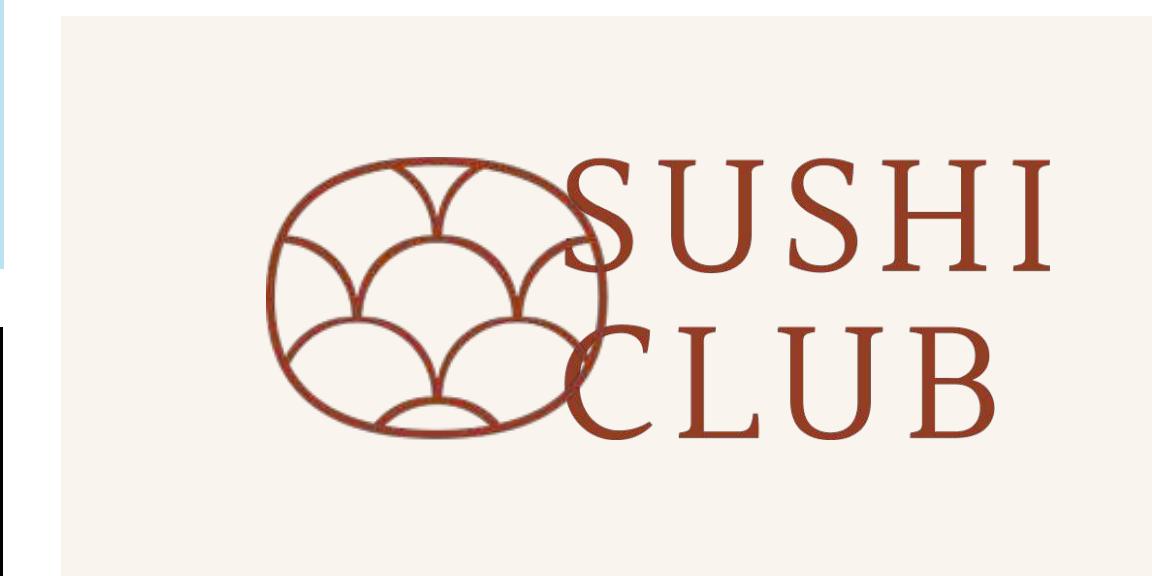
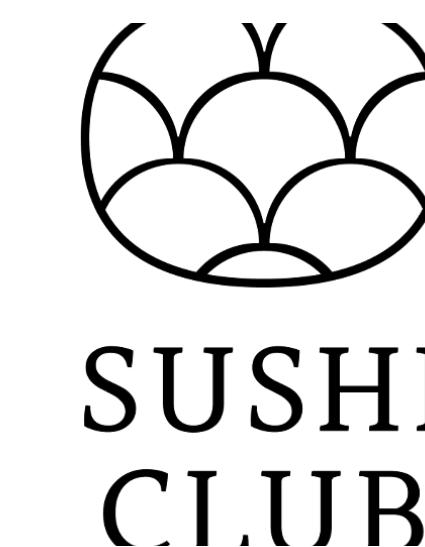
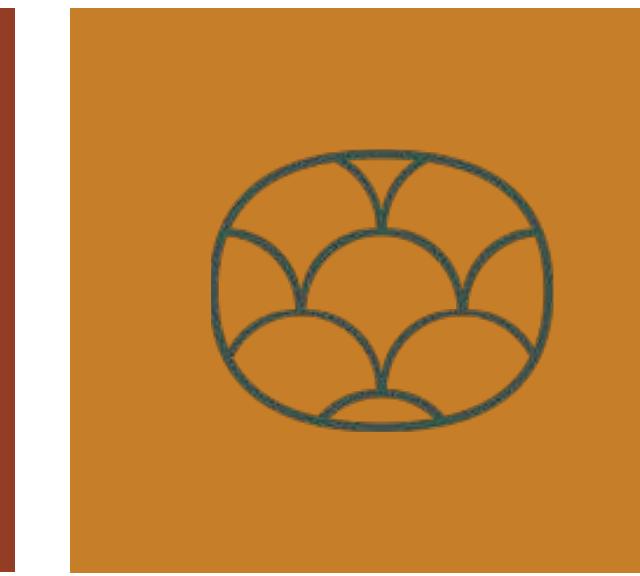
# Logo Usage



