

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

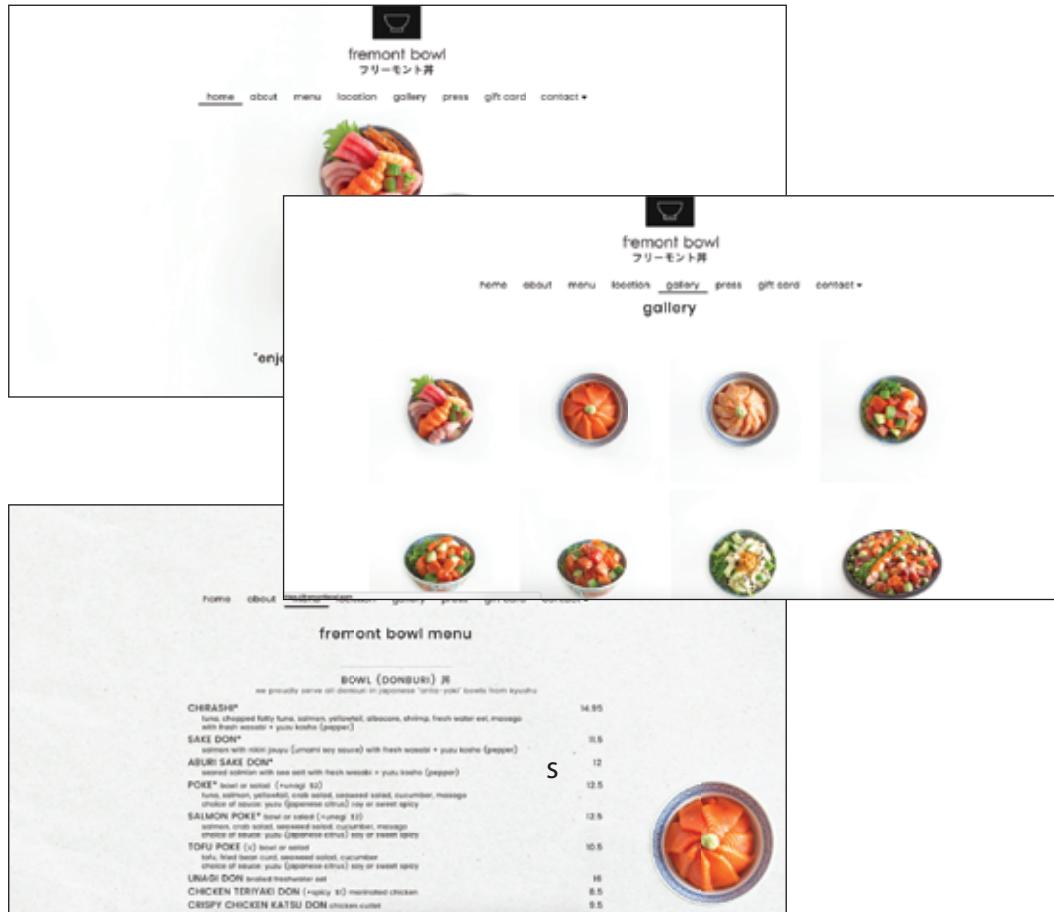
The brand needs to reflect the passion and culture of Octo Sushi, meaning the colors and design will be fun, modern, and innovative.



