



Octo Sushi

## Rebrand Case Study

# 01 CLIENT OVERVIEW

## Our Client

Octo Sushi opened by a transplant who spent a decade sling-ing Japanese cuisine in the South Texas metro; this raw-fishery boasts two separate dining areas: a small linoleum-floored space up-front (in the old Crave space), and in-back a dizzying-ly-high-ceilinged/brick.

## Why Octo?

Octo Sushi needs a new brand identity that better reflects what they're about. The branding on their website and menu both need cleaning up and clarification. New brand colors and a logo are also needed to match their atmosphere and food.



# 02 CREATIVE BRIEF

## Project

Rebrand existing company. Including website, color, menu, and logo.

## Objective

Successfully represent what Octo Sushi is all about by providing a beautiful and clean design.

## Target Audience

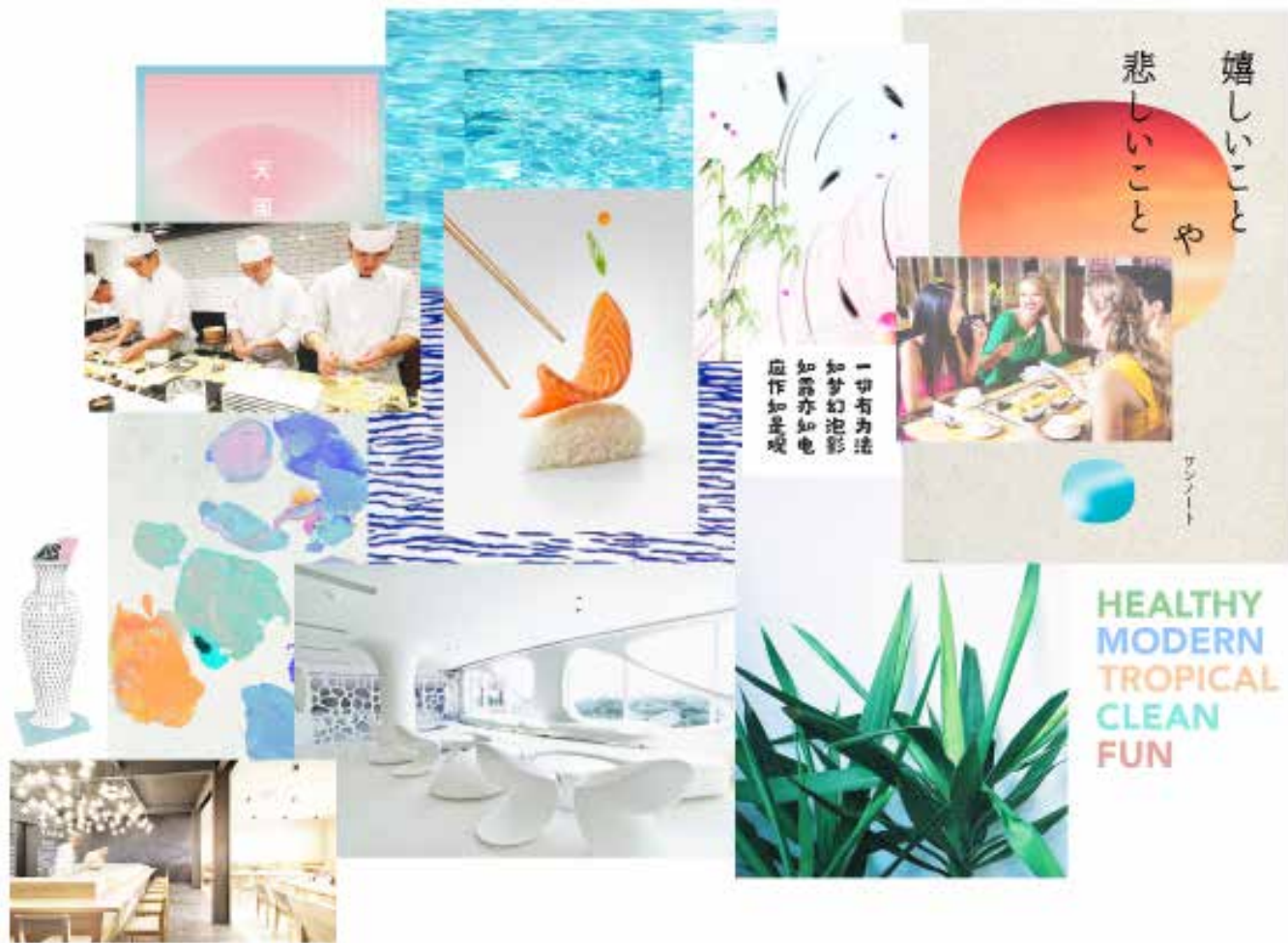
Early 20s to late 30s. Octo Sushi aims to market to the creative, passionate individual who is willing to have fun and take a chance with their sushi experience.

