

# OCTO SUSHI

*REBANDING*

# CLIENT

## Our Client

Octo is a local sushi restaurant in Capitol Hill. The owner of Octo was originally from South Texas. He moved to Seattle with the hope that everyone could taste the best authentic Japanese cuisine.

## 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.



### RESTAURANT DETAILS

Features Family Friendly, Good for Groups, Takeout

Cuisine Japanese, Sushi

Price \$\$\$

### BAR DETAILS

Features Happy Hour

Scene Cocktail Lounge



# 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.

# MOODBOARD



# 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

# COMPETITIVE ANALYSIS

Sunday December 24th (Christmas Eve)  
Monday December 25th (Christmas)  
Monday December 31st (New Year's Day)  
Monday January 15th (MLK Day)

MENU RESERVATIONS HOURS + LOCATION ORDER NOW

SUSHI IPPINS BRUNCH COURSE MEALS DESSERT DRINKS SAKE WINE SPIRITS

Nigiri: one piece per order, sashimi is 2 slices

\*Raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food borne illness.

	5 / 10	5 / 6	6 / 12
Albacore Tuna* [Washington] Sustainable	Mackerel* / Saba [Norway] Sustainable	Sockeye Salmon Belly* [Alaska] Sustainable	
Albacore Tuna Belly* [Washington] Sustainable	Octopus / Tako [Spain] Sustainable	Spot Prawn* / Amasabi [Japan] Sustainable	
Amberjack* / Kurotobi	Salmon Roe (Chum)* / Iku	Squid Tentacles* / Ika Goso	

Quality: A score from 1 to 10, where 10 is the highest quality. Sustainable: Sustainable means that the fish was caught in a responsible manner. Our goal is to source our fish from the Pacific Northwest in authentic Japanese preparation.

Tamura is a Kappa style restaurant where food is prepared in an open kitchen and served quickly in a lively environment where staff and guests talk about the food and beyond. Our goal is to become the very best restaurant to our guests by getting to know them and serving them in a personable yet professional manner.

LOCAL, SEASONAL, SUSTAINABLE

Sushi Kappa Tamura sources its ingredients from NW farms and fisheries like Taylor Shellfish, Skagit River Ranch, and Wild West. It also partners with Seattle Ikuho.

## TAMURA

Located on Eastlake Ave, Seattle  
\$\$\$, Upscale

### COMPETITVE 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

# COMPETITIVE ANALYSIS

The image displays three screenshots of the Wasabi Sushi & Izakaya website. The top screenshot shows the homepage with a green header, a photo of Takoyaki, and a "View our Izakaya Menu" button. The middle screenshot shows a detailed menu page for Traditional Rolls and Nigiri/Sashimi, listing various types with descriptions and prices. The bottom screenshot shows a dinner menu page with a dark background featuring a cherry blossom illustration, displaying a list of dishes and their prices.

## WASABI

Located on 2nd Ave, Seattle  
 \$\$, Modern

### COMPETITVE 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

# COMPETITIVE ANALYSIS

The image displays two screenshots of restaurant websites side-by-side for competitive analysis.

**MOSHI MOSHI SUSHI (Top Left):** This website features a top navigation bar with links to HOME, ABOUT US, MENU, NEWS, and CONTACT. A prominent green button labeled "MAKE RESERVATION" is located in the top right corner, along with a phone number (206-971-7424) and an email address (info@moshisushi.com). The main visual is a large image of a colorful, multi-layered sushi dish. Below the main image is a "JAPANESE SUSHI MENU" section with a yellow background, featuring a photograph of a roll and the text: "If you are planning to join us for dinner, you won't be disappointed! Our traditional Japanese Sushi menu will have you".