MOODBOARD



COMPETITIVE ANALYSIS



FREMONT BOWL

Located on Fremont Ave, N. Seattle
 \$\$, Casual

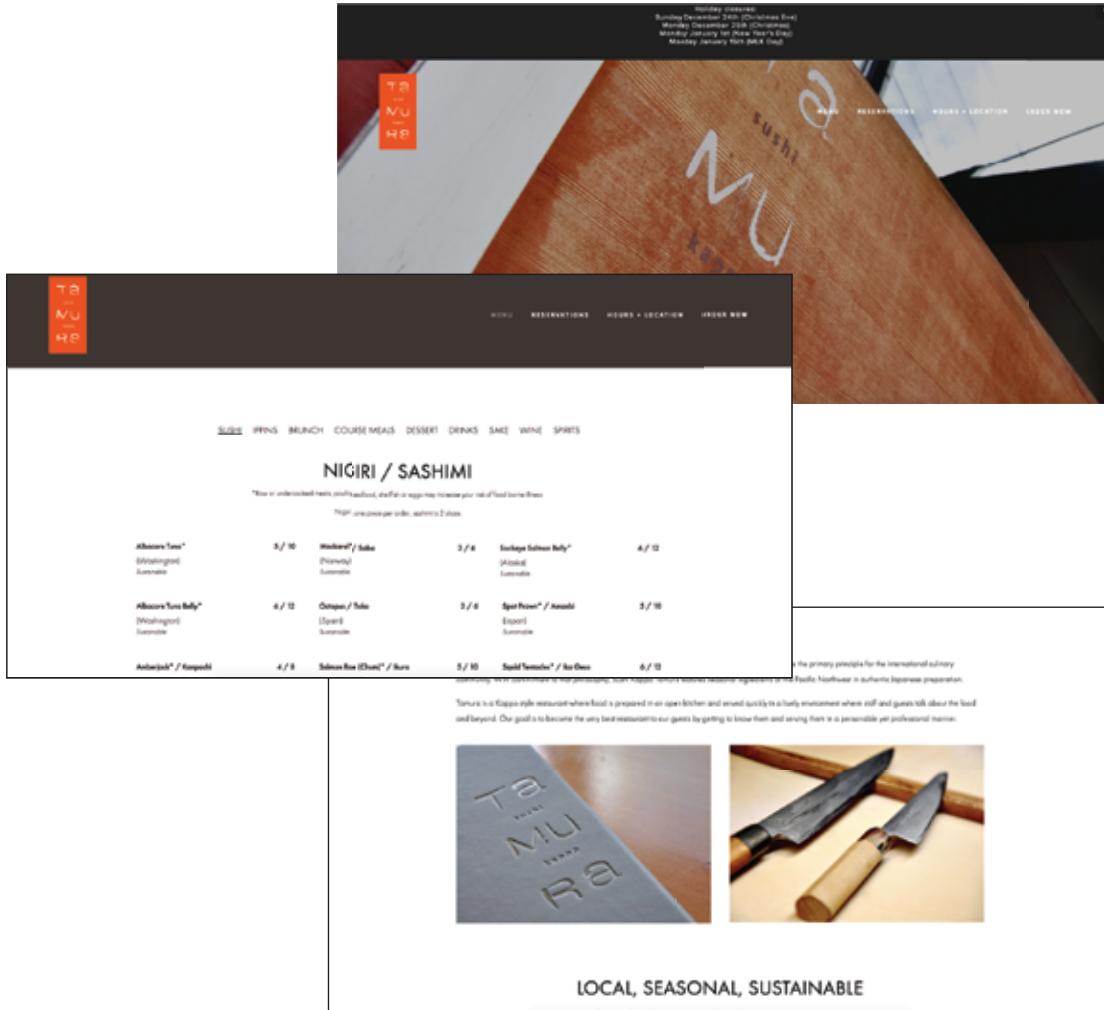
COMPETITIVE FEATURES

- 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



TAMURA

Located on 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

COMPETITIVE ANALYSIS

The image contains three screenshots of the Wasabi Sushi & Izakaya website:

- Home Page:** Shows the logo "WASABI SUSHI & IZAKAYA" and the tagline "Seattle's Premiere Family-Friendly Sushi and Izakaya Destination With Belltown's Best Happy Hour". It features a photo of "WASABI Takoyaki" and a "View our Izakaya Menu" button.
- Sushi Bar Menu Page:** Displays the "WASABI Sushi Bar" header. The menu is organized into sections: "Traditional Rolls", "Nigiri/Sashimi (per piece)", and "Drinks". Under "Traditional Rolls", there are sub-sections for "Yama gyoza-maki", "Yama ino-maki", "Kappa-maki", "Tako-maki", "Noto-maki", and "Une-chiso-maki". Under "Nigiri/Sashimi (per piece)", there are sub-sections for "Akami (red fish)", "Maguro (tuna)", "Saba (mackerel)", "Bachonagase (bacalao)", "Sake (salmon)", "Buri (yellowtail salmon)", and "Otoro (bluefin tunabelly)". A note at the bottom says "Filtered or Unfiltered? With lots of sake choices, we'll leave it up to you which you prefer." On the right side, there are buttons for "MAKE RESERVATION" and a phone number "206-971-7424".
- Dinner Menu Page:** Shows the "DINNER MENU" header. The menu is titled "Dinner Menu" and lists items under "SEARED SALMON BELLY**", "NIGIRI (2pc) / SASHIMI (5pc)", "MAGURO** - TUNA", "SHIBORI** - WHITE FISH", "HANNACHI** - YELLOWTAIL", and "SABA** - MAKKEREL". Each item has a price next to it. At the bottom, there are social media icons for Facebook, Twitter, and Instagram.