## Tone

The brand needs to reflect the passion and culture of Octo Sushi, meaning the colors and design will be fun, modern, and innovative.



# 03 MOODBOARD





# 04 COMPETITIVE ANALYSIS

## FREMONT BOWL

Located on Fremont Ave, N. Seattle

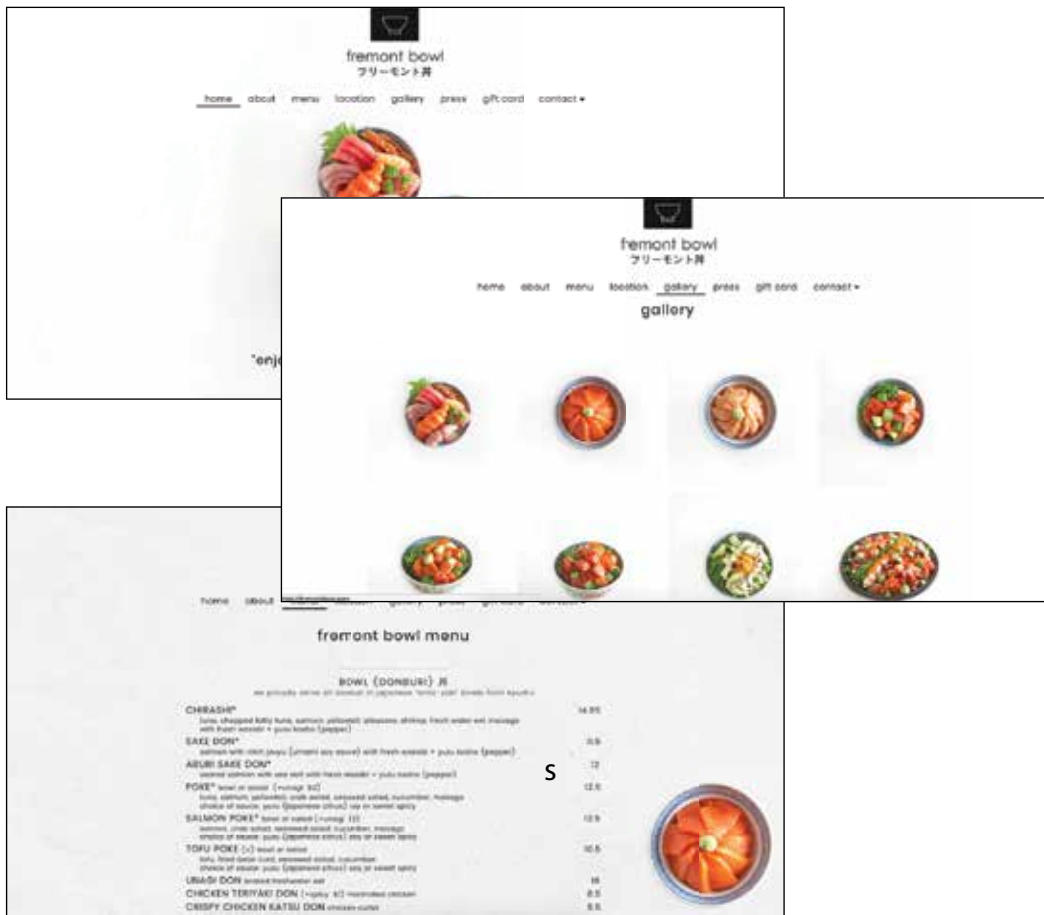
\$\$, Casual

### COMPETITIVE FEATURES

- Menu
- Photo gallery
- Social networking
- Hours and location services
- Gift card options
- Restaurant achievement
- Job opportunities
- Maps
- Parking information

### DESIGN PATTERNS

- Clean layout
- Black and white color theme
- Centered logo
- Photo grid display with caption and hover
- Top center navigation bar
- Two column menu
- Drop down menu for sub-category
- Contact form