**WASABI SUSHI & IZAKAYA (Bottom Left):** This website has a top navigation bar with links to Home, Our Menus, Drinks, Events & Catering, Gallery, Investment, Gift Cards, and Contact us. It includes social media icons for Facebook, Twitter, and Instagram. The main visual is a photograph of a table set with various dishes. A modal window titled "Izakaya" is open, showing four small-plate options: Shitake Mushroom Dumplings, Gyoza Karaage, Sashimi Salad, and Poke Salad, each with a small image and a brief description. To the right of the modal is a "ABOUT US" section with a photograph of a dish and some descriptive text.

## MOSHI MOSHI

Located 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

# PERSONA



**Forest Arikson, 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 goes 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 about experiences and enjoys aesthetically appealing locations that are fresh, inviting, and open and food that is delicious and quickly made.



**Breah JonaS, 24**

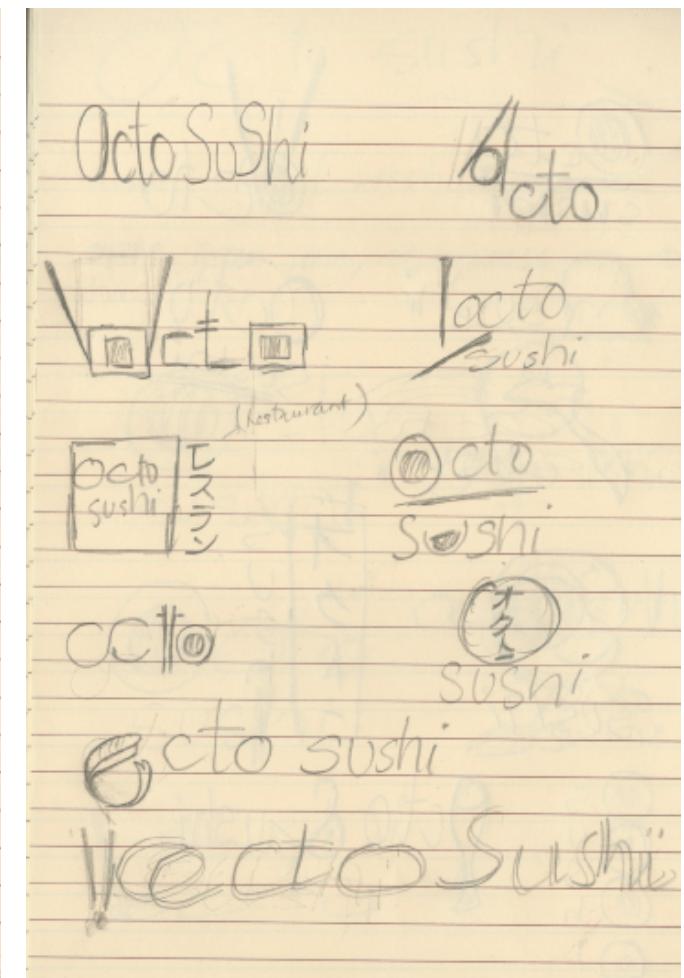
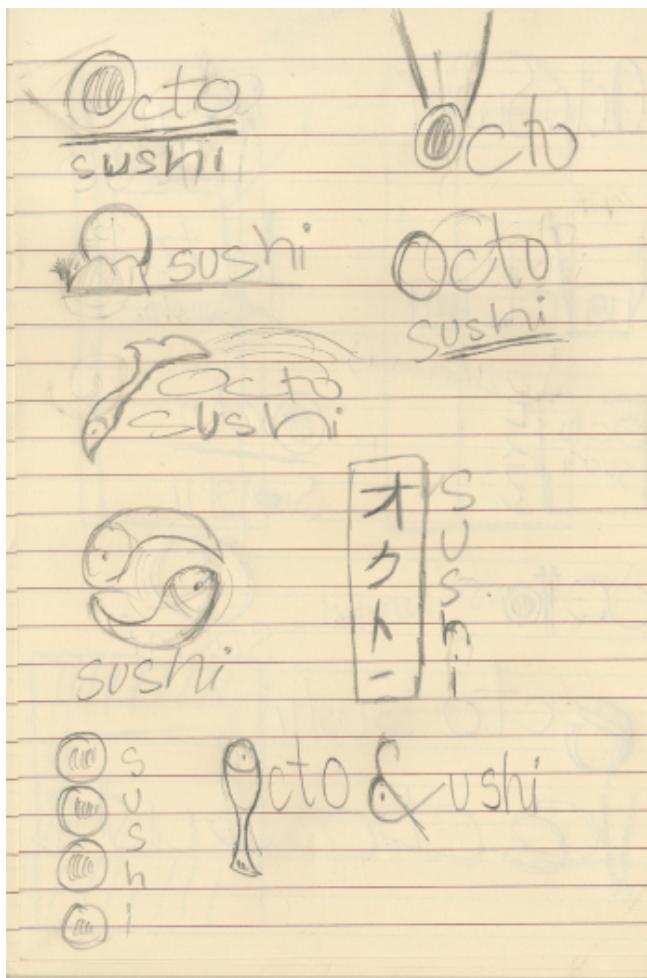
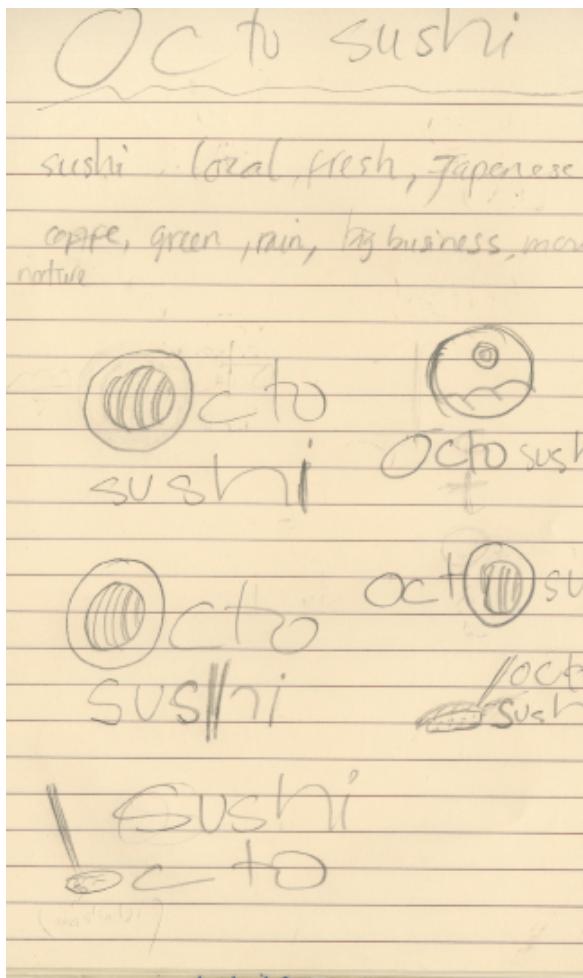
Breah loves sushi. It is all about the journey, little moments that bring up over time creating happy memories. However, most sushi places in Seattle are fancy and overpriced. Breah is a laid back kind of girl, and she would like to enjoy a day out with her girls without having to get dressed up and 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.