WASABI

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

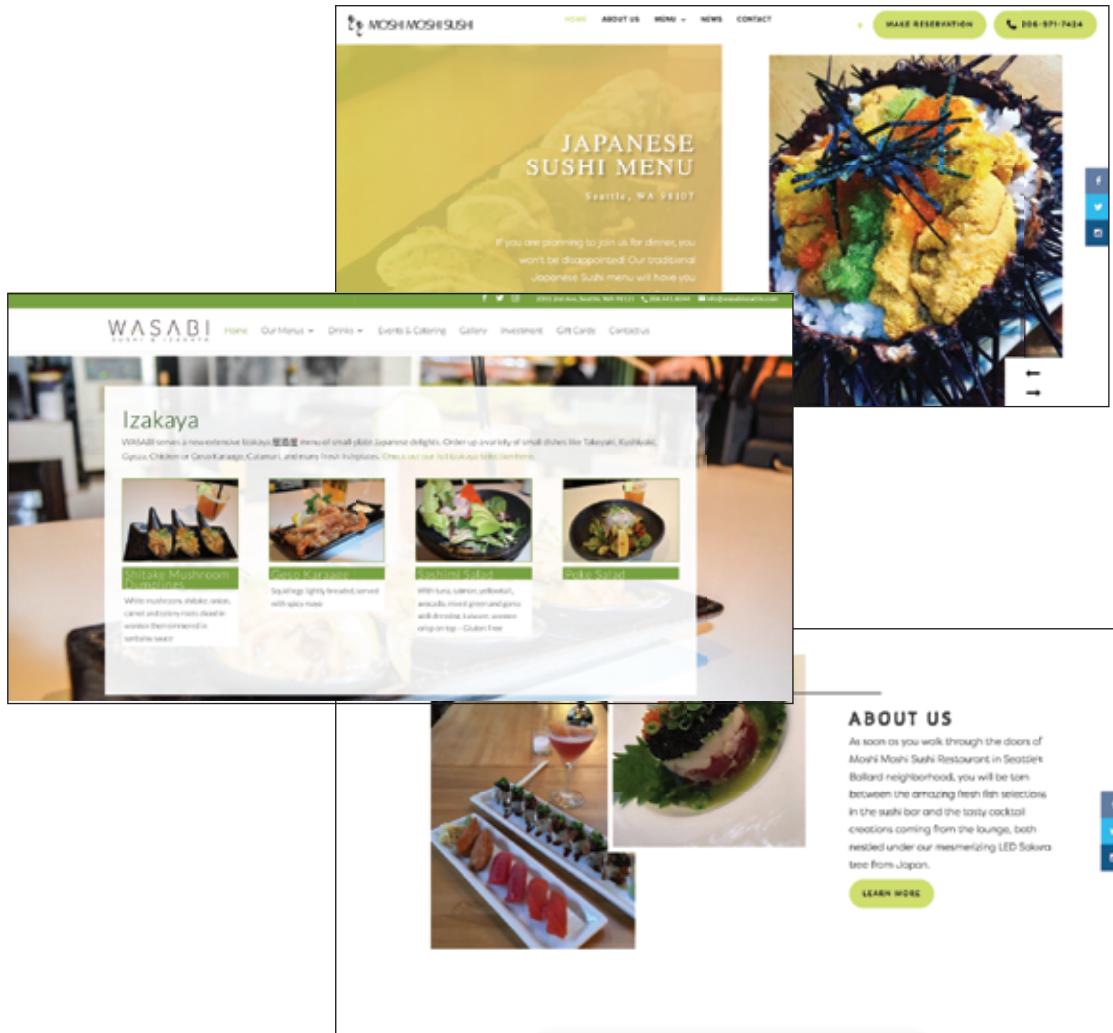
COMPETITIVE FEATURES

- 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

COMPETITIVE ANALYSIS



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

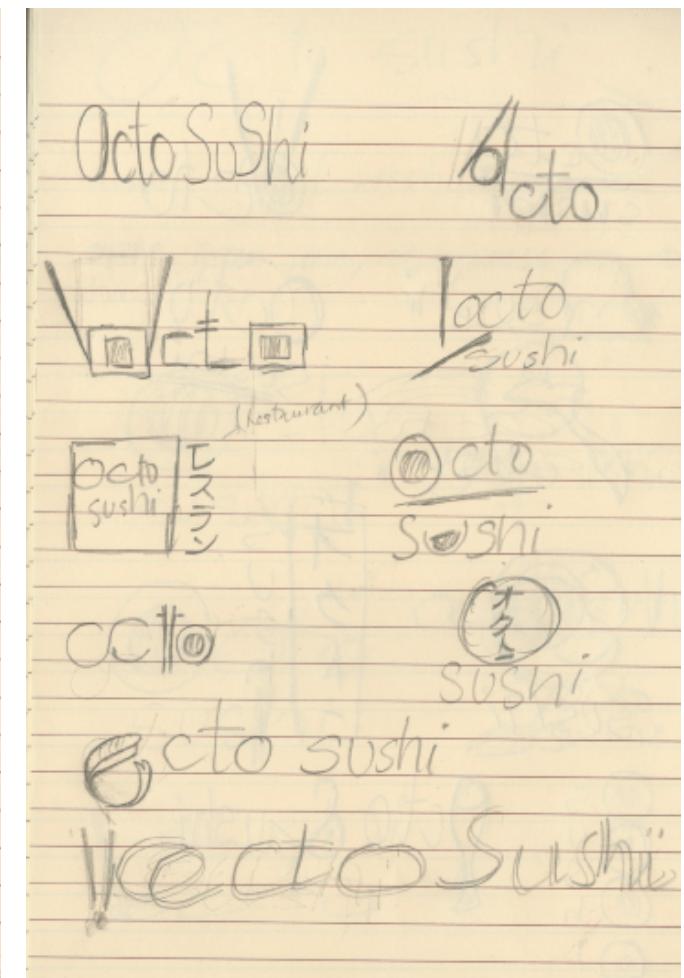
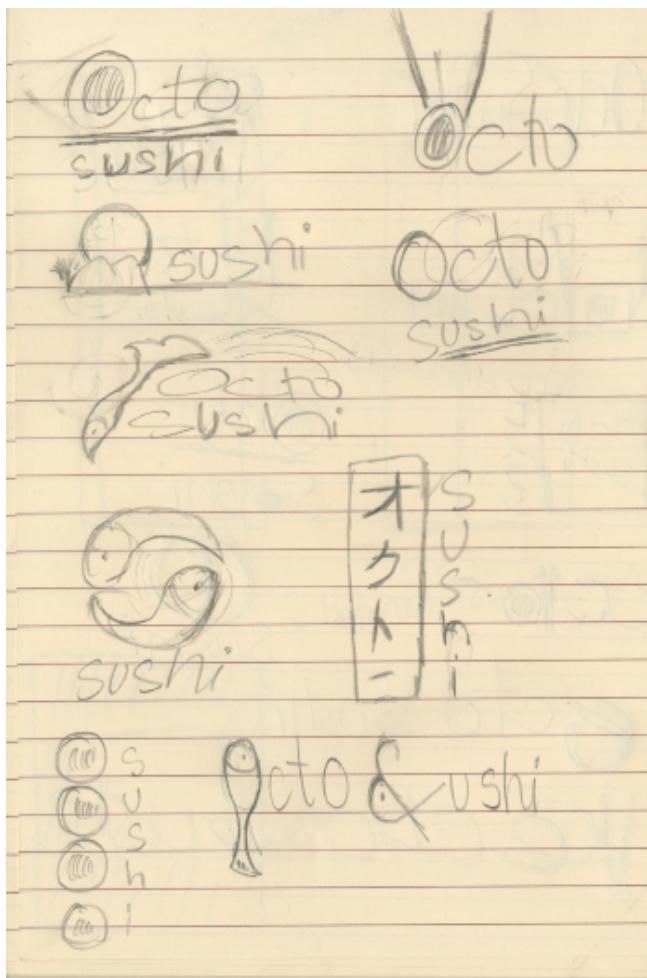
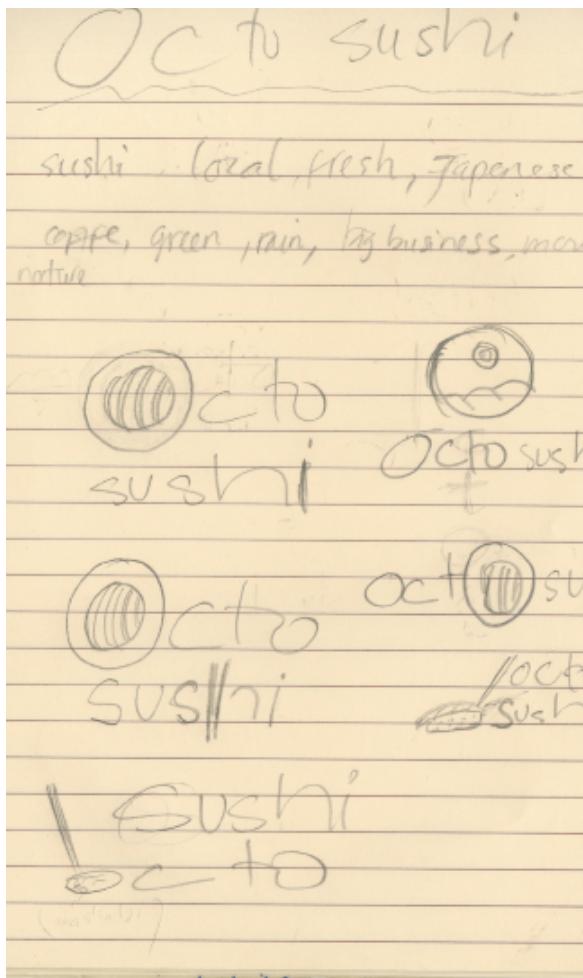
Breah loves sushi. It is all about the journey, little moments that bring up over time creating happy memories. However, most sushi places in Seattle are fancy and overpriced. Breah is a laid back kind of girl, and she would like to enjoy a day out with her girls without having to get dressed up and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