# Usage



# Misusage



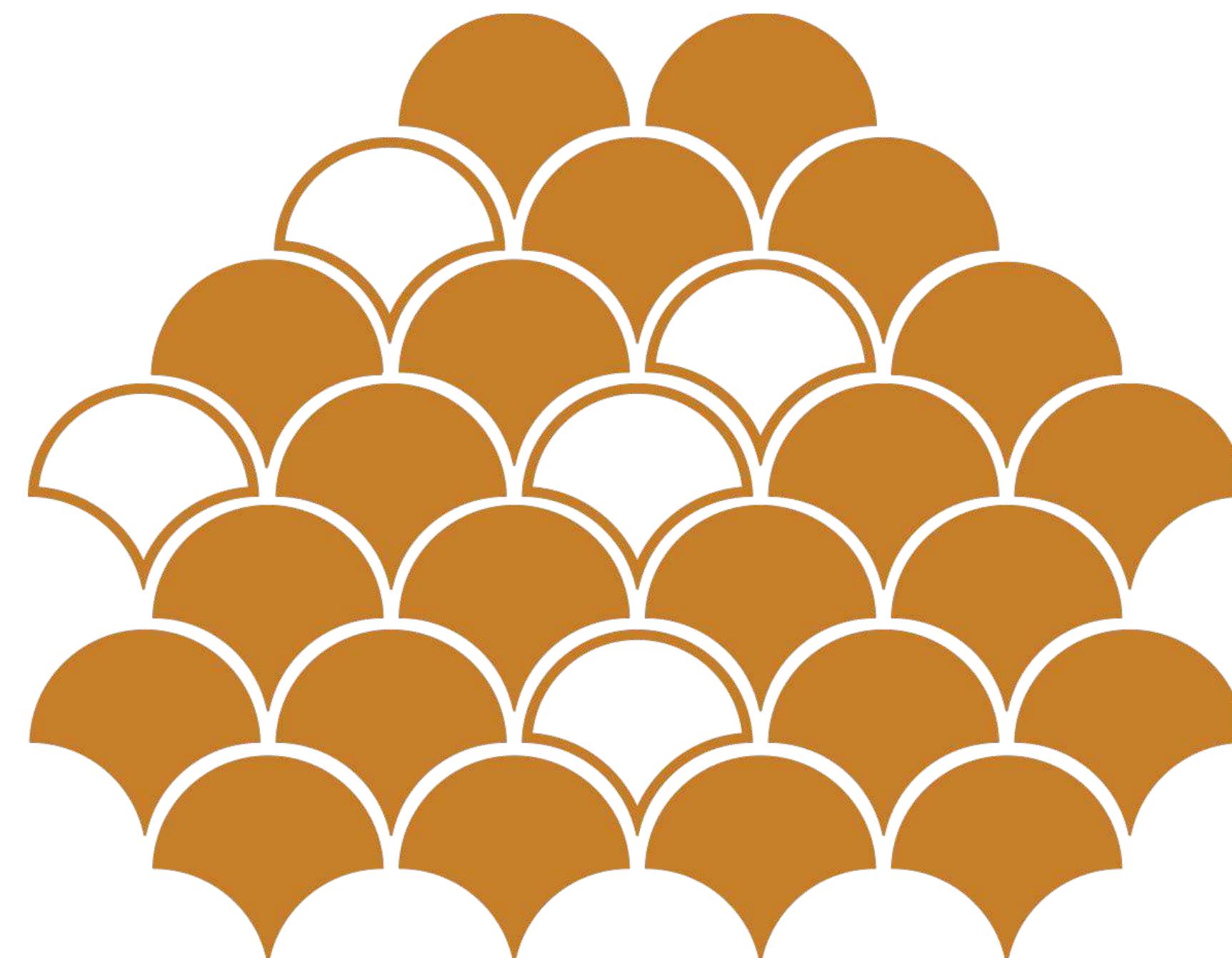
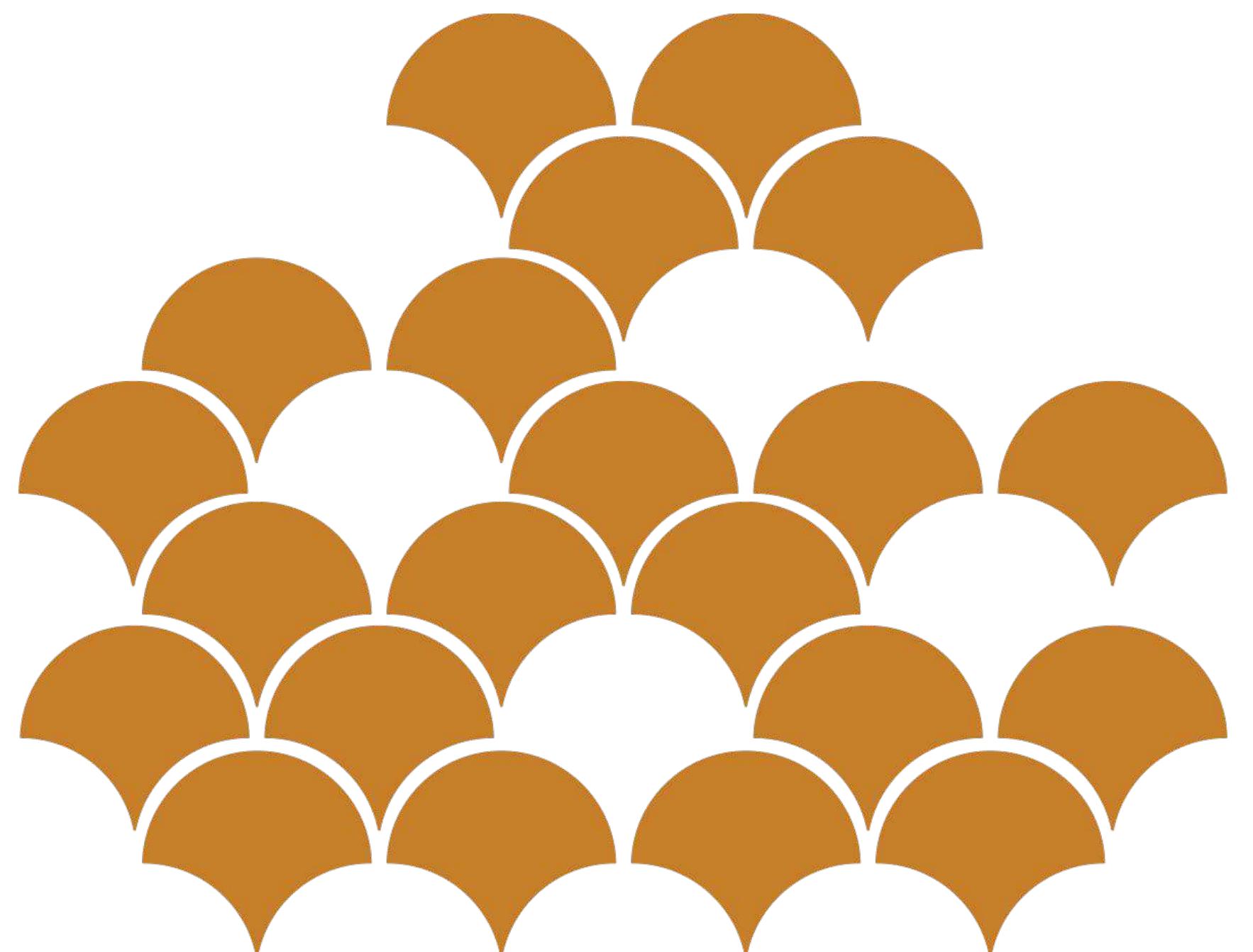
# Product Design



# Pattern

A brand pattern enables a consistent design style throughout products and adds to the brand personality.