# 04 COMPETITIVE ANALYSIS

## TAMURA

Located Eastlake Ave, Seattle

\$\$\$, Upscale

### COMPETITIVE FEATURES

- Menu information
- Reservation
- Order online with Caviar
- Social networking
- Hours and location service
- Maps
- Local restaurant emphasized
- Gratuity specified

### DESIGN PATTERNS

- Contrast color theme
- Top left logo
- Center photo display
- Top right navigation bar
- Three column menu layout
- Comment form



# 04 COMPETITIVE ANALYSIS

## WASABI

Located on 2nd Ave, Seattle

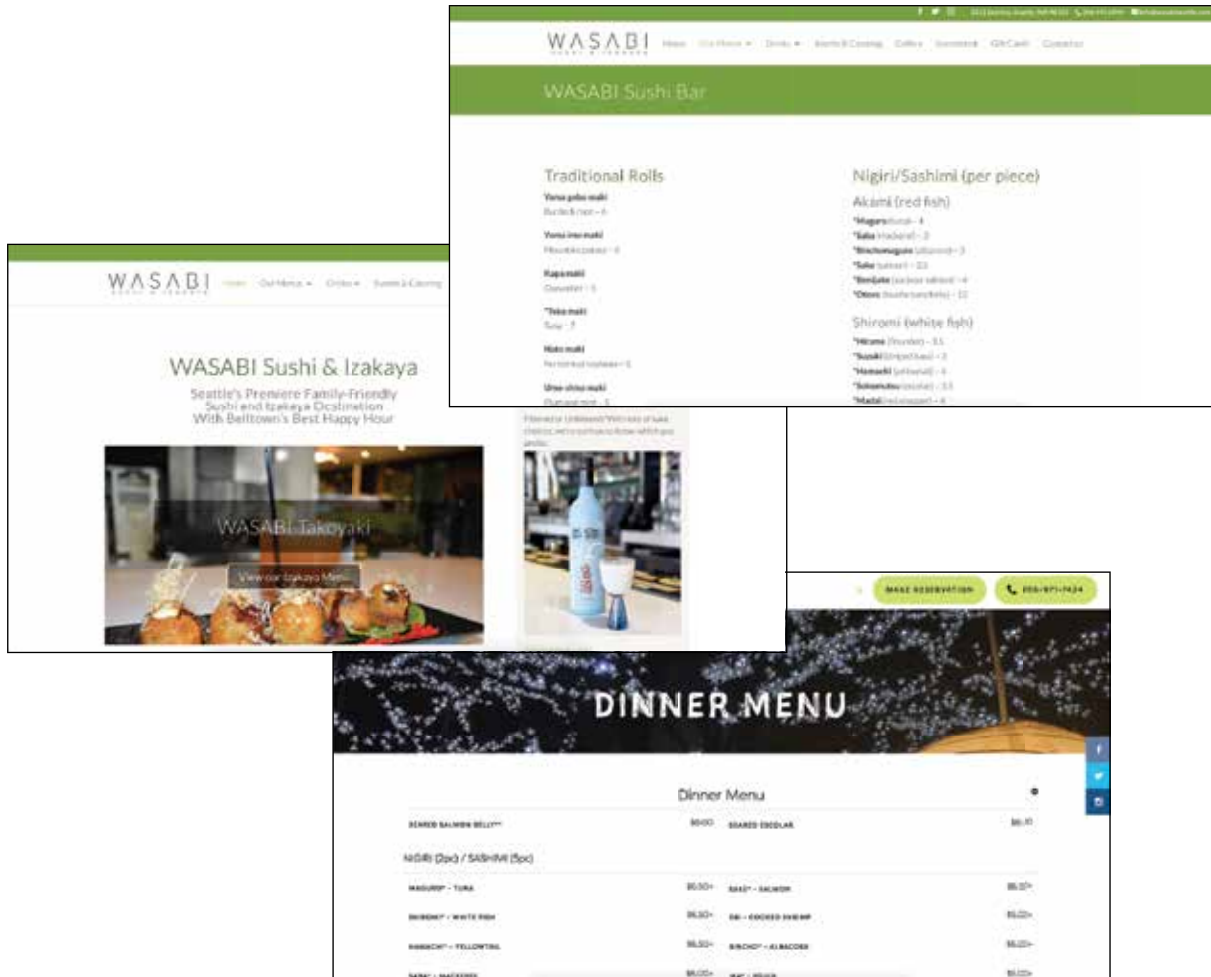
\$\$, Modern

### COMPETITIVE FEATURES

- Menu
- Drink options
- Gallery
- Reservation
- Caviar and Uber Eats
- Contact information
- Social networking
- Videos
- Hours and location service
- Map
- Event and catering
- Investment opportunities