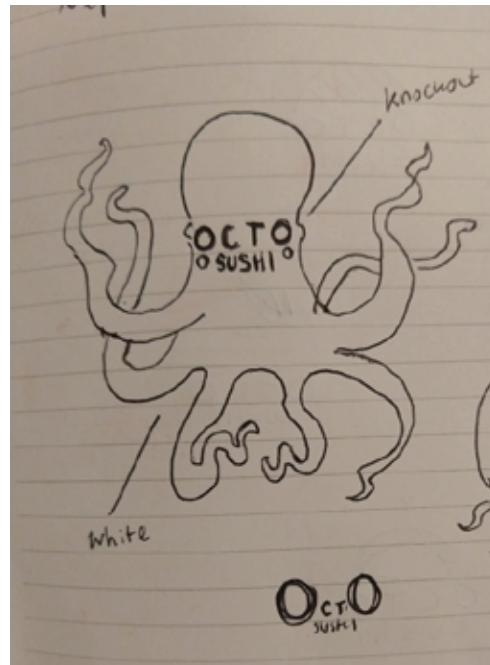
Mia Patel, 34

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



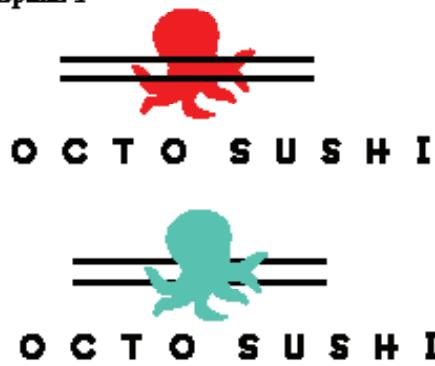
Option 2



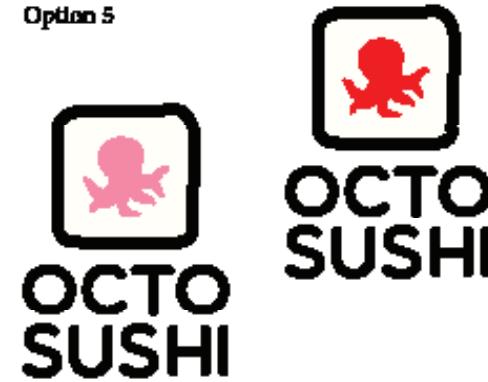
Option 3



Option 4



Option 5



Option 6

OCTO SUSHI
OCTO SUSHI
OCTO SUSHI

VECTOR PROCESS SKETCHES



VECTOR PROCESS SKETCHES



VECTOR PROCESS SKETCHES



Octo Sushi



Octo Sushi



Octo Sushi



Octo Sushi

FINAL LOGO DECISIONS



Octo Sushi



Octo Sushi



Octo 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.