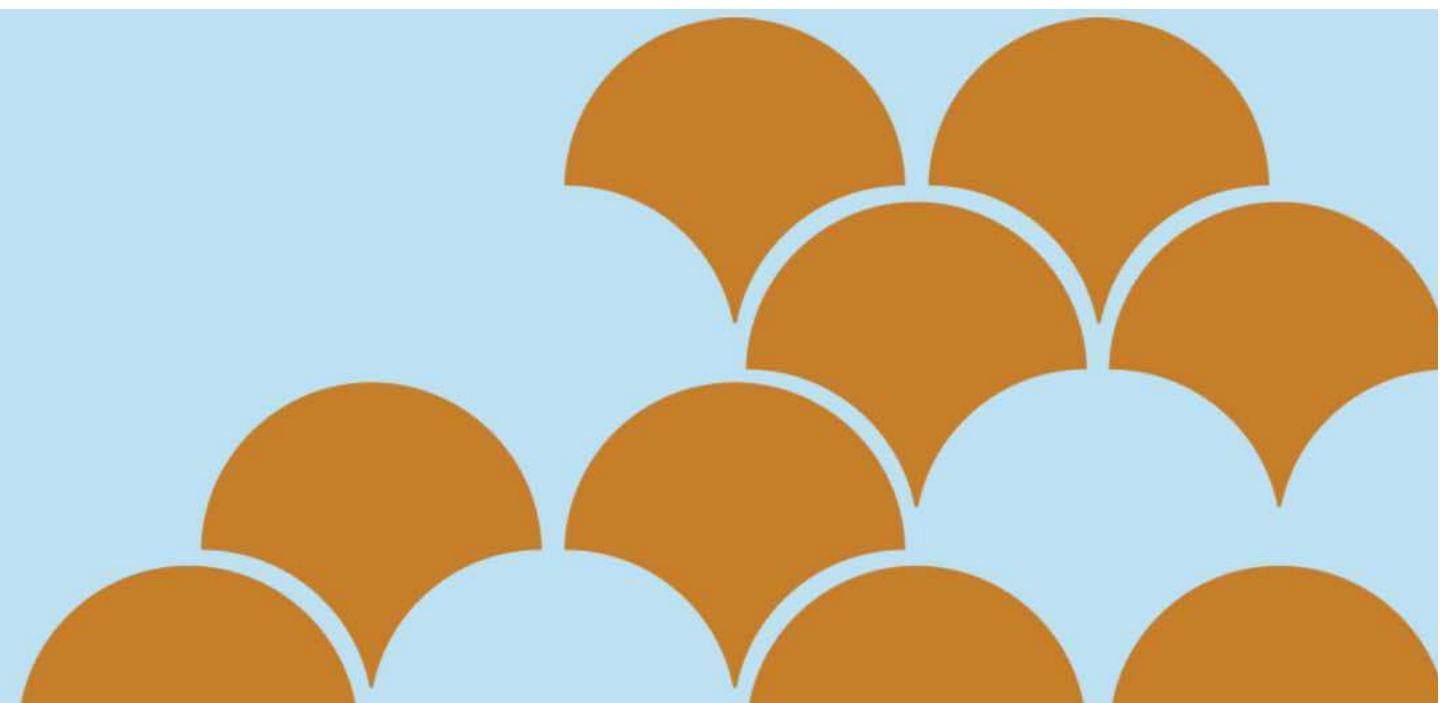
These two versions of a pattern, represent fish scales, which correspond to the theme of the logo.