### DESIGN PATTERNS

- Bright color theme
- Top centered logo
- Drop down menu / Sub-Category
- Center slide photo display
- Zoom in/out
- Button styles hover
- Two column menu layout
- Investment form



# 04 COMPETITIVE ANALYSIS

## MOSHI MOSHI SUSHI

Located on Ballard, NW Seattle

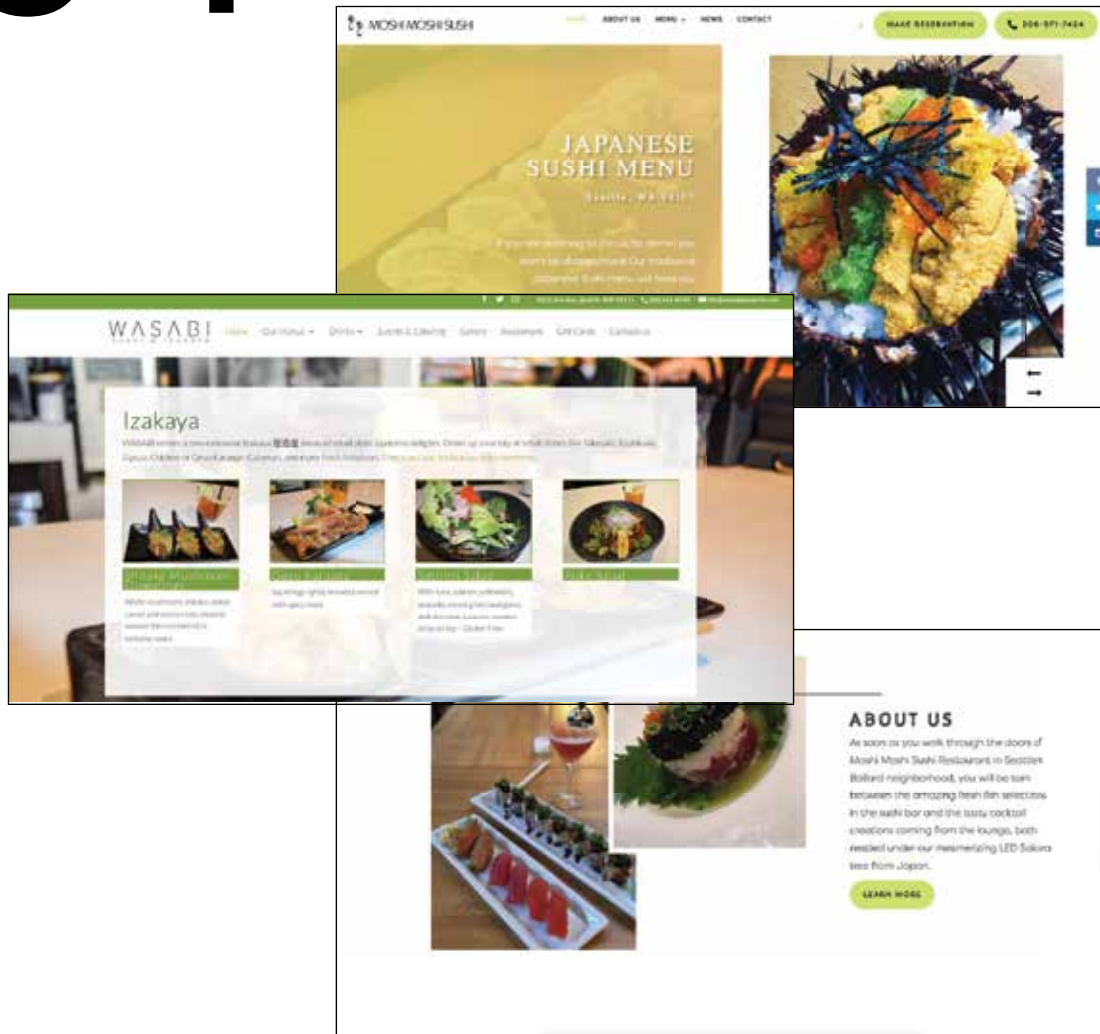
\$\$, Casual

### COMPETITIVE FEATURES

- Menu information
- News
- About us
- Reservation
- Contact information
- Share with social networking
- Parking information
- Maps