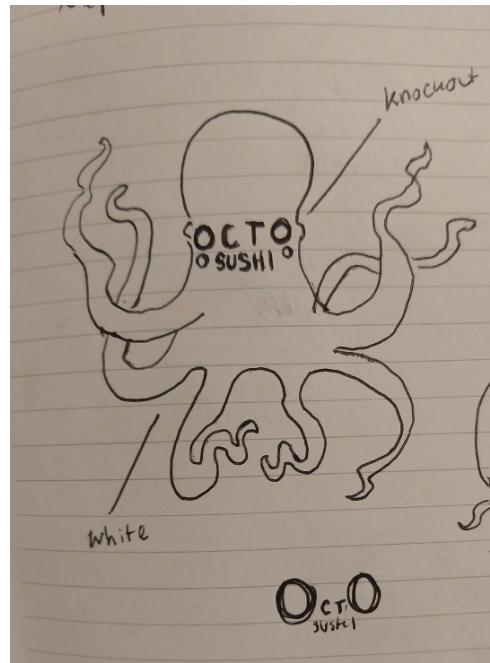
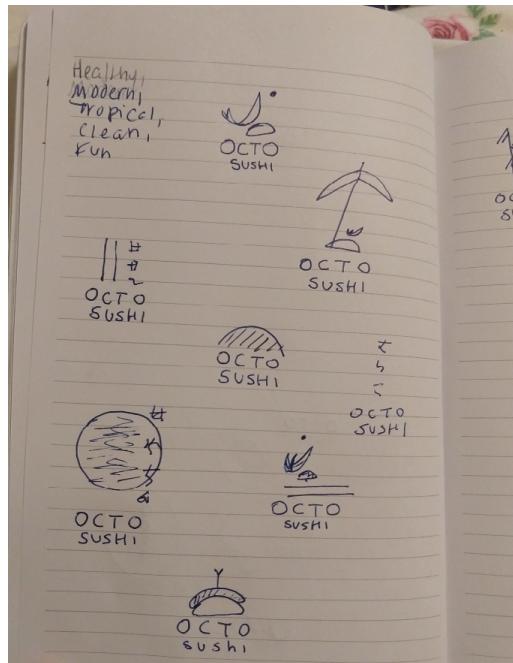
**Mia Patel, 34**