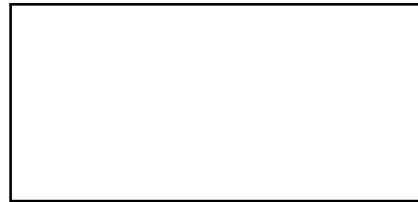


STYLING

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



Octo Sushi

Bryan Smith
Manager

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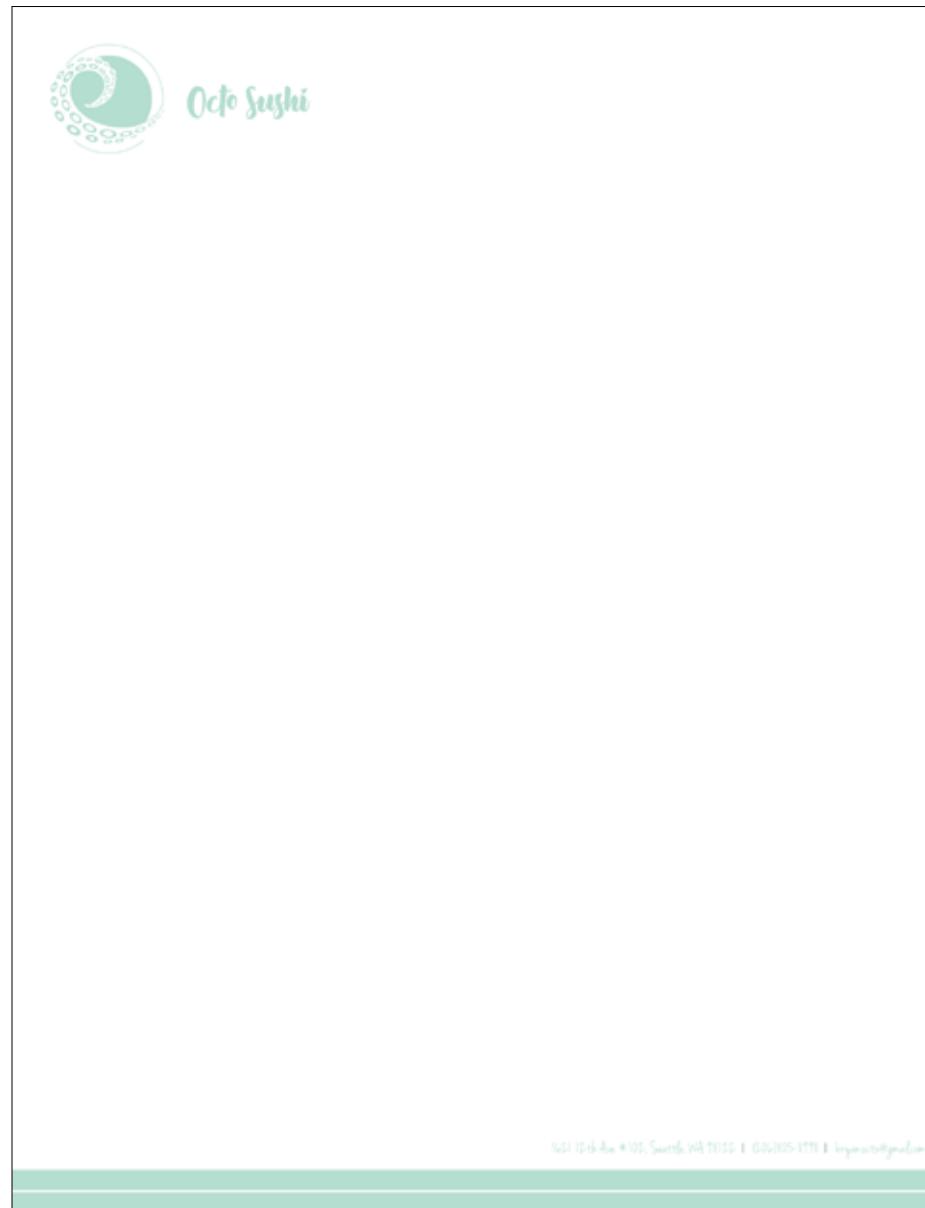
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LETTERHEAD



ENVELOP