### DESIGN PATTERNS

- Bright color theme
- Top center navigation bar
- Top left logo
- Bright call to action
- Ingredient list
- Search option
- Three column menu layout
- Contact form
- Animation "contact us" button





# 05 PERSONA



## Persona 01

Name: Forest Arikson

Age: 27

Forest is an up and coming designer at a large design company in Seattle, Washington. He has a lot of friends and is a very social person. His job takes up a lot of his time so he often going out to eat before heading back to work. Forest is looking for a nice, local, affordable, and the hip joint where he can meet up with his friends for a quick bite. Forest cares a lot about experiences and enjoys aesthetically appealing locations that are fresh, inviting, and open and food that is delicious and quickly made.



## Persona 02

Name: Breah Jonas

Age: 24

Breah loves sushi. It is all about the journey, little moments that bring up over time creating happy memories. However, most sushi places in Seattle are fancy and overpriced. Breah is a laid back kind of girl, and she would like to enjoy a day out with her girls without having to get dressed up and spend big bucks on her favorite treat. Breah is looking for a sushi place that still has excellent service and delicious food that doesn't break the bank.



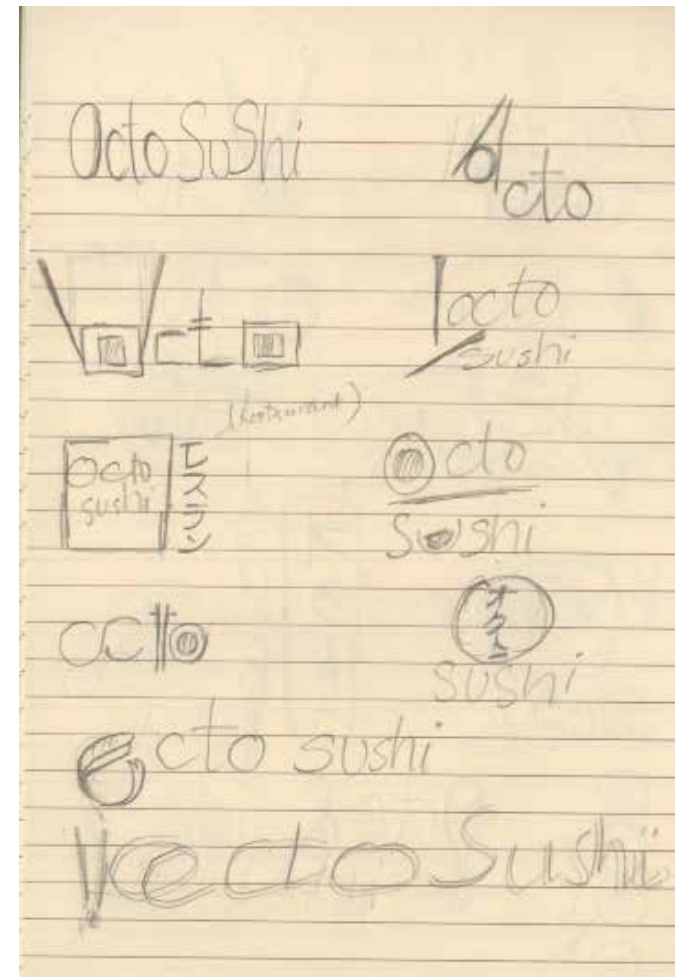
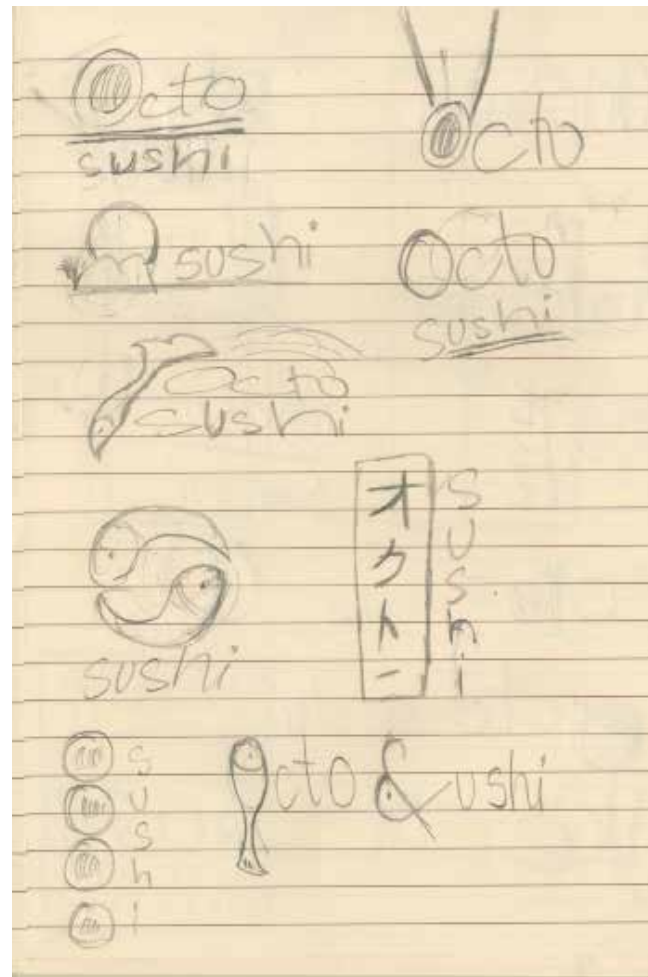
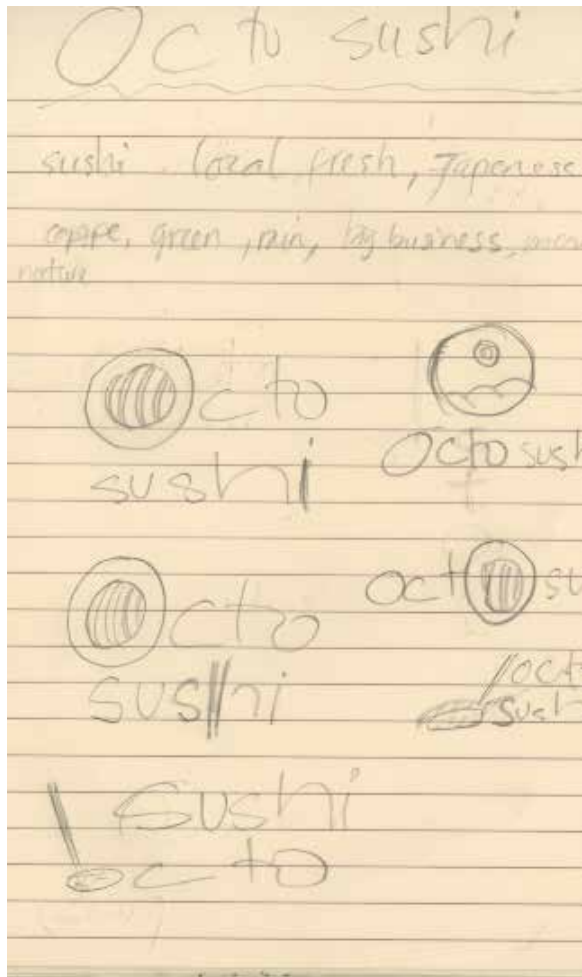
## Persona 03