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 describe 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.

# LOGO SKETCHES



# LOGO SKETCHES



# VECTOR PROCESS SKETCHES

Option 1



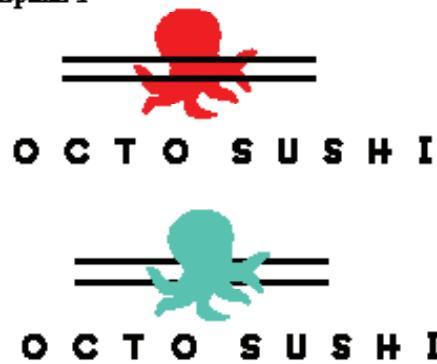
Option 2



Option 3



Option 4



Option 5



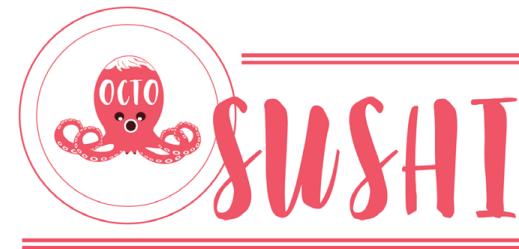
Option 6

OCTO SUSHI  
OCTO SUSHI  
OCTO SUSHI

# VECTOR PROCESS SKETCHES



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# VECTOR PROCESS SKETCHES



Octo Sushi



Octo Sushi



Octo Sushi



Octo Sushi

# FINAL LOGO DECISIONS



*Octō Sushi*



*Octō Sushi*



*Octō Sushi*

# 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 handwriting 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.



# FINAL LOGO IN GRayscale

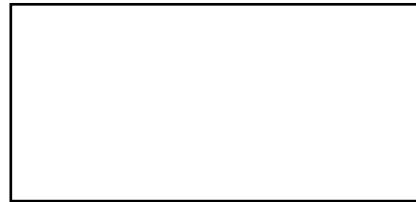


# STYLING

## COLOR



#B4DFCF



#FFFFFF

## TYPOGRAPHY

*slow life*

# BUSINESS CARD

The idea is to have a simple design, but still highlight the nature of Octo Sushi which is high quality and fresh. Below are some initial designs for the business card.