# Usage of pattern

## How?

Including the pattern partially in the design creates an airy look with some detail.



# Product design



Takeout bag



Food box

# Product design



Chopstick wrappers



Paper napkins

# Product design



Digital sushi menu

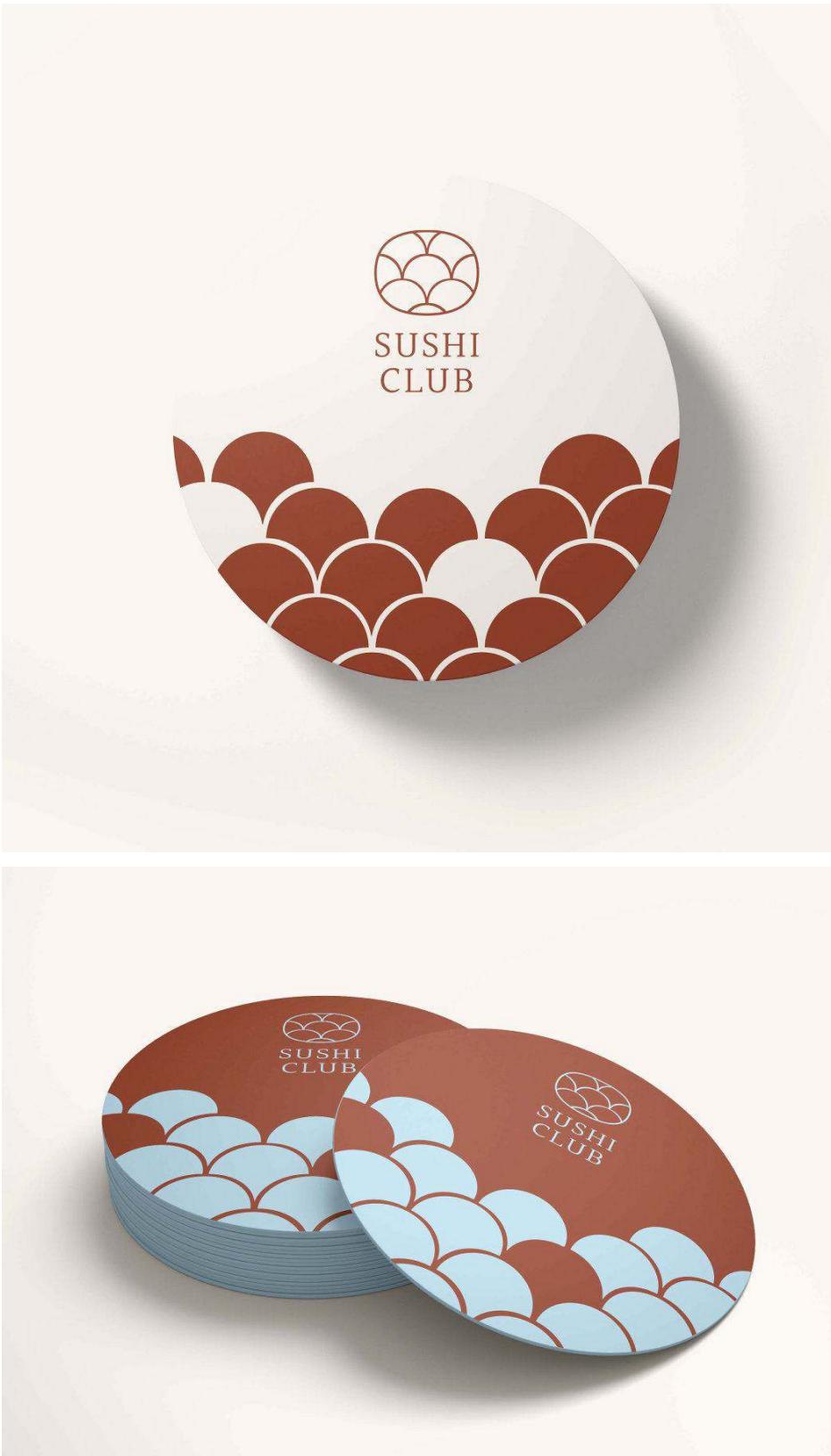


Physical sushi menu

# Product design

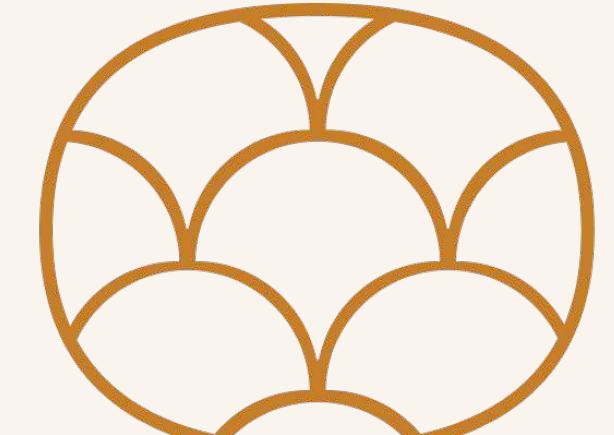


Coaster set

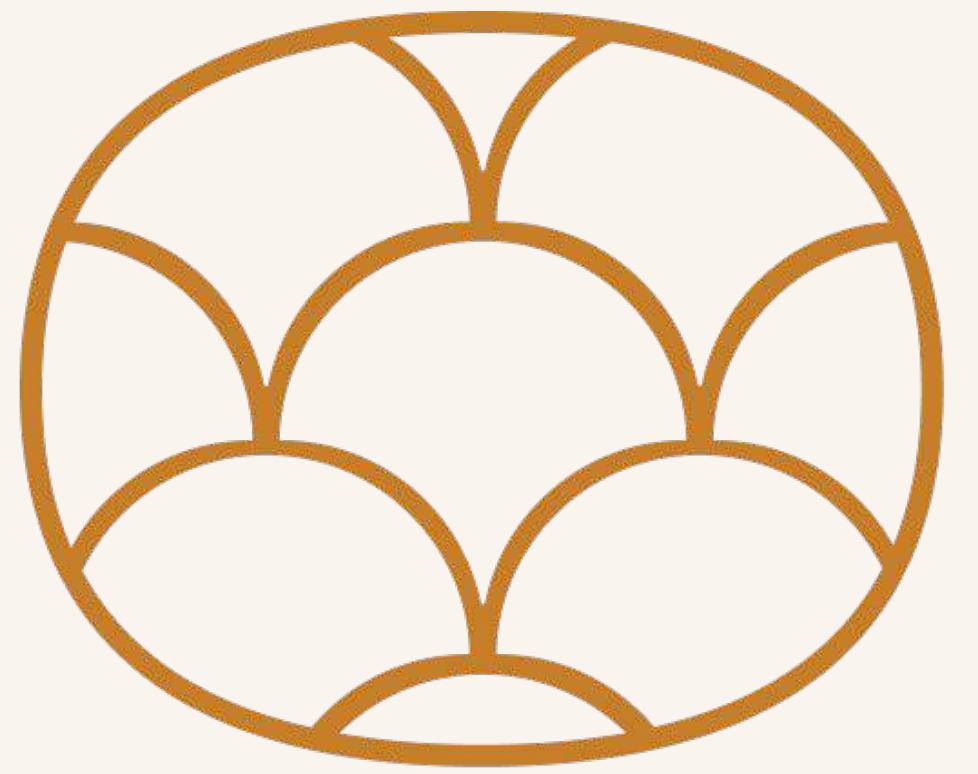


Promo poster

Authentically  
Prepared



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