Name: Mia Patel

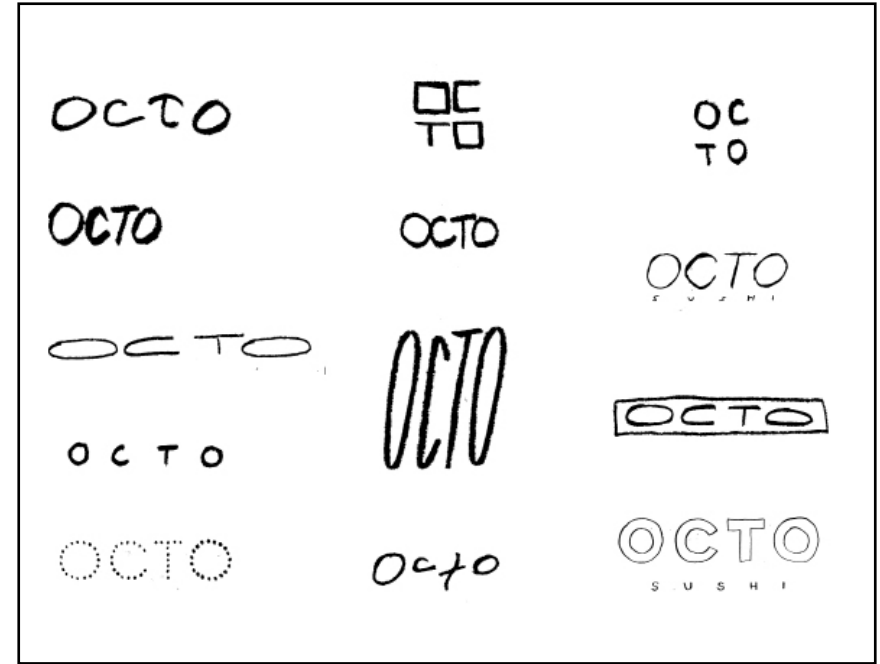
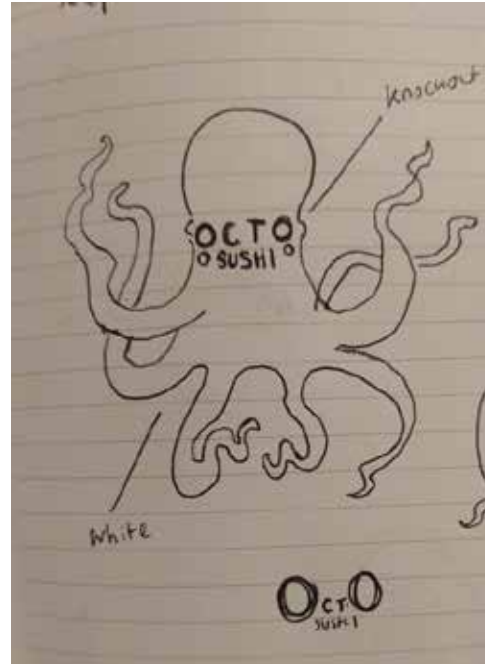
Age: 34

Mia is half Japanese on her mother's side, and culture and authenticity are a big part of her life. Mia has been eating sushi since she was a little girl and really appreciates restaurants that can provide authenticity of home both visually and in taste. Mia is also modern; she loves pop culture and the rebellion of youth. She would describes herself as a fusion of culture and modern America. Mia loves Octo because not only do they respect traditional Japanese's culture but they are also fresh and trendy.

# 06 SKETCHES



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# 07 VECTOR PROCESS SKETCHES

Option 1



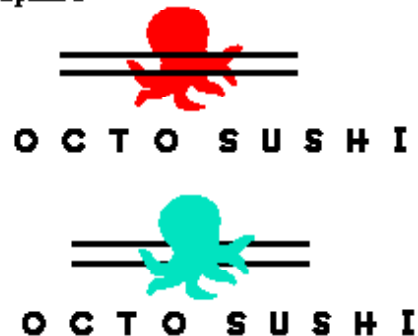
Option 2



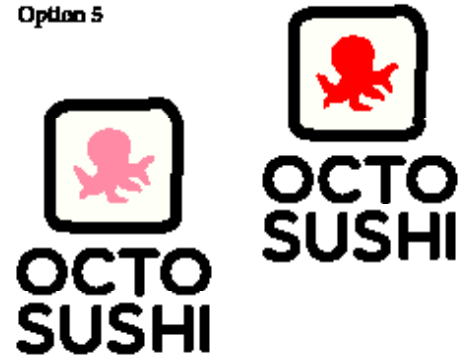
Option 3



Option 4



Option 5



Option 6



# 07 VECTOR PROCESS SKETCHES





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# 08

## STYLE GUIDE-LOGO DESIGN

### COLOR



#B4DFCF



#FFFFFF

### TYPOGRAPHY

*Slow life*

# 09

## FINAL LOGO DECISION



Octo Sushi



Octo Sushi

# 09 FINAL LOGO

## Logomark

Logomark is a combination of the abstract tentacle to refer to as part of the sushi dish as well as the name Octo itself. Together, the logo mark intimates that Octo sushi is fun, modern, and innovative.

## Typography

The type used in Octo logo is a sans serif font. The feeling of hand-writing that the type brings is creating the feel of modern, friendly, enthusiastic as what Octo wanted to delivery to its customers.

## Color Palette

Final logo applies the color palette of ocean green and pure white. Green indicates that Octo sushi they always use the freshest ingredients for their food. Pure white often reminds of simplicity, modernity as well as cleanliness.



Octo Sushi



# 10 MOCK UP



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