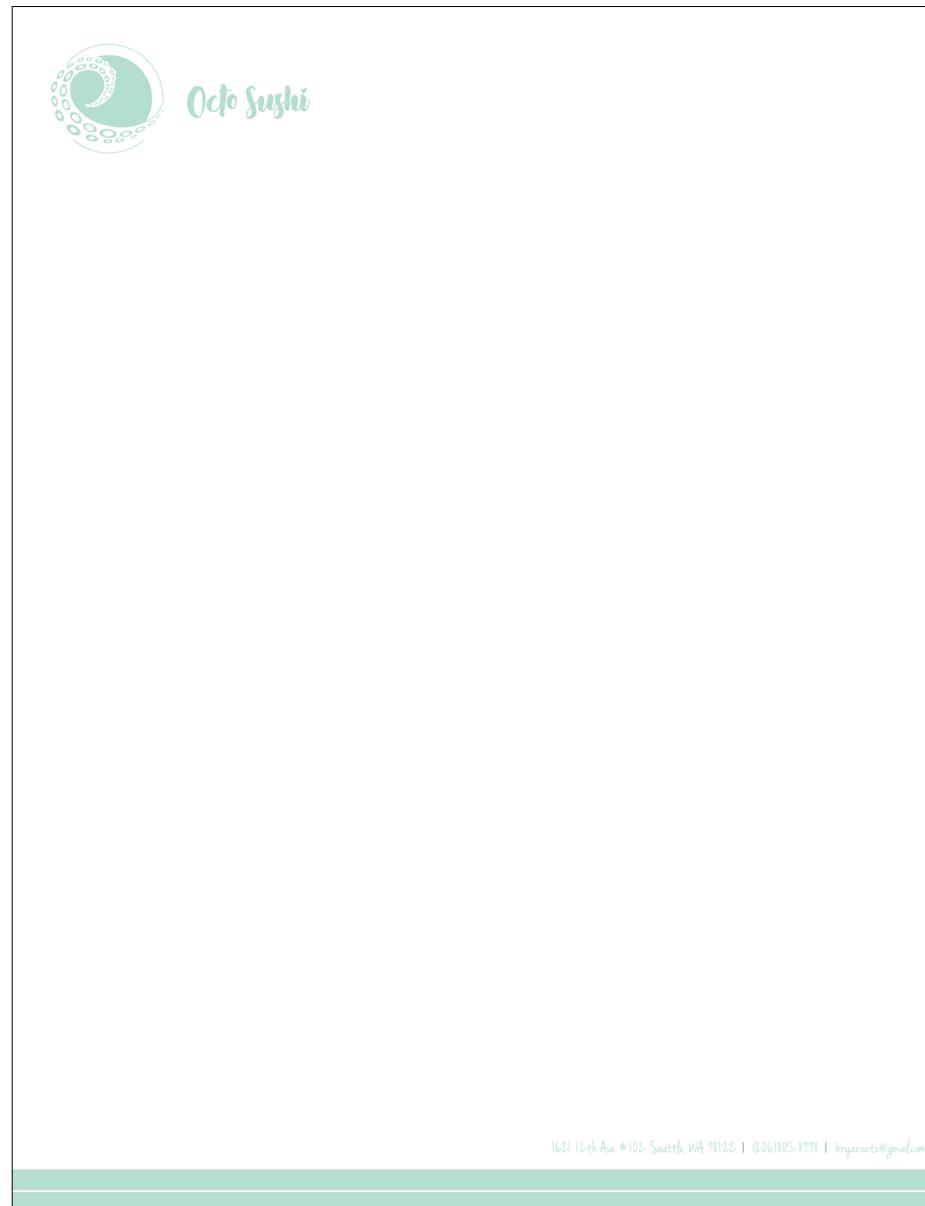
# BUSINESS CARD



# BUSINESS CARD



# LETTERHEAD



# ENVELOPE



Octo Sushi

1621 12th Ave #102, Seattle, WA 98122  
(206)805-8998